

# YouGov Survey: Winter Holidays



Sample 1107 U.S. adult citizens  
Conducted December 3 - 5, 2024  
Margin of Error ±4.2%

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

Yes	86%
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	90%
No	8%
Not sure	2%

## 3. How many people, including you, will be at your celebration for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year?

*Asked of people who plan to celebrate the holidays*

1 - 5	39%
6 - 10	29%
11 - 15	12%
16 - 20	6%
More than 20	5%
Not sure	10%

## 4. Do you plan to travel for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year?

*Asked of people who plan to celebrate the holidays*

Yes	19%
No	73%
Not sure	8%

## 5. You indicated that you plan to travel for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year. How will you be traveling? Select all that apply.

*Asked of people who plan to travel for the holidays*

By car	72%
By plane	32%
By train	8%
By boat	5%
Other	1%
Not sure	2%

6. Have you put up any decorations for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] yet?

*Asked of people who plan to celebrate the holidays*

Yes .....	52%
No, but I plan to .....	35%
No, and I will not .....	11%
Not sure .....	1%

7. Do you plan to buy any gifts for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year?

*Asked of people who plan to celebrate the holidays*

Yes .....	86%
No .....	6%
Not sure .....	8%

8. How many, if any, of the gifts you intend to give people for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year have you bought so far?

*Asked of people who plan to celebrate the holidays and buy gifts*

All of them .....	12%
Most of them .....	29%
Some of them .....	38%
None of them .....	17%
Not sure .....	4%

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

A surprise .....	56%
Something you asked for .....	26%
Not sure .....	18%

10. 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%	18%	7%
Watch a holiday movie	75%	16%	9%
Exchange presents	75%	15%	10%
Look at holiday lights	70%	20%	10%
Decorate a Christmas tree	67%	25%	8%
Put up holiday lights	60%	33%	7%
Drink hot cocoa	60%	25%	14%
Bake holiday cookies	52%	34%	14%
Hang a wreath on your door	51%	37%	12%
Donate to charity	49%	33%	18%
Attend a holiday party	48%	37%	16%
Put a star on top of a Christmas tree	48%	43%	9%

*continued on the next page ...*

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Send family holiday cards	44%	44%	12%
Attend a holiday religious service	42%	41%	17%
Wear a holiday sweater	39%	50%	10%
Wear holiday pajamas	37%	54%	9%
Display a nativity scene	31%	55%	14%
Attend a holiday concert or play	27%	56%	17%
Participate in a secret Santa gift exchange	25%	61%	14%
Kiss someone under the mistletoe	22%	59%	19%
Build a snowman	19%	62%	19%
Build a gingerbread house	17%	67%	16%
Make a snow angel	14%	68%	17%
Light a Hanukkah menorah	10%	80%	10%
Play dreidel	9%	79%	12%

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

Very important	15%
Somewhat important	30%
Not too important	28%
Not at all important	27%

## 12. At any point in your life have you been a parent or guardian of a child, or not?

Yes	60%
No	40%

## 13. Are you the parent or guardian of any children under the age of 10?

Yes	21%
No	79%

## 14. As far as you know, do any of your children currently believe in Santa Claus?

*Asked of people with children under 18*

Yes	58%
No	33%
Not sure	9%

## 15. 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	52%
No	38%
Not sure	9%

## 16. 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	65%	27%	8%
Visiting Santa in-person (like at a mall or holiday event)	48%	39%	13%
Leaving out cookies and milk for Santa	45%	43%	11%
Writing a letter to Santa asking for gifts	43%	47%	10%
Tracking Santa's progress on Christmas Eve	41%	46%	12%

## 17. When you were a child, did your parents or guardians ever pretend that Santa Claus visited your home on Christmas Eve or Christmas Day?

Yes	76%
No	16%
Not sure	8%

## 18. 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 visited their home as a child*

Wrapped	80%
Not wrapped	17%
Not sure	3%

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

Yes	81%
No	11%
Not sure	8%

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

4 years old or younger	2%
5 years old	4%
6 years old	6%
7 years old	9%
8 years old	9%
9 years old	6%
10 years old	13%
11 years old	3%
12 years old	5%
13 years old	3%
14 years old or older	4%
Not sure	25%
I never believed in Santa Claus	11%

## 21. As a child, how did you find out there was no Santa Claus?

*Asked of people who ever believed in Santa Claus*

A parent .....	13%
A sibling .....	13%
Another relative .....	3%
A friend or classmate .....	13%
A teacher .....	1%
Figured it out on my own .....	36%
From a book, TV, movie, or the internet .....	3%
Some other way .....	3%
Not sure .....	15%

## 22. Which of the following describe how you felt when you realized that Santa Claus wasn't real? Select all that apply.

*Asked of people who ever believed in Santa Claus*

Disappointed .....	34%
Sad .....	26%
Indifferent .....	20%
Surprised .....	19%
Confused .....	11%
Amused .....	9%
Betrayed .....	8%
Embarrassed .....	5%
Angry .....	4%
Vindicated .....	3%
Relieved .....	3%
Other .....	3%
Not sure .....	15%

## 23. When you found out that Santa Claus wasn't real, did you...?

*Asked of people who ever believed in Santa Claus*

Already have doubts about whether he was real .....	57%
Believe he was real .....	24%
Not sure .....	20%

## 24. 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)	74%	19%	7%
Hanging up a stocking for Santa to fill	69%	23%	8%
Leaving out cookies and milk for Santa	63%	29%	8%
Writing a letter to Santa asking for gifts	60%	30%	11%
Tracking Santa's progress on Christmas Eve	39%	53%	8%

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

4 years old or younger	2%
5 years old	2%
6 years old	3%
7 years old	5%
8 years old	7%
9 years old	3%
10 years old	13%
11 years old	4%
12 years old	6%
13 years old	4%
14 years old or older	7%
They are never too old to believe in Santa Claus	24%
They should never believe in Santa Claus	6%
Not sure	13%

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

Yes	17%
No	71%
Not sure	11%

27. People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Agree	Disagree	Not sure
Creates an opportunity for family bonding and shared memories	81%	7%	13%
Creates a fun and magical holiday experience	80%	7%	13%
Teaches the values of giving and generosity	74%	12%	14%
Teaches the importance of being good and following the rules	69%	13%	18%
Teaches the importance of patience and delayed gratification	63%	16%	21%
Teaches a narrow and simplistic view of good and bad behavior	43%	31%	26%
Promotes materialism and a focus on receiving presents	43%	36%	21%
Detracts from the true religious meaning of Christmas	34%	44%	22%
Reinforces stereotypes by often portraying Santa as a white man	29%	44%	27%
Leads to feelings of mistrust and disappointment upon realizing he isn't real	24%	50%	26%

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

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

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

Religious .....	13%
Cultural .....	74%
Not sure .....	13%

## 30. Which do you think is the more recognized symbol of the Christmas holiday?

Santa Claus .....	50%
Baby Jesus .....	37%
Not sure .....	13%

## 31. 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	80%	7%	13%
The newborn baby Jesus was laid in a manger	66%	12%	22%
Wise men were guided by a star and brought Jesus gold, frankincense, and myrrh	63%	16%	21%
An angel of the Lord appeared to shepherds to announce the birth of Jesus	62%	17%	20%
Jesus Christ was born to a virgin	62%	19%	19%
Jesus was born in December	35%	31%	33%

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

Agree .....	23%
Disagree .....	46%
Not sure .....	31%

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<b>Interviewing Dates</b>	December 3 - 5, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 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 0.051 to 6.557, with a mean of one and a standard deviation of 0.992.
<b>Number of respondents</b>	1107
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	82 questions not reported.



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December 3 - 5, 2024 - 1107 U.S. adult citizens



## 1. Celebrate Christmas or Winter Holiday

Will you celebrate Christmas or another winter holiday this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	86%	83%	88%	94%	84%	80%	88%	89%	80%	83%	75%
No	8%	9%	8%	1%	7%	12%	11%	6%	18%	9%	12%
Not sure	6%	8%	4%	5%	9%	7%	2%	5%	2%	8%	14%
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(1,106)	(521)	(585)	(297)	(228)	(313)	(268)	(676)	(155)	(169)	(106)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	86%	91%	78%	89%	93%	94%	77%	88%	96%	87%	88%	82%	88%
No	8%	3%	18%	4%	3%	3%	14%	8%	2%	4%	9%	13%	2%
Not sure	6%	6%	4%	8%	4%	2%	8%	4%	2%	9%	3%	4%	9%
Totals	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,106)	(409)	(379)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(425)	(252)

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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*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	90%	91%	90%	88%	93%	93%	87%	91%	89%	93%	*
No	8%	7%	8%	8%	6%	5%	11%	7%	10%	6%	*
Not sure	2%	2%	2%	4%	1%	1%	2%	2%	1%	1%	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(988)	(454)	(534)	(274)	(201)	(269)	(244)	(621)	(139)	(145)	(83)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	90%	84%	93%	94%	88%	92%	87%	95%	91%	92%	92%	93%	85%
No	8%	13%	6%	4%	11%	5%	11%	4%	7%	7%	6%	5%	13%
Not sure	2%	3%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Totals	100%	100%	101%	99%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(988)	(376)	(319)	(293)	(423)	(392)	(341)	(277)	(257)	(179)	(202)	(377)	(230)

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## 3. People at Holidays

How many people, including you, will be at your celebration for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year?

*Asked of people who plan to celebrate the holidays*

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1 - 5	39%	41%	37%	34%	40%	40%	41%	40%	43%	39%	*
6 - 10	29%	28%	29%	30%	29%	28%	27%	28%	30%	29%	*
11 - 15	12%	12%	12%	13%	10%	12%	13%	12%	12%	13%	*
16 - 20	6%	4%	7%	4%	6%	7%	6%	6%	4%	7%	*
More than 20	5%	5%	5%	4%	5%	5%	5%	5%	5%	6%	*
Not sure	10%	10%	9%	14%	10%	8%	8%	9%	6%	6%	*
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(989)	(453)	(536)	(274)	(203)	(269)	(243)	(621)	(139)	(146)	(83)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1 - 5	39%	36%	44%	37%	43%	38%	44%	41%	29%	35%	42%	39%	39%
6 - 10	29%	33%	24%	28%	35%	28%	28%	32%	32%	30%	26%	26%	33%
11 - 15	12%	11%	13%	13%	10%	13%	8%	14%	17%	12%	10%	15%	10%
16 - 20	6%	7%	5%	5%	6%	8%	4%	6%	8%	8%	8%	4%	4%
More than 20	5%	2%	4%	9%	2%	8%	3%	3%	8%	5%	7%	5%	2%
Not sure	10%	11%	10%	8%	5%	6%	13%	4%	6%	9%	6%	11%	12%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(989)	(377)	(319)	(293)	(424)	(392)	(342)	(276)	(258)	(178)	(202)	(379)	(230)

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## 4. Travel for Holidays

Do you plan to travel for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year?

