YouGov Survey: Winter Holidays and Santa Claus

YouGov

Sample	1000 U.S. Adult Citizens
Conducted	December 6 - 12, 2022
Margin of Error	±3.7%

1. Will you celebrate Christmas this year?

Yes 80%
No 12%
Not sure 8%

2. Have you or do you plan to do each of the following this year?

	Yes	No	Not sure
Attend a holiday party	42%	41%	17%
Attend a holiday religious service	39%	45%	16%
Bake Christmas cookies	47%	36%	17%
Build a gingerbread house	20%	63%	17%
Build a snowman	21%	62%	16%
Decorate a Christmas tree	61%	29%	10%
Display an advent wreath	26%	62%	13%
Exchange presents	69%	19%	12%
Go Christmas caroling	16%	72%	12%
Go ice skating	14%	73%	13%
Go sledding	17%	67%	15%
Hang a wreath on your door	49%	40%	12%
Kiss someone under the mistletoe	30%	53%	18%
Listen to Christmas music	69%	22%	9%
Look at Christmas lights	65%	22%	13%
Send family holiday cards	47%	41%	12%
Make a snow angel	20%	63%	17%
Put a star on top of a Christmas tree	44%	45%	11%
Put up Christmas lights	54%	36%	10%
Watch a Christmas movie	68%	18%	14%
Wear a Christmas sweater	32%	57%	11%
Wear Christmas pajamas	32%	58%	10%
Display a nativity scene	30%	58%	11%
Light a Yule log	15%	74%	11%
Participate in a white elephant gift exchange	19%	67%	13%
Participate in a secret Santa gift exchange	25%	63%	12%
Donate to charity	46%	36%	18%
Go on a hayride or sleigh ride	15%	73%	12%
Attend a Christmas concert or play	27%	59%	14%
Drink hot cocoa	61%	26%	13%
Light a Hanukkah menorah	15%	76%	9%
Play dreidel	11%	77%	12%

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

Very important 19%
Somewhat important 25%
Not too important 27%
Not at all important 29%

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

Yes 65%
No 24%
Not sure 11%

5. 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 66%
No 30%
Not sure 4%

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

	Yes	No	Not sure
Leaving out cookies and milk for Santa	54%	34%	12%
Visiting Santa in-person (like at a mall or holiday event)	52%	33%	15%
Writing a letter to Santa asking for gifts	48%	41%	11%
Hanging up a stocking for Santa to fill	66%	24%	10%
Tracking Santa's progress on Christmas Eve	41%	41%	18%

7. 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 75%
No 16%
Not sure 9%

8. 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 79%
Not wrapped 19%
Not sure 3%

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

Yes 76%
No 14%
Not sure 10%

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

4 years old or younger 1%
5 years old 5%
6 years old 8%
7 years old 10%
8 years old 10%
9 years old 7%
10 years old 9%
11 years old 2%
12 years old 4%
13 years old 2%
14 years old or older 4%
Not sure 25%
I never believed in Santa Claus 14%

11. As a child, how did you find out there was no Santa Claus?
Asked of people who ever believed in Santa Claus

A parent 12%
A sibling 12%
Another relative 5%
A friend 10%
Figured it out on my own 41%
Some other way 3%
Not sure 17%

12. When you found out there was no Santa Claus as a child, how disappointed, if at all, did you feel?
Asked of people who ever believed in Santa Claus

Very disappointed 20%
Somewhat disappointed 30%
Not very disappointed 23%
Not at all disappointed 13%
Not sure 14%

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

	Yes	No	Not sure
Leaving out cookies and milk for Santa	59%	32%	9%
Visiting Santa in-person (like at a mall or holiday event)	63%	27%	10%
Writing a letter to Santa asking for gifts	55%	34%	12%
Hanging up a stocking for Santa to fill	63%	28%	9%
Tracking Santa's progress on Christmas Eve	39%	51%	10%

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

4 years old or younger	3%
5 years old	3%
6 years old	4%
7 years old	6%
8 years old	8%
9 years old	6%
10 years old	12%
11 years old	5%
12 years old	8%
13 years old	5%
14 years old or older	8%
They should never believe in Santa Claus	6%
Not sure	26%

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

Yes	19%
No	69%
Not sure	11%

16. 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 a fun and magical holiday experience	75%	9%	15%
Promotes a sense of community and belonging	58%	19%	24%
Teaches the values of giving and generosity	69%	14%	17%
Teaches the importance of patience and delayed gratification	57%	20%	23%
Teaches the importance of being good and following the rules	68%	14%	18%
Leads to feelings of mistrust and disappointment upon realizing he isn't real	27%	47%	25%
Detracts from the true religious meaning of Christmas	38%	41%	21%
Promotes materialism and a focus on receiving presents	42%	37%	21%
Teaches a narrow and simplistic view of good and bad behavior	44%	33%	23%

Gives the impression that kids from wealthy families are more well-behaved because they receive more expensive gifts	25%	54%	21%
Reinforces stereotypes by often portraying Santa as a white man	33%	45%	21%
Creates an opportunity for family bonding and shared memories	75%	11%	15%

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

Democratic 24%
Republican 19%
Independent 32%
Not sure 25%

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

Religious 14%
Cultural 71%
Not sure 15%

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

Santa Claus 50%
Baby Jesus 36%
Not sure 15%

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

	Believe	Do not believe	Not sure
Jesus Christ was a real person	72%	11%	17%
The newborn baby Jesus was laid in a manger	62%	16%	22%
Wise men were guided by a star and brought Jesus gold, frankincense, and myrrh	56%	20%	23%
An angel of the Lord appeared to shepherds to announce the birth of Jesus	57%	20%	23%
Jesus Christ was born to a virgin	54%	23%	22%

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

Agree 39%
Disagree 37%
Not sure 25%

YouGov Survey: Winter Holidays and Santa Claus

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Interviewing Dates	December 6 - 12, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.217 to 6.529, with a mean of 1 and a standard deviation of 0.626.
Number of respondents	1000
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.

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YouGov

1. Celebrate Christmas
Will you celebrate Christmas this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	80%	76%	84%	70%	86%	80%	82%	84%	67%	*	*
No	12%	16%	8%	16%	6%	13%	12%	11%	19%	*	*
Not sure	8%	9%	8%	14%	8%	6%	6%	5%	13%	*	*
Totals	100%	101%	100%	100%	100%	99%	100%	100%	99%	*	*
Unweighted N	(990)	(435)	(555)	(208)	(219)	(353)	(210)	(729)	(131)	(61)	(69)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	80%	78%	75%	89%	80%	91%	76%	82%	87%	80%	81%	79%	80%
No	12%	15%	13%	7%	12%	5%	14%	13%	6%	14%	9%	12%	13%
Not sure	8%	8%	12%	4%	8%	3%	9%	5%	7%	5%	9%	10%	7%
Totals	100%	101%	100%	100%	100%	99%	99%	100%	100%	99%	99%	101%	100%
Unweighted N	(990)	(373)	(363)	(254)	(382)	(325)	(401)	(270)	(243)	(173)	(214)	(409)	(194)

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YouGov

2A. Participation in Holiday Activities — Attend a holiday party
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	40%	43%	45%	45%	38%	41%	43%	*	*	*
No	41%	42%	40%	28%	34%	48%	51%	42%	*	*	*
Not sure	17%	17%	17%	27%	21%	15%	8%	14%	*	*	*
Totals	100%	99%	100%	100%	100%	101%	100%	99%	*	*	*
Unweighted N	(769)	(335)	(434)	(162)	(162)	(282)	(163)	(574)	(96)	(48)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	42%	39%	39%	48%	41%	50%	33%	48%	56%	45%	48%	43%	31%
No	41%	45%	36%	43%	46%	38%	48%	40%	26%	42%	35%	40%	48%
Not sure	17%	16%	25%	9%	13%	11%	19%	12%	19%	13%	18%	17%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(769)	(291)	(271)	(207)	(292)	(260)	(316)	(216)	(185)	(129)	(167)	(320)	(153)

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2B. Participation in Holiday Activities — Attend a holiday religious service
Have you or do you plan to do each of the following this year?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	43%	35%	46%	42%	30%	42%	37%	*	*	*
No	45%	45%	45%	32%	45%	51%	49%	48%	*	*	*
Not sure	16%	11%	21%	23%	14%	19%	9%	16%	*	*	*
Totals	100%	99%	101%	101%	101%	100%	100%	101%	*	*	*
Unweighted N	(761)	(336)	(425)	(160)	(165)	(274)	(162)	(562)	(98)	(50)	(51)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	38%	30%	50%	38%	52%	31%	43%	49%	40%	35%	41%	38%
No	45%	50%	48%	36%	50%	33%	51%	46%	34%	43%	44%	46%	48%
Not sure	16%	11%	22%	14%	12%	15%	18%	11%	17%	17%	21%	14%	15%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(761)	(282)	(281)	(198)	(287)	(259)	(313)	(208)	(179)	(132)	(173)	(315)	(141)

2C. Participation in Holiday Activities — Bake Christmas cookies
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	47%	41%	53%	53%	53%	42%	40%	49%	38%	*	*
No	36%	43%	29%	22%	30%	44%	44%	34%	41%	*	*
Not sure	17%	16%	18%	26%	17%	13%	15%	17%	20%	*	*
Totals	100%	100%	100%	101%	100%	99%	99%	100%	99%	*	*
Unweighted N	(767)	(349)	(418)	(157)	(178)	(272)	(160)	(558)	(104)	(51)	(54)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	47%	43%	43%	56%	42%	55%	39%	50%	54%	46%	48%	48%	44%
No	36%	41%	36%	31%	42%	32%	42%	38%	27%	38%	36%	34%	40%
Not sure	17%	16%	21%	13%	16%	13%	20%	12%	19%	17%	17%	18%	17%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	101%	100%	101%
Unweighted N	(767)	(285)	(286)	(196)	(295)	(248)	(296)	(216)	(196)	(128)	(156)	(324)	(159)

