YouGov Survey: Winter Holiday Plans & Traditions
December 3 - 5, 2025 - 1,122 U.S. adult citizens

YouGov

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

Yes 87%
No 8%
Not sure 6%

2. Is Christmas the primary holiday you will be celebrating this winter?
Asked of people who plan to celebrate the holidays

Yes 92%
No 6%
Not sure 2%

3. Do you plan to travel for [the holidays / Christmas] this year?
Asked of people who plan to celebrate the holidays

Yes 20%
No 74%
Not sure 5%

4. You indicated that you plan to travel for [the holidays / Christmas] this year. How will you be traveling? Select all that apply.
Asked of people who plan to travel for the holidays

By car 69%
By plane 40%
By train 5%
By boat 3%
Other 0%
Not sure 2%

5. Have you put up any decorations for [the holidays / Christmas] yet?
Asked of people who plan to celebrate the holidays

Yes 54%
No, but I plan to 32%
No, and I will not 13%
Not sure 2%

6. Do you plan to buy any gifts for [the holidays / Christmas] this year?

Yes 73%
No 17%
Not sure 10%

7. How many, if any, of the gifts you intend to give people for [the holidays / Christmas] this year have you bought so far?

All of them	14%
Most of them	30%
Some of them	34%
None of them	20%
Not sure	1%

8. If someone is giving you a gift, would you prefer it to be. . . ?

A surprise	54%
Something you asked for	26%
Not sure	20%

9. Have you or do you plan to do each of the following during this holiday season?

	Yes	No	Not sure
Listen to holiday music	75%	16%	8%
Watch a holiday movie	72%	14%	13%
Look at holiday lights	70%	18%	12%
Exchange presents	70%	20%	10%
Drink hot chocolate	67%	21%	12%
Decorate a Christmas tree	66%	28%	6%
Put up holiday lights	56%	35%	9%
Hang a wreath on your door	50%	39%	10%
Put a star on top of a Christmas tree	50%	41%	9%
Bake holiday cookies	48%	38%	15%
Attend a holiday party	45%	41%	14%
Donate to charity	43%	36%	21%
Give a gift in a stocking	41%	47%	11%
Send family holiday cards	41%	49%	10%
Wear a holiday sweater	40%	51%	9%
Get a gift in a stocking	39%	45%	16%
Wear holiday pajamas	37%	52%	10%
Attend a holiday religious service	37%	49%	14%
Display a nativity scene	28%	60%	11%
Attend a holiday concert or play	23%	65%	12%
Participate in a secret Santa gift exchange	23%	63%	14%
Build a snowman	21%	64%	15%
Kiss someone under the mistletoe	20%	65%	15%
Participate in a white elephant or Yankee swap gift exchange	17%	70%	13%
Build a gingerbread house	17%	69%	15%
Make a snow angel	16%	68%	16%
Light a Hanukkah menorah	7%	85%	7%

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Play dreidel	5%	82%	13%

10. How important of a role does Santa Claus play in your holiday celebrations?

Very important 16%
Somewhat important 24%
Not too important 28%
Not at all important 32%

11. As far as you know, do any of your children currently believe in Santa Claus?
Asked of people with children under 18

Yes 56%
No 31%
Not sure 12%

12. Do you plan to pretend that Santa Claus visited your home on Christmas Eve or Christmas Day this year?
Asked of people with children under 18

Yes 62%
No 31%
Not sure 7%

13. Will your children participate in the following traditions this year?
Asked of people with children under 18

	Yes	No	Not sure
Hanging up a stocking for Santa to fill	56%	35%	9%
Leaving out cookies and milk for Santa	55%	34%	11%
Visiting Santa in-person (like at a mall or holiday event)	46%	42%	12%
Leaving out food for Santa's reindeer	44%	42%	14%
Writing a letter to Santa asking for gifts	44%	44%	13%
Tracking Santa's progress on Christmas Eve	40%	44%	16%
Having an Elf on the Shelf visit your home	32%	58%	10%

14. When you were a child, did your parents or guardians ever pretend that Santa Claus left presents at your home on Christmas Eve or Christmas Day?

Yes 81%
No 15%
Not sure 4%

15. When you were a child and you were told that Santa Claus left presents at your home, were the presents usually wrapped or not wrapped?

Asked of people who say Santa left presents at their home when they were children

Wrapped 84%

Not wrapped 15%

Not sure 2%

16. As a child, did you ever believe in Santa Claus?

Yes 80%

No 14%

Not sure 6%

17. At what age did you stop believing in Santa Claus?

4 years old or younger 1%

5 years old 5%

6 years old 6%

7 years old 8%

8 years old 10%

9 years old 5%

10 years old 11%

11 years old 4%

12 years old 4%

13 years old 2%

14 years old or older 4%

Not sure 25%

I never believed in Santa Claus 14%

18. How did you find out there was no Santa Claus?

Asked of people who ever believed in Santa Claus

A parent 11%

A sibling 11%

Another relative 3%

A friend or classmate 15%

A teacher 1%

Figured it out on my own 41%

From a book, TV, movie, or the internet 1%

Some other way 2%

Not sure 14%

19. As a child, did you ever participate in the following traditions?

	Yes	No	Not sure
Visiting Santa in-person (like at a mall or holiday event)	69%	25%	6%
Hanging up a stocking for Santa to fill	65%	31%	4%
Leaving out cookies and milk for Santa	61%	34%	4%
Writing a letter to Santa asking for gifts	59%	35%	7%
Leaving out food for Santa's reindeer	37%	55%	7%
Tracking Santa's progress on Christmas Eve	36%	57%	6%
Having an Elf on the Shelf visit your home	13%	83%	4%

20. At what age do you think the average child who ever believed in Santa Claus stops believing in Santa?

4 years old or younger	2%
5 years old	4%
6 years old	9%
7 years old	12%
8 years old	16%
9 years old	7%
10 years old	18%
11 years old	4%
12 years old	5%
13 years old	2%
14 years old or older	2%
Not sure	18%

21. In your opinion, how old is too old for children to believe in Santa Claus?

4 years old or younger	2%
5 years old	1%
6 years old	3%
7 years old	3%
8 years old	4%
9 years old	4%
10 years old	14%
11 years old	4%
12 years old	7%
13 years old	4%
14 years old or older	9%
They are never too old to believe in Santa Claus	28%
They should never believe in Santa Claus	5%
Not sure	13%

22. Have you ever told anyone who believed in Santa Claus that Santa does not exist?

Yes, when I was a child 12%
Yes, when I was an adult 6%
Yes, both when I was a child and when I was an adult 4%
No 68%
Not sure 10%

23. As a child, did you generally imagine Santa Claus as...?

A white person 83%
A non-white person 2%
I was not aware of Santa Claus when I was a child 4%
Not sure 11%

24. Today, do you generally imagine Santa Claus as...?

A white person 73%
A non-white person 5%
Not sure 22%

25. In your opinion, if Santa Claus were a registered voter, what political party would he most likely support?

Democratic 21%
Republican 20%
Independent 28%
Not sure 30%

26. Do you consider Santa Claus more a religious or more a cultural symbol?

Religious 12%
Cultural 76%
Not sure 12%

27. Do you believe that each of the following actually did or did not happen?

	Believe	Do not believe	Not sure
Jesus was a real person	81%	7%	12%
Jesus was born in Bethlehem	73%	8%	19%
The newborn baby Jesus was laid in a manger	67%	12%	21%
Wise men were guided by a star and brought Jesus gold, frankincense, and myrrh	62%	19%	19%
An angel of the Lord appeared to shepherds to announce the birth of Jesus	62%	20%	18%
Jesus was born to a virgin	59%	23%	18%
King Herod ordered the execution of all male babies in Bethlehem	57%	13%	29%

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Jesus was born in December	34%	34%	33%

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28. Do you agree or disagree that there is a war on Christmas in the United States today?

Agree	26%
Disagree	47%
Not sure	27%

29. Would you support or oppose a war on Christmas in the United States today?

Strongly support	3%
Somewhat support	3%
Somewhat oppose	9%
Strongly oppose	67%
Not sure	18%

Interviewing Dates December 3 - 5, 2025

Target population U.S. citizens, aged 18 and over

Sampling method Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.

Weighting The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.596, with a mean of one and a standard deviation of 0.863.

Number of respondents 1,122

Margin of error ± 3.9 points (adjusted for weighting)

Survey mode Web-based interviews

Questions not reported 73 questions not reported.

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1. Celebrate Christmas or Winter Holiday
Will you celebrate Christmas or another winter holiday this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	87%	85%	88%	89%	91%	82%	86%	88%	80%	93%	*
No	8%	8%	8%	4%	4%	11%	10%	7%	15%	2%	*
Not sure	6%	7%	4%	6%	5%	7%	4%	4%	5%	6%	*
Totals	101%	100%	100%	99%	100%	100%	100%	99%	100%	101%	*
Unweighted N	(1,121)	(533)	(588)	(295)	(302)	(312)	(212)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	87%	88%	82%	90%	89%	93%	79%	91%	97%	85%	88%	88%	84%
No	8%	7%	11%	5%	6%	4%	12%	7%	1%	4%	7%	9%	10%
Not sure	6%	5%	6%	5%	4%	3%	9%	3%	2%	11%	6%	3%	7%
Totals	101%	100%	99%	100%	99%	100%	100%	101%	100%	100%	101%	100%	101%
Unweighted N	(1,121)	(372)	(413)	(336)	(426)	(397)	(409)	(338)	(251)	(197)	(230)	(417)	(277)

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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 the holidays

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	92%	92%	91%	97%	94%	91%	86%	92%	87%	96%	*
No	6%	5%	7%	3%	4%	8%	10%	6%	12%	4%	*
Not sure	2%	2%	1%	0%	2%	1%	4%	2%	2%	0%	*
Totals	100%	99%	99%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(987)	(468)	(519)	(264)	(272)	(264)	(187)	(653)	(112)	(166)	(56)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	92%	88%	93%	94%	87%	94%	90%	96%	90%	93%	91%	93%	89%
No	6%	10%	5%	5%	11%	4%	8%	3%	8%	6%	7%	6%	7%
Not sure	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(987)	(331)	(345)	(311)	(384)	(366)	(327)	(307)	(244)	(175)	(197)	(372)	(243)

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3. Travel for Holidays

Do you plan to travel for [the holidays / Christmas] this year?