*Asked of people who plan to celebrate the holidays*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	20%	17%	23%	26%	12%	14%	19%	21%	21%	*
No	73%	72%	74%	66%	65%	79%	81%	73%	73%	76%	*
Not sure	8%	8%	9%	11%	9%	9%	4%	9%	6%	3%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	*
Unweighted N	(990)	(454)	(536)	(274)	(203)	(269)	(244)	(622)	(139)	(146)	(83)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	23%	15%	18%	24%	22%	12%	21%	27%	12%	17%	22%	20%
No	73%	72%	74%	74%	70%	71%	80%	70%	68%	74%	73%	71%	77%
Not sure	8%	6%	11%	8%	6%	8%	8%	9%	5%	15%	10%	8%	3%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(990)	(377)	(320)	(293)	(424)	(392)	(342)	(277)	(258)	(179)	(202)	(379)	(230)

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## 5. How Will You Travel for Holidays

You indicated that you plan to travel for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] 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	72%	67%	*	*	*	*	*	71%	*	*	*
By plane	32%	35%	*	*	*	*	*	31%	*	*	*
By train	8%	9%	*	*	*	*	*	3%	*	*	*
By boat	5%	4%	*	*	*	*	*	5%	*	*	*
Other	1%	0%	*	*	*	*	*	2%	*	*	*
Not sure	2%	3%	*	*	*	*	*	2%	*	*	*
Unweighted N	(205)	(110)	(95)	(77)	(57)	(34)	(37)	(126)	(32)	(36)	(11)

	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	72%	*	*	*	79%	*	*	*	*	*	*	*	*
By plane	32%	*	*	*	25%	*	*	*	*	*	*	*	*
By train	8%	*	*	*	9%	*	*	*	*	*	*	*	*
By boat	5%	*	*	*	6%	*	*	*	*	*	*	*	*
Other	1%	*	*	*	3%	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	0%	*	*	*	*	*	*	*	*
Unweighted N	(205)	(94)	(53)	(58)	(103)	(82)	(54)	(57)	(79)	(30)	(34)	(90)	(51)

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## 6. Holiday Decorations

Have you put up any decorations for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] yet?

*Asked of people who plan to celebrate the holidays*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	52%	46%	58%	35%	50%	61%	60%	54%	37%	64%	*
No, but I plan to	35%	39%	32%	49%	43%	28%	23%	30%	59%	32%	*
No, and I will not	11%	13%	9%	14%	6%	10%	16%	13%	3%	4%	*
Not sure	1%	2%	1%	2%	1%	1%	2%	2%	1%	0%	*
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(987)	(452)	(535)	(273)	(203)	(268)	(243)	(620)	(139)	(145)	(83)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	52%	49%	49%	58%	55%	61%	46%	59%	57%	52%	57%	53%	48%
No, but I plan to	35%	40%	40%	26%	34%	28%	35%	34%	34%	33%	33%	31%	45%
No, and I will not	11%	9%	9%	14%	10%	9%	18%	6%	8%	12%	10%	15%	7%
Not sure	1%	2%	1%	1%	1%	2%	2%	1%	0%	3%	1%	2%	1%
Totals	99%	100%	99%	99%	100%	100%	101%	100%	99%	100%	101%	101%	101%
Unweighted N	(987)	(377)	(317)	(293)	(424)	(389)	(341)	(276)	(257)	(179)	(202)	(377)	(229)

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**7. Buying Holiday Presents**

Do you plan to buy any gifts for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] 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	86%	83%	89%	84%	88%	91%	79%	88%	77%	90%	*
No	6%	7%	5%	5%	3%	3%	14%	5%	8%	5%	*
Not sure	8%	10%	7%	11%	9%	6%	7%	6%	15%	6%	*
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	101%	*
Unweighted N	(990)	(454)	(536)	(274)	(203)	(269)	(244)	(622)	(139)	(146)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	86%	86%	84%	88%	88%	91%	75%	94%	94%	86%	86%	86%	86%
No	6%	7%	7%	3%	7%	3%	12%	3%	2%	3%	7%	6%	8%
Not sure	8%	7%	9%	9%	5%	6%	13%	3%	3%	10%	7%	8%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%	101%
Unweighted N	(990)	(377)	(320)	(293)	(424)	(392)	(342)	(277)	(258)	(179)	(202)	(379)	(230)

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## 8. Holiday Gifts

How many, if any, of the gifts you intend to give people for ["Christmas," if it is the respondent's primary winter holiday; otherwise, "the holidays"] this year have you bought so far?

*Asked of people who plan to celebrate the holidays and buy gifts*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	12%	9%	14%	10%	9%	11%	17%	11%	14%	11%	*
Most of them	29%	26%	32%	18%	32%	30%	36%	32%	25%	20%	*
Some of them	38%	41%	36%	46%	42%	36%	30%	35%	35%	55%	*
None of them	17%	18%	16%	19%	11%	19%	17%	18%	15%	14%	*
Not sure	4%	6%	3%	7%	6%	3%	1%	4%	11%	0%	*
Totals	100%	100%	101%	100%	100%	99%	101%	100%	100%	100%	*
Unweighted N	(858)	(391)	(467)	(230)	(178)	(247)	(203)	(553)	(111)	(128)	(66)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All of them	12%	10%	10%	15%	10%	13%	18%	9%	9%	10%	17%	11%	10%
Most of them	29%	29%	26%	32%	32%	35%	26%	33%	34%	26%	24%	30%	35%
Some of them	38%	40%	43%	33%	40%	31%	33%	40%	40%	48%	39%	36%	35%
None of them	17%	14%	15%	21%	16%	20%	21%	16%	14%	13%	19%	20%	13%
Not sure	4%	6%	6%	0%	2%	2%	1%	2%	4%	4%	1%	4%	7%
Totals	100%	99%	100%	101%	100%	101%	99%	100%	101%	101%	100%	101%	100%
Unweighted N	(858)	(319)	(270)	(269)	(367)	(352)	(269)	(254)	(243)	(155)	(175)	(329)	(199)



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## 9. Preference for Receiving Gifts

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A surprise	56%	54%	57%	68%	50%	54%	53%	53%	60%	62%	55%
Something you asked for	26%	24%	29%	19%	29%	29%	26%	29%	23%	23%	15%
Not sure	18%	23%	14%	13%	21%	18%	21%	18%	17%	15%	30%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(521)	(584)	(297)	(229)	(313)	(266)	(675)	(155)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A surprise	56%	59%	48%	61%	56%	56%	55%	51%	59%	61%	51%	54%	57%
Something you asked for	26%	30%	27%	22%	29%	29%	26%	34%	24%	20%	30%	28%	24%
Not sure	18%	11%	25%	17%	15%	15%	19%	15%	17%	19%	18%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,105)	(408)	(380)	(317)	(461)	(422)	(400)	(301)	(272)	(200)	(229)	(426)	(250)

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**10A. 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%	72%	78%	70%	70%	79%	80%	76%	82%	70%	67%
No	18%	19%	17%	17%	20%	16%	18%	18%	16%	18%	19%
Not sure	7%	9%	6%	12%	10%	5%	2%	7%	2%	12%	14%
Totals	100%	100%	101%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,097)	(515)	(582)	(292)	(226)	(312)	(267)	(672)	(154)	(167)	(104)

	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%	81%	69%	77%	84%	82%	67%	82%	82%	75%	74%	76%	74%
No	18%	12%	23%	18%	12%	15%	26%	15%	11%	17%	18%	20%	15%
Not sure	7%	7%	9%	5%	4%	3%	7%	3%	6%	8%	7%	4%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,097)	(404)	(379)	(314)	(456)	(419)	(400)	(298)	(269)	(199)	(228)	(420)	(250)

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**10B. 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	75%	70%	80%	81%	76%	73%	70%	76%	77%	79%	54%
No	16%	21%	12%	10%	14%	19%	21%	15%	16%	12%	35%
Not sure	9%	9%	8%	9%	10%	8%	9%	9%	7%	8%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(1,101)	(518)	(583)	(296)	(227)	(311)	(267)	(672)	(155)	(168)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	75%	77%	70%	79%	79%	82%	65%	83%	80%	73%	78%	74%	76%
No	16%	15%	19%	14%	12%	12%	24%	12%	12%	21%	12%	18%	14%
Not sure	9%	8%	11%	7%	9%	6%	11%	5%	8%	7%	10%	8%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,101)	(407)	(377)	(317)	(460)	(421)	(400)	(297)	(272)	(199)	(228)	(424)	(250)

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**10C. 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	75%	72%	77%	76%	76%	75%	73%	77%	72%	74%	57%
No	15%	16%	14%	13%	10%	16%	21%	12%	23%	20%	21%
Not sure	10%	12%	9%	12%	14%	9%	6%	11%	5%	6%	22%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(515)	(582)	(295)	(223)	(312)	(267)	(670)	(155)	(168)	(104)

	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%	78%	70%	77%	81%	85%	62%	79%	92%	79%	78%	72%	74%
No	15%	14%	20%	11%	13%	8%	25%	12%	5%	15%	11%	18%	13%
Not sure	10%	8%	10%	12%	5%	7%	14%	9%	3%	6%	11%	10%	13%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(402)	(378)	(317)	(455)	(421)	(397)	(301)	(268)	(198)	(229)	(421)	(249)

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**10D. Participation in Holiday Activities — Look at holiday lights**

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	70%	69%	70%	70%	73%	68%	68%	71%	64%	69%	72%
No	20%	22%	18%	17%	17%	21%	24%	19%	22%	21%	24%
Not sure	10%	9%	12%	12%	10%	11%	8%	11%	14%	10%	5%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,100)	(518)	(582)	(296)	(228)	(311)	(265)	(671)	(155)	(169)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	70%	74%	64%	72%	77%	74%	63%	75%	75%	76%	76%	62%	72%
No	20%	17%	21%	20%	15%	17%	26%	16%	13%	18%	13%	25%	18%
Not sure	10%	9%	14%	8%	8%	9%	12%	9%	12%	6%	11%	12%	10%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,100)	(408)	(377)	(315)	(460)	(420)	(399)	(299)	(271)	(200)	(227)	(422)	(251)

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**10E. Participation in Holiday Activities — Decorate 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	67%	61%	72%	79%	68%	64%	57%	67%	61%	77%	54%
No	25%	29%	21%	11%	22%	28%	37%	24%	32%	14%	39%
Not sure	8%	10%	6%	10%	10%	8%	6%	9%	7%	8%	7%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,094)	(513)	(581)	(291)	(226)	(313)	(264)	(668)	(156)	(167)	(103)

