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## **Americans Trust Trump Most to Fight War on Christmas; GOP Down on Kwanzaa, Festivus**

**Raleigh, N.C.** – Americans are becoming less and less concerned about the 'War on Christmas.' In 2012 we found 47% of voters nationally believed that such a thing existed to only 40% who didn't. Now just 37% of voters believe in the 'War on Christmas' to 42% who say it doesn't exist. There's the predictable party divide with Republicans believing 56/26 that there is a war and Democrats believing 26/55 that there is not.

You can add protecting America from the War on Christmas to the list of issues voters trust Donald Trump the most on. Among voters who do think there's a War on Christmas, 29% say they think Trump's the candidate best fit to wage the counter offensive to 16% for Ben Carson, 15% for Hillary Clinton, 14% for Ted Cruz, 9% for Jeb Bush, and 6% each for Marco Rubio and Bernie Sanders.

“Donald Trump has talked about issues relating to the War on Christmas more than anyone else in the Presidential field,” said Dean Debnam, President of Public Policy Polling. “So it’s no surprise he’s the candidate voters trust the most on that so called issue.”

Americans have increasingly been identifying as independents over the last few years and apparently that extends to their perception of Santa's party affiliation as well. When we first asked about it in 2012, on the heels of Barack Obama's reelection 44% of voters said they thought Santa was a Democrat and 28% said they thought he was a Republican. Now the share of voters thinking he belongs to either of the major parties has declined- from 44% to 28% thinking he's a Democrat and from 28% to 22% thinking he's a Republican.

Other findings from our Christmas poll:

-The major December holidays have varying degrees of popularity with Americans. Everyone likes Christmas (88/6 favorability) and pretty much everyone with an opinion

about it likes Hanukkah (64/8 favorability.) It gets a little more divided when it comes to Kwanzaa (37/21 favorability) and Festivus (24/17 favorability). Both of those holidays see a party divide when it comes to views about them. Democrats are fine with both Kwanzaa (49/13) and Festivus (25/15). Republicans meanwhile have a negative view of each of those holidays- it's 27/33 for Kwanzaa and 13/25 for Festivus.

-There's a massive party and generational divide when it comes to the issue of fruitcake. Overall 38% of Americans say they think fruitcake is good to 52% who say they think it is not. Republicans (50/46) and seniors (58/33) think it's good while Democrats (39/53) and young voters (27/64) say no thanks.

-Americans have spoken and have an emphatic message: Die Hard is not a Christmas movie. Only 13% of voters think it is to 62% who say it is not.

-Americans also aren't buying the Grinch's rehabilitation at the end of the book/movie/tv special. He has just an 18% favorability rating with 60% of voters nationally seeing him in a negative light. That gives him very similar poll numbers to Mitch McConnell who we found yesterday with a 15/62 approval rating.

-There are several holiday related issues that do bring Americans together across party lines. We prefer multi colored lights over white lights on our Christmas trees 58/34 and that includes a 60/33 split with Democrats and a 59/34 one with Republicans. We prefer real Christmas trees to artificial ones 52/39 and that includes a 53/40 split with Democrats and a 51/39 one with Republicans. 62% prefer opening presents on Christmas morning to 23% who go with Christmas Eve, with that breaking down 68/19 among Republicans and 57/28 among Democrats. And we all think we're on Santa's nice list- 76% think they're on the good list to only 7% who believe they're on the naughty list, and that includes an 82/5 split with Republicans and a 77/7 one with Democrats.

-42% of Americans claim that they don't put anything in their Egg Nog but among those who do 22% prefer rum, 16% go for bourbon, and 7% pick brandy.

-Finally we find that Rudolph is the overwhelming favorite in the reindeer primary, although he's not quite hitting the threshold to avoid a runoff. 46% say Rudolph is their favorite to 9% for Dasher, 6% for Prancer, 5% each for Comet, Cupid, and Blitzen, 4% for Vixen, and 3% for Donner whose last place finish may come due to his association with cannibalism. With 15% undecided, Rudolph is well positioned to get the remaining support he needs to hit 50% to wrap it up and avoid a costly low turnout runoff election where anything could happen.

Public Policy Polling surveyed 1,267 registered voters on December 16<sup>th</sup> and 17<sup>th</sup>. The margin of error is +/-2.8%. 80% of participants responded via the phone, while 20% of respondents who did not have landlines conducted the survey over the internet.



## National Survey Results

**Q1** This year, would you say you are on Santa's nice list or naughty list?

*Nice list* ..... 76%  
*Naughty list* ..... 7%  
*Not sure* ..... 17%

**Q2** Do you think Santa Claus is a Democrat or a Republican?

*Democrat* ..... 28%  
*Republican* ..... 22%  
*Not sure* ..... 50%

**Q3** Do you have a favorable or unfavorable opinion of the Grinch?

*Favorable* ..... 18%  
*Unfavorable* ..... 60%  
*Not sure* ..... 22%

**Q4** In your household do you open presents on Christmas Eve or Christmas Morning?

*Christmas Eve* ..... 23%  
*Christmas Morning* ..... 62%  
*Not sure* ..... 16%

**Q5** Do you consider 'Die Hard' to be a Christmas movie or not?

*Consider Die Hard to be a Christmas movie*... 13%  
*Do not consider Die Hard to be a Christmas movie* ..... 62%  
*Not sure* ..... 25%

**Q6** Given the choices of Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, Blitzen, and Rudolph which is your favorite of Santa's reindeer?