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2D. Participation in Holiday Activities — Build a gingerbread house
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	22%	18%	33%	42%	8%	4%	19%	*	*	*
No	63%	63%	63%	30%	42%	80%	88%	69%	*	*	*
Not sure	17%	14%	19%	37%	17%	12%	8%	13%	*	*	*
Totals	100%	99%	100%	100%	101%	100%	100%	101%	*	*	*
Unweighted N	(760)	(327)	(433)	(160)	(169)	(262)	(169)	(567)	(93)	(49)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	24%	16%	20%	20%	20%	14%	19%	33%	26%	11%	20%	24%
No	63%	61%	61%	67%	67%	69%	69%	68%	48%	60%	68%	64%	59%
Not sure	17%	15%	22%	13%	13%	11%	17%	13%	19%	14%	21%	16%	17%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(760)	(283)	(272)	(205)	(296)	(255)	(310)	(205)	(191)	(133)	(165)	(305)	(157)

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2E. Participation in Holiday Activities — Build a snowman
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	25%	18%	34%	46%	8%	3%	18%	23%	*	*
No	62%	62%	62%	43%	34%	78%	87%	65%	63%	*	*
Not sure	16%	13%	20%	23%	20%	14%	10%	17%	14%	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(756)	(340)	(416)	(163)	(166)	(266)	(161)	(560)	(101)	(49)	(46)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	21%	27%	17%	21%	22%	21%	17%	23%	35%	33%	21%	14%	26%
No	62%	62%	59%	67%	64%	67%	70%	64%	43%	49%	57%	72%	61%
Not sure	16%	11%	24%	12%	14%	13%	13%	13%	22%	19%	23%	14%	13%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(756)	(287)	(286)	(183)	(289)	(246)	(314)	(193)	(186)	(134)	(157)	(313)	(152)

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2F. Participation in Holiday Activities — Decorate a Christmas tree
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	58%	64%	60%	64%	63%	56%	62%	*	*	*
No	29%	32%	26%	25%	22%	30%	37%	28%	*	*	*
Not sure	10%	11%	10%	15%	15%	7%	6%	10%	*	*	*
Totals	100%	101%	100%	100%	101%	100%	99%	100%	*	*	*
Unweighted N	(773)	(346)	(427)	(156)	(179)	(275)	(163)	(578)	(95)	(47)	(53)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	61%	58%	56%	72%	60%	71%	55%	67%	68%	59%	61%	62%	61%
No	29%	31%	29%	24%	32%	24%	34%	27%	18%	29%	28%	30%	27%
Not sure	10%	10%	14%	5%	8%	5%	11%	6%	15%	12%	11%	8%	12%
Totals	100%	99%	99%	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(773)	(289)	(289)	(195)	(299)	(258)	(308)	(209)	(202)	(126)	(169)	(322)	(156)

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2G. Participation in Holiday Activities — Display an advent wreath
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	26%	29%	22%	29%	47%	15%	17%	24%	*	*	*
No	62%	57%	66%	51%	36%	76%	76%	66%	*	*	*
Not sure	13%	14%	12%	20%	17%	9%	7%	10%	*	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(755)	(332)	(423)	(166)	(155)	(275)	(159)	(561)	(92)	(51)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	26%	26%	25%	26%	25%	28%	23%	19%	40%	28%	19%	25%	32%
No	62%	64%	56%	66%	65%	63%	64%	72%	44%	59%	64%	63%	59%
Not sure	13%	10%	19%	8%	10%	9%	14%	8%	16%	14%	17%	12%	9%
Totals	101%	100%	100%	100%	100%	100%	101%	99%	100%	101%	100%	100%	100%
Unweighted N	(755)	(286)	(268)	(201)	(287)	(254)	(299)	(207)	(198)	(138)	(162)	(303)	(152)

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YouGov

2H. Participation in Holiday Activities — Exchange presents
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	66%	72%	57%	59%	80%	75%	75%	59%	*	*
No	19%	21%	17%	22%	22%	15%	19%	15%	22%	*	*
Not sure	12%	13%	10%	21%	18%	6%	6%	9%	18%	*	*
Totals	100%	100%	99%	100%	99%	101%	100%	99%	99%	*	*
Unweighted N	(758)	(328)	(430)	(155)	(162)	(274)	(167)	(562)	(102)	(40)	(54)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	72%	60%	79%	72%	77%	61%	82%	72%	75%	70%	66%	69%
No	19%	17%	23%	17%	20%	17%	26%	12%	13%	14%	13%	23%	21%
Not sure	12%	11%	17%	5%	8%	6%	13%	6%	15%	11%	17%	10%	9%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(758)	(291)	(271)	(196)	(293)	(254)	(307)	(211)	(181)	(132)	(165)	(305)	(156)

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YouGov

2I. Participation in Holiday Activities — Go Christmas caroling
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	19%	13%	20%	38%	6%	4%	14%	24%	*	*
No	72%	68%	75%	57%	47%	89%	87%	77%	61%	*	*
Not sure	12%	13%	12%	24%	15%	5%	9%	10%	16%	*	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	101%	*	*
Unweighted N	(763)	(343)	(420)	(164)	(166)	(269)	(164)	(559)	(102)	(46)	(56)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	16%	18%	14%	17%	17%	17%	12%	12%	30%	21%	11%	17%	16%
No	72%	70%	71%	75%	74%	73%	75%	77%	54%	62%	76%	73%	72%
Not sure	12%	12%	15%	9%	9%	10%	13%	11%	16%	17%	12%	10%	12%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(763)	(297)	(277)	(189)	(295)	(246)	(309)	(208)	(179)	(138)	(161)	(311)	(153)

YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2J. Participation in Holiday Activities — Go ice skating
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	19%	9%	24%	34%	3%	2%	12%	*	*	*
No	73%	70%	76%	50%	47%	92%	93%	76%	*	*	*
Not sure	13%	11%	14%	26%	19%	5%	5%	12%	*	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(743)	(322)	(421)	(161)	(151)	(266)	(165)	(550)	(96)	(46)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	14%	19%	11%	12%	18%	12%	8%	11%	33%	23%	10%	14%	10%
No	73%	71%	70%	81%	75%	80%	81%	79%	50%	63%	72%	76%	78%
Not sure	13%	10%	19%	8%	8%	8%	11%	11%	18%	14%	18%	9%	12%
Totals	100%	100%	100%	101%	101%	100%	100%	101%	101%	100%	100%	99%	100%
Unweighted N	(743)	(288)	(263)	(192)	(295)	(241)	(296)	(214)	(173)	(125)	(159)	(309)	(150)

YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2K. Participation in Holiday Activities — Go sledding
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	22%	13%	29%	33%	8%	3%	14%	*	*	*
No	67%	64%	71%	43%	44%	83%	94%	71%	*	*	*
Not sure	15%	15%	16%	29%	23%	9%	4%	15%	*	*	*
Totals	99%	101%	100%	101%	100%	100%	101%	100%	*	*	*
Unweighted N	(755)	(334)	(421)	(167)	(167)	(261)	(160)	(560)	(89)	(45)	(61)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	17%	26%	11%	16%	14%	19%	11%	16%	31%	22%	20%	12%	20%
No	67%	64%	65%	73%	73%	71%	76%	69%	47%	57%	58%	76%	69%
Not sure	15%	10%	24%	11%	13%	10%	12%	15%	22%	20%	22%	12%	11%
Totals	99%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(755)	(282)	(277)	(196)	(288)	(253)	(302)	(208)	(188)	(129)	(161)	(312)	(153)

YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2L. Participation in Holiday Activities — Hang a wreath on your door
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	43%	54%	37%	59%	45%	54%	51%	30%	*	*
No	40%	43%	37%	40%	28%	48%	40%	40%	47%	*	*
Not sure	12%	14%	9%	23%	13%	7%	6%	10%	23%	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	*	*
Unweighted N	(767)	(348)	(419)	(159)	(168)	(276)	(164)	(556)	(101)	(51)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	49%	43%	46%	60%	45%	61%	41%	54%	59%	48%	55%	51%	38%
No	40%	44%	42%	32%	46%	33%	49%	34%	28%	36%	37%	39%	47%
Not sure	12%	13%	13%	8%	9%	6%	10%	12%	13%	17%	8%	10%	15%
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(767)	(283)	(289)	(195)	(282)	(256)	(320)	(199)	(184)	(137)	(164)	(318)	(148)

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YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2M. Participation in Holiday Activities — Kiss someone under the mistletoe
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	35%	25%	27%	47%	30%	14%	28%	25%	*	*
No	53%	46%	59%	46%	34%	56%	73%	55%	53%	*	*
Not sure	18%	19%	16%	27%	19%	14%	13%	17%	23%	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	*	*
Unweighted N	(771)	(341)	(430)	(163)	(167)	(275)	(166)	(566)	(100)	(51)	(54)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	30%	30%	28%	31%	26%	33%	27%	30%	41%	31%	27%	30%	31%
No	53%	52%	53%	54%	53%	55%	56%	54%	38%	55%	47%	53%	56%
Not sure	18%	18%	19%	15%	21%	12%	16%	16%	21%	14%	26%	17%	13%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(771)	(280)	(281)	(210)	(289)	(257)	(317)	(208)	(190)	(128)	(166)	(338)	(139)

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YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2N. Participation in Holiday Activities — Listen to Christmas music
Have you or do you plan to do each of the following this year?