Asked of people who plan to celebrate the holidays

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	22%	18%	29%	28%	13%	11%	18%	26%	25%	*
No	74%	72%	76%	63%	65%	83%	85%	77%	66%	71%	*
Not sure	5%	5%	5%	7%	7%	4%	3%	5%	8%	5%	*
Totals	99%	99%	99%	99%	100%	100%	99%	100%	100%	101%	*
Unweighted N	(990)	(471)	(519)	(265)	(273)	(265)	(187)	(654)	(113)	(167)	(56)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	26%	14%	21%	22%	20%	14%	22%	27%	21%	20%	19%	21%
No	74%	70%	78%	74%	71%	74%	82%	70%	67%	73%	76%	76%	72%
Not sure	5%	4%	8%	5%	6%	6%	4%	8%	6%	6%	4%	5%	7%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(332)	(346)	(312)	(384)	(368)	(329)	(308)	(244)	(176)	(197)	(374)	(243)

4. How Will You Travel for Holidays
You indicated that you plan to travel for [the holidays / Christmas] this year. How will you be traveling? Select all that apply.

Asked of people who plan to travel for the holidays

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
By car	69%	76%	*	*	*	*	*	79%	*	*	*
By plane	40%	37%	*	*	*	*	*	31%	*	*	*
By train	5%	8%	*	*	*	*	*	6%	*	*	*
By boat	3%	4%	*	*	*	*	*	3%	*	*	*
Other	0%	0%	*	*	*	*	*	0%	*	*	*
Not sure	2%	3%	*	*	*	*	*	1%	*	*	*
Unweighted N	(205)	(109)	(96)	(76)	(68)	(36)	(25)	(120)	(27)	(44)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
By car	69%	*	*	*	*	*	*	*	*	*	*	*	*
By plane	40%	*	*	*	*	*	*	*	*	*	*	*	*
By train	5%	*	*	*	*	*	*	*	*	*	*	*	*
By boat	3%	*	*	*	*	*	*	*	*	*	*	*	*
Other	0%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(205)	(97)	(50)	(58)	(97)	(67)	(48)	(68)	(71)	(43)	(41)	(67)	(54)

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5. Holiday Decorations

Have you put up any decorations for [the holidays / Christmas] yet?

Asked of people who plan to celebrate the holidays

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	48%	59%	43%	61%	59%	48%	52%	49%	57%	*
No, but I plan to	32%	33%	31%	40%	27%	25%	38%	33%	37%	26%	*
No, and I will not	13%	16%	9%	10%	10%	15%	14%	14%	12%	11%	*
Not sure	2%	3%	1%	7%	1%	1%	0%	1%	2%	6%	*
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(990)	(471)	(519)	(265)	(273)	(265)	(187)	(654)	(114)	(166)	(56)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	55%	50%	56%	52%	56%	45%	62%	56%	52%	64%	48%	54%
No, but I plan to	32%	32%	31%	33%	34%	31%	34%	27%	36%	32%	21%	38%	32%
No, and I will not	13%	12%	15%	10%	13%	12%	18%	10%	7%	12%	14%	13%	11%
Not sure	2%	0%	5%	1%	1%	1%	3%	1%	1%	4%	1%	2%	3%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(990)	(332)	(347)	(311)	(384)	(367)	(330)	(307)	(244)	(176)	(198)	(373)	(243)

6. Buying Holiday Presents
Do you plan to buy any gifts for [the holidays / Christmas] this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	73%	72%	74%	65%	77%	74%	75%	77%	66%	67%	*
No	17%	20%	13%	22%	11%	17%	19%	15%	28%	17%	*
Not sure	10%	8%	12%	13%	12%	9%	6%	8%	6%	16%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(532)	(589)	(295)	(302)	(311)	(213)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	73%	75%	62%	84%	80%	84%	65%	82%	85%	72%	79%	72%	71%
No	17%	17%	23%	10%	14%	9%	20%	15%	11%	20%	13%	18%	15%
Not sure	10%	8%	15%	7%	5%	7%	15%	3%	3%	8%	8%	10%	14%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,121)	(372)	(413)	(336)	(426)	(397)	(408)	(338)	(251)	(196)	(230)	(418)	(277)

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7. Holiday Gifts

How many, if any, of the gifts you intend to give people for [the holidays / Christmas] this year have you bought so far?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	14%	15%	13%	17%	11%	14%	15%	14%	*	20%	*
Most of them	30%	30%	31%	22%	44%	29%	23%	32%	*	30%	*
Some of them	34%	30%	38%	36%	30%	36%	34%	35%	*	30%	*
None of them	20%	23%	18%	20%	15%	20%	27%	19%	*	18%	*
Not sure	1%	2%	1%	5%	0%	0%	1%	1%	*	2%	*
Totals	99%	100%	101%	100%	100%	99%	100%	101%	*	100%	*
Unweighted N	(864)	(399)	(465)	(217)	(243)	(238)	(166)	(581)	(96)	(136)	(51)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
All of them	14%	14%	14%	14%	12%	16%	17%	13%	8%	17%	16%	12%	15%
Most of them	30%	26%	28%	36%	29%	33%	25%	34%	35%	30%	37%	31%	21%
Some of them	34%	36%	34%	33%	39%	32%	32%	39%	38%	37%	30%	35%	35%
None of them	20%	24%	20%	17%	20%	18%	26%	13%	19%	13%	17%	21%	28%
Not sure	1%	0%	3%	1%	1%	1%	1%	1%	0%	4%	0%	1%	1%
Totals	99%	100%	99%	101%	101%	100%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(864)	(293)	(284)	(287)	(345)	(334)	(273)	(284)	(223)	(153)	(182)	(314)	(215)

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8. Preference for Receiving Gifts
If someone is giving you a gift, would you prefer it to be...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A surprise	54%	54%	54%	49%	51%	55%	61%	54%	60%	52%	*
Something you asked for	26%	25%	26%	36%	33%	20%	18%	24%	22%	31%	*
Not sure	20%	21%	20%	16%	16%	25%	21%	22%	18%	17%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A surprise	54%	52%	52%	57%	51%	56%	54%	57%	54%	52%	54%	59%	47%
Something you asked for	26%	31%	24%	23%	28%	24%	24%	29%	27%	26%	24%	27%	27%
Not sure	20%	17%	24%	20%	20%	20%	22%	14%	19%	22%	22%	15%	26%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

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9A. Participation in Holiday Activities — Listen to holiday music
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	71%	80%	80%	77%	70%	77%	77%	71%	73%	*
No	16%	20%	13%	11%	16%	23%	12%	16%	14%	17%	*
Not sure	8%	9%	8%	10%	7%	6%	10%	7%	15%	10%	*
Totals	99%	100%	101%	101%	100%	99%	99%	100%	100%	100%	*
Unweighted N	(1,112)	(528)	(584)	(294)	(296)	(310)	(212)	(719)	(141)	(180)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	75%	75%	68%	84%	75%	85%	69%	79%	86%	81%	76%	78%	67%
No	16%	17%	19%	12%	17%	13%	22%	15%	9%	9%	19%	17%	19%
Not sure	8%	8%	12%	4%	8%	3%	9%	7%	4%	10%	5%	5%	14%
Totals	99%	100%	99%	100%	100%	101%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,112)	(369)	(411)	(332)	(422)	(394)	(403)	(335)	(250)	(195)	(229)	(414)	(274)

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9B. Participation in Holiday Activities — Watch a holiday movie
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	72%	66%	78%	75%	75%	71%	67%	71%	72%	85%	*
No	14%	19%	10%	12%	12%	15%	17%	16%	13%	10%	*
Not sure	13%	15%	12%	13%	13%	13%	15%	13%	15%	5%	*
Totals	99%	100%	100%	100%	100%	99%	99%	100%	100%	100%	*
Unweighted N	(1,113)	(527)	(586)	(295)	(300)	(307)	(211)	(717)	(141)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	72%	74%	66%	77%	75%	79%	65%	76%	83%	74%	69%	78%	65%
No	14%	15%	16%	12%	14%	11%	19%	14%	7%	10%	17%	14%	16%
Not sure	13%	10%	18%	12%	12%	10%	16%	10%	10%	16%	14%	9%	19%
Totals	99%	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,113)	(372)	(408)	(333)	(424)	(392)	(406)	(335)	(249)	(195)	(227)	(416)	(275)

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9C. Participation in Holiday Activities — Look at holiday lights
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	68%	73%	72%	77%	68%	65%	71%	66%	78%	*
No	18%	21%	15%	13%	13%	22%	22%	17%	19%	12%	*
Not sure	12%	11%	12%	15%	10%	10%	13%	12%	15%	10%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,112)	(527)	(585)	(294)	(300)	(307)	(211)	(718)	(141)	(182)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	70%	76%	60%	77%	70%	75%	66%	72%	81%	69%	71%	72%	69%
No	18%	16%	21%	15%	19%	16%	20%	17%	12%	18%	17%	18%	18%
Not sure	12%	8%	18%	8%	11%	9%	14%	11%	7%	13%	12%	10%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,112)	(369)	(409)	(334)	(421)	(395)	(404)	(337)	(247)	(194)	(229)	(414)	(275)

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9D. Participation in Holiday Activities — Exchange presents
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	68%	71%	66%	76%	70%	67%	75%	51%	69%	*
No	20%	21%	18%	21%	12%	22%	25%	16%	38%	16%	*
Not sure	10%	10%	10%	13%	12%	8%	9%	9%	11%	15%	*
Totals	100%	99%	99%	100%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,109)	(526)	(583)	(294)	(296)	(310)	(209)	(715)	(139)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	70%	71%	60%	80%	73%	82%	59%	78%	85%	70%	79%	68%	64%
No	20%	21%	23%	15%	18%	13%	26%	17%	11%	20%	13%	22%	21%
Not sure	10%	9%	17%	5%	8%	5%	15%	5%	4%	10%	7%	10%	14%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,109)	(367)	(408)	(334)	(421)	(392)	(405)	(335)	(247)	(193)	(227)	(415)	(274)

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9E. Participation in Holiday Activities — Drink hot chocolate
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	63%	70%	77%	76%	62%	54%	66%	60%	76%	*
No	21%	26%	17%	11%	16%	25%	30%	22%	20%	17%	*
Not sure	12%	11%	13%	12%	9%	12%	16%	12%	21%	7%	*
Totals	100%	100%	100%	100%	101%	99%	100%	100%	101%	100%	*
Unweighted N	(1,111)	(527)	(584)	(294)	(299)	(308)	(210)	(716)	(141)	(183)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	67%	69%	61%	71%	68%	69%	65%	70%	75%	70%	65%	66%	66%
No	21%	20%	22%	21%	21%	22%	22%	18%	18%	13%	23%	23%	22%
Not sure	12%	11%	17%	8%	11%	9%	13%	12%	7%	17%	12%	11%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,111)	(370)	(407)	(334)	(422)	(394)	(406)	(335)	(248)	(196)	(228)	(412)	(275)