	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%	72%	63%	66%	71%	74%	55%	74%	77%	68%	70%	59%	74%
No	25%	23%	30%	22%	24%	20%	34%	21%	20%	25%	16%	33%	21%
Not sure	8%	5%	8%	12%	5%	5%	11%	5%	4%	7%	14%	8%	4%
Totals	100%	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,094)	(406)	(377)	(311)	(460)	(416)	(399)	(300)	(265)	(199)	(226)	(419)	(250)

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**10F. 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	60%	56%	64%	65%	70%	56%	51%	57%	66%	75%	50%
No	33%	36%	30%	26%	24%	38%	44%	36%	28%	18%	43%
Not sure	7%	7%	6%	9%	6%	7%	5%	7%	6%	7%	7%
Totals	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(518)	(580)	(292)	(228)	(310)	(268)	(671)	(155)	(168)	(104)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	63%	55%	63%	66%	67%	49%	62%	73%	64%	63%	53%	66%
No	33%	31%	37%	32%	28%	29%	41%	33%	23%	31%	26%	42%	28%
Not sure	7%	6%	9%	5%	6%	5%	9%	5%	4%	5%	11%	5%	6%
Totals	100%	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(406)	(376)	(316)	(458)	(419)	(399)	(298)	(270)	(200)	(227)	(422)	(249)

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**10G. Participation in Holiday Activities — Drink hot cocoa**

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	60%	56%	64%	69%	65%	58%	51%	61%	53%	69%	58%
No	25%	28%	22%	14%	19%	29%	36%	27%	24%	22%	18%
Not sure	14%	15%	14%	16%	16%	13%	14%	13%	24%	9%	24%
Totals	99%	99%	100%	99%	100%	100%	101%	101%	101%	100%	100%
Unweighted N	(1,092)	(516)	(576)	(292)	(226)	(309)	(265)	(667)	(152)	(168)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	66%	58%	57%	66%	63%	53%	70%	66%	65%	60%	59%	60%
No	25%	19%	24%	32%	22%	26%	31%	21%	22%	22%	24%	28%	23%
Not sure	14%	14%	18%	11%	11%	11%	16%	9%	13%	13%	15%	13%	17%
Totals	99%	99%	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,092)	(403)	(373)	(316)	(458)	(418)	(396)	(298)	(267)	(199)	(226)	(417)	(250)



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**10H. 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	52%	42%	61%	59%	60%	47%	45%	54%	42%	58%	39%
No	34%	42%	28%	21%	22%	42%	48%	33%	37%	33%	48%
Not sure	14%	16%	12%	19%	18%	12%	8%	13%	20%	10%	13%
Totals	100%	100%	101%	99%	100%	101%	101%	100%	99%	101%	100%
Unweighted N	(1,096)	(513)	(583)	(291)	(226)	(312)	(267)	(670)	(155)	(166)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	52%	52%	50%	53%	56%	58%	41%	59%	64%	60%	51%	48%	53%
No	34%	34%	37%	33%	36%	27%	42%	32%	25%	26%	27%	41%	35%
Not sure	14%	14%	13%	14%	8%	15%	17%	10%	11%	13%	22%	11%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%
Unweighted N	(1,096)	(407)	(375)	(314)	(460)	(416)	(398)	(299)	(268)	(199)	(226)	(422)	(249)

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**10I. 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?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	44%	58%	42%	50%	55%	55%	55%	41%	50%	35%
No	37%	42%	32%	36%	34%	38%	42%	36%	43%	29%	46%
Not sure	12%	14%	10%	23%	16%	7%	3%	8%	16%	21%	18%
Totals	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,098)	(518)	(580)	(293)	(226)	(312)	(267)	(671)	(154)	(169)	(104)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	53%	43%	58%	61%	64%	35%	61%	70%	51%	53%	50%	52%
No	37%	34%	42%	35%	30%	31%	48%	34%	23%	36%	34%	40%	36%
Not sure	12%	13%	15%	7%	9%	5%	17%	5%	7%	13%	13%	10%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(404)	(377)	(317)	(457)	(421)	(400)	(298)	(269)	(198)	(229)	(422)	(249)

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**10J. 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	49%	50%	49%	42%	44%	49%	62%	52%	43%	41%	47%
No	33%	34%	32%	33%	33%	36%	29%	32%	34%	31%	46%
Not sure	18%	17%	19%	26%	22%	15%	10%	16%	23%	28%	7%
Totals	100%	101%	100%	101%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,095)	(515)	(580)	(292)	(227)	(311)	(265)	(668)	(154)	(168)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	55%	43%	51%	62%	59%	35%	62%	66%	51%	48%	47%	53%
No	33%	32%	37%	29%	26%	25%	43%	28%	21%	30%	33%	32%	35%
Not sure	18%	14%	20%	20%	12%	16%	21%	11%	13%	19%	19%	20%	12%
Totals	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,095)	(404)	(377)	(314)	(457)	(419)	(398)	(298)	(268)	(199)	(226)	(421)	(249)

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**10K. 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	48%	48%	47%	57%	53%	41%	43%	48%	53%	45%	43%
No	37%	34%	39%	25%	31%	45%	42%	37%	32%	39%	39%
Not sure	16%	18%	13%	19%	16%	14%	15%	16%	15%	16%	18%
Totals	101%	100%	99%	101%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,098)	(517)	(581)	(294)	(225)	(312)	(267)	(673)	(153)	(168)	(104)

	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%	57%	40%	48%	54%	55%	34%	55%	64%	53%	46%	47%	47%
No	37%	30%	40%	39%	31%	32%	45%	36%	22%	29%	37%	40%	36%
Not sure	16%	14%	20%	14%	15%	13%	21%	10%	14%	18%	17%	13%	17%
Totals	101%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(406)	(376)	(316)	(458)	(421)	(399)	(299)	(269)	(199)	(227)	(424)	(248)

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**10L. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	45%	50%	60%	53%	47%	32%	46%	46%	59%	41%
No	43%	44%	42%	28%	31%	49%	62%	46%	41%	30%	43%
Not sure	9%	10%	8%	12%	16%	5%	6%	7%	13%	10%	16%
Totals	100%	99%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(1,093)	(513)	(580)	(289)	(228)	(310)	(266)	(669)	(153)	(166)	(105)

	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%	54%	42%	48%	53%	55%	40%	54%	59%	48%	47%	44%	54%
No	43%	38%	46%	45%	41%	39%	50%	41%	33%	48%	40%	48%	35%
Not sure	9%	8%	13%	7%	6%	6%	10%	5%	7%	4%	13%	9%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,093)	(404)	(374)	(315)	(458)	(416)	(397)	(298)	(267)	(199)	(228)	(418)	(248)

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**10M. 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	44%	47%	42%	50%	46%	38%	45%	44%	48%	45%	37%
No	44%	42%	46%	32%	40%	51%	48%	45%	37%	42%	52%
Not sure	12%	11%	12%	17%	14%	10%	7%	11%	14%	12%	10%
Totals	100%	100%	100%	99%	100%	99%	100%	100%	99%	99%	99%
Unweighted N	(1,096)	(514)	(582)	(293)	(227)	(311)	(265)	(667)	(155)	(169)	(105)

	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%	51%	37%	46%	51%	49%	36%	48%	50%	52%	42%	39%	48%
No	44%	36%	50%	45%	38%	43%	52%	44%	34%	36%	45%	48%	41%
Not sure	12%	14%	13%	9%	11%	7%	12%	7%	16%	12%	13%	12%	10%
Totals	100%	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	99%	99%
Unweighted N	(1,096)	(405)	(378)	(313)	(459)	(415)	(399)	(300)	(266)	(199)	(229)	(417)	(251)

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**10N. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	42%	42%	50%	44%	37%	37%	41%	54%	43%	28%
No	41%	41%	41%	31%	40%	43%	49%	43%	34%	38%	44%
Not sure	17%	18%	17%	19%	16%	20%	14%	17%	12%	19%	28%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,099)	(516)	(583)	(294)	(228)	(311)	(266)	(671)	(156)	(168)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	46%	31%	49%	40%	55%	34%	40%	51%	36%	42%	44%	42%
No	41%	41%	48%	33%	48%	27%	47%	42%	36%	40%	42%	41%	40%
Not sure	17%	13%	21%	18%	12%	18%	20%	18%	13%	23%	16%	15%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,099)	(405)	(376)	(318)	(457)	(421)	(401)	(299)	(270)	(198)	(228)	(422)	(251)

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**100. Participation in Holiday Activities — Wear a holiday sweater**

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%	34%	44%	51%	53%	30%	28%	35%	54%	47%	39%
No	50%	55%	46%	31%	39%	63%	63%	55%	35%	46%	43%
Not sure	10%	11%	10%	18%	8%	7%	9%	10%	11%	7%	19%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,097)	(518)	(579)	(295)	(227)	(310)	(265)	(670)	(154)	(167)	(106)

	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%	50%	35%	34%	47%	41%	33%	38%	54%	36%	39%	40%	42%
No	50%	39%	53%	58%	43%	52%	54%	54%	39%	53%	50%	52%	47%
Not sure	10%	11%	12%	8%	9%	7%	13%	8%	7%	11%	12%	9%	11%
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(1,097)	(404)	(376)	(317)	(459)	(421)	(394)	(301)	(270)	(197)	(227)	(423)	(250)



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## 10P. 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%	33%	41%	54%	54%	30%	15%	31%	54%	51%	38%
No	54%	57%	50%	30%	37%	64%	78%	60%	37%	40%	44%
Not sure	9%	10%	8%	16%	9%	6%	7%	8%	9%	9%	19%
Totals	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,095)	(516)	(579)	(294)	(224)	(310)	(267)	(669)	(154)	(168)	(104)

	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%	45%	36%	32%	37%	37%	30%	39%	47%	42%	32%	38%	37%
No	54%	45%	52%	63%	55%	57%	57%	56%	46%	48%	58%	54%	53%
Not sure	9%	9%	12%	6%	8%	6%	12%	6%	7%	10%	10%	8%	10%
Totals	100%	99%	100%	101%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(402)	(377)	(316)	(453)	(421)	(398)	(298)	(268)	(199)	(229)	(419)	(248)

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**10Q. 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	31%	32%	31%	24%	33%	35%	31%	34%	18%	37%	22%
No	55%	53%	56%	46%	51%	58%	63%	55%	56%	47%	62%
Not sure	14%	15%	13%	30%	16%	7%	6%	11%	26%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,099)	(516)	(583)	(292)	(228)	(313)	(266)	(672)	(156)	(167)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	28%	27%	39%	32%	47%	22%	36%	44%	38%	31%	29%	31%
No	55%	58%	59%	47%	60%	43%	62%	57%	43%	45%	55%	57%	57%
Not sure	14%	14%	14%	14%	8%	10%	17%	7%	13%	16%	14%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,099)	(406)	(378)	(315)	(460)	(419)	(398)	(301)	(270)	(198)	(226)	(424)	(251)

