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**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL  
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OF THE PRESS RELEASE**

### **2016 Made Us Lose Our Belief in Santa**

**Raleigh, N.C. – The 2016 election sapped us of our hope and joy.**

When PPP did a poll on the holidays immediately following the 2012 election, 52% of Americans said they believed in Santa Claus, to 45% who said they did not. We've re-upped that question in the wake of this year's election, and belief in Santa Claus has gone all the way down to 31% with non-belief shooting up to 59%. It's not even just Democrats dispirited about the results of the election who have lost their belief in Santa. Republicans (52% in 2012, 34% now), Democrats (55% in 2012, 32% now), and independents (47% in 2012, 27% now) have all had their belief in Santa dashed in pretty similar numbers.

“It doesn’t matter whether you voted for Clinton or Trump,” said Dean Debnam, President of Public Policy Polling. “Everyone is feeling a little bit less hope and joy after this year.”

A majority of Republicans may not believe in Santa but if he does exist they know one thing about him- he's white. GOP voters nationally by a 54-6 margin say that Santa is white, with 41% having no opinion one way or another. 57% of Democrats have no opinion on this question and those who do are relatively divided, with 26% saying Santa's white to 18% who say he's not.

Americans are pretty confident that they're on Santa's 'Nice List,' with 70% believing they've earned that distinction to 8% who think they're on the 'Naughty

List.' They're not so confident in the gift prospects for their President-elect. Only 35% of voters think that Donald Trump is on Santa's 'Nice List' to 47% who think he's on the 'Naughty List.'

As it turns out the whole 'Merry Christmas' vs. 'Happy Holidays' debate is something that Trump voters get a whole lot more worked up about than Clinton voters. Only 5% of Clinton voters say they're offended by the phrase Merry Christmas, compared to 19% of Trump voters who say they're offended by Happy Holidays. Trump voters say by a 69-4 margin that they prefer the phrase Merry Christmas to Happy Holidays. Meanwhile 63% of Clinton voters say they don't care, with those who have a preference split between Merry Christmas (23%) and Happy Holidays (14%).

Only 34% of Americans think there's a War on Christmas, to 51% who don't. That's down from 3 years ago when 41% thought there was a War on Christmas to 47% who didn't, so evidently the war on the War on Christmas is one we're winning. 60% of Trump voters do still think there's a War on Christmas to 25% who say there isn't though. In fact 24% of Trump voters say that the War on Christmas concerns them more than a potential war with China would.

Much has been made of economic anxiety driving the support of Trump voters this year, so here's one final data point on economic anxiety for the year. While Clinton voters view the holiday Kwanzaa favorably by a 62/5 margin, Trump voters are evenly divided on it at 30/30. If having a negative opinion of Kwanzaa doesn't spell e-c-o-n-o-m-i-c a-n-x-i-e-t-y I don't know what does. Overall Kwanzaa comes in with a 47/18 favorability rating, compared to 91/5 for Christmas and 75/5 for Hanukkah.

Public Policy Polling surveyed 1,224 registered voters on December 6<sup>th</sup> and 7<sup>th</sup>. The margin of error is +/- 2.8%. 80% of participants, selected through a list based sample, responded via the phone, while 20% of respondents who did not have landlines conducted the survey over the internet through an opt-in internet panel.



