

# YouGov Survey: Christmas movies



Sample 1000 U.S. Adult Citizens  
 Conducted November 15 - 19, 2023  
 Margin of Error ±4%

## 1. Will you celebrate Christmas or another winter holiday this year?

Yes	83%
No	10%
Not sure	7%

## 2. Is Christmas the primary holiday you will be celebrating this winter?

*Asked of people who plan to celebrate winter holidays*

Yes	90%
No	9%
Not sure	2%

## 3. Do you ever watch Christmas movies?

Yes	85%
No	13%
Not sure	2%

## 4. If you're watching a Christmas movie, do you prefer to watch it...?

*Asked of people who ever watch Christmas movies*

At home	93%
In a theater	2%
No preference	5%

## 5. Which do you prefer?

*Asked of people who ever watch Christmas movies*

Classic Christmas movies	54%
Newly released Christmas movies	10%
No preference	36%

## 6. In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Yes	No	Not sure
Takes place during the Christmas season	89%	7%	4%
Soundtrack has Christmas music	72%	19%	9%
Has a heartwarming tone	72%	19%	9%
Has a moral message	57%	31%	12%
Has a happy ending	70%	21%	9%
Involves a family gathering	61%	28%	11%
Involves snow	55%	36%	9%

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Involves a Christmas tree	71%	23%	7%
Involves gift giving or receiving	53%	33%	14%
Involves Santa Claus	45%	41%	13%
Involves elements of magic	38%	49%	13%
Involves elements of faith or religion	42%	42%	16%
Involves children	46%	41%	13%
Involves a Christmas meal	49%	40%	12%
Involves a small town	27%	58%	15%
Involves a big city	17%	69%	13%
Involves a fireplace	38%	49%	14%

7. Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Yes	No
Love Actually	40%	60%
Die Hard	70%	30%
Little Women	41%	59%
The Nightmare Before Christmas	64%	36%
Edward Scissorhands	64%	36%
Silver Linings Playbook	26%	74%
Just Friends	28%	72%
Frozen	62%	38%
Serendipity	25%	75%
Gremlins	62%	38%

8. And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Yes	No	Not sure
Love Actually	50%	27%	23%
Die Hard	39%	50%	11%
Little Women	28%	51%	21%
The Nightmare Before Christmas	79%	12%	9%
Edward Scissorhands	20%	65%	15%
Silver Linings Playbook	21%	62%	18%
Just Friends	43%	29%	28%
Frozen	36%	50%	14%
Serendipity	34%	39%	27%
Gremlins	30%	53%	17%

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<b>Interviewing Dates</b>	November 15 - 19, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.08 to 6.518, with a mean of one and a standard deviation of 0.829.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	65 questions not reported.

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## 1. Celebrate Christmas

Will you celebrate Christmas or another winter holiday this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	83%	83%	84%	83%	82%	84%	87%	75%	79%	69%
No	10%	10%	10%	8%	11%	10%	11%	8%	12%	16%	17%
Not sure	7%	7%	6%	8%	6%	8%	5%	5%	13%	6%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(999)	(438)	(561)	(133)	(182)	(419)	(265)	(645)	(117)	(125)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	83%	84%	74%	92%	84%	90%	80%	87%	88%	85%	88%	81%	81%
No	10%	9%	17%	3%	11%	5%	10%	8%	11%	6%	9%	12%	11%
Not sure	7%	7%	9%	5%	5%	5%	10%	5%	1%	9%	3%	7%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(999)	(353)	(370)	(276)	(380)	(347)	(462)	(243)	(190)	(176)	(205)	(389)	(229)

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## 2. Is Christmas Primary Winter Holiday

Is Christmas the primary holiday you will be celebrating this winter?

*Asked of people who plan to celebrate winter holidays*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	90%	92%	88%	82%	96%	91%	88%	92%	*	90%	*
No	9%	6%	11%	12%	4%	8%	10%	7%	*	9%	*
Not sure	2%	2%	1%	6%	0%	1%	2%	1%	*	1%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(833)	(365)	(468)	(115)	(150)	(342)	(226)	(560)	(89)	(100)	(84)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	90%	86%	89%	93%	85%	93%	90%	92%	90%	87%	92%	89%	90%
No	9%	10%	9%	6%	13%	6%	8%	7%	10%	11%	6%	10%	7%
Not sure	2%	3%	2%	1%	2%	0%	1%	2%	1%	2%	2%	1%	3%
Totals	101%	99%	100%	100%	100%	99%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(833)	(291)	(290)	(252)	(309)	(311)	(370)	(212)	(169)	(144)	(175)	(323)	(191)

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**3. Ever Watch Christmas Movies**

Do you ever watch Christmas movies?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	85%	86%	83%	90%	86%	86%	75%	88%	72%	80%	84%
No	13%	12%	14%	6%	12%	12%	24%	11%	20%	17%	15%
Not sure	2%	2%	3%	4%	2%	2%	1%	1%	8%	3%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(997)	(438)	(559)	(132)	(181)	(419)	(265)	(645)	(116)	(124)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	85%	87%	78%	89%	85%	88%	81%	89%	87%	90%	89%	78%	88%
No	13%	12%	19%	9%	14%	10%	15%	10%	13%	9%	9%	19%	11%
Not sure	2%	1%	3%	2%	1%	3%	4%	1%	0%	1%	2%	3%	1%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(351)	(371)	(275)	(379)	(345)	(462)	(241)	(190)	(176)	(204)	(388)	(229)

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## 4. Watch Christmas Movies at Home or in Theaters

If you're watching a Christmas movie, do you prefer to watch it. . . ?