*Dasher* ..... 9%  
*Dancer* ..... 3%  
*Prancer* ..... 6%  
*Vixen* ..... 4%  
*Comet* ..... 5%  
*Cupid* ..... 5%  
*Donner* ..... 3%  
*Blitzen* ..... 5%  
*Rudolph* ..... 46%  
*Not sure* ..... 15%

**Q7** Do you prefer white lights or multi colored lights on the Christmas Tree?

*White lights* ..... 34%  
*Multi-colored lights* ..... 58%  
*Not sure* ..... 9%

**Q8** Which do you most prefer to put in your Eggnog: bourbon, brandy, rum, or to drink it without alcohol?

*Bourbon* ..... 16%  
*Brandy* ..... 7%  
*Rum* ..... 22%  
*Drink without alcohol* ..... 42%  
*Not sure* ..... 14%

**Q9** Do you prefer real or artificial Christmas trees?

*Prefer real Christmas trees* ..... 52%  
*Prefer artificial Christmas trees* ..... 39%  
*Not sure* ..... 9%





**Q10** Do you think fruitcake is good or nah?

*Fruitcake is good* ..... 38%  
*Nah* ..... 52%  
*Not sure* ..... 10%

**Q11** Do you think that there is a War on Christmas?

*Yes*..... 37%  
*No* ..... 42%  
*Not sure* ..... 21%

**Q12** (Among people who do think there's a war):  
 Which Presidential candidate would you trust  
 the most to protect America from the War on  
 Christmas: Jeb Bush, Ben Carson, Hillary  
 Clinton, Ted Cruz, Marco Rubio, Bernie  
 Sanders, or Donald Trump?

*Jeb Bush*..... 9%  
*Ben Carson*..... 16%  
*Hillary Clinton*..... 15%  
*Ted Cruz* ..... 14%  
*Marco Rubio* ..... 6%  
*Bernie Sanders*..... 6%  
*Donald Trump* ..... 29%  
*Not sure*..... 5%

**Q13** Do you have a favorable or unfavorable opinion  
 of Christmas?

*Favorable*..... 88%  
*Unfavorable* ..... 6%  
*Not sure* ..... 7%

**Q14** Do you have a favorable or unfavorable opinion  
 of Festivus?

*Favorable*..... 24%  
*Unfavorable* ..... 17%  
*Not sure* ..... 60%

**Q15** Do you have a favorable or unfavorable opinion  
 of Hanukkah?

*Favorable*..... 64%  
*Unfavorable* ..... 8%  
*Not sure* ..... 28%

**Q16** Do you have a favorable or unfavorable opinion  
 of Kwanzaa?

*Favorable*..... 37%  
*Unfavorable* ..... 21%  
*Not sure* ..... 42%

**Q17** In the last presidential election, did you vote for  
 Barack Obama or Mitt Romney?

*Barack Obama*..... 49%  
*Mitt Romney*..... 44%  
*Someone else / Don't remember* ..... 7%

**Q18** Would you describe yourself as very liberal,  
 somewhat liberal, moderate, somewhat  
 conservative, or very conservative?

*Very liberal*..... 11%  
*Somewhat liberal* ..... 20%  
*Moderate*..... 32%  
*Somewhat conservative*..... 23%  
*Very conservative* ..... 14%

**Q19** If you are a woman, press 1. If a man, press 2.

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

**Q20** 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* ..... 41%  
*Republican*..... 32%  
*Independent / Other*..... 26%





**Q21** If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i> .....	10%
<i>White</i> .....	72%
<i>African American</i> .....	12%
<i>Other</i> .....	6%

**Q22** 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.

<i>18 to 29</i> .....	12%
<i>30 to 45</i> .....	22%
<i>46 to 65</i> .....	44%
<i>Older than 65</i> .....	23%