## National Survey Results

- |   |   |
|---|---|
| <p><b>Q1</b> Do you have a favorable or unfavorable opinion of Christmas?</p> <p><i>Favorable</i>..... 91%</p> <p><i>Unfavorable</i> ..... 5%</p> <p><i>Not sure</i> ..... 4%</p>   | <p><b>Q7</b> Do you believe there is a War on Christmas, or not?</p> <p><i>Think there is a War on Christmas</i>..... 34%</p> <p><i>Don't think there is a War on Christmas</i>..... 51%</p> <p><i>Not sure</i>..... 15%</p>                          |
| <p><b>Q2</b> Do you have a favorable or unfavorable opinion of Hannukah?</p> <p><i>Favorable</i>..... 75%</p> <p><i>Unfavorable</i> ..... 5%</p> <p><i>Not sure</i> ..... 21%</p>   | <p><b>Q8</b> What concerns you more: the war on Christmas, or a possible war with China?</p> <p><i>War on Christmas concerns you more</i>..... 15%</p> <p><i>Possible war with China concerns you more</i> .. 73%</p> <p><i>Not sure</i>..... 13%</p> |
| <p><b>Q3</b> Do you have a favorable or unfavorable opinion of Kwanzaa?</p> <p><i>Favorable</i>..... 47%</p> <p><i>Unfavorable</i> ..... 18%</p> <p><i>Not sure</i> ..... 35%</p>   | <p><b>Q9</b> If your Grandmother got run over by a reindeer, would you open up her gifts or send them back?</p> <p><i>Open up her gifts</i> ..... 40%</p> <p><i>Send the gifts back</i> ..... 30%</p> <p><i>Not sure</i>..... 31%</p>                 |
| <p><b>Q4</b> Are you personally offended if someone says "Happy Holidays" to you, or not?</p> <p><i>Are personally offended</i>..... 13%</p> <p><i>Are not personally offended</i>..... 83%</p> <p><i>Not sure</i> ..... 4%</p>   | <p><b>Q10</b> Do you have a favorable or unfavorable opinion of 'It's a Wonderful Life'?</p> <p><i>Favorable</i>..... 73%</p> <p><i>Unfavorable</i> ..... 5%</p> <p><i>Not sure</i>..... 22%</p>  |
| <p><b>Q5</b> Are you personally offended if someone says "Merry Christmas" to you, or not?</p> <p><i>Are personally offended</i>..... 3%</p> <p><i>Are not personally offended</i>..... 96%</p> <p><i>Not sure</i> ..... 1%</p>   | <p><b>Q11</b> Do you believe in Santa Claus, or not?</p> <p><i>Believe in Santa Claus</i>..... 31%</p> <p><i>Do not believe in Santa Claus</i>..... 59%</p> <p><i>Not sure</i>..... 10%</p>   |
| <p><b>Q6</b> Do you prefer the phrase 'Happy Holidays' or 'Merry Christmas' or does it not make a difference to you?</p> <p><i>Prefer 'Happy Holidays'</i>..... 9%</p> <p><i>Prefer 'Merry Christmas'</i> ..... 45%</p> <p><i>Doesn't make a difference</i> ..... 46%</p> | <p><b>Q12</b> This year, would you say you are on Santa's nice list or naughty list?</p> <p><i>On nice list</i>..... 70%</p> <p><i>On naughty list</i>..... 8%</p> <p><i>Not sure</i>..... 22%</p>  |





**Q13** Do you think Donald Trump is on Santa's nice list or naughty list?

*Donald Trump is on Santa's nice list* ..... 35%  
*Donald Trump is on Santa's naughty list* ..... 47%  
*Not sure* ..... 18%

**Q14** Do you think Santa Claus is a Democrat or a Republican?

*Democrat* ..... 28%  
*Republican* ..... 19%  
*Not sure* ..... 53%

**Q15** Do you think Santa Claus is white, or not, or are you not sure?

*Think Santa Claus is white* ..... 38%  
*Don't think Santa Claus is white* ..... 10%  
*Not sure* ..... 52%

**Q16** In the election for President, did you vote for Democrat Hillary Clinton, Republican Donald Trump, Libertarian Gary Johnson, Green Party candidate Jill Stein, or someone else?

*Hillary Clinton* ..... 48%  
*Donald Trump* ..... 46%  
*Gary Johnson* ..... 3%  
*Jill Stein* ..... 1%  
*Someone else* ..... 2%

**Q17** Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

*Very liberal* ..... 13%  
*Somewhat liberal* ..... 19%  
*Moderate* ..... 28%  
*Somewhat conservative* ..... 25%  
*Very conservative* ..... 16%

**Q18** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 53%  
*Man* ..... 47%

**Q19** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat* ..... 46%  
*Republican* ..... 33%  
*Independent / Other* ..... 21%

**Q20** If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

*Hispanic* ..... 9%  
*White* ..... 75%  
*African-American* ..... 11%  
*Other* ..... 5%

**Q21** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29* ..... 13%  
*30 to 45* ..... 23%  
*46 to 65* ..... 36%  
*Older than 65* ..... 27%

**Q22** Mode

*Phone* ..... 80%  
*Internet* ..... 20%





	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Christmas Favorability</b>						
<b>Favorable</b>	91%	90%	92%	82%	94%	90%
<b>Unfavorable</b>	5%	5%	5%	17%	-	4%
<b>Not sure</b>	4%	5%	4%	1%	6%	5%

	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Hannukah Favorability</b>						
<b>Favorable</b>	75%	75%	73%	91%	100%	67%
<b>Unfavorable</b>	5%	3%	6%	6%	-	12%
<b>Not sure</b>	21%	22%	21%	3%	-	22%