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	68%	70%	59%	59%	76%	78%	70%	*	*	*
No	22%	23%	20%	26%	30%	18%	16%	21%	*	*	*
Not sure	9%	9%	10%	15%	11%	7%	6%	9%	*	*	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	*	*	*
Unweighted N	(761)	(345)	(416)	(160)	(180)	(264)	(157)	(561)	(97)	(47)	(56)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	69%	63%	76%	69%	79%	69%	75%	67%	69%	73%	71%	62%
No	22%	24%	22%	19%	22%	17%	21%	21%	21%	22%	18%	19%	29%
Not sure	9%	7%	14%	5%	9%	4%	11%	5%	12%	9%	9%	10%	9%
Totals	100%	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(761)	(284)	(284)	(193)	(287)	(257)	(297)	(213)	(192)	(129)	(167)	(303)	(162)

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YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2O. Participation in Holiday Activities — Look at Christmas lights
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	65%	63%	67%	62%	65%	66%	67%	68%	*	*	*
No	22%	24%	20%	20%	24%	20%	24%	21%	*	*	*
Not sure	13%	13%	13%	18%	11%	14%	9%	11%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(753)	(333)	(420)	(167)	(164)	(267)	(155)	(559)	(95)	(46)	(53)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	65%	65%	61%	71%	65%	70%	60%	75%	65%	68%	66%	63%	65%
No	22%	22%	22%	21%	26%	19%	23%	19%	20%	23%	16%	25%	20%
Not sure	13%	13%	17%	8%	10%	11%	16%	6%	14%	9%	18%	12%	15%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(753)	(282)	(282)	(189)	(290)	(242)	(298)	(216)	(188)	(132)	(164)	(313)	(144)

YouGov Survey: Winter Holidays and Santa Claus
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YouGov

2P. Participation in Holiday Activities — Send family holiday cards
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	47%	50%	43%	32%	45%	45%	64%	50%	42%	*	*
No	41%	37%	45%	46%	39%	47%	30%	39%	47%	*	*
Not sure	12%	13%	11%	22%	15%	8%	6%	11%	11%	*	*
Totals	100%	100%	99%	100%	99%	100%	100%	100%	100%	*	*
Unweighted N	(735)	(323)	(412)	(158)	(162)	(261)	(154)	(551)	(103)	(39)	(42)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	47%	51%	37%	54%	52%	60%	41%	49%	59%	55%	47%	46%	41%
No	41%	37%	48%	37%	38%	32%	46%	43%	25%	28%	38%	45%	48%
Not sure	12%	11%	15%	9%	10%	8%	14%	8%	15%	18%	15%	9%	10%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	99%	101%	100%	100%	99%
Unweighted N	(735)	(275)	(263)	(197)	(277)	(241)	(310)	(190)	(176)	(130)	(146)	(321)	(138)

YouGov Survey: Winter Holidays and Santa Claus
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2Q. Participation in Holiday Activities — Make a snow angel
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	23%	17%	27%	41%	10%	5%	19%	*	*	*
No	63%	62%	64%	42%	42%	76%	87%	65%	*	*	*
Not sure	17%	15%	19%	31%	17%	14%	8%	16%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(762)	(345)	(417)	(165)	(170)	(266)	(161)	(570)	(94)	(47)	(51)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	20%	20%	18%	21%	21%	19%	17%	15%	36%	29%	15%	20%	16%
No	63%	65%	61%	64%	63%	66%	68%	66%	46%	53%	59%	67%	70%
Not sure	17%	15%	21%	14%	16%	16%	14%	19%	18%	18%	27%	13%	14%
Totals	100%	100%	100%	99%	100%	101%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(762)	(286)	(278)	(198)	(289)	(255)	(308)	(213)	(182)	(133)	(170)	(313)	(146)

2R. 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 this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	45%	42%	43%	52%	45%	34%	44%	*	*	*
No	45%	42%	48%	38%	35%	48%	55%	46%	*	*	*
Not sure	11%	13%	10%	18%	13%	6%	11%	10%	*	*	*
Totals	100%	100%	100%	99%	100%	99%	100%	100%	*	*	*
Unweighted N	(763)	(335)	(428)	(158)	(162)	(277)	(166)	(572)	(93)	(46)	(52)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	44%	40%	44%	47%	39%	48%	42%	38%	57%	49%	47%	41%	40%
No	45%	49%	44%	43%	53%	43%	48%	49%	33%	39%	43%	50%	43%
Not sure	11%	11%	13%	10%	8%	8%	11%	12%	11%	11%	10%	9%	17%
Totals	100%	100%	101%	100%	100%	99%	101%	99%	101%	99%	100%	100%	100%
Unweighted N	(763)	(270)	(281)	(212)	(281)	(263)	(306)	(213)	(186)	(133)	(166)	(315)	(149)

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2S. Participation in Holiday Activities — Put up Christmas lights
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	54%	55%	53%	59%	57%	51%	51%	56%	46%	*	*
No	36%	35%	37%	22%	33%	43%	43%	36%	43%	*	*
Not sure	10%	10%	9%	19%	10%	6%	6%	8%	11%	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(762)	(330)	(432)	(164)	(173)	(257)	(168)	(557)	(101)	(51)	(53)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	52%	50%	63%	51%	63%	46%	61%	62%	58%	53%	54%	51%
No	36%	39%	37%	32%	39%	32%	42%	34%	25%	29%	35%	39%	39%
Not sure	10%	9%	13%	6%	9%	4%	11%	5%	14%	13%	12%	7%	10%
Totals	100%	100%	100%	101%	99%	99%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(762)	(285)	(296)	(181)	(285)	(249)	(316)	(196)	(191)	(134)	(164)	(317)	(147)

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YouGov

2T. Participation in Holiday Activities — Watch a Christmas movie
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	63%	72%	60%	69%	70%	69%	69%	65%	*	*
No	18%	21%	15%	22%	13%	19%	19%	17%	21%	*	*
Not sure	14%	16%	13%	18%	18%	11%	12%	14%	15%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	*	*
Unweighted N	(759)	(337)	(422)	(153)	(184)	(269)	(153)	(557)	(104)	(50)	(48)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	68%	70%	58%	77%	70%	75%	68%	72%	63%	63%	67%	69%	69%
No	18%	20%	20%	13%	16%	15%	21%	15%	15%	19%	20%	17%	17%
Not sure	14%	10%	22%	10%	14%	10%	11%	13%	22%	18%	13%	14%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(759)	(292)	(274)	(193)	(297)	(245)	(295)	(201)	(199)	(133)	(162)	(321)	(143)

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YouGov

2U. Participation in Holiday Activities — Wear a Christmas sweater
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	27%	37%	42%	49%	19%	22%	29%	*	*	*
No	57%	62%	52%	37%	42%	74%	70%	63%	*	*	*
Not sure	11%	10%	11%	21%	9%	7%	8%	8%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(763)	(339)	(424)	(161)	(179)	(261)	(162)	(574)	(91)	(46)	(52)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	32%	37%	29%	31%	32%	31%	28%	34%	43%	32%	37%	33%	26%
No	57%	53%	58%	61%	59%	61%	59%	58%	46%	60%	54%	57%	59%
Not sure	11%	10%	13%	8%	9%	7%	13%	8%	11%	8%	9%	10%	15%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(763)	(290)	(278)	(195)	(299)	(245)	(310)	(205)	(188)	(128)	(157)	(321)	(157)

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YouGov

2V. Participation in Holiday Activities — Wear Christmas pajamas
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	32%	28%	36%	44%	54%	23%	15%	29%	*	*	*
No	58%	63%	53%	38%	34%	71%	82%	62%	*	*	*
Not sure	10%	9%	11%	18%	12%	7%	4%	9%	*	*	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	*	*	*
Unweighted N	(776)	(334)	(442)	(174)	(163)	(270)	(169)	(577)	(93)	(53)	(53)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	32%	41%	24%	33%	33%	30%	30%	28%	45%	35%	33%	32%	31%
No	58%	52%	62%	59%	59%	66%	59%	65%	44%	55%	60%	59%	56%
Not sure	10%	8%	13%	8%	8%	5%	11%	7%	11%	10%	7%	9%	14%
Totals	100%	101%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(776)	(296)	(278)	(202)	(301)	(255)	(318)	(209)	(187)	(128)	(170)	(329)	(149)

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YouGov

2W. Participation in Holiday Activities — Display a nativity scene
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	35%	27%	27%	36%	26%	34%	35%	18%	*	*
No	58%	55%	61%	50%	50%	67%	60%	56%	70%	*	*
Not sure	11%	11%	12%	23%	14%	7%	5%	10%	12%	*	*
Totals	99%	101%	100%	100%	100%	100%	99%	101%	100%	*	*
Unweighted N	(740)	(317)	(423)	(146)	(171)	(265)	(158)	(543)	(100)	(46)	(51)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	30%	26%	24%	45%	24%	46%	22%	34%	44%	36%	28%	32%	26%
No	58%	65%	60%	48%	68%	47%	65%	59%	42%	54%	57%	58%	61%
Not sure	11%	9%	16%	8%	8%	7%	12%	7%	14%	9%	15%	10%	13%
Totals	99%	100%	100%	101%	100%	100%	99%	100%	100%	99%	100%	100%	100%
Unweighted N	(740)	(290)	(268)	(182)	(290)	(238)	(302)	(201)	(184)	(134)	(157)	(308)	(141)

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2X. Participation in Holiday Activities — Light a Yule log
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	19%	10%	19%	38%	2%	4%	13%	*	*	*
No	74%	70%	78%	63%	47%	90%	90%	79%	*	*	*
Not sure	11%	10%	12%	18%	15%	8%	6%	8%	*	*	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(742)	(328)	(414)	(154)	(165)	(271)	(152)	(549)	(90)	(46)	(57)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	15%	15%	14%	15%	17%	13%	11%	10%	30%	22%	7%	12%	20%
No	74%	75%	69%	80%	75%	82%	77%	83%	57%	70%	76%	77%	72%
Not sure	11%	10%	17%	5%	8%	5%	12%	7%	13%	8%	17%	11%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(742)	(282)	(267)	(193)	(286)	(242)	(304)	(203)	(179)	(132)	(163)	(304)	(143)

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2Y. Participation in Holiday Activities — Participate in a white elephant gift exchange
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	22%	17%	30%	37%	9%	6%	18%	17%	*	*
No	67%	65%	69%	46%	46%	86%	82%	70%	67%	*	*
Not sure	13%	13%	14%	25%	17%	5%	12%	12%	16%	*	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(746)	(324)	(422)	(153)	(175)	(263)	(155)	(545)	(106)	(46)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	22%	13%	24%	18%	25%	13%	18%	34%	21%	17%	18%	21%
No	67%	68%	67%	68%	73%	64%	74%	69%	50%	68%	62%	70%	67%
Not sure	13%	11%	20%	8%	8%	10%	13%	13%	16%	11%	21%	11%	12%
Totals	99%	101%	100%	100%	99%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(746)	(295)	(267)	(184)	(297)	(245)	(298)	(202)	(193)	(134)	(155)	(305)	(152)