**Q23** Mode

<i>Phone</i> .....	80%
<i>Internet</i> .....	20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Santa's Nice/Naughty List</b>				
Nice list	76%	76%	79%	67%
Naughty list	7%	6%	8%	7%
Not sure	17%	19%	13%	25%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Santa Claus Democrat/Republican</b>				
Democrat	28%	43%	13%	17%
Republican	22%	12%	34%	19%
Not sure	50%	45%	53%	64%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Grinch Favorability</b>				
Favorable	18%	18%	16%	34%
Unfavorable	60%	61%	64%	33%
Not sure	22%	21%	20%	33%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Open Presents Xmas Eve/Morning</b>				
Christmas Eve	23%	25%	20%	23%
Christmas Morning	62%	56%	70%	53%
Not sure	16%	19%	10%	24%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Die Hard Xmas Movie Yes/No</b>				
Consider Die Hard to be a Christmas movie	13%	15%	10%	14%
Do not consider Die Hard to be a Christmas movie	62%	59%	67%	54%
Not sure	25%	26%	23%	31%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Favorite Reindeer</b>				
Dasher	9%	7%	11%	4%
Dancer	3%	3%	4%	2%
Prancer	6%	6%	5%	11%
Vixen	4%	5%	3%	-
Comet	5%	3%	8%	6%
Cupid	5%	4%	6%	6%
Donner	3%	3%	3%	3%
Blitzen	5%	4%	5%	2%
Rudolph	46%	49%	43%	46%
Not sure	15%	16%	12%	20%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>White/Multi-Colored Lights on Tree</b>				
White lights	34%	32%	34%	41%
Multi-colored lights	58%	58%	59%	47%
Not sure	9%	9%	7%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Favorite Addition to Egg Nog</b>				
Bourbon	16%	15%	16%	15%
Brandy	7%	8%	7%	2%
Rum	22%	20%	24%	15%
Drink without alcohol	42%	43%	45%	23%
Not sure	14%	14%	8%	45%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Real/Artificial Xmas Trees</b>				
Prefer real Christmas trees	52%	50%	56%	42%
Prefer artificial Christmas trees	39%	42%	38%	31%
Not sure	9%	8%	7%	27%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Fruitcake Good or Nah</b>				
Fruitcake is good	38%	36%	45%	20%
Nah	52%	52%	51%	55%
Not sure	10%	12%	4%	25%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>War on Xmas Yes/No</b>				
Yes	37%	22%	57%	22%
No	42%	58%	26%	33%
Not sure	21%	20%	17%	45%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Candidate Strongest on War on Xmas</b>				
Jeb Bush	9%	4%	10%	28%
Ben Carson	16%	9%	19%	17%
Hillary Clinton	15%	46%	3%	-
Ted Cruz	14%	6%	18%	-
Marco Rubio	6%	3%	8%	-
Bernie Sanders	6%	10%	4%	21%
Donald Trump	29%	18%	35%	13%
Not sure	5%	5%	4%	22%





	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Christmas Favorability</b>				
<b>Favorable</b>	88%	83%	94%	79%
<b>Unfavorable</b>	6%	7%	3%	9%
<b>Not sure</b>	7%	9%	3%	12%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Festus Favorability</b>				
<b>Favorable</b>	24%	25%	19%	39%
<b>Unfavorable</b>	17%	14%	21%	6%
<b>Not sure</b>	60%	61%	60%	55%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Hanukkah Favorability</b>				
<b>Favorable</b>	64%	60%	69%	66%
<b>Unfavorable</b>	8%	7%	9%	5%
<b>Not sure</b>	28%	33%	22%	28%

	Base	2012 Vote		
		Barack Obama	Mitt Romney	Someone else / Don't remember
<b>Kwanzaa Favorability</b>				
<b>Favorable</b>	37%	45%	29%	36%
<b>Unfavorable</b>	21%	13%	32%	12%
<b>Not sure</b>	42%	42%	40%	52%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Santa's Nice/Naughty List</b>						
<b>Nice list</b>	76%	83%	73%	74%	81%	74%
<b>Naughty list</b>	7%	3%	8%	8%	4%	9%
<b>Not sure</b>	17%	14%	18%	17%	15%	18%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Santa Claus Democrat/Republican</b>						
<b>Democrat</b>	28%	48%	50%	21%	18%	17%
<b>Republican</b>	22%	14%	10%	19%	30%	41%
<b>Not sure</b>	50%	38%	40%	60%	53%	42%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Grinch Favorability</b>						
<b>Favorable</b>	18%	35%	15%	16%	13%	24%
<b>Unfavorable</b>	60%	45%	59%	62%	65%	61%
<b>Not sure</b>	22%	20%	26%	23%	22%	15%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Open Presents Xmas Eve/Morning</b>						
<b>Christmas Eve</b>	23%	24%	24%	27%	20%	15%
<b>Christmas Morning</b>	62%	61%	63%	55%	69%	64%
<b>Not sure</b>	16%	15%	13%	18%	12%	21%







	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Die Hard Xmas Movie Yes/No</b>						
<b>Consider Die Hard to be a Christmas movie</b>	13%	22%	11%	13%	10%	12%
<b>Do not consider Die Hard to be a Christmas movie</b>	62%	57%	71%	57%	68%	57%
<b>Not sure</b>	25%	21%	18%	29%	22%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Favorite Reindeer</b>						
<b>Dasher</b>	9%	11%	6%	9%	12%	6%
<b>Dancer</b>	3%	7%	2%	2%	3%	6%
<b>Prancer</b>	6%	5%	8%	4%	9%	3%
<b>Vixen</b>	4%	5%	7%	3%	3%	2%
<b>Comet</b>	5%	3%	3%	7%	6%	4%
<b>Cupid</b>	5%	3%	6%	5%	8%	2%
<b>Donner</b>	3%	3%	2%	2%	3%	6%
<b>Blitzen</b>	5%	0%	8%	4%	4%	4%
<b>Rudolph</b>	46%	49%	41%	53%	39%	45%
<b>Not sure</b>	15%	13%	17%	12%	14%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>White/Multi-Colored Lights on Tree</b>						
<b>White lights</b>	34%	37%	34%	33%	34%	31%
<b>Multi-colored lights</b>	58%	52%	62%	59%	54%	61%
<b>Not sure</b>	9%	12%	4%	8%	12%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Favorite Addition to Egg Nog</b>						
<b>Bourbon</b>	16%	19%	16%	16%	12%	19%
<b>Brandy</b>	7%	7%	5%	10%	7%	1%
<b>Rum</b>	22%	26%	18%	19%	31%	13%
<b>Drink without alcohol</b>	42%	39%	49%	36%	40%	53%
<b>Not sure</b>	14%	9%	12%	20%	10%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Real/Artificial Xmas Trees</b>						
<b>Prefer real Christmas trees</b>	52%	61%	47%	56%	52%	43%
<b>Prefer artificial Christmas trees</b>	39%	33%	48%	32%	40%	44%
<b>Not sure</b>	9%	6%	5%	12%	8%	13%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Fruitcake Good or Nah</b>						
<b>Fruitcake is good</b>	38%	49%	29%	35%	42%	47%
<b>Nah</b>	52%	39%	60%	55%	47%	47%
<b>Not sure</b>	10%	12%	11%	10%	10%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>War on Xmas Yes/No</b>						
<b>Yes</b>	37%	14%	23%	32%	53%	60%
<b>No</b>	42%	63%	53%	46%	32%	20%
<b>Not sure</b>	21%	23%	24%	23%	15%	20%