	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Kwanzaa Favorability</b>						
<b>Favorable</b>	47%	62%	30%	56%	63%	62%
<b>Unfavorable</b>	18%	5%	30%	32%	34%	10%
<b>Not sure</b>	35%	33%	40%	12%	4%	28%

	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Offended by Happy Holidays Yes/No</b>						
<b>Are personally offended</b>	13%	7%	19%	20%	6%	3%
<b>Are not personally offended</b>	83%	90%	76%	76%	94%	94%
<b>Not sure</b>	4%	3%	5%	4%	-	2%

	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Offended by Merry Christmas Yes/No</b>						
<b>Are personally offended</b>	3%	5%	2%	1%	-	-
<b>Are not personally offended</b>	96%	94%	97%	99%	100%	100%
<b>Not sure</b>	1%	1%	1%	-	-	-

	Base	2016 Vote				
		Hillary Clint...	Donal- d Tru...	Gary Jo- hnson	Jill Stein	Someon- e else
<b>Prefer Happy Holidays or Merry Christmas</b>						
<b>Prefer 'Happy Holidays'</b>	9%	14%	4%	19%	10%	2%
<b>Prefer 'Merry Christmas'</b>	45%	23%	69%	20%	45%	34%
<b>Doesn't make a difference</b>	46%	63%	26%	61%	45%	64%





	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>Believe War on Christmas Yes/No</b>						
Think there is a War on Christmas	34%	9%	60%	10%	47%	27%
Don't think there is a War on Christmas	51%	76%	25%	53%	51%	70%
Not sure	15%	14%	16%	36%	1%	3%

	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>More Concerning: War on Christmas or China</b>						
War on Christmas concerns you more	15%	8%	24%	3%	-	3%
Possible war with China concerns you more	73%	83%	59%	85%	99%	90%
Not sure	13%	9%	17%	11%	1%	8%

	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>Keep or Return Dead Grandma's Gifts</b>						
Open up her gifts	40%	42%	37%	57%	6%	45%
Send the gifts back	30%	27%	34%	9%	29%	33%
Not sure	31%	31%	29%	35%	64%	23%

	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>It's a Wonderful Life Favorability</b>						
Favorable	73%	71%	75%	68%	84%	80%
Unfavorable	5%	5%	6%	-	-	8%
Not sure	22%	24%	19%	32%	16%	12%

	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>Believe in Santa Claus Yes/No</b>						
Believe in Santa Claus	31%	32%	32%	30%	8%	52%
Do not believe in Santa Claus	59%	60%	58%	50%	80%	40%
Not sure	10%	8%	10%	20%	13%	8%

	Base	2016 Vote				
		Hillary Clinton...	Donal- d Tru...	Gary Jo- hanson	Jill Stein	Someon- e else
<b>Are You on Nice or Naughty List</b>						
On nice list	70%	70%	70%	74%	64%	73%
On naughty list	8%	10%	8%	-	3%	-
Not sure	22%	20%	22%	26%	33%	27%





	Base	2016 Vote				
		Hillary Clinton...	Donald Tru...	Gary Johnson	Jill Stein	Someone else
<b>Trump on Nice List or Naughty List</b>						
Donald Trump is on Santa's nice list	35%	5%	69%	6%	10%	10%
Donald Trump is on Santa's naughty list	47%	83%	7%	62%	74%	77%
Not sure	18%	12%	24%	32%	16%	13%

	Base	2016 Vote				
		Hillary Clinton...	Donald Tru...	Gary Johnson	Jill Stein	Someone else
<b>Santa Democrat or Republican</b>						
Democrat	28%	51%	5%	22%	10%	16%
Republican	19%	4%	36%	5%	-	25%
Not sure	53%	45%	59%	73%	90%	59%

	Base	2016 Vote				
		Hillary Clinton...	Donald Tru...	Gary Johnson	Jill Stein	Someone else
<b>Santa White or Not</b>						
Think Santa Claus is white	38%	27%	50%	29%	13%	56%
Don't think Santa Claus is white	10%	17%	4%	9%	3%	1%
Not sure	52%	56%	46%	62%	84%	43%

	Base	Ideology				
		Very liberal...	Somewhat liberal	Moderate	Somewhat conservative...	Very conservative
<b>Christmas Favorability</b>						
Favorable	91%	85%	89%	93%	90%	94%
Unfavorable	5%	12%	5%	2%	6%	2%
Not sure	4%	3%	6%	5%	4%	4%