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9F. Participation in Holiday Activities — Decorate a Christmas tree
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	63%	69%	75%	74%	64%	52%	68%	49%	80%	*
No	28%	30%	25%	16%	17%	32%	44%	28%	40%	16%	*
Not sure	6%	7%	6%	8%	9%	4%	4%	5%	11%	4%	*
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,114)	(532)	(582)	(294)	(299)	(310)	(211)	(719)	(142)	(182)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	66%	67%	58%	75%	64%	72%	56%	71%	81%	65%	69%	67%	62%
No	28%	29%	33%	21%	31%	23%	35%	24%	17%	25%	24%	28%	32%
Not sure	6%	4%	10%	5%	5%	4%	9%	4%	3%	10%	6%	4%	7%
Totals	100%	100%	101%	101%	100%	99%	100%	99%	101%	100%	99%	99%	101%
Unweighted N	(1,114)	(372)	(409)	(333)	(424)	(394)	(405)	(337)	(249)	(195)	(227)	(416)	(276)

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9G. Participation in Holiday Activities — Put up holiday lights
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	55%	57%	65%	64%	49%	48%	56%	49%	71%	*
No	35%	35%	36%	23%	28%	42%	44%	36%	36%	21%	*
Not sure	9%	10%	8%	12%	8%	8%	8%	8%	14%	8%	*
Totals	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,113)	(528)	(585)	(294)	(300)	(307)	(212)	(717)	(142)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	56%	59%	46%	64%	55%	62%	46%	59%	71%	57%	53%	56%	57%
No	35%	34%	40%	31%	37%	34%	42%	36%	24%	32%	36%	37%	33%
Not sure	9%	7%	14%	5%	8%	4%	12%	5%	6%	11%	10%	7%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	99%
Unweighted N	(1,113)	(371)	(408)	(334)	(423)	(394)	(406)	(335)	(250)	(197)	(227)	(415)	(274)

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9H. Participation in Holiday Activities — Hang a wreath on your door
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	48%	53%	44%	49%	52%	56%	50%	50%	61%	*
No	39%	40%	39%	41%	38%	39%	39%	41%	32%	29%	*
Not sure	10%	12%	8%	15%	13%	9%	4%	9%	18%	10%	*
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,114)	(530)	(584)	(293)	(301)	(309)	(211)	(719)	(141)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	50%	56%	40%	56%	53%	61%	42%	51%	66%	50%	52%	52%	46%
No	39%	37%	44%	37%	39%	32%	48%	37%	27%	38%	38%	40%	41%
Not sure	10%	7%	16%	7%	8%	7%	10%	12%	7%	12%	10%	8%	13%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(370)	(409)	(335)	(423)	(395)	(406)	(336)	(249)	(195)	(228)	(416)	(275)

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9I. Participation in Holiday Activities — Put a star on top of a Christmas tree
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	50%	50%	62%	60%	42%	40%	52%	39%	59%	*
No	41%	39%	43%	28%	27%	51%	53%	41%	47%	30%	*
Not sure	9%	11%	7%	11%	13%	7%	7%	7%	14%	11%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,113)	(531)	(582)	(294)	(301)	(308)	(210)	(718)	(141)	(183)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	50%	49%	44%	58%	47%	56%	40%	56%	66%	53%	45%	53%	48%
No	41%	44%	43%	35%	45%	36%	48%	38%	29%	34%	47%	40%	40%
Not sure	9%	7%	13%	7%	8%	7%	12%	5%	6%	13%	8%	7%	12%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,113)	(371)	(407)	(335)	(422)	(394)	(408)	(335)	(246)	(195)	(228)	(414)	(276)

9J. Participation in Holiday Activities — Bake holiday cookies
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	41%	54%	54%	56%	42%	41%	51%	40%	48%	*
No	38%	45%	31%	29%	32%	42%	47%	36%	40%	41%	*
Not sure	15%	14%	15%	18%	12%	17%	12%	13%	19%	11%	*
Totals	101%	100%	100%	101%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,114)	(528)	(586)	(293)	(300)	(309)	(212)	(721)	(138)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	48%	50%	42%	51%	52%	50%	39%	50%	62%	59%	50%	44%	44%
No	38%	36%	39%	38%	34%	36%	43%	39%	25%	25%	35%	42%	41%
Not sure	15%	14%	19%	11%	14%	14%	18%	11%	13%	16%	15%	14%	15%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(369)	(409)	(336)	(423)	(396)	(407)	(336)	(248)	(197)	(228)	(412)	(277)

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9K. Participation in Holiday Activities — Attend a holiday party
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	44%	47%	53%	53%	37%	41%	48%	35%	51%	*
No	41%	41%	41%	31%	32%	47%	51%	39%	52%	34%	*
Not sure	14%	15%	13%	16%	14%	15%	8%	12%	13%	15%	*
Totals	100%	100%	101%	100%	99%	99%	100%	99%	100%	100%	*
Unweighted N	(1,110)	(528)	(582)	(293)	(298)	(311)	(208)	(717)	(138)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	45%	48%	37%	53%	50%	54%	34%	53%	61%	43%	48%	48%	42%
No	41%	41%	44%	38%	38%	36%	51%	37%	28%	46%	35%	41%	42%
Not sure	14%	12%	19%	9%	12%	10%	15%	10%	11%	11%	17%	11%	17%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,110)	(367)	(411)	(332)	(423)	(393)	(403)	(335)	(249)	(194)	(226)	(413)	(277)

9L. Participation in Holiday Activities — Donate to charity
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	39%	46%	30%	42%	39%	61%	46%	38%	38%	*
No	36%	40%	32%	44%	38%	38%	24%	34%	39%	38%	*
Not sure	21%	21%	22%	26%	21%	23%	14%	20%	23%	23%	*
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	*
Unweighted N	(1,109)	(525)	(584)	(293)	(300)	(306)	(210)	(714)	(140)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	43%	49%	29%	52%	55%	53%	31%	50%	64%	40%	50%	40%	43%
No	36%	31%	44%	32%	26%	30%	44%	34%	20%	34%	35%	38%	34%
Not sure	21%	20%	28%	16%	20%	17%	24%	17%	16%	26%	15%	22%	23%
Totals	100%	100%	101%	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(369)	(408)	(332)	(421)	(392)	(404)	(335)	(247)	(195)	(225)	(413)	(276)

9M. Participation in Holiday Activities — Give a gift in a stocking
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	38%	44%	39%	53%	45%	25%	43%	33%	44%	*
No	47%	50%	45%	43%	33%	46%	70%	48%	53%	38%	*
Not sure	11%	12%	11%	18%	14%	8%	5%	9%	13%	18%	*
Totals	99%	100%	100%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(1,110)	(527)	(583)	(293)	(298)	(309)	(210)	(717)	(139)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	41%	40%	35%	50%	43%	50%	32%	50%	54%	44%	39%	42%	40%
No	47%	51%	50%	40%	51%	39%	53%	41%	41%	43%	51%	47%	49%
Not sure	11%	8%	15%	10%	6%	11%	15%	10%	5%	13%	11%	11%	11%
Totals	99%	99%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,110)	(370)	(409)	(331)	(422)	(393)	(405)	(336)	(246)	(194)	(230)	(415)	(271)

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9N. Participation in Holiday Activities — Send family holiday cards
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	41%	41%	41%	42%	37%	46%	41%	51%	37%	*
No	49%	47%	51%	45%	48%	54%	47%	49%	36%	52%	*
Not sure	10%	12%	8%	14%	10%	9%	7%	10%	13%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,112)	(528)	(584)	(294)	(298)	(311)	(209)	(717)	(141)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	41%	48%	34%	41%	47%	47%	37%	42%	51%	50%	39%	40%	38%
No	49%	45%	54%	48%	46%	43%	51%	47%	43%	44%	53%	49%	50%
Not sure	10%	7%	12%	11%	7%	10%	12%	11%	6%	6%	8%	11%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,112)	(373)	(408)	(331)	(425)	(391)	(404)	(336)	(249)	(195)	(227)	(414)	(276)

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9O. Participation in Holiday Activities — Wear a holiday sweater
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	32%	47%	50%	48%	34%	29%	39%	54%	45%	*
No	51%	61%	42%	38%	37%	61%	65%	54%	38%	43%	*
Not sure	9%	8%	11%	13%	15%	4%	7%	8%	8%	12%	*
Totals	100%	101%	100%	101%	100%	99%	101%	101%	100%	100%	*
Unweighted N	(1,111)	(529)	(582)	(293)	(297)	(311)	(210)	(718)	(138)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	40%	43%	32%	45%	41%	44%	33%	43%	50%	47%	35%	42%	36%
No	51%	46%	57%	50%	49%	49%	57%	51%	40%	48%	57%	50%	50%
Not sure	9%	11%	11%	5%	9%	7%	10%	6%	10%	5%	9%	8%	14%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,111)	(372)	(407)	(332)	(426)	(391)	(402)	(335)	(251)	(194)	(226)	(414)	(277)

9P. Participation in Holiday Activities — Get a gift in a stocking
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	39%	39%	50%	52%	36%	18%	41%	26%	44%	*
No	45%	43%	46%	27%	33%	51%	66%	44%	49%	40%	*
Not sure	16%	17%	15%	23%	16%	13%	16%	15%	25%	16%	*
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(530)	(584)	(294)	(300)	(309)	(211)	(717)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	37%	35%	46%	36%	46%	28%	46%	56%	41%	38%	39%	37%
No	45%	49%	45%	41%	52%	40%	53%	42%	32%	38%	44%	46%	48%
Not sure	16%	14%	20%	14%	12%	14%	19%	12%	12%	21%	17%	14%	15%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,114)	(371)	(411)	(332)	(422)	(395)	(405)	(337)	(249)	(196)	(228)	(415)	(275)