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2Z. Participation in Holiday Activities — Participate in a secret Santa gift exchange
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	27%	23%	38%	41%	14%	10%	24%	17%	*	*
No	63%	61%	65%	43%	40%	81%	83%	66%	63%	*	*
Not sure	12%	12%	13%	19%	19%	6%	7%	10%	20%	*	*
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	*	*
Unweighted N	(760)	(329)	(431)	(169)	(170)	(264)	(157)	(561)	(100)	(51)	(48)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	25%	27%	19%	31%	23%	30%	18%	28%	39%	32%	27%	25%	17%
No	63%	62%	64%	62%	66%	64%	68%	64%	48%	51%	63%	65%	68%
Not sure	12%	11%	17%	7%	11%	6%	14%	8%	14%	17%	10%	10%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(760)	(289)	(273)	(198)	(301)	(242)	(311)	(201)	(191)	(137)	(165)	(311)	(147)

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2AA. Participation in Holiday Activities — Donate to charity
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	46%	50%	43%	38%	46%	45%	56%	50%	*	*	*
No	36%	35%	36%	34%	36%	40%	30%	34%	*	*	*
Not sure	18%	15%	21%	28%	19%	15%	14%	16%	*	*	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	*	*	*
Unweighted N	(754)	(331)	(423)	(157)	(168)	(272)	(157)	(559)	(99)	(47)	(49)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	46%	47%	38%	56%	48%	59%	37%	50%	63%	47%	47%	48%	41%
No	36%	36%	37%	34%	37%	30%	43%	36%	20%	33%	36%	35%	38%
Not sure	18%	17%	25%	10%	15%	10%	20%	14%	17%	19%	17%	17%	22%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(754)	(276)	(283)	(195)	(290)	(249)	(311)	(205)	(176)	(125)	(165)	(321)	(143)

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2AB. Participation in Holiday Activities — Go on a hayride or sleigh ride
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	19%	11%	27%	33%	5%	2%	12%	20%	*	*
No	73%	69%	77%	53%	50%	86%	93%	76%	64%	*	*
Not sure	12%	12%	12%	20%	17%	9%	5%	12%	15%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	*	*
Unweighted N	(774)	(350)	(424)	(164)	(169)	(286)	(155)	(569)	(102)	(46)	(57)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	15%	24%	12%	9%	14%	12%	9%	15%	30%	16%	15%	13%	17%
No	73%	66%	72%	82%	76%	78%	80%	76%	54%	69%	72%	74%	75%
Not sure	12%	10%	16%	9%	9%	10%	11%	9%	17%	15%	13%	13%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(774)	(291)	(283)	(200)	(295)	(257)	(304)	(213)	(194)	(138)	(169)	(313)	(154)

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2AC. Participation in Holiday Activities — Attend a Christmas concert or play
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	29%	24%	30%	44%	18%	17%	25%	*	*	*
No	59%	54%	63%	48%	41%	72%	69%	61%	*	*	*
Not sure	14%	17%	12%	22%	15%	10%	14%	13%	*	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	99%	*	*	*
Unweighted N	(775)	(331)	(444)	(163)	(174)	(269)	(169)	(576)	(98)	(45)	(56)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	27%	31%	20%	29%	28%	30%	17%	31%	42%	31%	25%	29%	22%
No	59%	58%	60%	59%	62%	59%	67%	54%	44%	52%	56%	60%	65%
Not sure	14%	11%	19%	12%	11%	11%	16%	15%	14%	17%	19%	12%	12%
Totals	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%
Unweighted N	(775)	(296)	(278)	(201)	(300)	(255)	(315)	(211)	(190)	(140)	(169)	(311)	(155)

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2AD. Participation in Holiday Activities — Drink hot cocoa
Have you or do you plan to do each of the following this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	56%	66%	69%	55%	64%	58%	60%	*	*	*
No	26%	29%	23%	12%	30%	29%	28%	27%	*	*	*
Not sure	13%	15%	11%	18%	15%	7%	14%	12%	*	*	*
Totals	100%	100%	100%	99%	100%	100%	100%	99%	*	*	*
Unweighted N	(772)	(344)	(428)	(152)	(169)	(279)	(172)	(572)	(93)	(48)	(59)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	61%	65%	57%	64%	61%	63%	65%	62%	56%	58%	63%	60%	64%
No	26%	24%	28%	26%	27%	29%	24%	25%	28%	25%	24%	27%	24%
Not sure	13%	12%	16%	11%	12%	8%	11%	14%	16%	16%	13%	12%	12%
Totals	100%	101%	101%	101%	100%	100%	100%	101%	100%	99%	100%	99%	100%
Unweighted N	(772)	(289)	(281)	(202)	(297)	(261)	(304)	(211)	(193)	(137)	(166)	(319)	(150)

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2AE. Participation in Holiday Activities — Light a Hanukkah menorah
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	15%	19%	11%	19%	35%	5%	5%	14%	*	*	*
No	76%	71%	82%	68%	52%	90%	89%	80%	*	*	*
Not sure	9%	10%	8%	14%	13%	6%	6%	6%	*	*	*
Totals	100%	100%	101%	101%	100%	101%	100%	100%	*	*	*
Unweighted N	(749)	(322)	(427)	(155)	(162)	(277)	(155)	(557)	(96)	(46)	(50)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	15%	19%	11%	14%	17%	14%	7%	14%	31%	26%	8%	16%	10%
No	76%	72%	77%	80%	77%	82%	83%	82%	57%	64%	81%	76%	83%
Not sure	9%	9%	11%	5%	6%	5%	10%	3%	12%	10%	11%	8%	8%
Totals	100%	100%	99%	99%	100%	101%	100%	99%	100%	100%	100%	100%	101%
Unweighted N	(749)	(280)	(271)	(198)	(283)	(260)	(310)	(205)	(183)	(134)	(168)	(305)	(142)

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2AF. Participation in Holiday Activities — Play dreidel
Have you or do you plan to do each of the following this year?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	16%	7%	19%	25%	2%	2%	11%	*	*	*
No	77%	71%	82%	55%	59%	93%	92%	80%	*	*	*
Not sure	12%	13%	11%	26%	15%	5%	6%	9%	*	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	*	*	*
Unweighted N	(755)	(330)	(425)	(166)	(175)	(264)	(150)	(558)	(98)	(45)	(54)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	11%	15%	9%	10%	16%	11%	7%	8%	24%	20%	8%	11%	8%
No	77%	74%	73%	84%	77%	83%	81%	86%	55%	65%	78%	78%	83%
Not sure	12%	11%	18%	6%	8%	6%	11%	6%	21%	15%	14%	11%	9%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(755)	(279)	(273)	(203)	(287)	(250)	(304)	(201)	(191)	(135)	(173)	(304)	(143)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very important	19%	19%	18%	21%	30%	15%	9%	16%	17%	*	*
Somewhat important	25%	27%	23%	25%	32%	24%	19%	26%	25%	*	*
Not too important	27%	27%	27%	33%	20%	26%	32%	30%	21%	*	*
Not at all important	29%	27%	32%	21%	19%	36%	40%	28%	37%	*	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	*	*
Unweighted N	(982)	(431)	(551)	(205)	(217)	(350)	(210)	(725)	(129)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very important	19%	22%	13%	23%	17%	20%	18%	14%	25%	17%	17%	20%	19%
Somewhat important	25%	25%	25%	24%	22%	28%	19%	28%	33%	28%	28%	24%	20%
Not too important	27%	24%	30%	27%	31%	25%	29%	31%	23%	28%	28%	25%	30%
Not at all important	29%	28%	33%	26%	31%	27%	34%	27%	20%	27%	28%	31%	31%
Totals	100%	99%	101%	100%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(982)	(370)	(359)	(253)	(380)	(323)	(401)	(269)	(240)	(173)	(212)	(405)	(192)

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4. 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	65%	73%	59%	*	82%	*	*	70%	*	*	*
No	24%	22%	26%	*	11%	*	*	24%	*	*	*
Not sure	11%	5%	15%	*	7%	*	*	6%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(245)	(104)	(141)	(50)	(137)	(54)	(4)	(179)	(33)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	65%	*	*	*	*	*	*	*	77%	*	*	66%	*
No	24%	*	*	*	*	*	*	*	19%	*	*	23%	*
Not sure	11%	*	*	*	*	*	*	*	4%	*	*	11%	*
Totals	100%	*	*	*	*	*	*	*	100%	*	*	100%	*
Unweighted N	(245)	(97)	(87)	(61)	(91)	(81)	(60)	(62)	(117)	(53)	(38)	(107)	(47)

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5. 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	66%	71%	62%	*	73%	*	*	70%	*	*	*
No	30%	27%	32%	*	22%	*	*	26%	*	*	*
Not sure	4%	2%	7%	*	5%	*	*	4%	*	*	*
Totals	100%	100%	101%	*	100%	*	*	100%	*	*	*
Unweighted N	(244)	(103)	(141)	(49)	(137)	(54)	(4)	(179)	(32)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	66%	*	*	*	*	*	*	*	80%	*	*	64%	*
No	30%	*	*	*	*	*	*	*	16%	*	*	32%	*
Not sure	4%	*	*	*	*	*	*	*	4%	*	*	5%	*
Totals	100%	*	*	*	*	*	*	*	100%	*	*	101%	*
Unweighted N	(244)	(96)	(87)	(61)	(90)	(81)	(59)	(62)	(117)	(53)	(38)	(106)	(47)

6A. 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	54%	49%	57%	*	55%	*	*	54%	*	*	*
No	34%	37%	32%	*	31%	*	*	30%	*	*	*
Not sure	12%	14%	11%	*	13%	*	*	17%	*	*	*
Totals	100%	100%	100%	*	99%	*	*	101%	*	*	*
Unweighted N	(243)	(102)	(141)	(49)	(137)	(53)	(4)	(179)	(31)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	54%	*	*	*	*	*	*	*	54%	*	*	59%	*
No	34%	*	*	*	*	*	*	*	32%	*	*	30%	*
Not sure	12%	*	*	*	*	*	*	*	14%	*	*	11%	*
Totals	100%	*	*	*	*	*	*	*	100%	*	*	100%	*
Unweighted N	(243)	(96)	(86)	(61)	(89)	(81)	(59)	(61)	(117)	(53)	(37)	(106)	(47)

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6B. 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	52%	57%	48%	*	63%	*	*	54%	*	*	*
No	33%	30%	34%	*	25%	*	*	33%	*	*	*
Not sure	15%	12%	18%	*	12%	*	*	13%	*	*	*
Totals	100%	99%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(243)	(102)	(141)	(49)	(137)	(53)	(4)	(179)	(31)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	52%	*	*	*	*	*	*	*	58%	*	*	51%	*
No	33%	*	*	*	*	*	*	*	30%	*	*	32%	*
Not sure	15%	*	*	*	*	*	*	*	12%	*	*	18%	*
Totals	100%	*	*	*	*	*	*	*	100%	*	*	101%	*
Unweighted N	(243)	(96)	(86)	(61)	(89)	(81)	(59)	(61)	(117)	(53)	(37)	(106)	(47)

6C. Santa Traditions - Own Children — Writing a letter to Santa asking for gifts

Will your children participate in the following traditions this year?