	Base	Ideology				
		Very liberal...	Somewhat liberal	Moderate	Somewhat conservative...	Very conservative
<b>Hannukah Favorability</b>						
Favorable	75%	84%	70%	75%	75%	72%
Unfavorable	5%	7%	5%	6%	2%	5%
Not sure	21%	9%	26%	19%	23%	23%

	Base	Ideology				
		Very liberal...	Somewhat liberal	Moderate	Somewhat conservative...	Very conservative
<b>Kwanzaa Favorability</b>						
Favorable	47%	79%	59%	52%	30%	25%
Unfavorable	18%	7%	5%	14%	28%	34%
Not sure	35%	13%	36%	35%	43%	41%

	Base	Ideology				
		Very liberal...	Somewhat liberal	Moderate	Somewhat conservative...	Very conservative
<b>Offended by Happy Holidays Yes/No</b>						
Are personally offended	13%	10%	9%	8%	17%	21%
Are not personally offended	83%	89%	88%	88%	78%	72%
Not sure	4%	1%	2%	4%	5%	7%

	Base	Ideology				
		Very liberal...	Somewhat liberal	Moderate	Somewhat conservative...	Very conservative
<b>Offended by Merry Christmas Yes/No</b>						
Are personally offended	3%	10%	3%	2%	2%	1%
Are not personally offended	96%	88%	96%	97%	97%	97%
Not sure	1%	2%	1%	1%	1%	2%





	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Prefer Happy Holidays or Merry Christmas</b>						
<b>Prefer 'Happy Holidays'</b>	9%	37%	5%	8%	5%	2%
<b>Prefer 'Merry Christmas'</b>	45%	22%	31%	32%	62%	75%
<b>Doesn't make a difference</b>	46%	41%	64%	60%	33%	23%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Believe War on Christmas Yes/No</b>						
<b>Think there is a War on Christmas</b>	34%	6%	12%	19%	53%	76%
<b>Don't think there is a War on Christmas</b>	51%	81%	76%	60%	28%	18%
<b>Not sure</b>	15%	13%	11%	21%	19%	6%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>More Concerning: War on Christmas or China</b>						
<b>War on Christmas concerns you more</b>	15%	10%	7%	8%	19%	33%
<b>Possible war with China concerns you more</b>	73%	83%	90%	76%	64%	51%
<b>Not sure</b>	13%	7%	3%	16%	17%	16%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Keep or Return Dead Grandma's Gifts</b>						
<b>Open up her gifts</b>	40%	52%	48%	32%	37%	37%
<b>Send the gifts back</b>	30%	26%	27%	29%	31%	34%
<b>Not sure</b>	31%	22%	25%	39%	32%	28%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>It's a Wonderful Life Favorability</b>						
<b>Favorable</b>	73%	68%	78%	73%	71%	75%
<b>Unfavorable</b>	5%	2%	4%	4%	11%	3%
<b>Not sure</b>	22%	30%	18%	23%	18%	22%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Believe in Santa Claus Yes/No</b>						
<b>Believe in Santa Claus</b>	31%	17%	39%	36%	27%	35%
<b>Do not believe in Santa Claus</b>	59%	79%	56%	54%	59%	51%
<b>Not sure</b>	10%	4%	5%	10%	14%	14%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Are You on Nice or Naughty List</b>						
<b>On nice list</b>	70%	66%	72%	78%	64%	68%
<b>On naughty list</b>	8%	6%	9%	10%	8%	7%
<b>Not sure</b>	22%	28%	19%	12%	28%	26%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Trump on Nice List or Naughty List</b>						
<b>Donald Trump is on Santa's nice list</b>	35%	12%	10%	24%	53%	71%
<b>Donald Trump is on Santa's naughty list</b>	47%	72%	82%	61%	15%	10%
<b>Not sure</b>	18%	16%	7%	14%	32%	19%







	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Santa Democrat or Republican</b>						
Democrat	28%	56%	54%	27%	6%	7%
Republican	19%	8%	5%	13%	29%	38%
Not sure	53%	36%	41%	60%	65%	55%

	Base	Ideology				
		Very libe...	Somewh- at liberal	Moderat- e	Somewhat conservati...	Very conser- vative
<b>Santa White or Not</b>						
Think Santa Claus is white	38%	17%	27%	38%	55%	43%
Don't think Santa Claus is white	10%	19%	25%	5%	3%	6%
Not sure	52%	64%	48%	57%	42%	51%