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9Q. Participation in Holiday Activities — Wear holiday pajamas
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	32%	42%	55%	47%	33%	17%	35%	47%	47%	*
No	52%	59%	46%	28%	39%	60%	80%	57%	42%	40%	*
Not sure	10%	9%	12%	17%	14%	7%	4%	8%	12%	13%	*
Totals	99%	100%	100%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,120)	(532)	(588)	(294)	(301)	(312)	(213)	(724)	(142)	(183)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	37%	43%	34%	35%	40%	35%	31%	42%	48%	45%	32%	39%	34%
No	52%	49%	53%	55%	53%	57%	55%	52%	44%	41%	58%	52%	56%
Not sure	10%	8%	12%	10%	7%	8%	13%	6%	8%	13%	10%	9%	10%
Totals	99%	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,120)	(373)	(412)	(335)	(426)	(397)	(409)	(338)	(250)	(197)	(230)	(416)	(277)

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9R. Participation in Holiday Activities — Attend a holiday religious service
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	36%	38%	36%	37%	33%	44%	38%	41%	36%	*
No	49%	49%	50%	49%	49%	54%	43%	49%	45%	46%	*
Not sure	14%	16%	12%	15%	14%	13%	13%	13%	14%	17%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,115)	(529)	(586)	(294)	(299)	(310)	(212)	(721)	(140)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	37%	30%	23%	59%	34%	54%	33%	40%	45%	34%	40%	42%	26%
No	49%	59%	57%	32%	53%	35%	52%	50%	45%	55%	48%	42%	59%
Not sure	14%	12%	20%	9%	13%	11%	15%	10%	10%	10%	12%	15%	15%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(1,115)	(368)	(412)	(335)	(422)	(397)	(404)	(338)	(249)	(197)	(227)	(415)	(276)

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9S. Participation in Holiday Activities — Display a nativity scene
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	26%	30%	23%	30%	29%	32%	31%	15%	35%	*
No	60%	62%	59%	57%	57%	64%	62%	59%	68%	52%	*
Not sure	11%	12%	11%	20%	13%	8%	6%	10%	17%	13%	*
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	*
Unweighted N	(1,112)	(527)	(585)	(293)	(298)	(310)	(211)	(718)	(139)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	28%	24%	17%	45%	27%	45%	21%	34%	39%	26%	33%	30%	23%
No	60%	67%	70%	43%	65%	44%	67%	57%	52%	58%	59%	59%	66%
Not sure	11%	9%	13%	12%	8%	12%	12%	8%	9%	16%	7%	11%	11%
Totals	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,112)	(371)	(407)	(334)	(423)	(394)	(404)	(336)	(249)	(196)	(225)	(415)	(276)

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9T. Participation in Holiday Activities — Attend a holiday concert or play
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	20%	26%	24%	25%	22%	22%	24%	24%	24%	*
No	65%	68%	61%	63%	60%	65%	71%	63%	65%	67%	*
Not sure	12%	12%	12%	13%	15%	13%	7%	13%	11%	9%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,110)	(529)	(581)	(293)	(296)	(311)	(210)	(716)	(140)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	23%	25%	16%	30%	28%	30%	16%	29%	36%	23%	25%	23%	23%
No	65%	66%	70%	58%	62%	56%	72%	59%	54%	66%	65%	66%	62%
Not sure	12%	9%	15%	12%	10%	14%	11%	12%	10%	11%	10%	12%	15%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,110)	(372)	(408)	(330)	(424)	(391)	(404)	(336)	(247)	(192)	(227)	(415)	(276)

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9U. Participation in Holiday Activities — Participate in a secret Santa gift exchange
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	23%	22%	23%	35%	34%	16%	9%	22%	26%	31%	*
No	63%	63%	64%	48%	48%	72%	83%	66%	60%	52%	*
Not sure	14%	15%	12%	18%	18%	12%	7%	13%	14%	17%	*
Totals	100%	100%	99%	101%	100%	100%	99%	101%	100%	100%	*
Unweighted N	(1,114)	(528)	(586)	(292)	(300)	(309)	(213)	(721)	(138)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	23%	28%	17%	23%	26%	23%	17%	23%	34%	25%	18%	25%	22%
No	63%	61%	68%	62%	65%	64%	69%	62%	58%	59%	73%	61%	62%
Not sure	14%	11%	15%	15%	9%	13%	14%	15%	8%	16%	9%	14%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(371)	(408)	(335)	(427)	(395)	(405)	(337)	(250)	(195)	(229)	(414)	(276)

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9V. Participation in Holiday Activities — Build a snowman
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	24%	18%	30%	32%	16%	7%	22%	19%	19%	*
No	64%	62%	66%	54%	48%	71%	83%	63%	67%	66%	*
Not sure	15%	14%	16%	17%	20%	13%	10%	14%	14%	15%	*
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,109)	(528)	(581)	(291)	(299)	(308)	(211)	(715)	(139)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	21%	22%	18%	22%	21%	20%	17%	26%	25%	31%	20%	17%	21%
No	64%	65%	64%	63%	65%	66%	69%	59%	57%	48%	65%	70%	66%
Not sure	15%	12%	17%	15%	14%	14%	14%	15%	18%	21%	15%	13%	13%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,109)	(369)	(407)	(333)	(424)	(392)	(403)	(336)	(247)	(195)	(224)	(415)	(275)

9W. Participation in Holiday Activities — Kiss someone under the mistletoe
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	22%	19%	21%	27%	20%	12%	20%	20%	23%	*
No	65%	62%	67%	60%	58%	67%	75%	65%	62%	66%	*
Not sure	15%	16%	14%	19%	15%	13%	13%	15%	18%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,116)	(532)	(584)	(294)	(299)	(310)	(213)	(721)	(141)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	23%	12%	27%	21%	22%	16%	23%	27%	19%	15%	23%	22%
No	65%	63%	71%	60%	64%	62%	69%	60%	58%	67%	70%	64%	60%
Not sure	15%	14%	17%	13%	15%	16%	14%	17%	15%	15%	15%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,116)	(373)	(409)	(334)	(425)	(394)	(407)	(335)	(250)	(196)	(229)	(416)	(275)

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9X. Participation in Holiday Activities — Participate in a white elephant or Yankee swap gift exchange
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	16%	18%	21%	24%	14%	9%	16%	13%	21%	*
No	70%	74%	66%	61%	59%	76%	82%	71%	76%	62%	*
Not sure	13%	10%	16%	19%	17%	10%	9%	13%	11%	16%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,114)	(530)	(584)	(293)	(299)	(310)	(212)	(721)	(139)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	21%	12%	19%	20%	18%	10%	20%	30%	16%	15%	17%	19%
No	70%	66%	74%	69%	68%	70%	78%	64%	59%	72%	74%	70%	65%
Not sure	13%	13%	14%	12%	13%	12%	11%	16%	11%	12%	11%	13%	16%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(369)	(412)	(333)	(424)	(394)	(405)	(335)	(250)	(195)	(227)	(417)	(275)

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9Y. Participation in Holiday Activities — Build a gingerbread house
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	15%	18%	23%	28%	12%	4%	14%	26%	25%	*
No	69%	71%	67%	52%	54%	77%	89%	71%	59%	62%	*
Not sure	15%	14%	15%	25%	18%	11%	7%	15%	16%	13%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,116)	(531)	(585)	(295)	(298)	(312)	(211)	(722)	(141)	(182)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	21%	13%	15%	18%	16%	12%	20%	26%	23%	14%	15%	18%
No	69%	63%	73%	69%	72%	69%	74%	66%	63%	65%	70%	71%	67%
Not sure	15%	15%	13%	16%	10%	14%	14%	15%	11%	13%	15%	15%	15%
Totals	101%	99%	99%	100%	100%	99%	100%	101%	100%	101%	99%	101%	100%
Unweighted N	(1,116)	(372)	(412)	(332)	(425)	(394)	(406)	(337)	(249)	(195)	(229)	(416)	(276)

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9Z. Participation in Holiday Activities — Make a snow angel
Have you or do you plan to do each of the following during this holiday season?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	17%	15%	23%	27%	12%	4%	15%	21%	15%	*
No	68%	66%	71%	57%	54%	74%	87%	70%	65%	70%	*
Not sure	16%	17%	15%	20%	20%	14%	9%	15%	14%	14%	*
Totals	100%	100%	101%	100%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,111)	(527)	(584)	(295)	(295)	(310)	(211)	(718)	(140)	(182)	(71)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	16%	20%	10%	18%	18%	18%	13%	20%	22%	24%	13%	15%	14%
No	68%	67%	71%	67%	70%	70%	72%	67%	59%	55%	74%	72%	65%
Not sure	16%	13%	19%	15%	12%	12%	15%	13%	18%	21%	12%	13%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(1,111)	(373)	(406)	(332)	(426)	(388)	(406)	(333)	(249)	(194)	(227)	(416)	(274)

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9AA. Participation in Holiday Activities — Light a Hanukkah menorah
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	8%	7%	11%	13%	4%	3%	6%	14%	9%	*
No	85%	84%	87%	74%	77%	92%	95%	87%	73%	86%	*
Not sure	7%	8%	6%	15%	10%	4%	2%	7%	13%	6%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,114)	(530)	(584)	(293)	(299)	(309)	(213)	(721)	(141)	(181)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	7%	12%	5%	6%	13%	6%	5%	9%	13%	11%	5%	7%	9%
No	85%	83%	88%	85%	81%	87%	88%	85%	79%	81%	92%	84%	85%
Not sure	7%	5%	7%	9%	6%	7%	7%	6%	8%	9%	3%	9%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,114)	(371)	(409)	(334)	(422)	(395)	(405)	(336)	(249)	(195)	(226)	(416)	(277)

9AB. Participation in Holiday Activities — Play dreidel
Have you or do you plan to do each of the following during this holiday season?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	5%	7%	4%	7%	10%	3%	2%	5%	5%	9%	*
No	82%	80%	83%	71%	75%	88%	91%	84%	79%	76%	*
Not sure	13%	12%	13%	21%	15%	9%	7%	12%	16%	15%	*
Totals	100%	99%	100%	99%	100%	100%	100%	101%	100%	100%	*
Unweighted N	(1,111)	(528)	(583)	(294)	(297)	(310)	(210)	(718)	(140)	(183)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	5%	9%	1%	6%	9%	6%	2%	6%	11%	7%	3%	4%	8%
No	82%	80%	86%	80%	82%	83%	83%	83%	81%	74%	88%	81%	83%
Not sure	13%	11%	13%	14%	9%	11%	15%	11%	8%	19%	8%	14%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	101%
Unweighted N	(1,111)	(372)	(406)	(333)	(420)	(393)	(407)	(336)	(245)	(194)	(226)	(417)	(274)