*Asked of people who ever watch Christmas movies*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
At home	93%	91%	95%	93%	90%	95%	93%	94%	*	*	*
In a theater	2%	4%	1%	4%	3%	1%	0%	1%	*	*	*
No preference	5%	5%	5%	3%	7%	4%	7%	4%	*	*	*
Totals	100%	100%	101%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(828)	(363)	(465)	(118)	(151)	(348)	(211)	(549)	(90)	(99)	(90)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
At home	93%	89%	95%	95%	95%	93%	92%	96%	96%	96%	91%	95%	90%
In a theater	2%	5%	0%	1%	0%	2%	3%	1%	1%	1%	2%	2%	3%
No preference	5%	6%	5%	4%	5%	5%	5%	3%	2%	3%	7%	3%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(828)	(295)	(290)	(243)	(315)	(295)	(367)	(210)	(164)	(148)	(178)	(307)	(195)

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**5. Prefer Classic or New Christmas Movies**

Which do you prefer?

*Asked of people who ever watch Christmas movies*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Classic Christmas movies	54%	60%	49%	48%	51%	62%	53%	56%	*	*	*
Newly released Christmas movies	10%	9%	12%	14%	13%	6%	10%	9%	*	*	*
No preference	36%	32%	39%	38%	37%	32%	37%	35%	*	*	*
Totals	100%	101%	100%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(827)	(362)	(465)	(118)	(151)	(348)	(210)	(549)	(90)	(98)	(90)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Classic Christmas movies	54%	49%	54%	59%	50%	57%	51%	59%	55%	52%	57%	56%	49%
Newly released Christmas movies	10%	14%	6%	10%	9%	10%	11%	11%	11%	18%	7%	9%	8%
No preference	36%	37%	39%	31%	41%	33%	38%	31%	34%	29%	36%	34%	43%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(827)	(295)	(290)	(242)	(315)	(294)	(365)	(210)	(165)	(148)	(178)	(308)	(193)



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**6A. Christmas Movie Requirements — Takes place during the Christmas season**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	89%	87%	91%	83%	90%	92%	90%	91%	84%	86%	84%
No	7%	8%	5%	9%	6%	5%	7%	6%	10%	7%	5%
Not sure	4%	5%	4%	8%	4%	2%	3%	3%	6%	7%	11%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(996)	(436)	(560)	(132)	(182)	(418)	(264)	(644)	(117)	(125)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	89%	88%	86%	94%	90%	92%	87%	92%	95%	91%	91%	87%	90%
No	7%	8%	7%	5%	7%	5%	9%	3%	3%	6%	4%	8%	7%
Not sure	4%	4%	7%	2%	3%	3%	4%	4%	2%	2%	5%	5%	4%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	101%
Unweighted N	(996)	(352)	(370)	(274)	(379)	(345)	(462)	(242)	(190)	(175)	(204)	(389)	(228)

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**6B. Christmas Movie Requirements — Soundtrack has Christmas music**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	71%	73%	74%	68%	72%	74%	71%	75%	75%	66%
No	19%	19%	19%	17%	22%	19%	18%	21%	12%	17%	18%
Not sure	9%	10%	8%	9%	10%	9%	8%	8%	13%	8%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(436)	(557)	(132)	(181)	(415)	(265)	(643)	(116)	(125)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	72%	75%	67%	74%	69%	71%	69%	80%	67%	73%	75%	69%	72%
No	19%	18%	22%	18%	24%	20%	20%	16%	26%	18%	19%	20%	19%
Not sure	9%	7%	11%	8%	7%	9%	11%	4%	7%	10%	6%	11%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(993)	(350)	(368)	(275)	(378)	(345)	(458)	(241)	(191)	(175)	(203)	(387)	(228)

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**6C. Christmas Movie Requirements — Has a heartwarming tone**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	69%	75%	71%	66%	69%	84%	72%	72%	75%	70%
No	19%	21%	17%	21%	23%	20%	11%	20%	15%	17%	17%
Not sure	9%	10%	8%	8%	12%	11%	5%	8%	13%	8%	13%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(436)	(556)	(132)	(180)	(416)	(264)	(643)	(115)	(125)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	72%	75%	65%	77%	72%	75%	71%	74%	75%	70%	74%	72%	72%
No	19%	17%	24%	15%	21%	17%	19%	19%	20%	22%	19%	19%	17%
Not sure	9%	8%	11%	8%	6%	9%	10%	7%	5%	7%	8%	10%	11%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	99%	101%	101%	100%
Unweighted N	(992)	(350)	(367)	(275)	(376)	(344)	(459)	(242)	(190)	(174)	(203)	(388)	(227)