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**10R. 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	27%	26%	28%	31%	33%	27%	18%	25%	28%	38%	20%
No	56%	56%	56%	51%	45%	58%	69%	57%	50%	53%	59%
Not sure	17%	18%	16%	19%	23%	15%	13%	18%	22%	9%	21%
Totals	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,098)	(516)	(582)	(293)	(227)	(312)	(266)	(671)	(153)	(169)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	27%	30%	21%	31%	31%	37%	20%	30%	34%	26%	30%	25%	29%
No	56%	55%	57%	54%	54%	48%	63%	57%	44%	53%	53%	59%	55%
Not sure	17%	15%	22%	15%	15%	15%	17%	13%	22%	21%	17%	17%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,098)	(405)	(377)	(316)	(458)	(419)	(399)	(300)	(270)	(199)	(227)	(420)	(252)

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**10S. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	28%	22%	38%	33%	19%	12%	19%	37%	40%	27%
No	61%	57%	65%	44%	47%	68%	81%	66%	46%	49%	56%
Not sure	14%	15%	13%	18%	20%	13%	7%	14%	17%	11%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,095)	(514)	(581)	(292)	(227)	(311)	(265)	(670)	(153)	(167)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	36%	21%	19%	32%	25%	16%	28%	37%	29%	20%	23%	29%
No	61%	50%	64%	66%	56%	62%	67%	63%	47%	62%	63%	62%	56%
Not sure	14%	14%	14%	14%	12%	13%	16%	9%	16%	10%	16%	15%	15%
Totals	100%	100%	99%	99%	100%	100%	99%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,095)	(402)	(378)	(315)	(456)	(420)	(396)	(300)	(269)	(199)	(227)	(420)	(249)

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**10T. 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	22%	24%	20%	31%	22%	21%	15%	23%	20%	27%	12%
No	59%	51%	66%	44%	57%	62%	70%	59%	60%	56%	62%
Not sure	19%	25%	14%	25%	21%	17%	15%	19%	20%	18%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,096)	(518)	(578)	(293)	(226)	(309)	(268)	(671)	(153)	(168)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	22%	24%	19%	23%	24%	27%	16%	27%	28%	20%	24%	20%	25%
No	59%	59%	60%	57%	60%	56%	62%	58%	52%	54%	58%	62%	57%
Not sure	19%	16%	21%	20%	17%	17%	22%	15%	20%	25%	18%	18%	19%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,096)	(406)	(374)	(316)	(458)	(419)	(398)	(300)	(267)	(199)	(228)	(419)	(250)

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**10U. 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	19%	21%	17%	34%	27%	12%	5%	18%	15%	30%	15%
No	62%	59%	65%	41%	43%	72%	87%	64%	63%	52%	62%
Not sure	19%	21%	18%	25%	30%	15%	8%	18%	22%	19%	22%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	101%	99%
Unweighted N	(1,096)	(515)	(581)	(292)	(227)	(312)	(265)	(671)	(152)	(168)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	22%	14%	21%	20%	20%	11%	20%	26%	23%	21%	12%	25%
No	62%	58%	65%	63%	65%	61%	71%	61%	55%	51%	55%	75%	56%
Not sure	19%	20%	21%	17%	15%	19%	19%	19%	18%	26%	24%	14%	18%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	99%	100%	100%	101%	99%
Unweighted N	(1,096)	(403)	(377)	(316)	(459)	(418)	(397)	(298)	(270)	(196)	(229)	(420)	(251)

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**10V. 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%	11%	23%	25%	33%	12%	3%	16%	10%	35%	14%
No	67%	72%	61%	43%	43%	80%	94%	72%	58%	45%	66%
Not sure	16%	17%	15%	32%	24%	8%	4%	12%	32%	20%	19%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,098)	(517)	(581)	(292)	(227)	(311)	(268)	(675)	(150)	(169)	(104)

	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%	22%	15%	15%	17%	19%	14%	18%	24%	12%	9%	20%	25%
No	67%	59%	67%	74%	71%	70%	68%	74%	64%	69%	72%	67%	59%
Not sure	16%	19%	18%	11%	12%	11%	18%	8%	12%	18%	19%	14%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,098)	(403)	(378)	(317)	(456)	(420)	(400)	(297)	(270)	(200)	(229)	(419)	(250)

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**10W. 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	14%	15%	14%	27%	26%	7%	1%	11%	23%	25%	14%
No	68%	66%	70%	54%	45%	78%	92%	73%	58%	57%	66%
Not sure	17%	19%	15%	19%	28%	16%	6%	16%	19%	18%	20%
Totals	99%	100%	99%	100%	99%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,095)	(515)	(580)	(292)	(225)	(313)	(265)	(668)	(154)	(168)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	20%	12%	11%	17%	14%	12%	10%	23%	13%	14%	11%	22%
No	68%	65%	69%	71%	69%	66%	73%	71%	59%	63%	62%	76%	65%
Not sure	17%	15%	18%	18%	14%	19%	14%	19%	18%	24%	24%	13%	13%
Totals	99%	100%	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(404)	(375)	(316)	(457)	(418)	(400)	(298)	(267)	(198)	(228)	(418)	(251)



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**10X. Participation in Holiday Activities — Light a Hanukkah menorah**

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	10%	13%	8%	18%	18%	6%	2%	9%	10%	15%	15%
No	80%	76%	83%	59%	67%	91%	95%	82%	71%	75%	77%
Not sure	10%	12%	9%	23%	16%	2%	3%	8%	19%	10%	8%
Totals	100%	101%	100%	100%	101%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,097)	(517)	(580)	(292)	(229)	(310)	(266)	(669)	(156)	(166)	(106)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	10%	17%	7%	8%	16%	12%	7%	8%	18%	11%	6%	9%	16%
No	80%	70%	83%	84%	76%	83%	81%	88%	74%	75%	86%	83%	71%
Not sure	10%	13%	9%	8%	7%	5%	12%	4%	9%	13%	8%	8%	13%
Totals	100%	100%	99%	100%	99%	100%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(1,097)	(406)	(378)	(313)	(459)	(417)	(399)	(298)	(268)	(199)	(228)	(420)	(250)

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**10Y. Participation in Holiday Activities — Play dreidel**

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	9%	9%	9%	14%	17%	5%	0%	8%	10%	15%	3%
No	79%	78%	79%	59%	66%	90%	94%	81%	70%	69%	86%
Not sure	12%	13%	12%	27%	16%	5%	6%	11%	20%	16%	10%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,092)	(512)	(580)	(294)	(225)	(310)	(263)	(663)	(155)	(169)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	9%	15%	5%	8%	12%	9%	6%	6%	19%	6%	3%	9%	15%
No	79%	74%	82%	79%	79%	79%	81%	85%	71%	80%	83%	80%	71%
Not sure	12%	11%	13%	13%	8%	12%	13%	9%	10%	13%	14%	11%	14%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,092)	(403)	(376)	(313)	(456)	(415)	(397)	(299)	(266)	(197)	(227)	(420)	(248)

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**11. Importance of Santa**

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	15%	17%	13%	17%	19%	15%	7%	14%	16%	17%	18%
Somewhat important	30%	31%	29%	47%	36%	20%	22%	30%	28%	34%	28%
Not too important	28%	29%	27%	26%	24%	30%	34%	29%	21%	30%	33%
Not at all important	27%	23%	30%	10%	21%	35%	37%	28%	34%	19%	21%
Totals	100%	100%	99%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,104)	(520)	(584)	(296)	(229)	(312)	(267)	(673)	(156)	(169)	(106)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very important	15%	16%	12%	17%	18%	19%	13%	14%	21%	19%	12%	14%	17%
Somewhat important	30%	35%	25%	31%	25%	29%	27%	29%	29%	30%	30%	29%	32%
Not too important	28%	24%	33%	27%	29%	29%	29%	30%	27%	26%	35%	26%	28%
Not at all important	27%	24%	31%	24%	29%	23%	31%	28%	23%	25%	23%	32%	23%
Totals	100%	99%	101%	99%	101%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,104)	(409)	(378)	(317)	(461)	(421)	(401)	(300)	(272)	(200)	(229)	(426)	(249)

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**12. Parent**

At any point in your life have you been a parent or guardian of a child, or not?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	60%	53%	66%	21%	62%	69%	80%	60%	57%	61%	59%
No	40%	47%	34%	79%	38%	31%	20%	40%	43%	39%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	56%	56%	67%	63%	75%	55%	69%	74%	55%	62%	62%	58%
No	40%	44%	44%	33%	37%	25%	45%	31%	26%	45%	38%	38%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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**13. Children Under 10**

Are you the parent or guardian of any children under the age of 10?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	*	*	*	*	*	*	*	*	*	*	*
No	*	*	*	*	*	*	*	*	*	*	*
Totals	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(14)	(5)	(9)	(2)	(3)	(2)	(7)	(10)	(1)	(1)	(2)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	*	*	*	*	*	*	*	*	*	*	*	*	*
No	*	*	*	*	*	*	*	*	*	*	*	*	*
Totals	*	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(14)	(5)	(7)	(2)	(7)	(4)	(4)	(5)	(2)	(5)	(2)	(4)	(3)

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## 14. 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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	58%	62%	54%	*	64%	*	*	63%	*	*	*
No	33%	30%	35%	*	27%	*	*	28%	*	*	*
Not sure	9%	8%	10%	*	9%	*	*	9%	*	*	*
Totals	100%	100%	99%	*	100%	*	*	100%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	58%	76%	*	*	66%	63%	*	*	71%	*	*	50%	*
No	33%	15%	*	*	22%	34%	*	*	23%	*	*	40%	*
Not sure	9%	9%	*	*	12%	4%	*	*	7%	*	*	10%	*
Totals	100%	100%	*	*	100%	101%	*	*	101%	*	*	100%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)

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**15. 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	52%	48%	56%	*	54%	*	*	59%	*	*	*
No	38%	39%	38%	*	36%	*	*	33%	*	*	*
Not sure	9%	13%	6%	*	10%	*	*	8%	*	*	*
Totals	99%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	52%	69%	*	*	59%	51%	*	*	62%	*	*	47%	*
No	38%	23%	*	*	33%	37%	*	*	30%	*	*	43%	*
Not sure	9%	8%	*	*	8%	12%	*	*	9%	*	*	10%	*
Totals	99%	100%	*	*	100%	100%	*	*	101%	*	*	100%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)