	Base	Gender	
		Wom...	Man
<b>Christmas Favorability</b>			
Favorable	91%	91%	90%
Unfavorable	5%	3%	7%
Not sure	4%	6%	3%

	Base	Gender	
		Wom...	Man
<b>Hannukah Favorability</b>			
Favorable	75%	78%	71%
Unfavorable	5%	3%	6%
Not sure	21%	19%	23%

	Base	Gender	
		Wom...	Man
<b>Kwanzaa Favorability</b>			
Favorable	47%	53%	41%
Unfavorable	18%	12%	25%
Not sure	35%	35%	34%

	Base	Gender	
		Wom...	Man
<b>Offended by Happy Holidays Yes/No</b>			
Are personally offended	13%	8%	18%
Are not personally offended	83%	88%	78%
Not sure	4%	3%	5%





	Base	Gender	
		Wom...	Man
<b>Offended by Merry Christmas Yes/No</b>			
Are personally offended	3%	2%	5%
Are not personally offended	96%	97%	94%
Not sure	1%	1%	2%

	Base	Gender	
		Wom...	Man
<b>Prefer Happy Holidays or Merry Christmas</b>			
Prefer 'Happy Holidays'	9%	11%	8%
Prefer 'Merry Christmas'	45%	40%	49%
Doesn't make a difference	46%	49%	42%

	Base	Gender	
		Wom...	Man
<b>Believe War on Christmas Yes/No</b>			
Think there is a War on Christmas	34%	27%	40%
Don't think there is a War on Christmas	51%	60%	41%
Not sure	15%	12%	19%

	Base	Gender	
		Wom...	Man
<b>More Concerning: War on Christmas or China</b>			
War on Christmas concerns you more	15%	12%	17%
Possible war with China concerns you more	73%	75%	70%
Not sure	13%	12%	13%

	Base	Gender	
		Wom...	Man
<b>Keep or Return Dead Grandma's Gifts</b>			
Open up her gifts	40%	37%	42%
Send the gifts back	30%	33%	26%
Not sure	31%	30%	31%

	Base	Gender	
		Wom...	Man
<b>It's a Wonderful Life Favorability</b>			
Favorable	73%	79%	67%
Unfavorable	5%	3%	8%
Not sure	22%	18%	26%





	Base	Gender	
		Wom...	Man
<b>Believe in Santa Claus Yes/No</b>			
Believe in Santa Claus	31%	35%	27%
Do not believe in Santa Claus	59%	59%	58%
Not sure	10%	6%	14%

	Base	Gender	
		Wom...	Man
<b>Are You on Nice or Naughty List</b>			
On nice list	70%	75%	65%
On naughty list	8%	3%	13%
Not sure	22%	21%	22%

	Base	Gender	
		Wom...	Man
<b>Trump on Nice List or Naughty List</b>			
Donald Trump is on Santa's nice list	35%	25%	45%
Donald Trump is on Santa's naughty list	47%	57%	36%
Not sure	18%	18%	19%

	Base	Gender	
		Wom...	Man
<b>Santa Democrat or Republican</b>			
Democrat	28%	34%	21%
Republican	19%	16%	22%
Not sure	53%	50%	57%