Asked of people with children under 18

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	55%	42%	*	58%	*	*	47%	*	*	*
No	41%	38%	44%	*	31%	*	*	41%	*	*	*
Not sure	11%	7%	14%	*	11%	*	*	11%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	99%	*	*	*
Unweighted N	(242)	(102)	(140)	(49)	(136)	(53)	(4)	(178)	(31)	(19)	(14)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	48%	*	*	*	*	*	*	*	56%	*	*	54%	*
No	41%	*	*	*	*	*	*	*	32%	*	*	34%	*
Not sure	11%	*	*	*	*	*	*	*	11%	*	*	12%	*
Totals	100%	*	*	*	*	*	*	*	99%	*	*	100%	*
Unweighted N	(242)	(96)	(85)	(61)	(89)	(81)	(58)	(61)	(117)	(52)	(37)	(106)	(47)

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6D. 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	66%	69%	64%	*	68%	*	*	67%	*	*	*
No	24%	24%	24%	*	19%	*	*	23%	*	*	*
Not sure	10%	7%	12%	*	13%	*	*	10%	*	*	*
Totals	100%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(243)	(102)	(141)	(49)	(137)	(53)	(4)	(179)	(31)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	66%	*	*	*	*	*	*	*	71%	*	*	66%	*
No	24%	*	*	*	*	*	*	*	16%	*	*	22%	*
Not sure	10%	*	*	*	*	*	*	*	14%	*	*	12%	*
Totals	100%	*	*	*	*	*	*	*	101%	*	*	100%	*
Unweighted N	(243)	(96)	(86)	(61)	(89)	(81)	(59)	(61)	(117)	(53)	(37)	(106)	(47)

6E. 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%	45%	38%	*	47%	*	*	45%	*	*	*
No	41%	44%	39%	*	37%	*	*	38%	*	*	*
Not sure	18%	11%	24%	*	16%	*	*	17%	*	*	*
Totals	100%	100%	101%	*	100%	*	*	100%	*	*	*
Unweighted N	(243)	(102)	(141)	(49)	(137)	(53)	(4)	(179)	(31)	(19)	(14)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	41%	*	*	*	*	*	*	*	46%	*	*	45%	*
No	41%	*	*	*	*	*	*	*	38%	*	*	39%	*
Not sure	18%	*	*	*	*	*	*	*	16%	*	*	17%	*
Totals	100%	*	*	*	*	*	*	*	100%	*	*	101%	*
Unweighted N	(243)	(96)	(86)	(61)	(89)	(81)	(59)	(61)	(117)	(53)	(37)	(106)	(47)

7. 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	75%	74%	76%	58%	76%	82%	80%	83%	61%	*	*
No	16%	15%	16%	18%	17%	14%	15%	11%	23%	*	*
Not sure	9%	11%	8%	24%	6%	4%	5%	6%	17%	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	*	*
Unweighted N	(983)	(430)	(553)	(206)	(217)	(351)	(209)	(724)	(131)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	75%	73%	71%	83%	76%	85%	76%	71%	83%	75%	71%	80%	72%
No	16%	17%	16%	13%	19%	11%	15%	20%	8%	17%	14%	14%	20%
Not sure	9%	9%	13%	4%	5%	4%	9%	9%	8%	8%	15%	6%	9%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(983)	(370)	(359)	(254)	(380)	(325)	(400)	(269)	(241)	(171)	(211)	(408)	(193)

8. 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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Wrapped	79%	80%	78%	75%	89%	77%	74%	79%	*	*	*
Not wrapped	19%	18%	19%	19%	9%	20%	25%	19%	*	*	*
Not sure	3%	3%	3%	6%	2%	2%	2%	2%	*	*	*
Totals	101%	101%	100%	100%	100%	99%	101%	100%	*	*	*
Unweighted N	(764)	(337)	(427)	(125)	(171)	(295)	(173)	(606)	(86)	(43)	(29)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Wrapped	79%	77%	83%	76%	75%	79%	81%	74%	83%	86%	83%	75%	77%
Not wrapped	19%	20%	15%	21%	22%	20%	16%	24%	16%	9%	14%	24%	21%
Not sure	3%	3%	2%	3%	3%	2%	4%	3%	1%	5%	3%	2%	2%
Totals	101%	100%	100%	100%	100%	101%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(764)	(276)	(274)	(214)	(296)	(283)	(318)	(200)	(202)	(130)	(158)	(326)	(150)

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9. 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	76%	72%	80%	53%	78%	83%	84%	83%	58%	*	*
No	14%	17%	12%	25%	14%	11%	8%	10%	22%	*	*
Not sure	10%	12%	8%	22%	8%	5%	8%	7%	20%	*	*
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	*	*
Unweighted N	(987)	(435)	(552)	(207)	(220)	(351)	(209)	(727)	(131)	(62)	(67)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	76%	75%	74%	80%	79%	85%	76%	76%	80%	75%	78%	77%	73%
No	14%	14%	14%	14%	12%	10%	14%	14%	11%	18%	10%	14%	15%
Not sure	10%	11%	12%	6%	8%	5%	10%	10%	9%	7%	12%	9%	12%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(987)	(370)	(363)	(254)	(380)	(326)	(400)	(270)	(243)	(172)	(213)	(408)	(194)

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10. 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	1%	1%	1%	0%	3%	1%	2%	2%	1%	*	*
5 years old	5%	6%	4%	3%	7%	3%	7%	5%	3%	*	*
6 years old	8%	9%	6%	2%	6%	8%	13%	10%	4%	*	*
7 years old	10%	9%	10%	5%	15%	8%	10%	10%	1%	*	*
8 years old	10%	9%	12%	5%	11%	10%	14%	14%	2%	*	*
9 years old	7%	6%	7%	4%	5%	8%	8%	8%	6%	*	*
10 years old	9%	9%	9%	8%	11%	10%	6%	9%	7%	*	*
11 years old	2%	2%	3%	4%	0%	4%	1%	2%	4%	*	*
12 years old	4%	4%	4%	5%	5%	3%	4%	4%	5%	*	*
13 years old	2%	0%	3%	1%	2%	2%	2%	1%	1%	*	*
14 years old or older	4%	4%	3%	3%	5%	4%	1%	3%	5%	*	*
Not sure	25%	25%	25%	32%	17%	28%	24%	23%	37%	*	*
I never believed in Santa Claus	14%	17%	12%	25%	14%	11%	8%	10%	22%	*	*
Totals	101%	101%	99%	97%	101%	100%	100%	101%	98%	*	*
Unweighted N	(987)	(435)	(552)	(207)	(220)	(351)	(209)	(727)	(131)	(62)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
4 years old or younger	1%	1%	1%	2%	1%	2%	2%	0%	1%	2%	0%	1%	3%
5 years old	5%	5%	4%	6%	6%	5%	3%	4%	9%	4%	4%	7%	2%
6 years old	8%	6%	7%	10%	9%	11%	8%	8%	9%	7%	10%	6%	8%
7 years old	10%	7%	12%	9%	8%	11%	12%	11%	7%	7%	10%	9%	12%
8 years old	10%	8%	11%	12%	10%	13%	8%	11%	15%	10%	10%	12%	7%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
9 years old	7%	5%	6%	9%	8%	8%	8%	6%	6%	8%	7%	6%	6%
10 years old	9%	11%	7%	8%	9%	8%	10%	7%	10%	10%	7%	9%	10%
11 years old	2%	3%	1%	3%	3%	3%	2%	3%	3%	2%	2%	2%	4%
12 years old	4%	5%	4%	3%	5%	3%	3%	5%	5%	6%	4%	4%	3%
13 years old	2%	2%	2%	2%	2%	2%	2%	2%	2%	0%	2%	2%	2%
14 years old or older	4%	6%	2%	4%	5%	4%	3%	4%	5%	3%	2%	5%	3%
Not sure	25%	26%	30%	18%	23%	20%	26%	26%	17%	21%	32%	23%	24%
I never believed in Santa Claus	14%	14%	14%	14%	12%	10%	14%	14%	11%	18%	10%	14%	15%
Totals	101%	99%	101%	100%	101%	100%	101%	101%	100%	98%	100%	100%	99%
Unweighted N	(987)	(370)	(363)	(254)	(380)	(326)	(400)	(270)	(243)	(172)	(213)	(408)	(194)

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11. 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	12%	15%	10%	13%	29%	7%	3%	13%	*	*	*
A sibling	12%	10%	13%	10%	14%	12%	10%	11%	*	*	*
Another relative	5%	6%	5%	3%	10%	4%	3%	4%	*	*	*
A friend	10%	11%	9%	12%	9%	9%	12%	10%	*	*	*
Figured it out on my own	41%	43%	40%	42%	29%	45%	47%	41%	*	*	*
Some other way	3%	2%	3%	4%	0%	4%	4%	3%	*	*	*
Not sure	17%	13%	21%	16%	9%	21%	20%	17%	*	*	*
Totals	100%	100%	101%	100%	100%	102%	99%	99%	*	*	*
Unweighted N	(766)	(328)	(438)	(113)	(173)	(300)	(180)	(609)	(79)	(45)	(33)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
A parent	12%	15%	10%	12%	13%	15%	8%	11%	24%	14%	11%	11%	14%
A sibling	12%	10%	16%	8%	14%	10%	13%	8%	15%	10%	9%	13%	14%
Another relative	5%	7%	2%	7%	5%	4%	5%	4%	6%	6%	1%	7%	6%
A friend	10%	12%	6%	13%	9%	14%	6%	18%	10%	10%	9%	11%	10%
Figured it out on my own	41%	37%	43%	43%	40%	40%	46%	38%	35%	36%	48%	40%	39%
Some other way	3%	2%	4%	2%	4%	3%	4%	2%	1%	3%	4%	3%	2%
Not sure	17%	17%	19%	15%	16%	15%	17%	18%	10%	22%	18%	16%	15%
Totals	100%	100%	100%	100%	101%	101%	99%	99%	101%	101%	100%	101%	100%
Unweighted N	(766)	(280)	(278)	(208)	(303)	(277)	(311)	(211)	(196)	(133)	(169)	(316)	(148)

12. Disappointment Finding Out Santa Not Real

When you found out there was no Santa Claus as a child, how disappointed, if at all, did you feel?