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**6D. Christmas Movie Requirements — Has a moral message**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	57%	56%	58%	58%	51%	55%	67%	55%	59%	65%	58%
No	31%	33%	29%	24%	37%	33%	26%	35%	22%	22%	24%
Not sure	12%	11%	13%	17%	12%	12%	7%	10%	19%	13%	18%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(436)	(558)	(133)	(179)	(416)	(266)	(641)	(117)	(125)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	57%	51%	53%	69%	50%	69%	60%	58%	54%	57%	54%	60%	56%
No	31%	36%	30%	25%	39%	23%	28%	33%	37%	32%	35%	27%	31%
Not sure	12%	12%	17%	6%	11%	9%	12%	9%	9%	11%	11%	13%	12%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(994)	(350)	(370)	(274)	(377)	(346)	(461)	(239)	(191)	(176)	(205)	(386)	(227)

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**6E. Christmas Movie Requirements — Has a happy ending**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	68%	72%	62%	70%	69%	78%	69%	69%	79%	68%
No	21%	24%	19%	27%	22%	21%	16%	24%	21%	14%	16%
Not sure	9%	8%	9%	11%	8%	10%	6%	8%	11%	7%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(993)	(434)	(559)	(132)	(180)	(417)	(264)	(642)	(114)	(125)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	70%	68%	64%	79%	64%	74%	69%	76%	68%	69%	69%	69%	72%
No	21%	25%	26%	13%	29%	17%	22%	17%	24%	24%	25%	21%	16%
Not sure	9%	7%	11%	8%	7%	9%	9%	7%	8%	6%	6%	10%	12%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(993)	(349)	(371)	(273)	(378)	(343)	(460)	(239)	(190)	(176)	(204)	(387)	(226)

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**6F. Christmas Movie Requirements — Involves a family gathering**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	57%	65%	59%	59%	60%	66%	59%	64%	71%	57%
No	28%	31%	25%	31%	28%	28%	24%	31%	19%	21%	25%
Not sure	11%	12%	10%	10%	13%	12%	10%	10%	17%	7%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(990)	(436)	(554)	(132)	(178)	(418)	(262)	(640)	(115)	(125)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	62%	58%	64%	54%	62%	62%	64%	56%	60%	59%	62%	62%
No	28%	28%	30%	24%	38%	24%	27%	24%	35%	30%	32%	25%	26%
Not sure	11%	10%	12%	12%	9%	13%	11%	12%	8%	10%	9%	13%	12%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(990)	(349)	(370)	(271)	(375)	(344)	(458)	(241)	(189)	(176)	(203)	(385)	(226)

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**6G. Christmas Movie Requirements — Involves snow**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	55%	56%	53%	63%	52%	56%	48%	52%	52%	73%	55%
No	36%	34%	38%	26%	43%	34%	42%	39%	38%	22%	29%
Not sure	9%	9%	9%	11%	5%	11%	10%	9%	10%	5%	16%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(996)	(438)	(558)	(131)	(181)	(418)	(266)	(644)	(117)	(125)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	55%	57%	50%	57%	50%	53%	56%	60%	41%	61%	55%	55%	50%
No	36%	35%	38%	35%	41%	39%	34%	33%	52%	34%	37%	36%	37%
Not sure	9%	8%	12%	8%	8%	9%	10%	7%	7%	5%	8%	9%	13%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(996)	(350)	(371)	(275)	(378)	(347)	(461)	(241)	(191)	(175)	(205)	(388)	(228)

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**6H. Christmas Movie Requirements — Involves a Christmas tree**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	71%	67%	73%	73%	71%	67%	74%	69%	74%	79%	63%
No	23%	25%	21%	23%	24%	24%	21%	25%	18%	16%	23%
Not sure	7%	8%	6%	5%	6%	9%	6%	6%	8%	5%	14%
Totals	101%	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(994)	(436)	(558)	(132)	(182)	(417)	(263)	(642)	(116)	(125)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	71%	70%	69%	73%	67%	70%	70%	75%	66%	71%	69%	72%	70%
No	23%	24%	23%	21%	29%	22%	24%	18%	30%	24%	26%	20%	24%
Not sure	7%	5%	8%	6%	4%	8%	6%	7%	5%	6%	5%	8%	5%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	99%
Unweighted N	(994)	(351)	(371)	(272)	(379)	(343)	(459)	(242)	(191)	(176)	(202)	(387)	(229)