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**16A. 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	65%	61%	68%	*	67%	*	*	73%	*	*	*
No	27%	28%	27%	*	26%	*	*	21%	*	*	*
Not sure	8%	11%	5%	*	7%	*	*	6%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	65%	72%	*	*	71%	63%	*	*	71%	*	*	57%	*
No	27%	20%	*	*	21%	30%	*	*	21%	*	*	36%	*
Not sure	8%	8%	*	*	8%	8%	*	*	8%	*	*	7%	*
Totals	100%	100%	*	*	100%	101%	*	*	100%	*	*	100%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)



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**16B. 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*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	57%	40%	*	53%	*	*	48%	*	*	*
No	39%	32%	44%	*	31%	*	*	35%	*	*	*
Not sure	13%	11%	16%	*	16%	*	*	16%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	99%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	66%	*	*	60%	49%	*	*	51%	*	*	52%	*
No	39%	18%	*	*	24%	43%	*	*	35%	*	*	39%	*
Not sure	13%	16%	*	*	15%	8%	*	*	14%	*	*	9%	*
Totals	100%	100%	*	*	99%	100%	*	*	100%	*	*	100%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)

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**16C. 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	45%	47%	44%	*	47%	*	*	47%	*	*	*
No	43%	42%	44%	*	41%	*	*	41%	*	*	*
Not sure	11%	10%	12%	*	12%	*	*	12%	*	*	*
Totals	99%	99%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	68%	*	*	58%	48%	*	*	54%	*	*	49%	*
No	43%	23%	*	*	31%	46%	*	*	38%	*	*	42%	*
Not sure	11%	9%	*	*	11%	7%	*	*	8%	*	*	10%	*
Totals	99%	100%	*	*	100%	101%	*	*	100%	*	*	101%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)

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**16D. 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*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	43%	43%	*	47%	*	*	41%	*	*	*
No	47%	47%	47%	*	40%	*	*	48%	*	*	*
Not sure	10%	10%	10%	*	13%	*	*	11%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(282)	(137)	(145)	(75)	(140)	(61)	(6)	(148)	(40)	(69)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	43%	67%	*	*	54%	40%	*	*	51%	*	*	45%	*
No	47%	25%	*	*	37%	52%	*	*	36%	*	*	49%	*
Not sure	10%	7%	*	*	9%	8%	*	*	13%	*	*	6%	*
Totals	100%	99%	*	*	100%	100%	*	*	100%	*	*	100%	*
Unweighted N	(282)	(117)	(83)	(82)	(124)	(100)	(78)	(79)	(108)	(49)	(45)	(104)	(84)

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**16E. 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*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	41%	42%	41%	*	48%	*	*	48%	*	*	*
No	46%	42%	50%	*	42%	*	*	38%	*	*	*
Not sure	12%	16%	9%	*	9%	*	*	14%	*	*	*
Totals	99%	100%	100%	*	99%	*	*	100%	*	*	*
Unweighted N	(281)	(137)	(144)	(75)	(139)	(61)	(6)	(148)	(40)	(68)	(25)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	41%	57%	*	*	50%	44%	*	*	45%	*	*	43%	*
No	46%	33%	*	*	40%	44%	*	*	42%	*	*	46%	*
Not sure	12%	10%	*	*	10%	13%	*	*	14%	*	*	11%	*
Totals	99%	100%	*	*	100%	101%	*	*	101%	*	*	100%	*
Unweighted N	(281)	(116)	(83)	(82)	(123)	(100)	(78)	(79)	(107)	(49)	(45)	(104)	(83)

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**17. Ever Visited by Santa**

When you were a child, did your parents or guardians ever pretend that Santa Claus visited 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	76%	73%	79%	68%	78%	77%	80%	82%	69%	63%	55%
No	16%	17%	16%	23%	12%	15%	16%	12%	27%	25%	28%
Not sure	8%	10%	6%	8%	10%	8%	4%	6%	4%	12%	17%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(521)	(584)	(297)	(229)	(312)	(267)	(675)	(156)	(168)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	76%	71%	82%	81%	85%	71%	79%	82%	66%	82%	76%	76%
No	16%	18%	18%	13%	16%	11%	19%	15%	13%	20%	13%	18%	14%
Not sure	8%	6%	11%	5%	4%	4%	10%	6%	5%	14%	5%	5%	10%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,105)	(409)	(378)	(318)	(460)	(423)	(402)	(299)	(272)	(199)	(229)	(426)	(251)

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**18. 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 visited their home as a child*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wrapped	80%	82%	78%	91%	85%	78%	69%	79%	79%	88%	*
Not wrapped	17%	14%	20%	6%	10%	20%	29%	19%	18%	9%	*
Not sure	3%	4%	2%	3%	5%	2%	2%	2%	3%	2%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(856)	(399)	(457)	(219)	(175)	(248)	(214)	(561)	(110)	(113)	(72)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Wrapped	80%	84%	79%	78%	81%	78%	79%	83%	81%	93%	84%	69%	87%
Not wrapped	17%	14%	18%	19%	16%	19%	18%	15%	18%	6%	14%	26%	12%
Not sure	3%	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	4%	1%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	101%	101%	101%	99%	100%
Unweighted N	(856)	(310)	(285)	(261)	(358)	(349)	(305)	(234)	(224)	(138)	(190)	(330)	(198)

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**19. Ever Believed in Santa**

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	81%	78%	85%	80%	78%	81%	88%	88%	75%	69%	57%
No	11%	11%	10%	9%	10%	15%	7%	6%	20%	20%	21%
Not sure	8%	11%	4%	11%	13%	4%	5%	6%	5%	11%	21%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	81%	82%	76%	87%	85%	88%	76%	84%	87%	81%	89%	80%	77%
No	11%	11%	14%	7%	11%	7%	14%	11%	10%	14%	6%	11%	12%
Not sure	8%	8%	10%	6%	4%	4%	11%	5%	3%	5%	5%	9%	11%
Totals	100%	101%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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**20. Age Stopped Believing in Santa**

At what age did you stop believing 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%	4%	1%	2%	1%	3%	3%	2%	1%	2%	6%
5 years old	4%	5%	4%	2%	3%	6%	5%	5%	3%	5%	4%
6 years old	6%	6%	7%	5%	4%	5%	11%	7%	4%	5%	1%
7 years old	9%	8%	10%	8%	6%	8%	13%	9%	7%	10%	7%
8 years old	9%	8%	10%	7%	7%	12%	9%	10%	8%	8%	2%
9 years old	6%	5%	7%	6%	4%	5%	7%	6%	7%	4%	4%
10 years old	13%	11%	14%	17%	12%	8%	16%	13%	17%	7%	9%
11 years old	3%	3%	4%	4%	4%	2%	3%	3%	2%	6%	1%
12 years old	5%	6%	3%	6%	8%	3%	3%	4%	8%	4%	3%
13 years old	3%	3%	2%	3%	5%	2%	0%	3%	1%	3%	3%
14 years old or older	4%	5%	4%	9%	5%	3%	1%	4%	6%	4%	2%
Not sure	25%	26%	25%	21%	31%	27%	22%	27%	14%	22%	36%
I never believed in Santa Claus	11%	11%	10%	9%	10%	15%	7%	6%	20%	20%	21%
Totals	100%	101%	101%	99%	100%	99%	100%	99%	98%	100%	99%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	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%	0%	5%	1%	1%	1%	3%	3%	0%	5%	2%	1%	4%
5 years old	4%	5%	5%	3%	5%	5%	5%	4%	6%	5%	5%	3%	5%
6 years old	6%	6%	6%	6%	7%	8%	6%	6%	7%	5%	6%	7%	6%
7 years old	9%	8%	7%	12%	9%	10%	9%	11%	7%	10%	10%	8%	8%
8 years old	9%	7%	7%	13%	10%	12%	10%	8%	11%	6%	9%	12%	7%

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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	6%	5%	5%	7%	5%	9%	4%	6%	6%	5%	3%	7%	6%
10 years old	13%	13%	13%	11%	12%	10%	9%	20%	11%	9%	18%	11%	12%
11 years old	3%	4%	3%	3%	4%	3%	3%	3%	4%	4%	4%	3%	3%
12 years old	5%	6%	3%	5%	5%	4%	3%	3%	5%	4%	7%	4%	4%
13 years old	3%	4%	1%	4%	2%	2%	3%	3%	3%	5%	2%	3%	2%
14 years old or older	4%	7%	3%	4%	6%	4%	6%	3%	5%	5%	5%	4%	4%
Not sure	25%	24%	28%	24%	22%	25%	26%	20%	24%	24%	21%	27%	28%
I never believed in Santa Claus	11%	11%	14%	7%	11%	7%	14%	11%	10%	14%	6%	11%	12%
Totals	100%	100%	100%	100%	99%	100%	101%	101%	99%	101%	98%	101%	101%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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**21. How Found Out Santa Not Real**

As a child, how did you find out there was no Santa Claus?

*Asked of people who ever believed in Santa Claus*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A parent	13%	15%	11%	16%	14%	8%	14%	13%	7%	15%	*
A sibling	13%	13%	14%	11%	10%	18%	13%	14%	11%	16%	*
Another relative	3%	2%	3%	5%	2%	2%	2%	2%	8%	1%	*
A friend or classmate	13%	14%	13%	15%	15%	11%	14%	14%	8%	14%	*
A teacher	1%	1%	1%	2%	1%	0%	1%	1%	0%	1%	*
Figured it out on my own	36%	38%	35%	43%	35%	33%	37%	34%	45%	41%	*
From a book, TV, movie, or the internet	3%	4%	2%	4%	7%	1%	0%	2%	9%	5%	*
Some other way	3%	1%	5%	0%	2%	6%	4%	4%	5%	0%	*
Not sure	15%	11%	17%	5%	14%	21%	15%	16%	6%	9%	*
Totals	100%	99%	101%	101%	100%	100%	100%	100%	99%	102%	*
Unweighted N	(916)	(423)	(493)	(241)	(186)	(254)	(235)	(593)	(121)	(124)	(78)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A parent	13%	12%	14%	12%	7%	13%	11%	18%	9%	14%	7%	17%	13%
A sibling	13%	14%	9%	17%	16%	13%	13%	12%	16%	17%	15%	10%	15%
Another relative	3%	3%	2%	3%	3%	3%	4%	2%	3%	2%	2%	3%	4%
A friend or classmate	13%	13%	14%	12%	14%	16%	11%	15%	14%	10%	11%	14%	17%
A teacher	1%	1%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Figured it out on my own	36%	36%	40%	33%	38%	35%	39%	35%	35%	39%	38%	36%	33%
From a book, TV, movie, or the internet	3%	3%	1%	4%	2%	3%	2%	1%	3%	3%	5%	2%	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	3%	3%	5%	2%	5%	3%	4%	4%	4%	6%	3%	3%	3%
Not sure	15%	14%	14%	15%	13%	14%	16%	12%	14%	8%	18%	15%	14%
Totals	100%	99%	99%	99%	100%	101%	101%	100%	99%	100%	100%	101%	101%
Unweighted N	(916)	(333)	(306)	(277)	(390)	(360)	(322)	(254)	(232)	(160)	(200)	(353)	(203)

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## 22. Feelings When Found Out Santa Not Real

Which of the following describe how you felt when you realized that Santa Claus wasn't real? Select all that apply.