Asked of people who ever believed in Santa Claus

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very disappointed	20%	18%	21%	11%	23%	23%	17%	20%	*	*	*
Somewhat disappointed	30%	29%	30%	30%	35%	28%	27%	34%	*	*	*
Not very disappointed	23%	25%	22%	28%	20%	22%	26%	22%	*	*	*
Not at all disappointed	13%	18%	10%	12%	12%	14%	14%	12%	*	*	*
Not sure	14%	10%	17%	19%	10%	13%	16%	12%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	*	*
Unweighted N	(766)	(328)	(438)	(113)	(173)	(300)	(180)	(609)	(79)	(45)	(33)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very disappointed	20%	23%	15%	21%	20%	19%	23%	17%	20%	18%	16%	21%	22%
Somewhat disappointed	30%	26%	35%	27%	29%	28%	27%	33%	36%	30%	26%	31%	33%
Not very disappointed	23%	26%	20%	25%	28%	23%	20%	26%	25%	22%	24%	21%	28%
Not at all disappointed	13%	13%	13%	15%	12%	15%	16%	12%	10%	12%	15%	17%	6%
Not sure	14%	12%	17%	12%	11%	15%	15%	12%	10%	17%	19%	10%	12%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%	100%	101%
Unweighted N	(766)	(280)	(278)	(208)	(303)	(277)	(311)	(211)	(196)	(133)	(169)	(316)	(148)

13A. 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	59%	57%	61%	48%	59%	67%	56%	67%	44%	*	*
No	32%	34%	30%	36%	31%	28%	35%	26%	42%	*	*
Not sure	9%	9%	10%	16%	9%	5%	9%	7%	14%	*	*
Totals	100%	100%	101%	100%	99%	100%	100%	100%	100%	*	*
Unweighted N	(981)	(430)	(551)	(206)	(217)	(349)	(209)	(724)	(128)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	59%	57%	56%	65%	60%	64%	58%	58%	64%	60%	59%	60%	55%
No	32%	34%	33%	28%	34%	29%	34%	32%	26%	31%	27%	33%	37%
Not sure	9%	9%	11%	7%	7%	7%	8%	10%	10%	9%	14%	7%	8%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(981)	(369)	(359)	(253)	(377)	(324)	(398)	(269)	(239)	(171)	(213)	(404)	(193)

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13B. Santa Traditions - Growing Up — Visiting Santa in-person (like at a mall or holiday event)
As a child, did you ever participate in the following traditions?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	63%	63%	44%	65%	73%	65%	69%	57%	*	*
No	27%	27%	26%	34%	26%	23%	26%	24%	31%	*	*
Not sure	10%	10%	10%	22%	9%	4%	9%	7%	12%	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(980)	(429)	(551)	(206)	(216)	(348)	(210)	(724)	(127)	(61)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	63%	60%	64%	65%	64%	67%	63%	62%	71%	60%	61%	66%	61%
No	27%	30%	23%	28%	28%	26%	27%	29%	20%	30%	25%	27%	26%
Not sure	10%	10%	13%	7%	8%	7%	10%	9%	9%	9%	13%	7%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(980)	(367)	(361)	(252)	(377)	(323)	(397)	(269)	(239)	(171)	(212)	(403)	(194)

13C. 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	55%	53%	56%	44%	61%	62%	46%	60%	38%	*	*
No	34%	33%	35%	34%	28%	30%	45%	31%	44%	*	*
Not sure	12%	14%	9%	22%	11%	8%	9%	9%	18%	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(980)	(429)	(551)	(206)	(216)	(348)	(210)	(724)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	55%	52%	53%	61%	49%	63%	55%	54%	60%	51%	55%	60%	48%
No	34%	36%	33%	32%	41%	30%	33%	35%	26%	35%	31%	32%	38%
Not sure	12%	12%	14%	7%	10%	7%	11%	11%	14%	14%	14%	8%	14%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(980)	(369)	(359)	(252)	(376)	(324)	(397)	(269)	(239)	(171)	(213)	(402)	(194)

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13D. 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	63%	61%	65%	51%	54%	74%	68%	71%	42%	*	*
No	28%	29%	27%	30%	36%	22%	26%	23%	43%	*	*
Not sure	9%	10%	8%	19%	10%	3%	6%	6%	14%	*	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	*	*
Unweighted N	(980)	(430)	(550)	(206)	(217)	(349)	(208)	(725)	(126)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	63%	59%	63%	68%	62%	71%	64%	68%	59%	59%	70%	63%	60%
No	28%	33%	25%	26%	31%	24%	27%	26%	29%	32%	21%	30%	30%
Not sure	9%	8%	12%	6%	7%	5%	9%	6%	12%	9%	9%	7%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(980)	(368)	(360)	(252)	(376)	(323)	(399)	(267)	(239)	(172)	(213)	(401)	(194)

13E. Santa Traditions - Growing Up — Tracking Santa's progress on Christmas Eve
As a child, did you ever participate in the following traditions?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	39%	44%	35%	35%	45%	42%	34%	42%	36%	*	*
No	51%	48%	54%	48%	44%	53%	58%	52%	51%	*	*
Not sure	10%	8%	11%	17%	11%	5%	9%	6%	13%	*	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(980)	(430)	(550)	(206)	(216)	(348)	(210)	(724)	(127)	(61)	(68)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	39%	36%	43%	38%	38%	42%	40%	36%	46%	44%	39%	43%	31%
No	51%	55%	45%	54%	53%	52%	52%	55%	45%	49%	51%	50%	54%
Not sure	10%	9%	12%	7%	9%	6%	8%	8%	10%	7%	11%	7%	15%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	101%	100%	101%	100%	100%
Unweighted N	(980)	(368)	(359)	(253)	(376)	(324)	(396)	(269)	(240)	(172)	(213)	(401)	(194)

14. Maximum Age Acceptable Believe in Santa

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
4 years old or younger	3%	4%	2%	4%	6%	1%	0%	2%	4%	*	*
5 years old	3%	5%	2%	4%	8%	0%	2%	3%	5%	*	*
6 years old	4%	5%	4%	2%	8%	3%	5%	4%	4%	*	*
7 years old	6%	8%	5%	10%	7%	4%	7%	7%	4%	*	*
8 years old	8%	8%	8%	7%	9%	8%	8%	9%	6%	*	*
9 years old	6%	8%	5%	5%	10%	5%	7%	6%	6%	*	*
10 years old	12%	13%	11%	5%	10%	16%	15%	14%	7%	*	*
11 years old	5%	5%	5%	6%	4%	6%	4%	5%	5%	*	*
12 years old	8%	7%	8%	6%	10%	6%	10%	9%	4%	*	*
13 years old	5%	5%	5%	10%	3%	5%	3%	4%	4%	*	*
14 years old or older	8%	6%	9%	8%	3%	11%	6%	7%	6%	*	*
They should never believe in Santa Claus	6%	7%	5%	5%	5%	8%	6%	5%	17%	*	*
Not sure	26%	20%	31%	28%	18%	29%	27%	25%	27%	*	*
Totals	100%	101%	100%	100%	101%	102%	100%	100%	99%	*	*
Unweighted N	(990)	(436)	(554)	(209)	(219)	(353)	(209)	(727)	(132)	(62)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
4 years old or younger	3%	3%	1%	4%	2%	2%	3%	4%	2%	3%	3%	2%	2%
5 years old	3%	4%	3%	4%	4%	4%	2%	2%	7%	6%	2%	3%	3%
6 years old	4%	4%	5%	4%	4%	5%	3%	4%	7%	3%	4%	5%	5%
7 years old	6%	5%	8%	6%	6%	7%	9%	5%	5%	5%	7%	7%	7%
8 years old	8%	9%	8%	8%	8%	8%	6%	8%	11%	10%	8%	8%	6%

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| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
9 years old	6%	8%	7%	4%	11%	5%	5%	9%	7%	8%	5%	4%	11%
10 years old	12%	10%	10%	15%	9%	18%	12%	12%	13%	12%	15%	10%	10%
11 years old	5%	6%	4%	6%	4%	6%	5%	7%	4%	6%	7%	4%	4%
12 years old	8%	7%	9%	7%	8%	6%	8%	6%	12%	9%	8%	8%	6%
13 years old	5%	9%	2%	4%	5%	4%	4%	7%	4%	7%	6%	3%	4%
14 years old or older	8%	9%	6%	9%	8%	7%	8%	7%	9%	4%	5%	8%	12%
They should never believe in Santa Claus	6%	4%	9%	5%	6%	3%	9%	3%	3%	4%	6%	9%	2%
Not sure	26%	23%	30%	23%	25%	23%	27%	24%	16%	23%	24%	26%	28%
Totals	100%	101%	102%	99%	100%	98%	101%	98%	100%	100%	100%	97%	100%
Unweighted N	(990)	(373)	(363)	(254)	(382)	(325)	(400)	(270)	(242)	(172)	(213)	(409)	(196)

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15. Ever Told Someone Santa Doesn't Exist