	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Candidate Strongest on War on Xmas</b>						
Jeb Bush	9%	31%	5%	8%	14%	1%
Ben Carson	16%	3%	13%	7%	21%	21%
Hillary Clinton	15%	56%	42%	22%	1%	5%
Ted Cruz	14%	-	3%	11%	12%	28%
Marco Rubio	6%	-	-	8%	7%	7%
Bernie Sanders	6%	9%	16%	4%	6%	3%
Donald Trump	29%	-	20%	32%	33%	28%
Not sure	5%	-	1%	8%	5%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Christmas Favorability</b>						
Favorable	88%	69%	82%	91%	93%	91%
Unfavorable	6%	18%	12%	2%	2%	2%
Not sure	7%	13%	6%	7%	5%	7%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Festivus Favorability</b>						
Favorable	24%	42%	24%	24%	13%	29%
Unfavorable	17%	7%	18%	12%	22%	22%
Not sure	60%	51%	59%	64%	64%	50%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Hanukkah Favorability</b>						
Favorable	64%	77%	65%	60%	58%	72%
Unfavorable	8%	1%	8%	9%	10%	7%
Not sure	28%	22%	26%	31%	32%	21%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
<b>Kwanzaa Favorability</b>						
Favorable	37%	63%	48%	39%	27%	17%
Unfavorable	21%	8%	16%	15%	26%	43%
Not sure	42%	30%	36%	47%	47%	40%

	Base	Gender	
		Woman	Man
<b>Santa's Nice/Naughty List</b>			
Nice list	76%	79%	74%
Naughty list	7%	5%	9%
Not sure	17%	16%	18%

	Base	Gender	
		Woman	Man
<b>Santa Claus Democrat/Republican</b>			
Democrat	28%	29%	27%
Republican	22%	18%	26%
Not sure	50%	52%	47%

	Base	Gender	
		Woman	Man
<b>Grinch Favorability</b>			
Favorable	18%	20%	16%
Unfavorable	60%	57%	64%
Not sure	22%	23%	21%





	Base	Gender	
		Woman	Man
<b>Open Presents Xmas Eve/Morning</b>			
<b>Christmas Eve</b>	23%	21%	25%
<b>Christmas Morning</b>	62%	64%	59%
<b>Not sure</b>	16%	15%	16%

	Base	Gender	
		Woman	Man
<b>Die Hard Xmas Movie Yes/No</b>			
<b>Consider Die Hard to be a Christmas movie</b>	13%	11%	15%
<b>Do not consider Die Hard to be a Christmas movie</b>	62%	60%	65%
<b>Not sure</b>	25%	29%	21%

	Base	Gender	
		Woman	Man
<b>Favorite Reindeer</b>			
<b>Dasher</b>	9%	6%	11%
<b>Dancer</b>	3%	3%	3%
<b>Prancer</b>	6%	7%	5%
<b>Vixen</b>	4%	4%	3%
<b>Comet</b>	5%	4%	7%
<b>Cupid</b>	5%	7%	4%
<b>Donner</b>	3%	2%	4%
<b>Blitzen</b>	5%	4%	6%
<b>Rudolph</b>	46%	52%	39%
<b>Not sure</b>	15%	11%	18%

	Base	Gender	
		Woman	Man
<b>White/Multi-Colored Lights on Tree</b>			
<b>White lights</b>	34%	44%	23%
<b>Multi-colored lights</b>	58%	47%	69%
<b>Not sure</b>	9%	9%	8%





	Base	Gender	
		Woman	Man
<b>Favorite Addition to Egg Nog</b>			
Bourbon	16%	14%	17%
Brandy	7%	6%	8%
Rum	22%	18%	25%
Drink without alcohol	42%	46%	38%
Not sure	14%	16%	11%

	Base	Gender	
		Woman	Man
<b>Real/Artificial Xmas Trees</b>			
Prefer real Christmas trees	52%	50%	54%
Prefer artificial Christmas trees	39%	42%	36%
Not sure	9%	8%	11%