*Asked of people who ever believed in Santa Claus*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Disappointed	34%	29%	38%	35%	33%	37%	30%	36%	28%	27%	*
Sad	26%	26%	26%	26%	32%	24%	23%	27%	26%	20%	*
Indifferent	20%	24%	16%	23%	20%	17%	20%	20%	17%	20%	*
Surprised	19%	21%	17%	19%	19%	16%	23%	17%	25%	21%	*
Confused	11%	11%	10%	11%	16%	10%	6%	10%	8%	16%	*
Amused	9%	12%	6%	9%	12%	7%	7%	8%	9%	12%	*
Betrayed	8%	7%	8%	17%	13%	4%	2%	6%	17%	11%	*
Embarrassed	5%	4%	5%	12%	4%	3%	1%	4%	4%	8%	*
Angry	4%	4%	4%	7%	7%	3%	1%	5%	1%	4%	*
Vindicated	3%	4%	2%	5%	7%	1%	0%	2%	11%	1%	*
Relieved	3%	5%	1%	3%	5%	2%	1%	2%	7%	4%	*
Other	3%	1%	4%	0%	5%	4%	2%	4%	1%	1%	*
Not sure	15%	12%	17%	8%	9%	22%	17%	16%	7%	10%	*
Unweighted N	(920)	(427)	(493)	(243)	(187)	(255)	(235)	(595)	(122)	(125)	(78)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Disappointed	34%	40%	29%	33%	33%	28%	35%	30%	33%	35%	29%	36%	33%
Sad	26%	32%	24%	23%	28%	27%	25%	29%	27%	22%	19%	29%	31%
Indifferent	20%	16%	25%	18%	18%	24%	18%	23%	22%	20%	13%	24%	20%
Surprised	19%	26%	17%	15%	20%	14%	18%	19%	17%	20%	20%	17%	20%
Confused	11%	11%	13%	9%	11%	11%	10%	9%	12%	9%	9%	9%	18%
Amused	9%	9%	8%	9%	11%	10%	7%	12%	6%	7%	12%	8%	9%

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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
Betrayed	8%	8%	7%	9%	6%	6%	8%	4%	8%	7%	9%	10%	4%
Embarrassed	5%	5%	4%	5%	4%	5%	4%	5%	4%	7%	3%	5%	4%
Angry	4%	3%	4%	5%	5%	3%	3%	3%	5%	2%	7%	4%	3%
Vindicated	3%	3%	2%	4%	3%	3%	2%	1%	3%	2%	5%	3%	1%
Relieved	3%	2%	1%	4%	1%	3%	2%	1%	2%	1%	5%	1%	4%
Other	3%	1%	6%	3%	3%	3%	3%	5%	2%	2%	6%	2%	2%
Not sure	15%	11%	17%	17%	14%	14%	16%	11%	15%	15%	21%	13%	11%
Unweighted N	(920)	(334)	(307)	(279)	(391)	(363)	(325)	(254)	(233)	(162)	(200)	(354)	(204)

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## 23. Doubted Santa Before Found Out Not Real

When you found out that Santa Claus wasn't real, did you... ?

*Asked of people who ever believed in Santa Claus*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Already have doubts about whether he was real	57%	58%	56%	65%	61%	54%	50%	56%	62%	59%	*
Believe he was real	24%	23%	24%	24%	25%	24%	21%	24%	27%	22%	*
Not sure	20%	19%	20%	11%	14%	21%	29%	21%	11%	19%	*
Totals	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(920)	(427)	(493)	(243)	(187)	(255)	(235)	(595)	(122)	(125)	(78)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Already have doubts about whether he was real	57%	58%	57%	55%	60%	56%	59%	55%	56%	54%	61%	58%	52%
Believe he was real	24%	28%	17%	26%	22%	25%	26%	23%	23%	24%	23%	22%	27%
Not sure	20%	14%	26%	19%	19%	20%	15%	22%	21%	22%	15%	20%	21%
Totals	101%	100%	100%	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(920)	(334)	(307)	(279)	(391)	(363)	(325)	(254)	(233)	(162)	(200)	(354)	(204)

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**24A. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	74%	73%	75%	69%	75%	75%	76%	78%	66%	71%	55%
No	19%	20%	18%	19%	13%	22%	21%	14%	29%	26%	39%
Not sure	7%	7%	7%	11%	12%	4%	3%	8%	4%	3%	7%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%	101%
Unweighted N	(1,105)	(520)	(585)	(296)	(229)	(313)	(267)	(675)	(155)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	74%	70%	72%	80%	77%	79%	68%	77%	80%	78%	78%	71%	71%
No	19%	23%	19%	15%	18%	17%	22%	19%	14%	17%	13%	23%	21%
Not sure	7%	7%	9%	4%	5%	4%	10%	4%	6%	5%	9%	6%	8%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(408)	(380)	(317)	(461)	(422)	(401)	(300)	(272)	(200)	(229)	(424)	(252)

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**24B. 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	69%	69%	70%	63%	67%	74%	71%	76%	52%	56%	59%
No	23%	22%	24%	27%	17%	23%	26%	17%	35%	40%	29%
Not sure	8%	9%	6%	11%	16%	3%	3%	7%	13%	4%	11%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,105)	(521)	(584)	(297)	(229)	(311)	(268)	(675)	(156)	(168)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	69%	68%	69%	70%	73%	76%	67%	75%	74%	77%	67%	66%	71%
No	23%	23%	23%	23%	22%	20%	26%	23%	18%	20%	24%	26%	20%
Not sure	8%	9%	8%	6%	6%	4%	7%	3%	8%	3%	8%	8%	9%
Totals	100%	100%	100%	99%	101%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,105)	(408)	(379)	(318)	(461)	(423)	(401)	(300)	(272)	(200)	(228)	(425)	(252)



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**24C. 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	63%	59%	67%	57%	65%	64%	65%	70%	53%	50%	35%
No	29%	31%	28%	27%	23%	33%	32%	22%	38%	43%	55%
Not sure	8%	10%	6%	16%	12%	4%	3%	8%	8%	7%	10%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,106)	(520)	(586)	(297)	(229)	(312)	(268)	(675)	(156)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	60%	58%	70%	65%	72%	59%	62%	74%	59%	70%	64%	56%
No	29%	32%	32%	24%	31%	23%	32%	36%	19%	35%	23%	27%	34%
Not sure	8%	8%	10%	6%	4%	6%	9%	3%	7%	5%	7%	8%	10%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(1,106)	(409)	(380)	(317)	(462)	(422)	(402)	(301)	(271)	(200)	(229)	(426)	(251)

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**24D. 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	60%	54%	65%	59%	59%	60%	60%	64%	54%	55%	38%
No	30%	33%	27%	27%	21%	34%	34%	25%	36%	36%	48%
Not sure	11%	13%	8%	14%	19%	6%	6%	11%	10%	8%	14%
Totals	101%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,105)	(520)	(585)	(297)	(229)	(313)	(266)	(675)	(156)	(169)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	60%	62%	58%	59%	63%	65%	54%	65%	69%	65%	57%	59%	60%
No	30%	28%	29%	32%	29%	27%	35%	29%	21%	30%	32%	30%	26%
Not sure	11%	10%	13%	9%	8%	7%	11%	6%	9%	5%	11%	11%	14%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,105)	(409)	(378)	(318)	(462)	(422)	(400)	(301)	(272)	(199)	(229)	(425)	(252)

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**24E. Santa Traditions - Growing Up — Tracking Santa’s progress on Christmas Eve**

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	39%	37%	41%	40%	42%	34%	41%	42%	34%	35%	31%
No	53%	52%	54%	46%	47%	61%	54%	51%	57%	57%	62%
Not sure	8%	11%	5%	14%	11%	4%	5%	8%	10%	8%	8%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	101%	100%	101%
Unweighted N	(1,105)	(520)	(585)	(297)	(227)	(313)	(268)	(675)	(155)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	39%	39%	39%	38%	43%	46%	36%	43%	45%	35%	36%	40%	42%
No	53%	55%	51%	53%	51%	48%	55%	53%	50%	59%	52%	52%	52%
Not sure	8%	6%	10%	8%	6%	6%	8%	5%	6%	5%	12%	8%	6%
Totals	100%	100%	100%	99%	100%	100%	99%	101%	101%	99%	100%	100%	100%
Unweighted N	(1,105)	(407)	(380)	(318)	(461)	(423)	(402)	(301)	(271)	(200)	(228)	(425)	(252)

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**25. Maximum Age Acceptable Believe in Santa**

In your opinion, how old is too old for children to believe 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	2%	1%	2%	5%	0%	1%	1%	1%	2%	5%	1%
5 years old	2%	3%	2%	3%	3%	2%	2%	2%	4%	2%	1%
6 years old	3%	4%	2%	1%	3%	2%	6%	3%	3%	2%	1%
7 years old	5%	5%	5%	3%	4%	5%	9%	5%	6%	6%	0%
8 years old	7%	9%	5%	6%	3%	6%	14%	7%	9%	8%	4%
9 years old	3%	2%	5%	2%	2%	4%	5%	3%	4%	6%	3%
10 years old	13%	12%	13%	15%	15%	11%	11%	13%	10%	12%	17%
11 years old	4%	4%	5%	7%	4%	5%	1%	5%	2%	2%	2%
12 years old	6%	6%	6%	7%	4%	9%	3%	6%	4%	7%	10%
13 years old	4%	3%	6%	4%	6%	5%	1%	4%	7%	2%	2%
14 years old or older	7%	10%	4%	14%	11%	3%	3%	4%	17%	6%	15%
They are never too old to believe in Santa Claus	24%	20%	28%	14%	20%	32%	28%	28%	12%	25%	15%
They should never believe in Santa Claus	6%	7%	4%	4%	6%	8%	4%	5%	10%	4%	7%
Not sure	13%	14%	12%	15%	19%	8%	12%	13%	10%	11%	23%
Totals	99%	100%	99%	100%	100%	101%	100%	99%	100%	98%	101%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	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	2%	1%	2%	3%	1%	1%	3%	1%	1%	3%	1%	1%	2%
5 years old	2%	3%	3%	1%	3%	1%	2%	2%	1%	1%	2%	2%	4%
6 years old	3%	2%	3%	3%	3%	5%	3%	4%	3%	4%	2%	3%	4%