10. Importance of Santa
How important of a role does Santa Claus play in your holiday celebrations?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	16%	15%	17%	19%	21%	13%	10%	14%	22%	22%	*
Somewhat important	24%	25%	22%	31%	28%	19%	18%	24%	14%	33%	*
Not too important	28%	29%	28%	29%	23%	28%	33%	29%	26%	29%	*
Not at all important	32%	32%	33%	21%	28%	39%	39%	33%	38%	16%	*
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(532)	(589)	(295)	(302)	(312)	(212)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	16%	17%	11%	20%	16%	19%	15%	16%	17%	18%	18%	17%	11%
Somewhat important	24%	23%	21%	26%	22%	24%	21%	28%	24%	34%	19%	24%	19%
Not too important	28%	27%	28%	29%	25%	29%	30%	24%	32%	27%	26%	28%	31%
Not at all important	32%	32%	40%	24%	37%	27%	33%	32%	27%	21%	37%	31%	39%
Totals	100%	99%	100%	99%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(373)	(413)	(335)	(427)	(396)	(408)	(338)	(251)	(197)	(230)	(417)	(277)

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11. Children Believe in Santa
As far as you know, do any of your children currently believe in Santa Claus?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	55%	58%	*	63%	*	*	58%	*	*	*
No	31%	30%	33%	*	26%	*	*	35%	*	*	*
Not sure	12%	15%	9%	*	12%	*	*	8%	*	*	*
Totals	99%	100%	100%	*	101%	*	*	101%	*	*	*
Unweighted N	(237)	(115)	(122)	(51)	(139)	(44)	(3)	(142)	(42)	(42)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	56%	*	*	*	*	*	*	*	*	*	*	*	*
No	31%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	12%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(237)	(78)	(72)	(87)	(84)	(96)	(56)	(91)	(82)	(39)	(50)	(93)	(55)

12. Plan To Pretend Santa Visits
Do you plan to pretend that Santa Claus visited your home on Christmas Eve or Christmas Day this year?

Asked of people with children under 18

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	61%	63%	*	70%	*	*	67%	*	*	*
No	31%	32%	29%	*	26%	*	*	31%	*	*	*
Not sure	7%	7%	8%	*	3%	*	*	2%	*	*	*
Totals	100%	100%	100%	*	99%	*	*	100%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	62%	*	*	*	*	*	*	*	*	*	*	*	*
No	31%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

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13A. Santa Traditions - Own Children — Hanging up a stocking for Santa to fill
Will your children participate in the following traditions this year?

Asked of people with children under 18

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	57%	56%	*	67%	*	*	63%	*	*	*
No	35%	34%	35%	*	29%	*	*	31%	*	*	*
Not sure	9%	9%	9%	*	4%	*	*	5%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	99%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	56%	*	*	*	*	*	*	*	*	*	*	*	*
No	35%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

13B. Santa Traditions - Own Children — Leaving out cookies and milk for Santa
Will your children participate in the following traditions this year?

Asked of people with children under 18

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	55%	50%	61%	*	62%	*	*	58%	*	*	*
No	34%	39%	29%	*	31%	*	*	34%	*	*	*
Not sure	11%	11%	10%	*	7%	*	*	8%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	55%	*	*	*	*	*	*	*	*	*	*	*	*
No	34%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	11%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

13C. Santa Traditions - Own Children — Visiting Santa in-person (like at a mall or holiday event)
Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	44%	49%	*	55%	*	*	51%	*	*	*
No	42%	43%	40%	*	35%	*	*	39%	*	*	*
Not sure	12%	12%	11%	*	10%	*	*	9%	*	*	*
Totals	100%	99%	100%	*	100%	*	*	99%	*	*	*
Unweighted N	(238)	(115)	(123)	(52)	(139)	(44)	(3)	(141)	(42)	(44)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	46%	*	*	*	*	*	*	*	*	*	*	*	*
No	42%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	12%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(238)	(78)	(73)	(87)	(85)	(96)	(57)	(91)	(82)	(39)	(49)	(94)	(56)

13D. Santa Traditions - Own Children — Leaving out food for Santa's reindeer

Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	43%	45%	*	46%	*	*	48%	*	*	*
No	42%	43%	42%	*	44%	*	*	43%	*	*	*
Not sure	14%	14%	13%	*	10%	*	*	9%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	44%	*	*	*	*	*	*	*	*	*	*	*	*
No	42%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	14%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

13E. Santa Traditions - Own Children — Writing a letter to Santa asking for gifts

Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	46%	41%	*	52%	*	*	51%	*	*	*
No	44%	45%	42%	*	39%	*	*	43%	*	*	*
Not sure	13%	8%	17%	*	9%	*	*	6%	*	*	*
Totals	101%	99%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	44%	*	*	*	*	*	*	*	*	*	*	*	*
No	44%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	13%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

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13F. Santa Traditions - Own Children — Tracking Santa's progress on Christmas Eve
Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	40%	43%	36%	*	42%	*	*	42%	*	*	*
No	44%	44%	44%	*	44%	*	*	46%	*	*	*
Not sure	16%	13%	20%	*	14%	*	*	12%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(238)	(114)	(124)	(52)	(139)	(44)	(3)	(142)	(41)	(44)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	40%	*	*	*	*	*	*	*	*	*	*	*	*
No	44%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	16%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(238)	(77)	(74)	(87)	(85)	(96)	(57)	(90)	(83)	(38)	(50)	(94)	(56)

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13G. Santa Traditions - Own Children — Having an Elf on the Shelf visit your home
Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	27%	37%	*	34%	*	*	31%	*	*	*
No	58%	59%	56%	*	54%	*	*	60%	*	*	*
Not sure	10%	14%	6%	*	12%	*	*	9%	*	*	*
Totals	100%	100%	99%	*	100%	*	*	100%	*	*	*
Unweighted N	(239)	(115)	(124)	(52)	(140)	(44)	(3)	(142)	(42)	(44)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	32%	*	*	*	*	*	*	*	*	*	*	*	*
No	58%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	10%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(239)	(78)	(74)	(87)	(85)	(97)	(57)	(91)	(83)	(39)	(50)	(94)	(56)

14. Ever Visited by Santa

When you were a child, did your parents or guardians ever pretend that Santa Claus left presents at your home on Christmas Eve or Christmas Day?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	81%	78%	84%	81%	81%	80%	83%	85%	63%	79%	*
No	15%	18%	13%	14%	16%	17%	14%	12%	29%	16%	*
Not sure	4%	4%	3%	5%	3%	4%	3%	3%	7%	5%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,121)	(533)	(588)	(295)	(302)	(312)	(212)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	81%	81%	74%	89%	84%	87%	77%	85%	87%	83%	78%	84%	77%
No	15%	16%	21%	9%	13%	10%	19%	13%	11%	13%	17%	14%	18%
Not sure	4%	3%	5%	3%	3%	3%	4%	2%	3%	4%	5%	2%	4%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,121)	(373)	(412)	(336)	(426)	(397)	(409)	(338)	(251)	(197)	(230)	(417)	(277)

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15. Did Santa Wrap Presents

When you were a child and you were told that Santa Claus left presents at your home, were the presents usually wrapped or not wrapped?

Asked of people who say Santa left presents at their home when they were children

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wrapped	84%	87%	81%	92%	91%	81%	71%	82%	*	92%	*
Not wrapped	15%	10%	18%	6%	8%	17%	27%	16%	*	6%	*
Not sure	2%	3%	1%	2%	1%	2%	2%	2%	*	2%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(916)	(425)	(491)	(239)	(238)	(249)	(190)	(630)	(96)	(141)	(49)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Wrapped	84%	85%	86%	81%	82%	80%	83%	83%	87%	88%	87%	79%	84%
Not wrapped	15%	14%	11%	18%	17%	19%	15%	16%	12%	11%	10%	20%	12%
Not sure	2%	1%	3%	1%	1%	2%	2%	2%	1%	1%	2%	1%	4%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(916)	(307)	(312)	(297)	(357)	(345)	(324)	(280)	(215)	(158)	(185)	(345)	(228)

16. Ever Believed in Santa

As a child, did you ever believe in Santa Claus?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	80%	72%	88%	81%	80%	76%	85%	82%	71%	82%	*
No	14%	19%	9%	10%	14%	18%	10%	13%	18%	7%	*
Not sure	6%	9%	4%	9%	5%	6%	5%	5%	11%	11%	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	80%	82%	73%	86%	83%	84%	74%	86%	84%	84%	74%	83%	77%
No	14%	13%	19%	9%	9%	10%	17%	11%	11%	11%	18%	12%	15%
Not sure	6%	6%	8%	5%	8%	6%	9%	3%	5%	5%	7%	5%	8%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

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17. Age Stopped Believing in Santa
At what age did you stop believing in Santa Claus?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
4 years old or younger	1%	1%	2%	0%	1%	1%	3%	1%	0%	3%	*
5 years old	5%	5%	4%	3%	3%	6%	6%	5%	1%	8%	*
6 years old	6%	7%	5%	5%	7%	4%	10%	6%	2%	10%	*
7 years old	8%	8%	7%	8%	8%	7%	8%	9%	5%	7%	*
8 years old	10%	7%	13%	5%	12%	10%	14%	12%	6%	6%	*
9 years old	5%	3%	7%	6%	4%	6%	4%	5%	4%	3%	*
10 years old	11%	7%	15%	9%	11%	14%	11%	10%	15%	9%	*
11 years old	4%	4%	5%	9%	4%	3%	1%	5%	2%	4%	*
12 years old	4%	4%	5%	7%	7%	2%	3%	4%	7%	7%	*
13 years old	2%	2%	1%	3%	3%	1%	0%	1%	3%	5%	*
14 years old or older	4%	6%	3%	10%	4%	4%	1%	4%	9%	5%	*
Not sure	25%	27%	24%	25%	23%	25%	29%	25%	27%	26%	*
I never believed in Santa Claus	14%	19%	9%	10%	14%	18%	10%	13%	18%	7%	*
Totals	99%	100%	100%	100%	101%	101%	100%	100%	99%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
4 years old or younger	1%	2%	0%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%
5 years old	5%	5%	4%	5%	5%	5%	5%	5%	3%	1%	8%	5%	3%
6 years old	6%	5%	6%	7%	7%	8%	4%	8%	6%	5%	4%	7%	8%
7 years old	8%	10%	7%	6%	10%	8%	8%	10%	5%	10%	8%	5%	9%
8 years old	10%	8%	12%	11%	9%	12%	9%	12%	12%	5%	11%	10%	14%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
9 years old	5%	6%	2%	7%	6%	7%	5%	5%	6%	8%	3%	6%	3%
10 years old	11%	12%	8%	14%	12%	13%	9%	13%	14%	13%	8%	13%	11%
11 years old	4%	4%	4%	4%	4%	4%	4%	5%	5%	4%	4%	4%	4%
12 years old	4%	5%	4%	5%	5%	3%	3%	5%	5%	3%	2%	7%	3%
13 years old	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%
14 years old or older	4%	6%	3%	4%	5%	4%	5%	3%	6%	6%	8%	3%	3%
Not sure	25%	21%	30%	25%	24%	23%	28%	20%	25%	34%	24%	22%	25%
I never believed in Santa Claus	14%	13%	19%	9%	9%	10%	17%	11%	11%	11%	18%	12%	15%
Totals	99%	99%	100%	100%	100%	100%	101%	101%	100%	103%	100%	99%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

18. How Found Out Santa Not Real

How did you find out there was no Santa Claus?