	Base	Gender	
		Wom...	Man
<b>Santa White or Not</b>			
Think Santa Claus is white	38%	37%	38%
Don't think Santa Claus is white	10%	14%	7%
Not sure	52%	49%	55%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Christmas Favorability</b>				
Favorable	91%	90%	93%	90%
Unfavorable	5%	5%	4%	6%
Not sure	4%	6%	3%	4%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Hannukah Favorability</b>				
Favorable	75%	74%	70%	83%
Unfavorable	5%	4%	6%	4%
Not sure	21%	22%	25%	13%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Kwanzaa Favorability</b>				
Favorable	47%	59%	30%	49%
Unfavorable	18%	8%	29%	20%
Not sure	35%	33%	41%	31%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Offended by Happy Holidays Yes/No</b>				
Are personally offended	13%	8%	18%	14%
Are not personally offended	83%	88%	78%	82%
Not sure	4%	4%	4%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Offended by Merry Christmas Yes/No</b>				
Are personally offended	3%	4%	3%	2%
Are not personally offended	96%	94%	96%	98%
Not sure	1%	1%	1%	0%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Prefer Happy Holidays or Merry Christmas</b>				
Prefer 'Happy Holidays'	9%	15%	2%	8%
Prefer 'Merry Christmas'	45%	29%	71%	37%
Doesn't make a difference	46%	56%	27%	54%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Believe War on Christmas Yes/No</b>				
Think there is a War on Christmas	34%	14%	57%	36%
Don't think there is a War on Christmas	51%	73%	27%	43%
Not sure	15%	12%	15%	21%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>More Concerning: War on Christmas or China</b>				
War on Christmas concerns you more	15%	10%	24%	10%
Possible war with China concerns you more	73%	82%	61%	71%
Not sure	13%	8%	15%	18%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Keep or Return Dead Grandma's Gifts</b>				
Open up her gifts	40%	40%	42%	35%
Send the gifts back	30%	28%	31%	29%
Not sure	31%	31%	27%	36%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>It's a Wonderful Life Favorability</b>				
Favorable	73%	73%	72%	76%
Unfavorable	5%	5%	7%	2%
Not sure	22%	22%	21%	22%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Believe in Santa Claus Yes/No</b>				
Believe in Santa Claus	31%	32%	34%	27%
Do not believe in Santa Claus	59%	62%	55%	60%
Not sure	10%	7%	11%	13%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Are You on Nice or Naughty List</b>				
On nice list	70%	71%	74%	62%
On naughty list	8%	9%	7%	8%
Not sure	22%	20%	19%	29%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Trump on Nice List or Naughty List</b>				
Donald Trump is on Santa's nice list	35%	11%	69%	28%
Donald Trump is on Santa's naughty list	47%	76%	14%	40%
Not sure	18%	12%	17%	32%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Santa Democrat or Republican</b>				
Democrat	28%	51%	6%	18%
Republican	19%	7%	39%	11%
Not sure	53%	42%	55%	71%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Santa White or Not</b>				
Think Santa Claus is white	38%	26%	54%	37%
Don't think Santa Claus is white	10%	18%	6%	4%
Not sure	52%	57%	41%	59%

	Base	Race			
		Hispanic	White	African-American...	Other
<b>Christmas Favorability</b>					
Favorable	91%	84%	92%	95%	82%
Unfavorable	5%	10%	4%	-	13%
Not sure	4%	5%	4%	5%	6%

	Base	Race			
		Hispanic	White	African-American...	Other
<b>Hannukah Favorability</b>					
Favorable	75%	89%	75%	61%	68%
Unfavorable	5%	4%	5%	5%	7%
Not sure	21%	7%	21%	34%	26%

	Base	Race			
		Hispanic	White	African-American...	Other
<b>Kwanzaa Favorability</b>					
Favorable	47%	61%	44%	59%	47%
Unfavorable	18%	27%	19%	2%	17%
Not sure	35%	12%	38%	38%	35%

	Base	Race			
		Hispanic	White	African-American...	Other
<b>Offended by Happy Holidays Yes/No</b>					
Are personally offended	13%	13%	13%	9%	17%
Are not personally offended	83%	85%	83%	86%	69%
Not sure	4%	3%	4%	5%	14%





	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Offended by Merry Christmas Yes/No</b>					
<b>Are personally offended</b>	3%	10%	2%	2%	4%
<b>Are not personally offended</b>	96%	90%	96%	97%	96%
<b>Not sure</b>	1%	-	1%	1%	-

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Prefer Happy Holidays or Merry Christmas</b>					
<b>Prefer 'Happy Holidays'</b>	9%	37%	7%	2%	6%
<b>Prefer 'Merry Christmas'</b>	45%	16%	50%	38%	36%
<b>Doesn't make a difference</b>	46%	48%	43%	60%	58%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Believe War on Christmas Yes/No</b>					
<b>Think there is a War on Christmas</b>	34%	27%	37%	12%	29%
<b>Don't think there is a War on Christmas</b>	51%	72%	47%	68%	44%
<b>Not sure</b>	15%	1%	16%	20%	27%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>More Concerning: War on Christmas or China</b>					
<b>War on Christmas concerns you more</b>	15%	23%	15%	3%	17%
<b>Possible war with China concerns you more</b>	73%	70%	73%	85%	54%
<b>Not sure</b>	13%	6%	13%	11%	29%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Keep or Return Dead Grandma's Gifts</b>					
<b>Open up her gifts</b>	40%	29%	41%	43%	43%
<b>Send the gifts back</b>	30%	23%	30%	33%	27%
<b>Not sure</b>	31%	49%	29%	24%	30%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>It's a Wonderful Life Favorability</b>					
<b>Favorable</b>	73%	59%	76%	60%	83%
<b>Unfavorable</b>	5%	-	5%	15%	-
<b>Not sure</b>	22%	41%	19%	25%	17%