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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	5%	5%	4%	6%	7%	6%	4%	8%	4%	4%	5%	5%	6%
8 years old	7%	11%	5%	6%	8%	8%	5%	9%	8%	6%	9%	7%	7%
9 years old	3%	3%	4%	3%	3%	4%	3%	6%	3%	2%	3%	5%	3%
10 years old	13%	12%	12%	15%	12%	17%	11%	14%	15%	18%	15%	10%	11%
11 years old	4%	6%	4%	3%	6%	2%	2%	5%	8%	5%	3%	5%	3%
12 years old	6%	7%	5%	6%	7%	6%	6%	5%	8%	5%	5%	7%	6%
13 years old	4%	4%	5%	4%	4%	3%	4%	4%	6%	8%	5%	3%	3%
14 years old or older	7%	9%	5%	6%	8%	5%	6%	5%	8%	7%	9%	5%	7%
They are never too old to believe in Santa Claus	24%	23%	23%	28%	26%	28%	29%	22%	22%	21%	28%	26%	21%
They should never believe in Santa Claus	6%	3%	7%	6%	4%	4%	6%	6%	6%	6%	4%	6%	6%
Not sure	13%	13%	18%	9%	7%	10%	14%	10%	7%	9%	10%	15%	16%
Totals	99%	102%	100%	99%	99%	100%	98%	101%	100%	99%	101%	100%	99%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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**26. Ever Told Someone Santa Doesn't Exist**

Have you ever told anyone who believed in Santa Claus that he 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	17%	20%	15%	26%	17%	15%	14%	14%	27%	22%	21%
No	71%	66%	76%	67%	62%	74%	81%	74%	60%	70%	73%
Not sure	11%	13%	9%	7%	20%	11%	5%	12%	13%	8%	6%
Totals	99%	99%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,106)	(521)	(585)	(297)	(229)	(312)	(268)	(676)	(156)	(168)	(106)

	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%	15%	16%	19%	16%	15%	19%	20%	18%	9%	20%	22%
No	71%	71%	69%	75%	74%	74%	71%	72%	68%	73%	82%	68%	65%
Not sure	11%	8%	16%	9%	8%	10%	14%	8%	12%	9%	8%	12%	13%
Totals	99%	100%	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,106)	(408)	(380)	(318)	(461)	(423)	(401)	(301)	(272)	(200)	(229)	(425)	(252)

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**27A. Effects of Believing in Santa Claus — Creates an opportunity for family bonding and shared memories**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	81%	78%	83%	80%	75%	81%	88%	83%	75%	81%	65%
Disagree	7%	7%	7%	9%	8%	6%	4%	6%	12%	5%	10%
Not sure	13%	15%	10%	11%	17%	13%	9%	11%	12%	14%	25%
Totals	101%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(1,103)	(518)	(585)	(297)	(229)	(311)	(266)	(673)	(155)	(169)	(106)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	81%	83%	76%	84%	86%	86%	74%	88%	83%	81%	83%	82%	77%
Disagree	7%	7%	7%	6%	5%	7%	8%	4%	9%	5%	5%	8%	7%
Not sure	13%	10%	17%	10%	9%	7%	18%	8%	9%	14%	12%	10%	16%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,103)	(408)	(379)	(316)	(462)	(420)	(401)	(298)	(272)	(199)	(229)	(425)	(250)

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**27B. Effects of Believing in Santa Claus — Creates a fun and magical holiday experience**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	80%	77%	83%	79%	72%	82%	88%	82%	75%	80%	71%
Disagree	7%	8%	6%	8%	6%	7%	7%	6%	16%	6%	1%
Not sure	13%	15%	11%	13%	22%	11%	6%	12%	9%	14%	28%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,103)	(519)	(584)	(295)	(228)	(312)	(268)	(675)	(155)	(168)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	80%	83%	73%	86%	88%	88%	74%	82%	86%	79%	82%	82%	78%
Disagree	7%	7%	10%	4%	5%	6%	9%	9%	5%	8%	4%	10%	2%
Not sure	13%	10%	17%	11%	7%	6%	17%	9%	9%	13%	14%	7%	20%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,103)	(408)	(377)	(318)	(462)	(422)	(400)	(300)	(272)	(200)	(227)	(425)	(251)



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**27C. Effects of Believing in Santa Claus — Teaches the values of giving and generosity**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	74%	76%	72%	77%	71%	72%	77%	76%	65%	79%	61%
Disagree	12%	10%	14%	10%	13%	13%	11%	11%	22%	7%	11%
Not sure	14%	15%	14%	12%	16%	16%	12%	13%	14%	14%	28%
Totals	100%	101%	100%	99%	100%	101%	100%	100%	101%	100%	100%
Unweighted N	(1,100)	(517)	(583)	(295)	(228)	(311)	(266)	(673)	(154)	(168)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	74%	77%	66%	80%	77%	80%	71%	71%	79%	76%	72%	74%	74%
Disagree	12%	10%	15%	10%	11%	11%	13%	16%	9%	10%	11%	14%	10%
Not sure	14%	13%	19%	10%	12%	9%	17%	13%	12%	14%	16%	12%	16%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,100)	(406)	(377)	(317)	(460)	(422)	(398)	(299)	(271)	(199)	(227)	(423)	(251)

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**27D. Effects of Believing in Santa Claus — Teaches the importance of being good and following the rules**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	69%	70%	68%	69%	64%	70%	73%	72%	63%	67%	59%
Disagree	13%	12%	15%	13%	12%	14%	14%	13%	21%	8%	11%
Not sure	18%	18%	17%	18%	24%	16%	13%	15%	16%	25%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,101)	(516)	(585)	(295)	(227)	(312)	(267)	(672)	(156)	(168)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	69%	73%	56%	79%	72%	79%	66%	66%	75%	70%	72%	69%	66%
Disagree	13%	11%	18%	10%	13%	10%	13%	17%	14%	10%	10%	17%	13%
Not sure	18%	15%	25%	12%	15%	11%	21%	17%	11%	19%	18%	14%	21%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,101)	(408)	(376)	(317)	(461)	(420)	(400)	(299)	(271)	(199)	(227)	(426)	(249)

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**27E. Effects of Believing in Santa Claus — Teaches the importance of patience and delayed gratification**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	63%	62%	63%	66%	63%	59%	65%	64%	62%	64%	47%
Disagree	16%	15%	17%	11%	14%	18%	20%	16%	22%	11%	19%
Not sure	21%	23%	20%	23%	22%	23%	16%	20%	17%	25%	35%
Totals	100%	100%	100%	100%	99%	100%	101%	100%	101%	100%	101%
Unweighted N	(1,100)	(515)	(585)	(294)	(229)	(311)	(266)	(673)	(156)	(167)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	63%	68%	56%	65%	66%	71%	55%	64%	73%	62%	63%	62%	64%
Disagree	16%	13%	19%	16%	15%	15%	17%	22%	12%	15%	19%	17%	13%
Not sure	21%	19%	25%	19%	18%	15%	27%	14%	16%	24%	19%	21%	22%
Totals	100%	100%	100%	100%	99%	101%	99%	100%	101%	101%	101%	100%	99%
Unweighted N	(1,100)	(408)	(374)	(318)	(462)	(421)	(398)	(299)	(272)	(200)	(227)	(426)	(247)

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**27F. Effects of Believing in Santa Claus — Teaches a narrow and simplistic view of good and bad behavior**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	43%	43%	42%	48%	44%	43%	36%	42%	49%	40%	44%
Disagree	31%	28%	34%	16%	26%	35%	45%	34%	23%	28%	20%
Not sure	26%	29%	24%	36%	30%	22%	19%	24%	28%	32%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,102)	(517)	(585)	(296)	(228)	(312)	(266)	(674)	(155)	(169)	(104)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	43%	45%	41%	42%	47%	42%	43%	43%	41%	44%	41%	44%	41%
Disagree	31%	28%	30%	34%	32%	42%	24%	38%	39%	27%	34%	30%	33%
Not sure	26%	27%	29%	23%	21%	16%	34%	19%	20%	29%	24%	26%	26%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,102)	(409)	(377)	(316)	(462)	(421)	(400)	(299)	(272)	(199)	(227)	(425)	(251)

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**27G. Effects of Believing in Santa Claus — Promotes materialism and a focus on receiving presents**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	43%	43%	42%	46%	43%	39%	43%	42%	46%	45%	33%
Disagree	36%	35%	37%	28%	32%	40%	42%	38%	30%	34%	31%
Not sure	21%	22%	21%	25%	25%	21%	14%	20%	24%	21%	36%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,101)	(517)	(584)	(296)	(228)	(312)	(265)	(673)	(155)	(169)	(104)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	43%	41%	42%	44%	44%	40%	42%	50%	36%	37%	42%	47%	40%
Disagree	36%	37%	33%	38%	37%	45%	34%	37%	45%	31%	42%	35%	36%
Not sure	21%	22%	25%	18%	19%	16%	24%	13%	20%	32%	16%	19%	24%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(1,101)	(407)	(379)	(315)	(461)	(420)	(400)	(300)	(270)	(200)	(229)	(423)	(249)

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**27H. Effects of Believing in Santa Claus — Detracts from the true religious meaning of Christmas**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	34%	32%	36%	33%	33%	36%	35%	33%	33%	44%	28%
Disagree	44%	43%	45%	37%	39%	47%	50%	48%	40%	31%	33%
Not sure	22%	25%	19%	30%	28%	18%	15%	19%	27%	26%	39%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,105)	(519)	(586)	(297)	(229)	(312)	(267)	(675)	(155)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	34%	32%	33%	37%	31%	35%	37%	33%	31%	30%	31%	37%	35%
Disagree	44%	50%	42%	39%	53%	48%	37%	50%	52%	47%	47%	42%	41%
Not sure	22%	18%	25%	24%	16%	17%	26%	17%	17%	23%	22%	21%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(409)	(380)	(316)	(462)	(421)	(402)	(299)	(272)	(199)	(229)	(425)	(252)

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**27I. Effects of Believing in Santa Claus — Reinforces stereotypes by often portraying Santa as a white man**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	29%	30%	28%	37%	35%	24%	21%	25%	47%	29%	34%
Disagree	44%	45%	43%	28%	39%	49%	59%	49%	26%	42%	31%
Not sure	27%	25%	29%	35%	27%	26%	20%	26%	28%	29%	35%
Totals	100%	100%	100%	100%	101%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,102)	(517)	(585)	(297)	(228)	(311)	(266)	(672)	(156)	(169)	(105)

  