	Base	Gender	
		Woman	Man
<b>Fruitcake Good or Nah</b>			
Fruitcake is good	38%	34%	43%
Nah	52%	53%	50%
Not sure	10%	12%	7%

	Base	Gender	
		Woman	Man
<b>War on Xmas Yes/No</b>			
Yes	37%	35%	39%
No	42%	40%	44%
Not sure	21%	24%	17%

	Base	Gender	
		Woman	Man
<b>Candidate Strongest on War on Xmas</b>			
Jeb Bush	9%	14%	5%
Ben Carson	16%	19%	12%
Hillary Clinton	15%	14%	15%
Ted Cruz	14%	11%	17%
Marco Rubio	6%	8%	4%
Bernie Sanders	6%	8%	5%
Donald Trump	29%	21%	37%
Not sure	5%	5%	5%

	Base	Gender	
		Woman	Man
<b>Christmas Favorability</b>			
Favorable	88%	88%	87%
Unfavorable	6%	6%	5%
Not sure	7%	6%	8%





	Base	Gender	
		Woman	Man
<b>Festivus Favorability</b>			
Favorable	24%	24%	24%
Unfavorable	17%	13%	21%
Not sure	60%	63%	56%

	Base	Gender	
		Woman	Man
<b>Hanukkah Favorability</b>			
Favorable	64%	67%	61%
Unfavorable	8%	7%	9%
Not sure	28%	26%	30%

	Base	Gender	
		Woman	Man
<b>Kwanzaa Favorability</b>			
Favorable	37%	44%	30%
Unfavorable	21%	17%	26%
Not sure	42%	40%	44%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Santa's Nice/Naughty List</b>				
Nice list	76%	77%	82%	70%
Naughty list	7%	7%	5%	9%
Not sure	17%	16%	13%	21%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Santa Claus Democrat/Republican</b>				
Democrat	28%	48%	11%	18%
Republican	22%	13%	38%	19%
Not sure	50%	40%	51%	64%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Grinch Favorability</b>				
Favorable	18%	15%	18%	23%
Unfavorable	60%	63%	64%	52%
Not sure	22%	23%	17%	25%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Open Presents Xmas Eve/Morning</b>				
Christmas Eve	23%	28%	19%	18%
Christmas Morning	62%	57%	68%	62%
Not sure	16%	15%	13%	20%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>Die Hard Xmas Movie Yes/No</b>				
<b>Consider Die Hard to be a Christmas movie</b>	13%	13%	11%	15%
<b>Do not consider Die Hard to be a Christmas movie</b>	62%	63%	66%	58%
<b>Not sure</b>	25%	24%	23%	27%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite Reindeer</b>				
<b>Dasher</b>	9%	8%	11%	8%
<b>Dancer</b>	3%	3%	2%	4%
<b>Prancer</b>	6%	5%	6%	7%
<b>Vixen</b>	4%	6%	1%	4%
<b>Comet</b>	5%	4%	5%	7%
<b>Cupid</b>	5%	7%	7%	2%
<b>Donner</b>	3%	3%	3%	3%
<b>Blitzen</b>	5%	4%	6%	5%
<b>Rudolph</b>	46%	48%	46%	42%
<b>Not sure</b>	15%	12%	15%	19%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>White/Multi-Colored Lights on Tree</b>				
<b>White lights</b>	34%	33%	34%	35%
<b>Multi-colored lights</b>	58%	60%	59%	53%
<b>Not sure</b>	9%	7%	7%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Favorite Addition to Egg Nog</b>				
<b>Bourbon</b>	16%	20%	17%	9%
<b>Brandy</b>	7%	7%	7%	6%
<b>Rum</b>	22%	21%	21%	23%
<b>Drink without alcohol</b>	42%	40%	44%	43%
<b>Not sure</b>	14%	12%	12%	19%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Real/Artificial Xmas Trees</b>				
<b>Prefer real Christmas trees</b>	52%	53%	51%	51%
<b>Prefer artificial Christmas trees</b>	39%	40%	39%	38%
<b>Not sure</b>	9%	7%	10%	11%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Fruitcake Good or Nah</b>				
<b>Fruitcake is good</b>	38%	39%	50%	26%
<b>Nah</b>	52%	53%	46%	56%
<b>Not sure</b>	10%	8%	5%	18%





	Base	Party		
		Democrat	Republican	Independent / Other
<b>War on Xmas Yes/No</b>				
Yes	37%	26%	56%	33%
No	42%	55%	26%	41%
Not sure	21%	19%	18%	25%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Candidate Strongest on War on Xmas</b>				
Jeb Bush	9%	7%	12%	7%
Ben Carson	16%	9%	22%	12%
Hillary Clinton	15%	46%	2%	5%
Ted Cruz	14%	3%	17%	19%
Marco Rubio	6%	3%	6%	9%
Bernie Sanders	6%	10%	5%	5%
Donald Trump	29%	20%	32%	33%
Not sure	5%	2%	5%	9%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Christmas Favorability</b>				
Favorable	88%	86%	97%	80%
Unfavorable	6%	7%	1%	8%
Not sure	7%	7%	2%	12%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Festivus Favorability</b>				
Favorable	24%	25%	13%	33%
Unfavorable	17%	15%	25%	10%
Not sure	60%	60%	61%	57%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Hanukkah Favorability</b>				
Favorable	64%	60%	69%	65%
Unfavorable	8%	10%	10%	3%
Not sure	28%	30%	21%	32%