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**6I. Christmas Movie Requirements — Involves gift giving or receiving**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	53%	56%	51%	61%	54%	48%	54%	48%	67%	65%	57%
No	33%	32%	34%	24%	31%	38%	36%	39%	20%	20%	23%
Not sure	14%	12%	15%	15%	15%	13%	10%	13%	13%	15%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(995)	(435)	(560)	(133)	(181)	(418)	(263)	(641)	(117)	(125)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	53%	58%	46%	57%	53%	51%	53%	55%	49%	54%	54%	56%	48%
No	33%	32%	33%	34%	36%	39%	32%	31%	42%	35%	36%	32%	31%
Not sure	14%	10%	21%	9%	10%	9%	15%	13%	10%	11%	10%	12%	21%
Totals	100%	100%	100%	100%	99%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(995)	(352)	(369)	(274)	(379)	(344)	(461)	(241)	(190)	(176)	(205)	(387)	(227)

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**6J. Christmas Movie Requirements — Involves Santa Claus**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	50%	41%	57%	38%	44%	45%	41%	53%	61%	45%
No	41%	41%	42%	30%	49%	42%	44%	47%	26%	31%	38%
Not sure	13%	10%	17%	13%	13%	15%	11%	12%	21%	9%	17%
Totals	99%	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(991)	(435)	(556)	(133)	(179)	(415)	(264)	(641)	(115)	(125)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	51%	40%	45%	42%	41%	46%	49%	35%	55%	40%	45%	43%
No	41%	37%	43%	45%	47%	46%	39%	41%	54%	33%	45%	43%	42%
Not sure	13%	11%	17%	11%	11%	13%	15%	10%	11%	12%	15%	12%	15%
Totals	99%	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(350)	(367)	(274)	(375)	(345)	(456)	(241)	(191)	(176)	(202)	(386)	(227)

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**6K. Christmas Movie Requirements — Involves elements of magic**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	34%	42%	50%	41%	37%	26%	33%	46%	58%	43%
No	49%	54%	44%	38%	46%	50%	60%	56%	36%	32%	37%
Not sure	13%	12%	14%	12%	13%	12%	14%	12%	18%	11%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%
Unweighted N	(993)	(437)	(556)	(133)	(181)	(418)	(261)	(641)	(116)	(125)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	46%	33%	36%	38%	33%	40%	41%	33%	46%	38%	36%	36%
No	49%	44%	48%	55%	48%	56%	46%	48%	58%	43%	51%	51%	48%
Not sure	13%	11%	18%	9%	13%	11%	14%	11%	9%	11%	11%	13%	16%
Totals	100%	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(352)	(369)	(272)	(377)	(343)	(460)	(241)	(190)	(176)	(203)	(386)	(228)

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**6L. Christmas Movie Requirements — Involves elements of faith or religion**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	42%	43%	45%	29%	41%	54%	41%	48%	45%	36%
No	42%	44%	39%	35%	50%	44%	37%	44%	32%	41%	39%
Not sure	16%	14%	18%	20%	22%	15%	9%	15%	20%	13%	25%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(988)	(436)	(552)	(133)	(178)	(414)	(263)	(641)	(113)	(125)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	31%	37%	59%	27%	61%	43%	45%	36%	41%	43%	47%	33%
No	42%	51%	45%	28%	59%	26%	39%	39%	53%	46%	42%	36%	48%
Not sure	16%	18%	18%	13%	15%	13%	17%	16%	10%	13%	15%	17%	19%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(988)	(347)	(368)	(273)	(374)	(344)	(454)	(241)	(190)	(175)	(203)	(384)	(226)

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**6M. Christmas Movie Requirements — Involves children**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	47%	44%	45%	39%	47%	51%	41%	54%	61%	42%
No	41%	41%	41%	41%	49%	39%	37%	46%	28%	30%	40%
Not sure	13%	11%	15%	14%	12%	14%	12%	12%	18%	9%	18%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(991)	(436)	(555)	(131)	(179)	(418)	(263)	(641)	(115)	(124)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	46%	47%	39%	52%	40%	50%	49%	45%	41%	52%	41%	46%	44%
No	41%	44%	42%	37%	50%	37%	36%	44%	51%	36%	49%	38%	42%
Not sure	13%	8%	19%	11%	10%	13%	15%	12%	8%	12%	9%	16%	13%
Totals	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	99%
Unweighted N	(991)	(350)	(368)	(273)	(375)	(345)	(456)	(241)	(190)	(175)	(203)	(386)	(227)

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**6N. Christmas Movie Requirements — Involves a Christmas meal**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	49%	48%	62%	46%	43%	48%	43%	63%	63%	55%
No	40%	41%	38%	29%	41%	46%	40%	46%	25%	27%	29%
Not sure	12%	10%	13%	9%	13%	12%	12%	11%	12%	11%	16%
Totals	101%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(991)	(438)	(553)	(132)	(179)	(416)	(264)	(643)	(113)	(125)	(110)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	54%	48%	44%	46%	43%	51%	49%	45%	48%	47%	51%	46%
No	40%	38%	37%	44%	44%	43%	37%	40%	46%	41%	44%	36%	40%
Not sure	12%	8%	14%	12%	10%	13%	12%	11%	9%	11%	9%	12%	14%
Totals	101%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(991)	(346)	(371)	(274)	(374)	(346)	(459)	(239)	(191)	(176)	(204)	(383)	(228)