Asked of people who ever believed in Santa Claus

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A parent	11%	12%	10%	11%	14%	10%	7%	10%	*	10%	*
A sibling	11%	8%	14%	7%	8%	17%	12%	11%	*	12%	*
Another relative	3%	3%	4%	3%	4%	4%	2%	2%	*	3%	*
A friend or classmate	15%	14%	15%	11%	12%	16%	19%	16%	*	13%	*
A teacher	1%	1%	0%	1%	0%	0%	1%	0%	*	0%	*
Figured it out on my own	41%	47%	37%	52%	44%	35%	37%	41%	*	48%	*
From a book, TV, movie, or the internet	1%	1%	1%	3%	1%	1%	0%	1%	*	3%	*
Some other way	2%	2%	2%	2%	2%	4%	2%	2%	*	2%	*
Not sure	14%	13%	16%	10%	15%	13%	20%	16%	*	9%	*
Totals	99%	101%	99%	100%	100%	100%	100%	99%	*	100%	*
Unweighted N	(892)	(395)	(497)	(233)	(234)	(243)	(182)	(597)	(97)	(150)	(48)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A parent	11%	14%	7%	11%	13%	10%	12%	10%	13%	10%	10%	11%	12%
A sibling	11%	12%	10%	12%	12%	9%	16%	11%	6%	8%	16%	13%	7%
Another relative	3%	4%	5%	2%	4%	2%	3%	4%	4%	3%	2%	4%	4%
A friend or classmate	15%	13%	12%	19%	11%	20%	14%	15%	17%	16%	12%	15%	14%
A teacher	1%	1%	0%	0%	1%	0%	1%	0%	1%	0%	0%	0%	1%
Figured it out on my own	41%	41%	45%	38%	42%	39%	36%	41%	42%	35%	41%	43%	43%
From a book, TV, movie, or the internet	1%	2%	0%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Some other way	2%	2%	4%	1%	3%	2%	3%	2%	2%	1%	2%	3%	3%
Not sure	14%	10%	17%	16%	13%	15%	15%	15%	13%	25%	15%	10%	15%
Totals	99%	99%	100%	100%	101%	98%	101%	99%	100%	100%	99%	100%	100%
Unweighted N	(892)	(304)	(300)	(288)	(351)	(332)	(315)	(278)	(205)	(162)	(177)	(337)	(216)

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19A. Santa Traditions - Growing Up — Visiting Santa in-person (like at a mall or holiday event)
As a child, did you ever participate in the following traditions?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	67%	71%	69%	69%	70%	69%	71%	61%	69%	*
No	25%	28%	23%	26%	24%	24%	27%	23%	31%	27%	*
Not sure	6%	5%	6%	6%	7%	6%	4%	6%	9%	4%	*
Totals	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,118)	(531)	(587)	(294)	(300)	(311)	(213)	(722)	(141)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	73%	60%	75%	77%	74%	64%	71%	82%	68%	71%	69%	70%
No	25%	21%	33%	21%	18%	23%	30%	24%	16%	21%	25%	28%	23%
Not sure	6%	6%	7%	4%	5%	3%	6%	5%	2%	11%	5%	3%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,118)	(371)	(411)	(336)	(426)	(396)	(406)	(338)	(250)	(196)	(230)	(417)	(275)

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19B. Santa Traditions - Growing Up — Hanging up a stocking for Santa to fill
As a child, did you ever participate in the following traditions?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	63%	67%	62%	66%	65%	66%	69%	51%	59%	*
No	31%	33%	29%	31%	31%	31%	34%	28%	43%	34%	*
Not sure	4%	4%	4%	7%	4%	4%	1%	3%	6%	7%	*
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	*
Unweighted N	(1,119)	(531)	(588)	(295)	(300)	(311)	(213)	(725)	(140)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	65%	62%	59%	74%	69%	71%	59%	69%	74%	65%	59%	68%	64%
No	31%	33%	35%	25%	28%	27%	37%	27%	25%	29%	37%	29%	32%
Not sure	4%	4%	6%	1%	3%	2%	4%	3%	2%	6%	4%	3%	4%
Totals	100%	99%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%
Unweighted N	(1,119)	(371)	(413)	(335)	(425)	(396)	(407)	(337)	(251)	(196)	(229)	(418)	(276)

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19C. Santa Traditions - Growing Up — Leaving out cookies and milk for Santa
As a child, did you ever participate in the following traditions?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	58%	64%	64%	66%	60%	54%	65%	46%	57%	*
No	34%	37%	32%	30%	30%	34%	43%	30%	51%	37%	*
Not sure	4%	6%	3%	5%	4%	5%	3%	5%	3%	6%	*
Totals	99%	101%	99%	99%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	61%	60%	55%	69%	64%	66%	59%	65%	71%	63%	62%	64%	54%
No	34%	35%	39%	28%	31%	30%	37%	32%	26%	28%	34%	34%	39%
Not sure	4%	4%	6%	3%	5%	3%	4%	3%	3%	9%	4%	2%	6%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

19D. Santa Traditions - Growing Up — Writing a letter to Santa asking for gifts
As a child, did you ever participate in the following traditions?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	59%	54%	63%	65%	67%	57%	44%	60%	49%	58%	*
No	35%	40%	30%	30%	27%	35%	49%	33%	44%	37%	*
Not sure	7%	6%	7%	5%	6%	8%	7%	7%	7%	5%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,119)	(533)	(586)	(295)	(300)	(311)	(213)	(723)	(141)	(183)	(72)

| | Total | Party ID | | | 2024 Vote | | Family Income (3 category) | | | Region | | | |
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	59%	60%	55%	61%	61%	62%	52%	67%	69%	64%	56%	60%	53%
No	35%	33%	37%	35%	31%	33%	41%	31%	26%	26%	38%	34%	39%
Not sure	7%	7%	8%	4%	8%	5%	7%	3%	5%	10%	6%	5%	8%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,119)	(372)	(411)	(336)	(426)	(397)	(407)	(337)	(251)	(196)	(230)	(416)	(277)

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19E. Santa Traditions - Growing Up — Leaving out food for Santa's reindeer
As a child, did you ever participate in the following traditions?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	37%	33%	42%	46%	40%	35%	29%	39%	33%	36%	*
No	55%	61%	50%	46%	51%	59%	64%	54%	59%	56%	*
Not sure	7%	6%	8%	9%	9%	5%	7%	7%	8%	7%	*
Totals	99%	100%	100%	101%	100%	99%	100%	100%	100%	99%	*
Unweighted N	(1,119)	(531)	(588)	(294)	(301)	(312)	(212)	(723)	(142)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	37%	38%	34%	40%	42%	38%	34%	39%	48%	37%	34%	41%	34%
No	55%	57%	56%	53%	53%	55%	58%	55%	49%	50%	62%	52%	59%
Not sure	7%	5%	10%	7%	5%	6%	9%	6%	3%	13%	4%	7%	7%
Totals	99%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,119)	(372)	(412)	(335)	(427)	(395)	(408)	(337)	(250)	(196)	(230)	(416)	(277)

19F. Santa Traditions - Growing Up — Tracking Santa's progress on Christmas Eve
As a child, did you ever participate in the following traditions?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	38%	34%	47%	35%	33%	30%	37%	35%	33%	*
No	57%	54%	60%	41%	59%	62%	64%	57%	56%	61%	*
Not sure	6%	8%	5%	11%	5%	5%	5%	6%	9%	6%	*
Totals	99%	100%	99%	99%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,119)	(530)	(589)	(295)	(300)	(311)	(213)	(722)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	36%	40%	31%	38%	40%	38%	32%	40%	42%	33%	31%	44%	31%
No	57%	56%	61%	55%	55%	56%	62%	56%	52%	59%	60%	52%	64%
Not sure	6%	4%	8%	7%	5%	7%	5%	5%	6%	8%	9%	4%	6%
Totals	99%	100%	100%	100%	100%	101%	99%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,119)	(371)	(412)	(336)	(426)	(397)	(407)	(338)	(250)	(197)	(228)	(417)	(277)

19G. Santa Traditions - Growing Up — Having an Elf on the Shelf visit your home
As a child, did you ever participate in the following traditions?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	15%	12%	29%	19%	5%	4%	12%	17%	20%	*
No	83%	80%	85%	63%	78%	91%	95%	83%	80%	78%	*
Not sure	4%	5%	3%	8%	4%	3%	2%	5%	3%	3%	*
Totals	100%	100%	100%	100%	101%	99%	101%	100%	100%	101%	*
Unweighted N	(1,119)	(533)	(586)	(295)	(300)	(312)	(212)	(723)	(142)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	13%	17%	9%	15%	15%	13%	9%	13%	22%	13%	8%	17%	13%
No	83%	81%	85%	81%	82%	84%	88%	82%	77%	80%	89%	80%	83%
Not sure	4%	2%	6%	4%	3%	3%	3%	5%	1%	7%	3%	3%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,119)	(372)	(412)	(335)	(426)	(396)	(407)	(338)	(250)	(196)	(230)	(417)	(276)