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	24%	15%	20%	41%	11%	8%	21%	18%	*	*
No	69%	63%	75%	56%	48%	82%	84%	71%	61%	*	*
Not sure	11%	12%	11%	24%	11%	6%	8%	8%	20%	*	*
Totals	99%	99%	101%	100%	100%	99%	100%	100%	99%	*	*
Unweighted N	(986)	(434)	(552)	(206)	(218)	(352)	(210)	(728)	(130)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	21%	17%	21%	20%	17%	15%	14%	37%	26%	13%	21%	18%
No	69%	68%	68%	72%	72%	77%	73%	74%	55%	64%	76%	69%	67%
Not sure	11%	11%	15%	7%	8%	5%	12%	12%	9%	10%	11%	10%	15%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(986)	(370)	(362)	(254)	(379)	(325)	(402)	(270)	(241)	(172)	(213)	(407)	(194)

16A. 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	75%	72%	78%	58%	67%	84%	86%	79%	71%	*	*
Disagree	9%	13%	6%	16%	10%	7%	5%	9%	6%	*	*
Not sure	15%	14%	16%	26%	23%	9%	8%	11%	23%	*	*
Totals	99%	99%	100%	100%	100%	100%	99%	99%	100%	*	*
Unweighted N	(978)	(430)	(548)	(203)	(217)	(348)	(210)	(724)	(126)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	75%	74%	71%	82%	76%	87%	74%	78%	72%	73%	77%	79%	69%
Disagree	9%	11%	9%	9%	9%	7%	9%	9%	12%	14%	9%	6%	12%
Not sure	15%	15%	20%	9%	14%	6%	16%	13%	16%	13%	14%	15%	20%
Totals	99%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(978)	(367)	(359)	(252)	(375)	(323)	(398)	(267)	(239)	(171)	(213)	(402)	(192)

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16B. Effects of Believing in Santa Claus — Promotes a sense of community and belonging
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	58%	60%	55%	53%	57%	57%	63%	60%	51%	*	*
Disagree	19%	19%	18%	20%	22%	17%	17%	20%	18%	*	*
Not sure	24%	20%	27%	27%	22%	26%	20%	20%	31%	*	*
Totals	101%	99%	100%	100%	101%	100%	100%	100%	100%	*	*
Unweighted N	(977)	(430)	(547)	(204)	(218)	(346)	(209)	(723)	(126)	(60)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	58%	61%	53%	59%	56%	64%	56%	57%	62%	59%	53%	59%	58%
Disagree	19%	20%	16%	20%	22%	19%	18%	19%	21%	20%	21%	16%	20%
Not sure	24%	19%	30%	20%	22%	17%	26%	24%	17%	21%	26%	25%	22%
Totals	101%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(977)	(367)	(357)	(253)	(375)	(324)	(395)	(268)	(240)	(170)	(213)	(401)	(193)

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16C. 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	69%	68%	69%	60%	64%	73%	75%	72%	70%	*	*
Disagree	14%	17%	12%	18%	17%	13%	11%	14%	10%	*	*
Not sure	17%	15%	18%	22%	19%	14%	14%	14%	21%	*	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	*	*
Unweighted N	(979)	(431)	(548)	(204)	(219)	(346)	(210)	(725)	(126)	(61)	(67)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	69%	71%	65%	71%	66%	78%	69%	73%	63%	67%	68%	69%	70%
Disagree	14%	15%	13%	16%	16%	12%	12%	12%	21%	15%	12%	15%	15%
Not sure	17%	14%	22%	13%	17%	10%	19%	15%	15%	18%	19%	16%	15%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%	100%
Unweighted N	(979)	(367)	(358)	(254)	(376)	(323)	(398)	(266)	(241)	(171)	(213)	(402)	(193)

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16D. 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	57%	57%	58%	50%	58%	59%	61%	60%	49%	*	*
Disagree	20%	23%	17%	26%	18%	18%	19%	19%	21%	*	*
Not sure	23%	20%	26%	24%	24%	23%	20%	21%	30%	*	*
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(978)	(431)	(547)	(204)	(218)	(347)	(209)	(724)	(126)	(60)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	57%	60%	52%	61%	53%	68%	57%	58%	57%	57%	58%	59%	54%
Disagree	20%	21%	19%	19%	23%	16%	18%	20%	21%	22%	15%	18%	26%
Not sure	23%	19%	29%	20%	24%	15%	25%	22%	22%	21%	27%	24%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(978)	(367)	(358)	(253)	(374)	(324)	(398)	(267)	(239)	(172)	(213)	(401)	(192)

16E. 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	68%	68%	67%	57%	70%	70%	71%	71%	59%	*	*
Disagree	14%	16%	12%	17%	15%	14%	9%	13%	12%	*	*
Not sure	18%	16%	20%	26%	15%	16%	19%	16%	28%	*	*
Totals	100%	100%	99%	100%	100%	100%	99%	100%	99%	*	*
Unweighted N	(980)	(432)	(548)	(205)	(219)	(347)	(209)	(723)	(127)	(62)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	68%	64%	66%	74%	62%	80%	67%	71%	66%	63%	68%	71%	65%
Disagree	14%	15%	14%	13%	18%	10%	13%	12%	18%	20%	13%	11%	14%
Not sure	18%	21%	20%	14%	20%	9%	20%	17%	16%	17%	19%	17%	21%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(980)	(368)	(359)	(253)	(376)	(326)	(397)	(268)	(241)	(170)	(212)	(404)	(194)

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16F. 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	27%	31%	24%	32%	45%	20%	16%	25%	34%	*	*
Disagree	47%	47%	48%	31%	34%	57%	62%	55%	31%	*	*
Not sure	25%	22%	28%	37%	21%	23%	22%	20%	35%	*	*
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(980)	(431)	(549)	(204)	(218)	(348)	(210)	(726)	(126)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	27%	31%	28%	23%	27%	22%	27%	23%	35%	27%	28%	30%	23%
Disagree	47%	43%	41%	61%	45%	64%	43%	55%	48%	51%	49%	46%	45%
Not sure	25%	27%	31%	15%	28%	15%	30%	22%	17%	22%	24%	24%	31%
Totals	99%	101%	100%	99%	100%	101%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(980)	(367)	(359)	(254)	(376)	(324)	(398)	(268)	(240)	(172)	(213)	(403)	(192)

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16G. 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	38%	39%	38%	35%	44%	39%	34%	39%	41%	*	*
Disagree	41%	42%	39%	34%	35%	44%	47%	45%	25%	*	*
Not sure	21%	19%	23%	31%	20%	17%	19%	17%	34%	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	101%	100%	*	*
Unweighted N	(977)	(430)	(547)	(202)	(218)	(348)	(209)	(724)	(126)	(60)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	38%	36%	36%	45%	34%	41%	40%	36%	39%	38%	41%	40%	34%
Disagree	41%	43%	38%	41%	45%	47%	37%	47%	42%	42%	36%	40%	45%
Not sure	21%	21%	26%	14%	22%	12%	23%	17%	19%	20%	23%	20%	21%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(977)	(366)	(359)	(252)	(376)	(322)	(397)	(266)	(240)	(171)	(212)	(402)	(192)

16H. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	42%	44%	41%	43%	56%	36%	37%	40%	47%	*	*
Disagree	37%	36%	37%	27%	28%	43%	44%	42%	27%	*	*
Not sure	21%	19%	22%	30%	16%	20%	19%	18%	26%	*	*
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	*	*
Unweighted N	(976)	(430)	(546)	(203)	(218)	(345)	(210)	(724)	(124)	(61)	(67)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	42%	45%	43%	39%	49%	34%	41%	42%	46%	40%	43%	43%	44%
Disagree	37%	33%	33%	45%	30%	52%	34%	40%	37%	41%	36%	38%	32%
Not sure	21%	22%	24%	16%	21%	13%	25%	17%	17%	19%	21%	20%	25%
Totals	100%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%	101%	101%
Unweighted N	(976)	(364)	(358)	(254)	(374)	(324)	(395)	(267)	(240)	(171)	(212)	(400)	(193)

16I. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	44%	49%	40%	48%	55%	37%	39%	42%	52%	*	*
Disagree	33%	32%	34%	25%	21%	42%	40%	38%	20%	*	*
Not sure	23%	19%	26%	27%	23%	21%	21%	20%	28%	*	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	*	*
Unweighted N	(977)	(429)	(548)	(204)	(216)	(347)	(210)	(721)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	44%	51%	42%	40%	46%	42%	47%	39%	46%	46%	41%	48%	39%
Disagree	33%	28%	30%	43%	29%	45%	27%	37%	39%	34%	37%	31%	32%
Not sure	23%	21%	28%	17%	25%	13%	27%	24%	15%	20%	22%	20%	29%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%
Unweighted N	(977)	(367)	(358)	(252)	(375)	(323)	(397)	(267)	(239)	(169)	(213)	(403)	(192)

16J. Effects of Believing in Santa Claus — Gives the impression that kids from wealthy families are more well-behaved because they receive more expensive gifts
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	25%	27%	23%	35%	47%	13%	10%	24%	26%	*	*
Disagree	54%	53%	56%	37%	36%	66%	72%	58%	45%	*	*
Not sure	21%	20%	21%	28%	18%	20%	18%	18%	28%	*	*
Totals	100%	100%	100%	100%	101%	99%	100%	100%	99%	*	*
Unweighted N	(979)	(431)	(548)	(204)	(219)	(348)	(208)	(725)	(126)	(61)	(67)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	25%	28%	26%	20%	26%	19%	23%	20%	34%	30%	20%	30%	17%
Disagree	54%	51%	51%	64%	53%	67%	55%	58%	50%	53%	51%	52%	63%
Not sure	21%	21%	23%	17%	21%	14%	21%	22%	16%	17%	29%	18%	20%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(979)	(367)	(359)	(253)	(376)	(323)	(398)	(267)	(240)	(171)	(213)	(402)	(193)