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**60. Christmas Movie Requirements — Involves a small town**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	27%	27%	36%	23%	27%	22%	23%	28%	44%	28%
No	58%	59%	57%	44%	65%	58%	63%	62%	53%	45%	47%
Not sure	15%	15%	16%	20%	12%	15%	15%	15%	18%	11%	24%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(988)	(433)	(555)	(131)	(176)	(418)	(263)	(640)	(115)	(124)	(109)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	27%	28%	23%	31%	21%	26%	30%	28%	19%	28%	28%	30%	19%
No	58%	59%	57%	57%	67%	60%	53%	60%	71%	57%	60%	54%	63%
Not sure	15%	13%	21%	12%	12%	14%	17%	12%	9%	15%	12%	16%	18%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(988)	(345)	(370)	(273)	(373)	(345)	(456)	(241)	(188)	(175)	(203)	(385)	(225)

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**6P. Christmas Movie Requirements — Involves a big city**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	19%	16%	39%	19%	12%	4%	13%	18%	38%	20%
No	69%	69%	70%	51%	68%	73%	82%	74%	66%	51%	64%
Not sure	13%	12%	14%	10%	13%	14%	15%	13%	16%	11%	17%
Totals	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(991)	(436)	(555)	(131)	(179)	(418)	(263)	(642)	(114)	(124)	(111)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	17%	21%	17%	13%	14%	12%	20%	16%	14%	21%	16%	16%	18%
No	69%	67%	67%	75%	75%	76%	67%	72%	75%	69%	73%	69%	67%
Not sure	13%	12%	16%	12%	10%	12%	14%	12%	11%	10%	11%	15%	15%
Totals	99%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(349)	(370)	(272)	(376)	(345)	(457)	(240)	(190)	(175)	(203)	(385)	(228)



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**6Q. Christmas Movie Requirements — Involves a fireplace**

In your opinion, are each of the following elements necessary for a movie to be classified as a Christmas movie?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	40%	36%	53%	35%	32%	35%	33%	43%	52%	44%
No	49%	48%	50%	35%	55%	51%	51%	54%	39%	36%	34%
Not sure	14%	13%	14%	12%	10%	17%	14%	12%	17%	12%	21%
Totals	101%	101%	100%	100%	100%	100%	100%	99%	99%	100%	99%
Unweighted N	(996)	(437)	(559)	(133)	(182)	(418)	(263)	(643)	(117)	(124)	(112)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	44%	33%	36%	34%	35%	39%	40%	33%	35%	36%	40%	37%
No	49%	45%	51%	50%	55%	51%	47%	47%	56%	47%	53%	47%	49%
Not sure	14%	11%	16%	13%	11%	14%	14%	13%	11%	17%	11%	13%	14%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(996)	(352)	(369)	(275)	(378)	(345)	(460)	(243)	(190)	(176)	(204)	(388)	(228)

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**7A. Seen Christmas or Holiday Movies — Love Actually**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	35%	45%	47%	48%	35%	32%	40%	24%	49%	56%
No	60%	65%	55%	53%	52%	65%	68%	60%	76%	51%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(435)	(557)	(130)	(181)	(416)	(265)	(641)	(116)	(125)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	40%	48%	35%	36%	45%	30%	35%	42%	50%	33%	40%	38%	49%
No	60%	52%	65%	64%	55%	70%	65%	58%	50%	67%	60%	62%	51%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(350)	(367)	(275)	(378)	(345)	(460)	(240)	(189)	(173)	(204)	(388)	(227)

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**7B. Seen Christmas or Holiday Movies — Die Hard**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	81%	60%	47%	64%	84%	77%	72%	69%	64%	65%
No	30%	19%	40%	53%	36%	16%	23%	28%	31%	36%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(433)	(559)	(130)	(181)	(417)	(264)	(641)	(116)	(124)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	70%	73%	65%	72%	70%	72%	69%	70%	76%	64%	76%	70%	69%
No	30%	27%	35%	28%	30%	28%	31%	30%	24%	36%	24%	30%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(352)	(366)	(274)	(376)	(344)	(460)	(242)	(187)	(173)	(203)	(389)	(227)

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**7C. Seen Christmas or Holiday Movies — Little Women**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	34%	47%	36%	39%	39%	49%	42%	28%	42%	42%
No	59%	66%	53%	64%	61%	61%	51%	58%	72%	58%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(436)	(557)	(131)	(182)	(417)	(263)	(641)	(115)	(125)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	43%	37%	43%	44%	41%	36%	42%	46%	36%	33%	41%	50%
No	59%	57%	63%	57%	56%	59%	64%	58%	54%	64%	67%	59%	50%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(350)	(369)	(274)	(377)	(347)	(459)	(241)	(189)	(173)	(204)	(388)	(228)