	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Believe in Santa Claus Yes/No</b>					
Believe in Santa Claus	31%	14%	34%	35%	29%
Do not believe in Santa Claus	59%	81%	56%	57%	55%
Not sure	10%	5%	10%	8%	16%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Are You on Nice or Naughty List</b>					
On nice list	70%	64%	73%	62%	55%
On naughty list	8%	11%	7%	10%	16%
Not sure	22%	25%	20%	28%	29%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Trump on Nice List or Naughty List</b>					
Donald Trump is on Santa's nice list	35%	17%	42%	3%	13%
Donald Trump is on Santa's naughty list	47%	55%	40%	88%	57%
Not sure	18%	28%	18%	9%	30%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Santa Democrat or Republican</b>					
Democrat	28%	43%	23%	54%	20%
Republican	19%	7%	22%	3%	19%
Not sure	53%	50%	55%	43%	61%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
<b>Santa White or Not</b>					
Think Santa Claus is white	38%	9%	45%	11%	27%
Don't think Santa Claus is white	10%	15%	6%	47%	6%
Not sure	52%	76%	49%	42%	67%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Christmas Favorability</b>					
Favorable	91%	90%	91%	90%	91%
Unfavorable	5%	7%	7%	5%	2%
Not sure	4%	3%	2%	5%	7%







	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Hannukah Favorability</b>					
<b>Favorable</b>	75%	70%	78%	77%	72%
<b>Unfavorable</b>	5%	-	6%	6%	5%
<b>Not sure</b>	21%	30%	17%	18%	23%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Kwanzaa Favorability</b>					
<b>Favorable</b>	47%	52%	53%	48%	38%
<b>Unfavorable</b>	18%	9%	22%	18%	19%
<b>Not sure</b>	35%	38%	25%	34%	44%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Offended by Happy Holidays Yes/No</b>					
<b>Are personally offended</b>	13%	13%	12%	10%	17%
<b>Are not personally offended</b>	83%	87%	83%	85%	79%
<b>Not sure</b>	4%	-	5%	5%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Offended by Merry Christmas Yes/No</b>					
<b>Are personally offended</b>	3%	3%	6%	1%	3%
<b>Are not personally offended</b>	96%	97%	92%	98%	96%
<b>Not sure</b>	1%	-	2%	1%	1%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Prefer Happy Holidays or Merry Christmas</b>					
<b>Prefer 'Happy Holidays'</b>	9%	24%	10%	4%	7%
<b>Prefer 'Merry Christmas'</b>	45%	40%	31%	49%	56%
<b>Doesn't make a difference</b>	46%	36%	58%	47%	38%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Believe War on Christmas Yes/No</b>					
<b>Think there is a War on Christmas</b>	34%	18%	33%	36%	40%
<b>Don't think there is a War on Christmas</b>	51%	65%	50%	51%	44%
<b>Not sure</b>	15%	18%	16%	13%	16%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>More Concerning: War on Christmas or China</b>					
<b>War on Christmas concerns you more</b>	15%	14%	18%	10%	18%
<b>Possible war with China concerns you more</b>	73%	73%	68%	77%	70%
<b>Not sure</b>	13%	13%	14%	13%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Keep or Return Dead Grandma's Gifts</b>					
<b>Open up her gifts</b>	40%	41%	42%	43%	32%
<b>Send the gifts back</b>	30%	25%	28%	31%	32%
<b>Not sure</b>	31%	33%	29%	26%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>It's a Wonderful Life Favorability</b>					
<b>Favorable</b>	73%	59%	69%	83%	74%
<b>Unfavorable</b>	5%	5%	9%	3%	4%
<b>Not sure</b>	22%	36%	21%	14%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Believe in Santa Claus Yes/No</b>					
<b>Believe in Santa Claus</b>	31%	31%	27%	33%	33%
<b>Do not believe in Santa Claus</b>	59%	52%	63%	60%	58%
<b>Not sure</b>	10%	17%	10%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Are You on Nice or Naughty List</b>					
<b>On nice list</b>	70%	75%	63%	70%	74%
<b>On naughty list</b>	8%	3%	17%	7%	5%
<b>Not sure</b>	22%	22%	20%	23%	21%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Trump on Nice List or Naughty List</b>					
<b>Donald Trump is on Santa's nice list</b>	35%	21%	27%	40%	46%
<b>Donald Trump is on Santa's naughty list</b>	47%	51%	51%	49%	38%
<b>Not sure</b>	18%	28%	22%	11%	16%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Santa Democrat or Republican</b>					
<b>Democrat</b>	28%	36%	32%	24%	21%
<b>Republican</b>	19%	17%	21%	17%	21%
<b>Not sure</b>	53%	48%	47%	59%	58%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
<b>Santa White or Not</b>					
<b>Think Santa Claus is white</b>	38%	44%	42%	32%	34%
<b>Don't think Santa Claus is white</b>	10%	18%	6%	13%	6%
<b>Not sure</b>	52%	37%	52%	55%	60%