	Base	Party		
		Democrat	Republican	Independent / Other
<b>Kwanzaa Favorability</b>				
Favorable	37%	49%	27%	32%
Unfavorable	21%	13%	33%	19%
Not sure	42%	38%	40%	49%





	Base	Race			
		Hispanic	White	African American	Other
<b>Santa's Nice/Naughty List</b>					
Nice list	76%	70%	79%	76%	64%
Naughty list	7%	7%	6%	4%	19%
Not sure	17%	23%	15%	21%	17%

	Base	Race			
		Hispanic	White	African American	Other
<b>Santa Claus Democrat/Republican</b>					
Democrat	28%	36%	22%	60%	20%
Republican	22%	26%	24%	2%	32%
Not sure	50%	38%	54%	37%	49%

	Base	Race			
		Hispanic	White	African American	Other
<b>Grinch Favorability</b>					
Favorable	18%	23%	16%	23%	20%
Unfavorable	60%	51%	64%	53%	53%
Not sure	22%	26%	20%	24%	27%

	Base	Race			
		Hispanic	White	African American	Other
<b>Open Presents Xmas Eve/Morning</b>					
Christmas Eve	23%	42%	22%	12%	20%
Christmas Morning	62%	48%	66%	58%	47%
Not sure	16%	10%	12%	30%	33%

	Base	Race			
		Hispanic	White	African American	Other
<b>Die Hard Xmas Movie Yes/No</b>					
Consider Die Hard to be a Christmas movie	13%	6%	12%	16%	28%
Do not consider Die Hard to be a Christmas movie	62%	64%	68%	45%	41%
Not sure	25%	30%	21%	39%	31%

	Base	Race			
		Hispanic	White	African American	Other
<b>Favorite Reindeer</b>					
Dasher	9%	4%	10%	6%	5%
Dancer	3%	-	5%	-	-
Prancer	6%	1%	6%	6%	8%
Vixen	4%	9%	4%	-	2%
Comet	5%	-	6%	-	14%
Cupid	5%	18%	4%	3%	3%
Donner	3%	4%	3%	3%	-
Blitzen	5%	11%	3%	-	14%
Rudolph	46%	43%	46%	59%	31%
Not sure	15%	9%	13%	22%	23%







	Base	Race			
		Hispanic	White	African American	Other
<b>White/Multi-Colored Lights on Tree</b>					
White lights	34%	30%	36%	33%	21%
Multi-colored lights	58%	64%	56%	59%	63%
Not sure	9%	6%	8%	8%	16%

	Base	Race			
		Hispanic	White	African American	Other
<b>Favorite Addition to Egg Nog</b>					
Bourbon	16%	29%	14%	13%	17%
Brandy	7%	-	9%	5%	4%
Rum	22%	31%	21%	12%	27%
Drink without alcohol	42%	21%	43%	65%	29%
Not sure	14%	19%	14%	5%	22%

	Base	Race			
		Hispanic	White	African American	Other
<b>Real/Artificial Xmas Trees</b>					
Prefer real Christmas trees	52%	45%	57%	37%	44%
Prefer artificial Christmas trees	39%	39%	36%	56%	38%
Not sure	9%	15%	7%	7%	18%

	Base	Race			
		Hispanic	White	African American	Other
<b>Fruitcake Good or Nah</b>					
Fruitcake is good	38%	39%	40%	23%	47%
Nah	52%	48%	53%	53%	40%
Not sure	10%	13%	6%	23%	12%

	Base	Race			
		Hispanic	White	African American	Other
<b>War on Xmas Yes/No</b>					
Yes	37%	29%	43%	14%	37%
No	42%	50%	39%	50%	42%
Not sure	21%	21%	18%	36%	22%

	Base	Race			
		Hispanic	White	African American	Other
<b>Candidate Strongest on War on Xmas</b>					
Jeb Bush	9%	15%	10%	-	-
Ben Carson	16%	-	18%	22%	10%
Hillary Clinton	15%	33%	9%	78%	16%
Ted Cruz	14%	-	15%	-	19%
Marco Rubio	6%	4%	6%	-	16%
Bernie Sanders	6%	-	6%	-	20%
Donald Trump	29%	48%	29%	-	17%
Not sure	5%	-	6%	-	2%





	Base	Race			
		Hispanic	White	African American	Other
<b>Christmas Favorability</b>					
Favorable	88%	99%	88%	85%	68%
Unfavorable	6%	-	6%	4%	13%
Not sure	7%	1%	6%	12%	19%

	Base	Race			
		Hispanic	White	African American	Other
<b>Festivus Favorability</b>					
Favorable	24%	41%	22%	12%	32%
Unfavorable	17%	17%	19%	9%	9%
Not sure	60%	42%	59%	79%	59%