20. Average Age to Stop Believing in Santa

At what age do you think the average child who ever believed in Santa Claus stops believing in Santa?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
4 years old or younger	2%	2%	3%	2%	3%	2%	3%	1%	11%	3%	*
5 years old	4%	6%	3%	3%	3%	4%	9%	6%	2%	4%	*
6 years old	9%	11%	8%	3%	7%	9%	19%	11%	5%	7%	*
7 years old	12%	11%	13%	6%	9%	15%	16%	13%	8%	8%	*
8 years old	16%	14%	17%	16%	20%	14%	14%	15%	8%	24%	*
9 years old	7%	8%	7%	10%	10%	5%	6%	9%	5%	4%	*
10 years old	18%	14%	21%	16%	17%	21%	15%	17%	24%	17%	*
11 years old	4%	5%	4%	9%	5%	3%	2%	4%	5%	7%	*
12 years old	5%	6%	4%	6%	7%	5%	0%	4%	6%	7%	*
13 years old	2%	1%	2%	4%	2%	1%	0%	1%	5%	1%	*
14 years old or older	2%	3%	2%	3%	4%	2%	0%	2%	6%	1%	*
Not sure	18%	18%	17%	21%	14%	19%	16%	17%	15%	16%	*
Totals	99%	99%	101%	99%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,120)	(533)	(587)	(294)	(301)	(312)	(213)	(724)	(142)	(182)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
4 years old or younger	2%	3%	3%	2%	2%	1%	2%	2%	3%	3%	1%	4%	1%
5 years old	4%	4%	6%	3%	4%	5%	4%	6%	2%	3%	7%	4%	4%
6 years old	9%	11%	5%	13%	10%	13%	11%	6%	10%	8%	9%	9%	12%
7 years old	12%	12%	13%	10%	13%	12%	12%	17%	9%	11%	14%	12%	11%
8 years old	16%	18%	16%	13%	17%	16%	14%	19%	17%	10%	14%	15%	25%
9 years old	7%	5%	7%	10%	5%	10%	8%	8%	8%	12%	6%	7%	6%
10 years old	18%	21%	12%	21%	20%	19%	17%	17%	23%	11%	21%	20%	15%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
11 years old	4%	5%	4%	5%	5%	4%	3%	6%	5%	4%	4%	6%	3%
12 years old	5%	6%	5%	4%	5%	5%	5%	5%	6%	5%	5%	5%	5%
13 years old	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	2%	2%	1%
14 years old or older	2%	2%	3%	2%	1%	3%	2%	1%	5%	4%	2%	2%	1%
Not sure	18%	11%	25%	16%	16%	13%	20%	13%	11%	27%	15%	16%	17%
Totals	99%	100%	101%	101%	100%	103%	100%	101%	100%	99%	100%	102%	101%
Unweighted N	(1,120)	(372)	(412)	(336)	(427)	(397)	(407)	(338)	(251)	(196)	(230)	(418)	(276)

21. Maximum Age Acceptable Believe in Santa
In your opinion, how old is too old for children to believe in Santa Claus?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
4 years old or younger	2%	2%	1%	3%	4%	0%	0%	1%	3%	4%	*
5 years old	1%	2%	0%	0%	1%	1%	4%	2%	0%	1%	*
6 years old	3%	4%	1%	1%	2%	3%	5%	3%	2%	1%	*
7 years old	3%	4%	3%	0%	1%	3%	9%	3%	6%	1%	*
8 years old	4%	6%	3%	6%	3%	4%	5%	5%	5%	2%	*
9 years old	4%	5%	3%	3%	4%	4%	5%	5%	5%	2%	*
10 years old	14%	13%	14%	9%	14%	17%	14%	14%	9%	16%	*
11 years old	4%	4%	3%	5%	3%	3%	5%	3%	2%	5%	*
12 years old	7%	5%	9%	7%	8%	8%	6%	7%	9%	6%	*
13 years old	4%	5%	3%	4%	9%	3%	1%	4%	4%	5%	*
14 years old or older	9%	10%	8%	20%	9%	6%	2%	7%	12%	17%	*
They are never too old to believe in Santa Claus	28%	21%	34%	24%	21%	31%	33%	28%	27%	28%	*
They should never believe in Santa Claus	5%	5%	4%	3%	7%	6%	2%	5%	5%	3%	*
Not sure	13%	14%	12%	13%	15%	12%	10%	13%	12%	10%	*
Totals	101%	100%	98%	98%	101%	101%	101%	100%	101%	101%	*
Unweighted N	(1,121)	(533)	(588)	(295)	(302)	(311)	(213)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
4 years old or younger	2%	2%	1%	2%	1%	2%	1%	1%	3%	3%	1%	1%	2%
5 years old	1%	1%	2%	1%	1%	1%	2%	0%	1%	0%	3%	1%	1%
6 years old	3%	4%	2%	2%	4%	3%	2%	4%	3%	2%	4%	2%	2%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
7 years old	3%	3%	3%	4%	3%	4%	3%	4%	2%	2%	3%	5%	2%
8 years old	4%	4%	4%	5%	3%	6%	6%	4%	2%	7%	5%	3%	4%
9 years old	4%	4%	4%	5%	3%	4%	6%	4%	3%	4%	4%	4%	4%
10 years old	14%	14%	12%	16%	13%	15%	12%	16%	17%	12%	16%	12%	17%
11 years old	4%	4%	3%	4%	5%	4%	3%	3%	5%	1%	5%	4%	3%
12 years old	7%	9%	5%	9%	10%	9%	6%	9%	10%	9%	8%	8%	5%
13 years old	4%	4%	4%	4%	6%	4%	3%	6%	5%	4%	3%	5%	4%
14 years old or older	9%	11%	9%	7%	8%	8%	7%	10%	10%	8%	5%	11%	9%
They are never too old to believe in Santa Claus	28%	31%	26%	27%	29%	27%	28%	26%	27%	27%	27%	28%	27%
They should never believe in Santa Claus	5%	2%	7%	4%	3%	4%	5%	6%	1%	2%	7%	5%	4%
Not sure	13%	8%	19%	10%	11%	9%	16%	8%	9%	18%	10%	11%	15%
Totals	101%	101%	101%	100%	100%	100%	100%	101%	98%	99%	101%	100%	99%
Unweighted N	(1,121)	(373)	(412)	(336)	(426)	(397)	(408)	(338)	(251)	(196)	(230)	(418)	(277)

22. Ever Told Someone Santa Doesn't Exist
Have you ever told anyone who believed in Santa Claus that Santa does not exist?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, when I was a child	12%	15%	9%	18%	16%	11%	5%	11%	14%	15%	*
Yes, when I was an adult	6%	5%	8%	6%	6%	6%	9%	6%	12%	7%	*
Yes, both when I was a child and when I was an adult	4%	5%	3%	4%	5%	5%	2%	5%	3%	2%	*
No	68%	63%	72%	64%	62%	69%	77%	71%	60%	66%	*
Not sure	10%	12%	8%	9%	11%	10%	7%	8%	11%	10%	*
Totals	100%	100%	100%	101%	100%	101%	100%	101%	100%	100%	*
Unweighted N	(1,121)	(532)	(589)	(295)	(302)	(312)	(212)	(724)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, when I was a child	12%	12%	10%	15%	12%	12%	11%	17%	12%	13%	11%	13%	12%
Yes, when I was an adult	6%	8%	5%	7%	9%	6%	8%	5%	8%	4%	7%	9%	3%
Yes, both when I was a child and when I was an adult	4%	2%	6%	4%	2%	4%	4%	4%	5%	0%	8%	4%	2%
No	68%	70%	67%	67%	68%	70%	67%	67%	66%	68%	65%	69%	69%
Not sure	10%	8%	12%	7%	10%	8%	10%	8%	9%	14%	10%	5%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	99%	101%	100%	100%
Unweighted N	(1,121)	(372)	(413)	(336)	(427)	(396)	(409)	(338)	(250)	(197)	(229)	(418)	(277)

23. Santa's Race in Childhood
As a child, did you generally imagine Santa Claus as...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A white person	83%	84%	82%	81%	82%	84%	85%	85%	74%	86%	*
A non-white person	2%	2%	2%	2%	4%	1%	0%	1%	7%	1%	*
I was not aware of Santa Claus when I was a child	4%	4%	3%	2%	3%	5%	4%	3%	7%	4%	*
Not sure	11%	11%	12%	15%	10%	10%	11%	11%	12%	10%	*
Totals	100%	101%	99%	100%	99%	100%	100%	100%	100%	101%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A white person	83%	84%	75%	91%	85%	91%	79%	85%	89%	79%	84%	85%	82%
A non-white person	2%	3%	2%	1%	3%	1%	3%	2%	0%	1%	2%	3%	1%
I was not aware of Santa Claus when I was a child	4%	2%	8%	1%	2%	2%	5%	4%	2%	2%	5%	5%	2%
Not sure	11%	11%	16%	8%	10%	7%	13%	10%	9%	19%	9%	7%	15%
Totals	100%	100%	101%	101%	100%	101%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

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24. Santa's Race Now
Today, do you generally imagine Santa Claus as...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A white person	73%	77%	69%	66%	79%	73%	72%	76%	46%	81%	*
A non-white person	5%	3%	7%	3%	3%	7%	5%	2%	21%	1%	*
Not sure	22%	20%	24%	30%	18%	20%	24%	22%	33%	18%	*
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	*
Unweighted N	(1,121)	(532)	(589)	(295)	(302)	(311)	(213)	(724)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A white person	73%	65%	64%	90%	62%	87%	70%	74%	77%	68%	73%	74%	73%
A non-white person	5%	8%	5%	1%	9%	1%	7%	4%	2%	3%	6%	7%	2%
Not sure	22%	27%	31%	9%	29%	12%	23%	22%	21%	29%	21%	19%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(372)	(413)	(336)	(426)	(397)	(408)	(338)	(251)	(197)	(229)	(418)	(277)

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25. Santa - Political Party
In your opinion, if Santa Claus were a registered voter, what political party would he most likely support?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Democratic	21%	21%	21%	22%	19%	20%	24%	18%	41%	23%	*
Republican	20%	21%	19%	13%	23%	21%	23%	22%	10%	18%	*
Independent	28%	31%	26%	31%	26%	28%	30%	30%	25%	31%	*
Not sure	30%	27%	34%	34%	32%	31%	23%	30%	25%	28%	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,119)	(532)	(587)	(294)	(302)	(310)	(213)	(722)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Democratic	21%	52%	9%	3%	48%	6%	19%	24%	27%	21%	21%	18%	26%
Republican	20%	5%	7%	50%	1%	42%	20%	20%	20%	16%	19%	25%	17%
Independent	28%	22%	44%	18%	30%	26%	26%	27%	36%	24%	34%	28%	27%
Not sure	30%	21%	40%	28%	21%	27%	35%	29%	17%	38%	27%	29%	31%
Totals	99%	100%	100%	99%	100%	101%	100%	100%	100%	99%	101%	100%	101%
Unweighted N	(1,119)	(373)	(411)	(335)	(427)	(395)	(407)	(337)	(251)	(197)	(229)	(416)	(277)