	Base	Mode	
		Pho...	Intern...
<b>Christmas Favorability</b>			
<b>Favorable</b>	91%	92%	88%
<b>Unfavorable</b>	5%	4%	8%
<b>Not sure</b>	4%	4%	4%

	Base	Mode	
		Pho...	Intern...
<b>Hannukah Favorability</b>			
<b>Favorable</b>	75%	76%	69%
<b>Unfavorable</b>	5%	5%	4%
<b>Not sure</b>	21%	19%	27%

	Base	Mode	
		Pho...	Intern...
<b>Kwanzaa Favorability</b>			
<b>Favorable</b>	47%	45%	53%
<b>Unfavorable</b>	18%	20%	11%
<b>Not sure</b>	35%	35%	35%

	Base	Mode	
		Pho...	Intern...
<b>Offended by Happy Holidays Yes/No</b>			
<b>Are personally offended</b>	13%	15%	7%
<b>Are not personally offended</b>	83%	81%	90%
<b>Not sure</b>	4%	4%	3%





	Base	Mode	
		Pho...	Intern...
<b>Offended by Merry Christmas Yes/No</b>			
Are personally offended	3%	2%	7%
Are not personally offended	96%	97%	91%
Not sure	1%	1%	2%

	Base	Mode	
		Pho...	Intern...
<b>Prefer Happy Holidays or Merry Christmas</b>			
Prefer 'Happy Holidays'	9%	6%	18%
Prefer 'Merry Christmas'	45%	48%	34%
Doesn't make a difference	46%	45%	47%

	Base	Mode	
		Pho...	Intern...
<b>Believe War on Christmas Yes/No</b>			
Think there is a War on Christmas	34%	40%	15%
Don't think there is a War on Christmas	51%	46%	68%
Not sure	15%	15%	17%

	Base	Mode	
		Pho...	Intern...
<b>More Concerning: War on Christmas or China</b>			
War on Christmas concerns you more	15%	15%	14%
Possible war with China concerns you more	73%	74%	68%
Not sure	13%	11%	18%

	Base	Mode	
		Pho...	Intern...
<b>Keep or Return Dead Grandma's Gifts</b>			
Open up her gifts	40%	34%	55%
Send the gifts back	30%	33%	20%
Not sure	31%	33%	26%

	Base	Mode	
		Pho...	Intern...
<b>It's a Wonderful Life Favorability</b>			
Favorable	73%	73%	74%
Unfavorable	5%	6%	5%
Not sure	22%	22%	21%





	Base	Mode	
		Pho...	Intern...
<b>Believe in Santa Claus Yes/No</b>			
Believe in Santa Claus	31%	32%	29%
Do not believe in Santa Claus	59%	57%	63%
Not sure	10%	11%	8%

	Base	Mode	
		Pho...	Intern...
<b>Are You on Nice or Naughty List</b>			
On nice list	70%	69%	72%
On naughty list	8%	7%	12%
Not sure	22%	24%	16%

	Base	Mode	
		Pho...	Intern...
<b>Trump on Nice List or Naughty List</b>			
Donald Trump is on Santa's nice list	35%	41%	20%
Donald Trump is on Santa's naughty list	47%	40%	64%
Not sure	18%	19%	16%

	Base	Mode	
		Pho...	Intern...
<b>Santa Democrat or Republican</b>			
Democrat	28%	20%	45%
Republican	19%	19%	18%
Not sure	53%	60%	38%

	Base	Mode	
		Pho...	Intern...
<b>Santa White or Not</b>			
Think Santa Claus is white	38%	32%	51%
Don't think Santa Claus is white	10%	11%	10%
Not sure	52%	58%	39%