	Base	Race			
		Hispanic	White	African American	Other
<b>Hanukkah Favorability</b>					
Favorable	64%	77%	69%	36%	52%
Unfavorable	8%	7%	8%	9%	7%
Not sure	28%	16%	23%	54%	41%

	Base	Race			
		Hispanic	White	African American	Other
<b>Kwanzaa Favorability</b>					
Favorable	37%	59%	36%	32%	23%
Unfavorable	21%	15%	24%	12%	17%
Not sure	42%	26%	40%	56%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Santa's Nice/Naughty List</b>					
Nice list	76%	79%	73%	78%	75%
Naughty list	7%	10%	10%	6%	4%
Not sure	17%	11%	17%	16%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Santa Claus Democrat/Republican</b>					
Democrat	28%	42%	34%	23%	23%
Republican	22%	26%	24%	23%	17%
Not sure	50%	32%	42%	54%	59%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Grinch Favorability</b>					
Favorable	18%	19%	27%	17%	10%
Unfavorable	60%	60%	48%	63%	68%
Not sure	22%	21%	26%	20%	21%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Open Presents Xmas Eve/Morning</b>					
<b>Christmas Eve</b>	23%	23%	19%	20%	31%
<b>Christmas Morning</b>	62%	65%	68%	61%	54%
<b>Not sure</b>	16%	12%	13%	19%	15%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Die Hard Xmas Movie Yes/No</b>					
<b>Consider Die Hard to be a Christmas movie</b>	13%	23%	23%	8%	4%
<b>Do not consider Die Hard to be a Christmas movie</b>	62%	51%	58%	70%	60%
<b>Not sure</b>	25%	26%	19%	22%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite Reindeer</b>					
<b>Dasher</b>	9%	6%	9%	11%	6%
<b>Dancer</b>	3%	2%	6%	2%	4%
<b>Prancer</b>	6%	9%	2%	8%	3%
<b>Vixen</b>	4%	4%	4%	4%	2%
<b>Comet</b>	5%	12%	5%	4%	3%
<b>Cupid</b>	5%	11%	8%	3%	4%
<b>Donner</b>	3%	-	4%	4%	2%
<b>Blitzen</b>	5%	2%	5%	6%	4%
<b>Rudolph</b>	46%	48%	41%	43%	54%
<b>Not sure</b>	15%	4%	16%	16%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>White/Multi-Colored Lights on Tree</b>					
<b>White lights</b>	34%	43%	36%	30%	32%
<b>Multi-colored lights</b>	58%	52%	57%	60%	59%
<b>Not sure</b>	9%	5%	7%	11%	9%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Favorite Addition to Egg Nog</b>					
<b>Bourbon</b>	16%	20%	14%	15%	14%
<b>Brandy</b>	7%	11%	3%	5%	11%
<b>Rum</b>	22%	19%	25%	22%	19%
<b>Drink without alcohol</b>	42%	38%	34%	46%	48%
<b>Not sure</b>	14%	13%	25%	12%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Real/Artificial Xmas Trees</b>					
<b>Prefer real Christmas trees</b>	52%	53%	45%	57%	49%
<b>Prefer artificial Christmas trees</b>	39%	36%	49%	32%	43%
<b>Not sure</b>	9%	11%	6%	11%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Fruitcake Good or Nah</b>					
<b>Fruitcake is good</b>	38%	27%	29%	38%	58%
<b>Nah</b>	52%	64%	54%	55%	33%
<b>Not sure</b>	10%	8%	17%	7%	9%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>War on Xmas Yes/No</b>					
<b>Yes</b>	37%	34%	34%	41%	37%
<b>No</b>	42%	55%	37%	42%	37%
<b>Not sure</b>	21%	11%	29%	17%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Candidate Strongest on War on Xmas</b>					
<b>Jeb Bush</b>	9%	17%	14%	3%	12%
<b>Ben Carson</b>	16%	7%	7%	21%	20%
<b>Hillary Clinton</b>	15%	21%	27%	10%	7%
<b>Ted Cruz</b>	14%	7%	4%	18%	20%
<b>Marco Rubio</b>	6%	8%	3%	4%	11%
<b>Bernie Sanders</b>	6%	17%	6%	4%	3%
<b>Donald Trump</b>	29%	19%	31%	35%	22%
<b>Not sure</b>	5%	4%	8%	4%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Christmas Favorability</b>					
<b>Favorable</b>	88%	85%	91%	85%	90%
<b>Unfavorable</b>	6%	5%	6%	6%	4%
<b>Not sure</b>	7%	10%	3%	8%	6%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Festivus Favorability</b>					
<b>Favorable</b>	24%	26%	45%	15%	13%
<b>Unfavorable</b>	17%	18%	10%	21%	16%
<b>Not sure</b>	60%	55%	46%	65%	71%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Hanukkah Favorability</b>					
<b>Favorable</b>	64%	58%	62%	65%	69%
<b>Unfavorable</b>	8%	10%	7%	8%	7%
<b>Not sure</b>	28%	32%	31%	27%	24%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Kwanzaa Favorability</b>					
<b>Favorable</b>	37%	45%	48%	34%	25%
<b>Unfavorable</b>	21%	19%	10%	26%	25%
<b>Not sure</b>	42%	36%	42%	40%	49%