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	29%	37%	29%	21%	41%	19%	26%	26%	32%	23%	28%	28%	36%
Disagree	44%	35%	41%	56%	35%	65%	38%	51%	51%	44%	51%	42%	42%
Not sure	27%	29%	30%	23%	23%	16%	36%	23%	17%	33%	21%	30%	23%
Totals	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,102)	(409)	(377)	(316)	(462)	(420)	(400)	(298)	(272)	(199)	(228)	(425)	(250)

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**27J. Effects of Believing in Santa Claus — Leads to feelings of mistrust and disappointment upon realizing he isn't real**

People have different ideas about what role Santa Claus plays in the lives of children who believe in him. Do you agree or disagree that teaching children to believe in Santa Claus does each of the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	24%	24%	24%	34%	33%	19%	13%	21%	28%	33%	29%
Disagree	50%	50%	51%	37%	38%	52%	74%	56%	41%	38%	34%
Not sure	26%	27%	25%	29%	29%	29%	13%	23%	32%	29%	37%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,101)	(517)	(584)	(294)	(229)	(312)	(266)	(674)	(155)	(168)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	24%	25%	29%	18%	25%	19%	28%	26%	19%	29%	19%	25%	23%
Disagree	50%	50%	41%	60%	54%	65%	40%	57%	60%	45%	57%	48%	52%
Not sure	26%	25%	30%	22%	21%	16%	32%	17%	21%	26%	24%	27%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,101)	(407)	(376)	(318)	(461)	(421)	(399)	(299)	(272)	(200)	(228)	(425)	(248)



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**28. Santa - Political Party**

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

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Democratic	21%	18%	24%	29%	24%	16%	21%	19%	36%	23%	17%
Republican	21%	23%	19%	22%	16%	24%	19%	23%	15%	19%	14%
Independent	30%	34%	27%	18%	27%	32%	42%	31%	22%	27%	35%
Not sure	28%	25%	31%	30%	33%	28%	19%	27%	28%	30%	33%
Totals	100%	100%	101%	99%	100%	100%	101%	100%	101%	99%	99%
Unweighted N	(1,105)	(521)	(584)	(296)	(229)	(312)	(268)	(675)	(155)	(169)	(106)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Democratic	21%	62%	5%	2%	48%	4%	21%	20%	25%	14%	24%	18%	30%
Republican	21%	4%	4%	55%	3%	44%	22%	17%	20%	19%	26%	22%	15%
Independent	30%	18%	50%	19%	33%	30%	26%	35%	36%	40%	19%	30%	33%
Not sure	28%	16%	42%	23%	16%	22%	31%	28%	19%	27%	31%	30%	21%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,105)	(407)	(380)	(318)	(460)	(423)	(402)	(300)	(272)	(200)	(228)	(426)	(251)

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**29. 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	13%	15%	11%	22%	14%	11%	8%	12%	12%	19%	14%
Cultural	74%	72%	75%	57%	71%	78%	87%	76%	71%	63%	75%
Not sure	13%	13%	13%	21%	15%	11%	5%	12%	17%	18%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Religious	13%	15%	9%	16%	10%	15%	14%	11%	14%	11%	15%	13%	13%
Cultural	74%	73%	73%	75%	83%	77%	69%	81%	78%	73%	73%	73%	76%
Not sure	13%	11%	19%	9%	6%	9%	17%	8%	8%	16%	12%	14%	11%
Totals	100%	99%	101%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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**30. Symbol of Christmas**

Which do you think is the more recognized symbol of the Christmas holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Santa Claus	50%	52%	49%	57%	58%	44%	45%	53%	38%	48%	52%
Baby Jesus	37%	35%	39%	28%	29%	42%	46%	36%	46%	39%	28%
Not sure	13%	13%	13%	15%	13%	14%	9%	11%	17%	12%	20%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	(1,106)	(521)	(585)	(297)	(229)	(313)	(267)	(676)	(155)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Santa Claus	50%	55%	52%	45%	59%	42%	43%	57%	54%	50%	53%	44%	59%
Baby Jesus	37%	35%	29%	48%	29%	50%	43%	31%	35%	37%	31%	42%	34%
Not sure	13%	11%	19%	8%	12%	7%	14%	11%	11%	13%	16%	14%	8%
Totals	100%	101%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,106)	(408)	(380)	(318)	(461)	(423)	(401)	(301)	(272)	(200)	(229)	(426)	(251)

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**31A. Belief in Christmas Story — Jesus was a real person**

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	80%	79%	81%	78%	73%	85%	82%	80%	88%	82%	65%
Do not believe	7%	8%	5%	12%	5%	5%	7%	8%	1%	6%	10%
Not sure	13%	13%	13%	10%	22%	11%	10%	13%	11%	12%	25%
Totals	100%	100%	99%	100%	100%	101%	99%	101%	100%	100%	100%
Unweighted N	(1,105)	(520)	(585)	(296)	(229)	(312)	(268)	(675)	(156)	(169)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Believe	80%	78%	75%	87%	77%	90%	79%	76%	89%	81%	77%	83%	77%
Do not believe	7%	9%	7%	4%	8%	3%	7%	10%	3%	6%	10%	4%	8%
Not sure	13%	13%	17%	9%	15%	7%	14%	14%	8%	13%	13%	13%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,105)	(409)	(379)	(317)	(462)	(422)	(401)	(301)	(272)	(199)	(228)	(426)	(252)

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**31B. 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	66%	62%	70%	65%	55%	72%	72%	68%	71%	68%	40%
Do not believe	12%	14%	9%	11%	13%	9%	14%	13%	9%	8%	11%
Not sure	22%	24%	20%	24%	32%	19%	14%	19%	20%	24%	49%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(519)	(585)	(296)	(229)	(312)	(267)	(675)	(155)	(169)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Believe	66%	65%	55%	80%	58%	81%	67%	59%	71%	65%	62%	72%	62%
Do not believe	12%	16%	13%	6%	22%	7%	8%	15%	14%	13%	13%	8%	15%
Not sure	22%	18%	32%	14%	20%	12%	25%	26%	15%	23%	24%	20%	23%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,104)	(408)	(378)	(318)	(461)	(422)	(402)	(300)	(272)	(199)	(227)	(426)	(252)

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**31C. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	63%	61%	65%	70%	50%	66%	65%	62%	69%	71%	52%
Do not believe	16%	16%	17%	13%	21%	13%	19%	19%	10%	8%	14%
Not sure	21%	23%	18%	17%	29%	20%	16%	19%	21%	21%	34%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,102)	(517)	(585)	(295)	(228)	(311)	(268)	(673)	(155)	(169)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Believe	63%	61%	51%	78%	52%	75%	62%	57%	68%	59%	61%	68%	59%
Do not believe	16%	20%	20%	8%	28%	9%	12%	25%	21%	14%	19%	13%	20%
Not sure	21%	19%	29%	13%	20%	16%	27%	18%	12%	27%	20%	18%	21%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	100%	99%	100%
Unweighted N	(1,102)	(407)	(378)	(317)	(460)	(422)	(400)	(301)	(270)	(200)	(228)	(424)	(250)

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**31D. 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%	60%	65%	65%	54%	64%	66%	60%	74%	70%	45%
Do not believe	17%	17%	18%	15%	21%	14%	20%	20%	10%	11%	16%
Not sure	20%	24%	17%	20%	24%	23%	14%	19%	16%	19%	39%
Totals	99%	101%	100%	100%	99%	101%	100%	99%	100%	100%	100%
Unweighted N	(1,104)	(518)	(586)	(295)	(229)	(312)	(268)	(675)	(155)	(169)	(105)

	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%	61%	50%	77%	52%	76%	64%	55%	65%	56%	61%	66%	61%
Do not believe	17%	24%	22%	5%	32%	8%	12%	27%	22%	14%	21%	13%	22%
Not sure	20%	15%	28%	18%	16%	16%	24%	18%	13%	30%	18%	20%	17%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,104)	(409)	(378)	(317)	(462)	(422)	(400)	(301)	(272)	(200)	(227)	(425)	(252)

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**31E. Belief in Christmas Story — Jesus Christ 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	62%	62%	61%	67%	57%	62%	63%	61%	70%	69%	45%
Do not believe	19%	17%	21%	15%	23%	17%	23%	22%	11%	12%	19%
Not sure	19%	21%	17%	18%	21%	21%	15%	17%	19%	19%	36%
Totals	100%	100%	99%	100%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,105)	(520)	(585)	(296)	(228)	(313)	(268)	(675)	(156)	(169)	(105)

	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%	60%	50%	76%	50%	75%	62%	56%	66%	61%	51%	67%	62%
Do not believe	19%	26%	23%	9%	36%	11%	15%	27%	24%	17%	27%	14%	22%
Not sure	19%	14%	27%	15%	14%	14%	24%	17%	10%	22%	21%	19%	15%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	99%
Unweighted N	(1,105)	(409)	(379)	(317)	(462)	(422)	(402)	(300)	(272)	(200)	(228)	(425)	(252)



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**31F. Belief in Christmas Story — Jesus was born in December**  
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	35%	34%	37%	50%	39%	30%	25%	33%	38%	49%	28%
Do not believe	31%	32%	31%	26%	27%	33%	40%	33%	31%	24%	30%
Not sure	33%	34%	32%	25%	34%	37%	35%	34%	32%	27%	41%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,105)	(519)	(586)	(296)	(229)	(312)	(268)	(675)	(156)	(169)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Believe	35%	38%	25%	44%	29%	37%	35%	31%	35%	37%	34%	34%	38%
Do not believe	31%	32%	39%	23%	43%	30%	27%	38%	38%	27%	33%	33%	30%
Not sure	33%	30%	36%	33%	28%	33%	38%	32%	27%	36%	33%	33%	32%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(409)	(379)	(317)	(461)	(423)	(402)	(301)	(271)	(199)	(228)	(426)	(252)

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**32. War on Christmas**

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	23%	25%	21%	14%	20%	30%	24%	25%	9%	26%	26%
Disagree	46%	45%	47%	50%	52%	39%	47%	46%	46%	49%	49%
Not sure	31%	30%	32%	36%	28%	30%	29%	30%	45%	25%	25%
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,107)	(521)	(586)	(297)	(229)	(313)	(268)	(676)	(156)	(169)	(106)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	23%	13%	19%	36%	13%	43%	24%	24%	25%	25%	21%	24%	22%
Disagree	46%	61%	47%	33%	69%	31%	38%	49%	55%	47%	53%	39%	51%
Not sure	31%	26%	34%	31%	18%	26%	38%	27%	20%	28%	27%	37%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,107)	(409)	(380)	(318)	(462)	(423)	(402)	(301)	(272)	(200)	(229)	(426)	(252)

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<b>Interviewing Dates</b>	December 3 - 5, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 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 0.051 to 6.557, with a mean of one and a standard deviation of 0.992.
<b>Number of respondents</b>	1107
<b>Margin of error</b>	± 4.2% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	82 questions not reported.