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**7D. Seen Christmas or Holiday Movies — The Nightmare Before Christmas**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	66%	61%	76%	72%	62%	44%	62%	58%	80%	56%
No	36%	34%	39%	24%	28%	38%	56%	38%	42%	20%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(436)	(558)	(132)	(180)	(417)	(265)	(642)	(117)	(125)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	68%	63%	60%	66%	57%	65%	62%	66%	66%	64%	60%	68%
No	36%	32%	37%	40%	34%	43%	35%	38%	34%	34%	36%	40%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(994)	(352)	(368)	(274)	(378)	(344)	(462)	(240)	(189)	(175)	(204)	(389)	(226)

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**7E. Seen Christmas or Holiday Movies — Edward Scissorhands**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	64%	64%	55%	66%	69%	62%	64%	55%	71%	60%
No	36%	36%	36%	45%	34%	31%	38%	36%	45%	29%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(433)	(558)	(130)	(181)	(418)	(262)	(641)	(117)	(124)	(109)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	67%	62%	62%	66%	62%	62%	63%	68%	58%	66%	60%	71%
No	36%	33%	38%	38%	34%	38%	38%	37%	32%	42%	34%	40%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(991)	(352)	(366)	(273)	(377)	(343)	(459)	(239)	(190)	(175)	(203)	(388)	(225)

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**7F. Seen Christmas or Holiday Movies — Silver Linings Playbook**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	24%	28%	32%	31%	23%	20%	27%	10%	32%	34%
No	74%	76%	72%	68%	69%	77%	80%	73%	90%	68%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(434)	(556)	(131)	(179)	(417)	(263)	(639)	(117)	(124)	(110)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	26%	34%	24%	20%	33%	22%	22%	27%	41%	25%	25%	25%	31%
No	74%	66%	76%	80%	67%	78%	78%	73%	59%	75%	75%	75%	69%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(351)	(367)	(272)	(377)	(344)	(459)	(240)	(189)	(174)	(203)	(387)	(226)

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**7G. Seen Christmas or Holiday Movies — Just Friends**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	29%	28%	46%	38%	19%	13%	23%	29%	54%	29%
No	72%	71%	72%	54%	62%	81%	87%	77%	71%	46%	71%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(436)	(557)	(131)	(180)	(418)	(264)	(641)	(116)	(125)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	35%	25%	25%	25%	22%	24%	38%	26%	22%	28%	29%	32%
No	72%	65%	75%	75%	75%	78%	76%	62%	74%	78%	72%	71%	68%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(351)	(369)	(273)	(377)	(345)	(461)	(240)	(190)	(175)	(205)	(387)	(226)



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**7H. Seen Christmas or Holiday Movies — Frozen**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	59%	66%	76%	68%	61%	45%	61%	58%	71%	67%
No	38%	41%	34%	24%	32%	39%	55%	39%	42%	29%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(439)	(556)	(133)	(180)	(417)	(265)	(643)	(115)	(125)	(112)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	64%	63%	59%	65%	54%	57%	68%	66%	73%	62%	58%	62%
No	38%	36%	37%	41%	35%	46%	43%	32%	34%	27%	38%	42%	38%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(351)	(369)	(275)	(378)	(345)	(459)	(243)	(190)	(175)	(203)	(389)	(228)

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**7I. Seen Christmas or Holiday Movies — Serendipity**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	21%	30%	24%	31%	25%	21%	25%	16%	33%	34%
No	75%	79%	70%	76%	69%	75%	79%	75%	84%	67%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(437)	(556)	(131)	(180)	(417)	(265)	(641)	(116)	(125)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	28%	22%	26%	27%	23%	22%	29%	31%	24%	20%	24%	33%
No	75%	72%	78%	74%	73%	77%	78%	71%	69%	76%	80%	76%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(993)	(351)	(368)	(274)	(378)	(345)	(460)	(241)	(189)	(174)	(203)	(389)	(227)

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**7J. Seen Christmas or Holiday Movies — Gremlins**

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	68%	56%	46%	63%	77%	53%	60%	63%	72%	59%
No	38%	32%	44%	54%	37%	23%	47%	40%	37%	28%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(437)	(558)	(132)	(182)	(417)	(264)	(643)	(116)	(125)	(111)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	64%	63%	58%	62%	62%	63%	60%	59%	57%	67%	59%	66%
No	38%	36%	37%	42%	38%	38%	37%	40%	41%	43%	33%	41%	34%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(995)	(351)	(369)	(275)	(378)	(346)	(459)	(243)	(190)	(174)	(205)	(388)	(228)