	Base	Mode	
		Phone	Internet
<b>Santa's Nice/Naughty List</b>			
<b>Nice list</b>	76%	77%	75%
<b>Naughty list</b>	7%	5%	13%
<b>Not sure</b>	17%	18%	12%

	Base	Mode	
		Phone	Internet
<b>Santa Claus Democrat/Republican</b>			
<b>Democrat</b>	28%	26%	35%
<b>Republican</b>	22%	21%	27%
<b>Not sure</b>	50%	53%	38%

	Base	Mode	
		Phone	Internet
<b>Grinch Favorability</b>			
<b>Favorable</b>	18%	14%	30%
<b>Unfavorable</b>	60%	64%	48%
<b>Not sure</b>	22%	21%	22%

	Base	Mode	
		Phone	Internet
<b>Open Presents Xmas Eve/Morning</b>			
<b>Christmas Eve</b>	23%	21%	28%
<b>Christmas Morning</b>	62%	62%	61%
<b>Not sure</b>	16%	17%	10%





	Base	Mode	
		Phone	Internet
<b>Die Hard Xmas Movie Yes/No</b>			
<b>Consider Die Hard to be a Christmas movie</b>	13%	10%	20%
<b>Do not consider Die Hard to be a Christmas movie</b>	62%	65%	56%
<b>Not sure</b>	25%	25%	25%

	Base	Mode	
		Phone	Internet
<b>Favorite Reindeer</b>			
<b>Dasher</b>	9%	8%	11%
<b>Dancer</b>	3%	3%	2%
<b>Prancer</b>	6%	6%	5%
<b>Vixen</b>	4%	3%	5%
<b>Comet</b>	5%	5%	6%
<b>Cupid</b>	5%	4%	9%
<b>Donner</b>	3%	4%	1%
<b>Blitzen</b>	5%	4%	5%
<b>Rudolph</b>	46%	46%	45%
<b>Not sure</b>	15%	16%	11%

	Base	Mode	
		Phone	Internet
<b>White/Multi-Colored Lights on Tree</b>			
<b>White lights</b>	34%	31%	40%
<b>Multi-colored lights</b>	58%	59%	56%
<b>Not sure</b>	9%	10%	4%

	Base	Mode	
		Phone	Internet
<b>Favorite Addition to Egg Nog</b>			
<b>Bourbon</b>	16%	15%	17%
<b>Brandy</b>	7%	7%	5%
<b>Rum</b>	22%	22%	20%
<b>Drink without alcohol</b>	42%	47%	31%
<b>Not sure</b>	14%	8%	27%

	Base	Mode	
		Phone	Internet
<b>Real/Artificial Xmas Trees</b>			
<b>Prefer real Christmas trees</b>	52%	52%	52%
<b>Prefer artificial Christmas trees</b>	39%	39%	38%
<b>Not sure</b>	9%	9%	10%

	Base	Mode	
		Phone	Internet
<b>Fruitcake Good or Nah</b>			
<b>Fruitcake is good</b>	38%	43%	27%
<b>Nah</b>	52%	47%	62%
<b>Not sure</b>	10%	9%	11%





	Base	Mode	
		Phone	Internet
<b>War on Xmas Yes/No</b>			
<b>Yes</b>	<b>37%</b>	41%	28%
<b>No</b>	<b>42%</b>	37%	53%
<b>Not sure</b>	<b>21%</b>	22%	19%

	Base	Mode	
		Phone	Internet
<b>Candidate Strongest on War on Xmas</b>			
<b>Jeb Bush</b>	<b>9%</b>	10%	6%
<b>Ben Carson</b>	<b>16%</b>	18%	9%
<b>Hillary Clinton</b>	<b>15%</b>	7%	40%
<b>Ted Cruz</b>	<b>14%</b>	16%	4%
<b>Marco Rubio</b>	<b>6%</b>	7%	2%
<b>Bernie Sanders</b>	<b>6%</b>	5%	12%
<b>Donald Trump</b>	<b>29%</b>	32%	21%
<b>Not sure</b>	<b>5%</b>	5%	7%

	Base	Mode	
		Phone	Internet
<b>Christmas Favorability</b>			
<b>Favorable</b>	<b>88%</b>	89%	85%
<b>Unfavorable</b>	<b>6%</b>	5%	7%
<b>Not sure</b>	<b>7%</b>	6%	8%

	Base	Mode	
		Phone	Internet
<b>Festivus Favorability</b>			
<b>Favorable</b>	<b>24%</b>	16%	39%
<b>Unfavorable</b>	<b>17%</b>	18%	12%
<b>Not sure</b>	<b>60%</b>	65%	48%

	Base	Mode	
		Phone	Internet
<b>Hanukkah Favorability</b>			
<b>Favorable</b>	<b>64%</b>	66%	59%
<b>Unfavorable</b>	<b>8%</b>	8%	8%
<b>Not sure</b>	<b>28%</b>	26%	32%

	Base	Mode	
		Phone	Internet
<b>Kwanzaa Favorability</b>			
<b>Favorable</b>	<b>37%</b>	31%	51%
<b>Unfavorable</b>	<b>21%</b>	24%	13%
<b>Not sure</b>	<b>42%</b>	45%	36%