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16K. 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?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	33%	36%	31%	37%	54%	24%	23%	29%	45%	*	*
Disagree	45%	45%	45%	36%	30%	55%	56%	54%	24%	*	*
Not sure	21%	18%	24%	27%	16%	22%	21%	18%	31%	*	*
Totals	99%	99%	100%	100%	100%	101%	100%	101%	100%	*	*
Unweighted N	(979)	(432)	(547)	(205)	(217)	(347)	(210)	(725)	(125)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	33%	42%	34%	22%	47%	21%	33%	29%	44%	36%	28%	34%	35%
Disagree	45%	34%	40%	66%	31%	69%	41%	51%	42%	46%	46%	47%	42%
Not sure	21%	24%	26%	12%	22%	10%	26%	20%	14%	18%	27%	19%	23%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(979)	(367)	(358)	(254)	(376)	(325)	(396)	(269)	(240)	(171)	(212)	(403)	(193)

16L. 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	75%	73%	76%	64%	67%	80%	84%	78%	71%	*	*
Disagree	11%	14%	8%	14%	18%	9%	5%	10%	7%	*	*
Not sure	15%	13%	16%	22%	16%	11%	11%	11%	22%	*	*
Totals	101%	100%	100%	100%	101%	100%	100%	99%	100%	*	*
Unweighted N	(979)	(430)	(549)	(203)	(219)	(348)	(209)	(724)	(127)	(61)	(67)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	75%	76%	70%	79%	76%	84%	75%	77%	71%	66%	77%	77%	76%
Disagree	11%	10%	12%	11%	11%	10%	10%	8%	17%	18%	8%	9%	12%
Not sure	15%	14%	18%	10%	13%	7%	15%	15%	12%	17%	15%	15%	12%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(979)	(369)	(358)	(252)	(376)	(324)	(396)	(269)	(240)	(171)	(211)	(404)	(193)

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Democratic	24%	26%	23%	31%	26%	19%	23%	23%	30%	*	*
Republican	19%	23%	15%	16%	22%	18%	20%	21%	14%	*	*
Independent	32%	32%	32%	25%	31%	35%	34%	32%	26%	*	*
Not sure	25%	20%	30%	28%	21%	27%	24%	23%	29%	*	*
Totals	100%	101%	100%	100%	100%	99%	101%	99%	99%	*	*
Unweighted N	(989)	(435)	(554)	(208)	(219)	(352)	(210)	(729)	(130)	(61)	(69)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Democratic	24%	54%	12%	6%	46%	10%	23%	27%	24%	26%	24%	21%	29%
Republican	19%	8%	6%	50%	8%	38%	14%	23%	25%	16%	18%	22%	16%
Independent	32%	18%	50%	23%	24%	32%	35%	28%	31%	33%	32%	34%	27%
Not sure	25%	21%	32%	20%	23%	20%	28%	22%	20%	25%	26%	23%	28%
Totals	100%	101%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(989)	(373)	(362)	(254)	(382)	(325)	(402)	(270)	(242)	(173)	(214)	(407)	(195)

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18. 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	14%	16%	11%	13%	22%	12%	8%	13%	17%	*	*
Cultural	71%	71%	72%	61%	60%	75%	87%	77%	62%	*	*
Not sure	15%	13%	18%	27%	18%	13%	5%	10%	21%	*	*
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(987)	(434)	(553)	(206)	(219)	(352)	(210)	(729)	(130)	(60)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Religious	14%	17%	9%	15%	12%	16%	13%	12%	18%	18%	9%	13%	14%
Cultural	71%	70%	67%	78%	76%	77%	67%	78%	71%	70%	69%	73%	72%
Not sure	15%	13%	24%	7%	12%	7%	19%	11%	11%	12%	22%	14%	14%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(987)	(372)	(361)	(254)	(380)	(325)	(401)	(270)	(242)	(173)	(214)	(406)	(194)

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19. 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%	48%	52%	51%	57%	47%	45%	53%	37%	*	*
Baby Jesus	36%	39%	32%	31%	29%	39%	42%	34%	38%	*	*
Not sure	15%	13%	17%	18%	14%	14%	13%	13%	25%	*	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(986)	(434)	(552)	(207)	(219)	(350)	(210)	(727)	(130)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Santa Claus	50%	54%	47%	48%	56%	46%	44%	55%	54%	54%	50%	50%	45%
Baby Jesus	36%	33%	33%	42%	32%	45%	40%	35%	30%	31%	32%	36%	42%
Not sure	15%	13%	20%	10%	12%	9%	16%	10%	16%	14%	18%	14%	13%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(986)	(372)	(362)	(252)	(381)	(323)	(402)	(268)	(242)	(173)	(213)	(406)	(194)

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20A. Belief in Christmas Story — Jesus Christ was a real person
Do you believe that each of the following actually did or did not happen?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Believe	72%	67%	77%	61%	59%	78%	88%	74%	71%	*	*
Do not believe	11%	14%	7%	19%	16%	7%	2%	10%	4%	*	*
Not sure	17%	19%	16%	20%	25%	15%	10%	16%	25%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(983)	(431)	(552)	(204)	(219)	(350)	(210)	(727)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	72%	71%	63%	86%	72%	85%	75%	77%	62%	71%	73%	75%	67%
Do not believe	11%	14%	10%	8%	12%	9%	8%	10%	16%	14%	10%	7%	14%
Not sure	17%	15%	27%	6%	16%	6%	18%	13%	22%	15%	17%	18%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(983)	(369)	(360)	(254)	(377)	(325)	(400)	(269)	(240)	(172)	(213)	(404)	(194)

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20B. 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	62%	60%	63%	43%	50%	72%	77%	64%	68%	*	*
Do not believe	16%	20%	13%	22%	22%	12%	11%	16%	16%	*	*
Not sure	22%	20%	24%	35%	28%	16%	12%	20%	16%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(983)	(431)	(552)	(204)	(219)	(350)	(210)	(727)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	62%	56%	55%	78%	57%	80%	65%	66%	55%	61%	65%	67%	51%
Do not believe	16%	24%	13%	11%	23%	9%	13%	18%	20%	22%	12%	13%	21%
Not sure	22%	20%	32%	11%	20%	11%	22%	17%	25%	17%	23%	20%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(983)	(369)	(360)	(254)	(377)	(325)	(400)	(269)	(240)	(172)	(213)	(404)	(194)

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20C. 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	56%	54%	58%	38%	46%	67%	68%	60%	60%	*	*
Do not believe	20%	24%	17%	27%	26%	15%	17%	20%	16%	*	*
Not sure	23%	22%	25%	36%	28%	18%	15%	20%	24%	*	*
Totals	99%	100%	100%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(981)	(429)	(552)	(204)	(219)	(348)	(210)	(725)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	56%	48%	49%	77%	49%	79%	58%	60%	52%	45%	59%	64%	49%
Do not believe	20%	31%	18%	11%	31%	10%	18%	19%	27%	32%	14%	14%	27%
Not sure	23%	22%	33%	12%	20%	11%	25%	21%	22%	22%	27%	21%	24%
Totals	99%	101%	100%	100%	100%	100%	101%	100%	101%	99%	100%	99%	100%
Unweighted N	(981)	(369)	(360)	(252)	(377)	(323)	(399)	(269)	(239)	(171)	(213)	(403)	(194)

20D. 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	57%	58%	57%	41%	49%	67%	67%	59%	64%	*	*
Do not believe	20%	24%	17%	26%	24%	16%	16%	20%	16%	*	*
Not sure	23%	19%	26%	33%	27%	17%	17%	21%	20%	*	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(983)	(431)	(552)	(204)	(219)	(350)	(210)	(727)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	57%	47%	52%	76%	48%	76%	60%	60%	51%	50%	59%	67%	46%
Do not believe	20%	31%	17%	11%	30%	12%	17%	20%	25%	27%	14%	14%	30%
Not sure	23%	22%	31%	12%	22%	12%	22%	20%	24%	23%	26%	20%	24%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(983)	(369)	(360)	(254)	(377)	(325)	(400)	(269)	(240)	(172)	(213)	(404)	(194)

20E. 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	54%	53%	56%	47%	45%	61%	61%	54%	58%	*	*
Do not believe	23%	26%	21%	25%	31%	20%	19%	25%	18%	*	*
Not sure	22%	21%	23%	28%	23%	19%	20%	21%	23%	*	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	99%	*	*
Unweighted N	(981)	(431)	(550)	(204)	(218)	(349)	(210)	(725)	(127)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Believe	54%	47%	49%	70%	47%	69%	58%	56%	45%	42%	57%	60%	52%
Do not believe	23%	32%	24%	13%	34%	15%	20%	22%	31%	37%	20%	17%	27%
Not sure	22%	21%	28%	17%	19%	15%	21%	22%	24%	22%	22%	23%	22%
Totals	99%	100%	101%	100%	100%	99%	99%	100%	100%	101%	99%	100%	101%
Unweighted N	(981)	(368)	(359)	(254)	(376)	(325)	(400)	(268)	(239)	(172)	(213)	(402)	(194)

YouGov Survey: Winter Holidays and Santa Claus
December 6 - 12, 2022 - 1000 U.S. adult citizens

YouGov

21. War on Christmas
Do you agree or disagree 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	39%	46%	32%	29%	44%	40%	40%	42%	23%	*	*
Disagree	37%	37%	36%	42%	38%	31%	38%	35%	44%	*	*
Not sure	25%	17%	32%	29%	18%	29%	22%	23%	32%	*	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	*	*
Unweighted N	(986)	(433)	(553)	(205)	(219)	(352)	(210)	(727)	(130)	(61)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Agree	39%	25%	35%	59%	23%	65%	35%	41%	47%	36%	35%	43%	38%
Disagree	37%	53%	35%	20%	58%	18%	36%	38%	36%	49%	38%	33%	31%
Not sure	25%	22%	31%	21%	20%	17%	29%	21%	17%	15%	28%	24%	31%
Totals	101%	100%	101%	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(986)	(370)	(362)	(254)	(379)	(325)	(402)	(270)	(240)	(172)	(214)	(406)	(194)

YouGov Survey: Winter Holidays and Santa Claus
December 6 - 12, 2022 - 1000 U.S. adult citizens

YouGov

Interviewing Dates	December 6 - 12, 2022
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.217 to 6.529, with a mean of 1 and a standard deviation of 0.626.
Number of respondents	1000
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.