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**8A. Is It a Christmas Movie — Love Actually**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	46%	53%	*	*	39%	*	52%	*	*	*
No	27%	26%	27%	*	*	34%	*	27%	*	*	*
Not sure	23%	27%	20%	*	*	27%	*	21%	*	*	*
Totals	100%	99%	100%	*	*	100%	*	100%	*	*	*
Unweighted N	(383)	(139)	(244)	(59)	(83)	(153)	(88)	(243)	(34)	(54)	(52)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	55%	40%	*	61%	43%	44%	*	*	*	*	53%	*
No	27%	25%	30%	*	23%	37%	30%	*	*	*	*	26%	*
Not sure	23%	20%	30%	*	15%	21%	26%	*	*	*	*	22%	*
Totals	100%	100%	100%	*	99%	101%	100%	*	*	*	*	101%	*
Unweighted N	(383)	(157)	(133)	(93)	(172)	(106)	(152)	(99)	(98)	(58)	(83)	(144)	(98)

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**8B. Is It a Christmas Movie — Die Hard**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	39%	40%	*	51%	39%	20%	42%	*	*	*
No	50%	49%	51%	*	36%	51%	70%	49%	*	*	*
Not sure	11%	12%	9%	*	13%	10%	10%	8%	*	*	*
Totals	100%	100%	100%	*	100%	100%	100%	99%	*	*	*
Unweighted N	(730)	(347)	(383)	(62)	(109)	(348)	(211)	(473)	(91)	(87)	(79)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	38%	43%	37%	45%	32%	37%	36%	47%	44%	30%	41%	43%
No	50%	50%	44%	55%	45%	57%	53%	51%	47%	47%	55%	50%	46%
Not sure	11%	12%	13%	8%	10%	11%	10%	14%	7%	9%	15%	9%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(730)	(264)	(260)	(206)	(283)	(257)	(339)	(173)	(148)	(119)	(156)	(295)	(160)

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**8C. Is It a Christmas Movie — Little Women**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	29%	27%	*	*	23%	16%	28%	*	*	*
No	51%	40%	58%	*	*	53%	61%	50%	*	*	*
Not sure	21%	31%	14%	*	*	25%	23%	22%	*	*	*
Totals	100%	100%	99%	*	*	101%	100%	100%	*	*	*
Unweighted N	(426)	(139)	(287)	(47)	(78)	(174)	(127)	(275)	(43)	(56)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	38%	26%	20%	34%	23%	29%	20%	*	*	*	26%	28%
No	51%	51%	46%	55%	49%	56%	48%	57%	*	*	*	53%	50%
Not sure	21%	11%	28%	26%	17%	21%	23%	23%	*	*	*	21%	22%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	*	*	*	100%	100%
Unweighted N	(426)	(158)	(148)	(120)	(172)	(147)	(176)	(110)	(91)	(66)	(79)	(170)	(111)

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**8D. Is It a Christmas Movie — The Nightmare Before Christmas**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	79%	82%	76%	88%	78%	76%	72%	79%	*	*	*
No	12%	10%	15%	8%	13%	16%	11%	12%	*	*	*
Not sure	9%	8%	9%	4%	9%	8%	17%	10%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(611)	(265)	(346)	(100)	(122)	(256)	(133)	(387)	(74)	(90)	(60)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	79%	82%	83%	70%	81%	76%	83%	70%	80%	83%	76%	76%	83%
No	12%	9%	11%	18%	10%	17%	10%	18%	12%	7%	18%	14%	9%
Not sure	9%	9%	6%	12%	9%	7%	7%	11%	8%	10%	6%	10%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(611)	(232)	(226)	(153)	(246)	(191)	(295)	(144)	(118)	(112)	(120)	(234)	(145)

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**8E. Is It a Christmas Movie — Edward Scissorhands**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	21%	20%	*	20%	14%	6%	17%	*	*	*
No	65%	66%	63%	*	62%	70%	79%	69%	*	*	*
Not sure	15%	13%	17%	*	18%	15%	15%	14%	*	*	*
Totals	100%	100%	100%	*	100%	99%	100%	100%	*	*	*
Unweighted N	(650)	(269)	(381)	(69)	(121)	(300)	(160)	(418)	(74)	(91)	(67)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	20%	24%	22%	14%	21%	10%	21%	14%	19%	26%	9%	24%	21%
No	65%	60%	62%	73%	62%	73%	64%	69%	67%	52%	74%	65%	64%
Not sure	15%	16%	17%	13%	17%	17%	15%	17%	14%	22%	17%	12%	15%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(650)	(245)	(233)	(172)	(262)	(217)	(300)	(150)	(132)	(112)	(129)	(247)	(162)