26. Santa - Religious Or Cultural
Do you consider Santa Claus more a religious or more a cultural symbol?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Religious	12%	12%	12%	13%	15%	13%	7%	10%	14%	20%	*
Cultural	76%	77%	75%	71%	69%	77%	87%	81%	60%	70%	*
Not sure	12%	11%	13%	16%	16%	11%	6%	8%	25%	10%	*
Totals	100%	100%	100%	100%	100%	101%	100%	99%	99%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Religious	12%	10%	9%	17%	11%	14%	11%	12%	13%	15%	10%	13%	10%
Cultural	76%	78%	73%	77%	81%	81%	73%	77%	82%	66%	82%	76%	78%
Not sure	12%	12%	18%	6%	8%	5%	16%	12%	5%	19%	8%	11%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

27A. Belief in Christmas Story — Jesus was a real person
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	81%	82%	79%	75%	80%	82%	85%	79%	86%	82%	*
Do not believe	7%	7%	7%	11%	7%	5%	6%	7%	6%	7%	*
Not sure	12%	11%	14%	14%	13%	13%	9%	14%	8%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	81%	77%	75%	91%	74%	91%	81%	79%	84%	81%	80%	84%	76%
Do not believe	7%	11%	5%	4%	11%	6%	7%	6%	9%	6%	10%	6%	5%
Not sure	12%	12%	20%	5%	16%	4%	12%	15%	7%	13%	10%	10%	19%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

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27B. Belief in Christmas Story — Jesus was born in Bethlehem
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	73%	73%	73%	67%	69%	74%	82%	72%	80%	72%	*
Do not believe	8%	9%	7%	10%	8%	7%	6%	8%	9%	7%	*
Not sure	19%	18%	20%	23%	23%	19%	12%	20%	12%	22%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,119)	(533)	(586)	(294)	(301)	(312)	(212)	(723)	(142)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	73%	63%	66%	91%	59%	89%	73%	73%	75%	72%	70%	81%	63%
Do not believe	8%	16%	5%	3%	16%	4%	7%	7%	11%	4%	13%	6%	8%
Not sure	19%	22%	29%	6%	25%	7%	20%	20%	14%	25%	17%	13%	28%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(1,119)	(372)	(412)	(335)	(426)	(396)	(408)	(336)	(251)	(195)	(230)	(417)	(277)

27C. Belief in Christmas Story — The newborn baby Jesus was laid in a manger
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	67%	67%	67%	59%	63%	69%	76%	66%	80%	65%	*
Do not believe	12%	13%	11%	13%	12%	12%	10%	14%	6%	9%	*
Not sure	21%	20%	22%	27%	25%	19%	14%	20%	14%	25%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	67%	59%	58%	85%	56%	83%	67%	70%	69%	57%	69%	77%	56%
Do not believe	12%	19%	12%	5%	23%	9%	11%	12%	17%	12%	15%	10%	13%
Not sure	21%	21%	31%	10%	21%	8%	22%	18%	14%	31%	16%	13%	32%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

27D. Belief in Christmas Story — Wise men were guided by a star and brought Jesus gold, frankincense, and myrrh
Do you believe that each of the following actually did or did not happen?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	62%	62%	62%	50%	58%	65%	72%	59%	74%	66%	*
Do not believe	19%	21%	17%	20%	25%	18%	14%	21%	8%	13%	*
Not sure	19%	17%	21%	30%	17%	17%	14%	20%	17%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	*
Unweighted N	(1,121)	(533)	(588)	(294)	(302)	(312)	(213)	(724)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	62%	52%	53%	82%	49%	80%	63%	65%	58%	53%	63%	73%	49%
Do not believe	19%	31%	18%	9%	33%	10%	15%	20%	27%	19%	20%	15%	25%
Not sure	19%	17%	30%	9%	18%	10%	22%	15%	16%	28%	18%	12%	26%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(1,121)	(372)	(413)	(336)	(426)	(397)	(409)	(338)	(251)	(196)	(230)	(418)	(277)

27E. Belief in Christmas Story — An angel of the Lord appeared to shepherds to announce the birth of Jesus
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	62%	61%	63%	55%	53%	65%	72%	60%	73%	63%	*
Do not believe	20%	23%	18%	24%	27%	16%	16%	23%	10%	15%	*
Not sure	18%	16%	19%	21%	20%	19%	12%	18%	16%	22%	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,120)	(532)	(588)	(295)	(301)	(311)	(213)	(724)	(142)	(183)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	62%	49%	55%	82%	48%	80%	64%	64%	58%	56%	62%	70%	51%
Do not believe	20%	35%	18%	8%	36%	10%	16%	21%	29%	19%	21%	16%	28%
Not sure	18%	16%	27%	10%	16%	11%	19%	15%	14%	25%	16%	14%	21%
Totals	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,120)	(372)	(413)	(335)	(426)	(396)	(407)	(338)	(251)	(197)	(230)	(418)	(275)

27F. Belief in Christmas Story — Jesus was born to a virgin

Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	59%	59%	60%	57%	51%	60%	69%	57%	75%	64%	*
Do not believe	23%	25%	21%	23%	30%	21%	17%	25%	12%	17%	*
Not sure	18%	16%	19%	19%	19%	18%	14%	18%	13%	19%	*
Totals	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	59%	45%	53%	80%	45%	78%	62%	61%	55%	52%	56%	70%	48%
Do not believe	23%	38%	22%	9%	38%	11%	21%	22%	29%	24%	26%	16%	31%
Not sure	18%	17%	25%	10%	17%	11%	17%	17%	16%	24%	17%	13%	21%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

27G. Belief in Christmas Story — King Herod ordered the execution of all male babies in Bethlehem
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	57%	61%	54%	46%	52%	59%	71%	57%	65%	54%	*
Do not believe	13%	14%	12%	19%	15%	11%	9%	15%	10%	11%	*
Not sure	29%	24%	34%	34%	33%	30%	20%	29%	25%	34%	*
Totals	99%	99%	100%	99%	100%	100%	100%	101%	100%	99%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	57%	50%	49%	75%	47%	72%	56%	57%	61%	51%	57%	66%	48%
Do not believe	13%	22%	12%	5%	22%	6%	12%	16%	13%	13%	14%	12%	14%
Not sure	29%	28%	39%	20%	31%	21%	32%	27%	26%	36%	29%	22%	38%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

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27H. Belief in Christmas Story — Jesus was born in December
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	34%	33%	34%	41%	35%	33%	27%	30%	43%	48%	*
Do not believe	34%	38%	29%	24%	36%	34%	40%	37%	30%	24%	*
Not sure	33%	29%	36%	36%	29%	33%	33%	33%	28%	29%	*
Totals	101%	100%	99%	101%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,122)	(533)	(589)	(295)	(302)	(312)	(213)	(725)	(142)	(183)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	34%	33%	25%	44%	31%	42%	33%	33%	36%	40%	33%	36%	27%
Do not believe	34%	42%	32%	26%	44%	30%	33%	35%	37%	30%	36%	33%	35%
Not sure	33%	25%	42%	29%	25%	28%	35%	32%	27%	30%	31%	31%	38%
Totals	101%	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(373)	(413)	(336)	(427)	(397)	(409)	(338)	(251)	(197)	(230)	(418)	(277)

28. War on Christmas

Do you agree or disagree that there is a war on Christmas in the United States today?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	26%	33%	19%	15%	20%	30%	36%	30%	18%	19%	*
Disagree	47%	46%	48%	59%	53%	39%	39%	46%	37%	63%	*
Not sure	27%	22%	33%	26%	26%	31%	24%	24%	45%	19%	*
Totals	100%	101%	100%	100%	99%	100%	99%	100%	100%	101%	*
Unweighted N	(1,121)	(533)	(588)	(295)	(302)	(312)	(212)	(724)	(142)	(183)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	26%	15%	22%	41%	14%	48%	29%	26%	25%	20%	33%	25%	26%
Disagree	47%	61%	45%	34%	65%	31%	36%	49%	60%	42%	42%	49%	51%
Not sure	27%	24%	33%	24%	21%	21%	35%	26%	15%	38%	25%	26%	23%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(372)	(413)	(336)	(426)	(397)	(409)	(338)	(250)	(197)	(229)	(418)	(277)

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29. Support or Oppose War on Christmas

Would you support or oppose a war on Christmas in the United States today?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	3%	2%	3%	3%	5%	2%	1%	2%	4%	4%	*
Somewhat support	3%	3%	2%	5%	4%	2%	0%	2%	4%	3%	*
Somewhat oppose	9%	11%	7%	9%	14%	8%	7%	8%	9%	13%	*
Strongly oppose	67%	67%	68%	61%	60%	68%	82%	68%	65%	65%	*
Not sure	18%	16%	20%	21%	17%	21%	11%	19%	18%	15%	*
Totals	100%	99%	100%	99%	100%	101%	101%	99%	100%	100%	*
Unweighted N	(1,119)	(532)	(587)	(293)	(302)	(311)	(213)	(723)	(142)	(182)	(72)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Strongly support	3%	3%	2%	2%	3%	2%	2%	2%	4%	3%	2%	3%	2%
Somewhat support	3%	5%	0%	3%	5%	2%	2%	4%	3%	2%	3%	2%	3%
Somewhat oppose	9%	11%	13%	4%	11%	3%	6%	13%	9%	13%	6%	9%	11%
Strongly oppose	67%	63%	62%	78%	61%	82%	69%	63%	72%	56%	75%	70%	64%
Not sure	18%	17%	23%	13%	20%	11%	20%	17%	14%	27%	14%	16%	19%
Totals	100%	99%	100%	100%	100%	100%	99%	99%	102%	101%	100%	100%	99%
Unweighted N	(1,119)	(370)	(413)	(336)	(425)	(397)	(409)	(337)	(249)	(197)	(229)	(417)	(276)

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YouGov

Interviewing Dates	December 3 - 5, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.596, with a mean of one and a standard deviation of 0.863.
Number of respondents	1,122
Margin of error	$\pm$ 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	73 questions not reported.