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**8F. Is It a Christmas Movie — Silver Linings Playbook**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	27%	15%	*	*	9%	*	16%	*	*	*
No	62%	54%	68%	*	*	74%	*	70%	*	*	*
Not sure	18%	18%	17%	*	*	18%	*	14%	*	*	*
Totals	101%	99%	100%	*	*	101%	*	100%	*	*	*
Unweighted N	(263)	(102)	(161)	(42)	(63)	(101)	(57)	(170)	(17)	(44)	(32)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	21%	29%	*	*	21%	*	*	*	*	*	*	*	*
No	62%	53%	*	*	57%	*	*	*	*	*	*	*	*
Not sure	18%	18%	*	*	22%	*	*	*	*	*	*	*	*
Totals	101%	100%	*	*	100%	*	*	*	*	*	*	*	*
Unweighted N	(263)	(115)	(95)	(53)	(124)	(68)	(96)	(71)	(73)	(51)	(54)	(92)	(66)

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**8G. Is It a Christmas Movie — Just Friends**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	47%	38%	*	*	*	*	38%	*	*	*
No	29%	26%	32%	*	*	*	*	32%	*	*	*
Not sure	28%	26%	30%	*	*	*	*	30%	*	*	*
Totals	100%	99%	100%	*	*	*	*	100%	*	*	*
Unweighted N	(238)	(110)	(128)	(59)	(66)	(76)	(37)	(124)	(32)	(56)	(26)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	43%	*	*	*	*	*	*	*	*	*	*	*	*
No	29%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	28%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(238)	(99)	(81)	(58)	(78)	(67)	(97)	(76)	(42)	(39)	(51)	(92)	(56)

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**8H. Is It a Christmas Movie — Frozen**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	41%	33%	51%	32%	33%	26%	32%	*	*	*
No	50%	45%	54%	38%	57%	52%	52%	56%	*	*	*
Not sure	14%	15%	14%	12%	11%	15%	22%	13%	*	*	*
Totals	100%	101%	101%	101%	100%	100%	100%	101%	*	*	*
Unweighted N	(605)	(246)	(359)	(103)	(122)	(257)	(123)	(377)	(73)	(85)	(70)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	44%	30%	34%	32%	28%	44%	31%	25%	34%	42%	36%	33%
No	50%	41%	54%	54%	52%	58%	41%	55%	62%	49%	46%	51%	51%
Not sure	14%	15%	16%	11%	15%	14%	15%	14%	13%	17%	12%	13%	17%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(605)	(226)	(221)	(158)	(245)	(178)	(259)	(156)	(131)	(117)	(121)	(228)	(139)

**YouGov Survey: Christmas movies**  
November 15 - 19, 2023 - 1000 U.S. adult citizens



**8I. Is It a Christmas Movie — Serendipity**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Total	Gender		Age (4 category)				Race (4 category)				
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	
Yes	34%	*	31%	*	*	31%	*	32%	*	*	*	*
No	39%	*	40%	*	*	34%	*	37%	*	*	*	*
Not sure	27%	*	28%	*	*	35%	*	31%	*	*	*	*
Totals	100%	*	99%	*	*	100%	*	100%	*	*	*	*
Unweighted N	(278)	(95)	(183)	(34)	(61)	(119)	(64)	(166)	(30)	(42)	(40)	

  

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	34%	46%	28%	*	40%	*	32%	*	*	*	*	37%	*
No	39%	37%	35%	*	39%	*	34%	*	*	*	*	42%	*
Not sure	27%	18%	36%	*	21%	*	35%	*	*	*	*	21%	*
Totals	100%	101%	99%	*	100%	*	101%	*	*	*	*	100%	*
Unweighted N	(278)	(105)	(101)	(72)	(113)	(86)	(111)	(78)	(61)	(43)	(51)	(110)	(74)

**YouGov Survey: Christmas movies**  
November 15 - 19, 2023 - 1000 U.S. adult citizens



**8J. Is It a Christmas Movie — Gremlins**

And would you say this movie should be considered a Christmas movie, or not?

*Asked of people who say they have seen each movie*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	32%	28%	*	34%	31%	16%	30%	*	*	*
No	53%	48%	57%	*	41%	57%	63%	52%	*	*	*
Not sure	17%	19%	15%	*	25%	12%	20%	17%	*	*	*
Totals	100%	99%	100%	*	100%	100%	99%	99%	*	*	*
Unweighted N	(634)	(290)	(344)	(61)	(118)	(311)	(144)	(396)	(79)	(90)	(69)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	28%	32%	29%	32%	30%	32%	23%	35%	*	34%	28%	27%
No	53%	54%	45%	60%	50%	59%	48%	60%	52%	*	47%	59%	50%
Not sure	17%	17%	23%	11%	18%	11%	20%	17%	13%	*	19%	13%	22%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	*	100%	100%	99%
Unweighted N	(634)	(227)	(245)	(162)	(241)	(217)	(300)	(149)	(115)	(96)	(133)	(252)	(153)

# YouGov Survey: Christmas movies

November 15 - 19, 2023 - 1000 U.S. adult citizens



<b>Interviewing Dates</b>	November 15 - 19, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.08 to 6.518, with a mean of one and a standard deviation of 0.829.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	65 questions not reported.