

Who from the following would you expect to be on Santa's naughty list this year? Please select all that apply.

	Total	Gender			18-34	AGE		EDUCATION					Generation				Boomer
		Male	Female	Other/Prefer not to answer		35-54	55+	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X				
		A	B	C		D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwtd)	1502	670	821	11	382	556	564	64	239	633	566	195	460	411	436		
Base: All Respondents (wtd)	1502	729	762	11	422	520	561	219	415	503	365	238	448	391	425		
Justin Trudeau	460	230	226	4	123	182	155	83	144	137	97	61	158	137	105		
	31%	32%	30%	36%	29%	35%	28%	38%	35%	27%	27%	25%	35%	35%	25%		
Mark Carney	324	162	161	2	85	138	101	58	84	120	62	40	121	85	78		
	22%	22%	21%	15%	20%	27%	18%	27%	20%	24%	17%	17%	27%	22%	18%		
Vladimir Putin	872	437	427	8	191	285	396	101	234	321	215	101	227	229	315		
	58%	60%	56%	69%	45%	55%	71%	46%	56%	64%	59%	42%	51%	59%	74%		
Donald Trump	1087	489	589	10	265	350	473	170	272	386	260	139	293	296	359		
	72%	67%	77%	87%	63%	67%	84%	77%	66%	77%	71%	58%	65%	76%	85%		
King Charles III	138	81	56	1	45	54	39	33	37	37	30	23	53	32	30		
	9%	11%	7%	7%	11%	10%	7%	15%	9%	7%	8%	9%	12%	8%	7%		
Healthcare staff (doctors, nurses, etc.)	54	23	31	-	10	26	19	14	17	15	9	5	19	18	13		
	4%	3%	4%	-	2%	5%	3%	6%	4%	3%	2%	2%	4%	5%	3%		
Sidney Crosby	34	21	13	-	7	17	10	8	3	12	11	5	7	15	7		
	2%	3%	2%	-	2%	3%	2%	4%	1%	2%	3%	2%	2%	4%	2%		
Ryan Reynolds	60	24	35	1	23	26	12	7	14	24	15	16	19	20	4		
	4%	3%	5%	8%	5%	5%	2%	3%	3%	5%	4%	7%	4%	5%	1%		
Diddy	752	349	396	6	240	293	219	98	202	277	176	124	273	190	166		
	50%	48%	52%	58%	57%	56%	39%	44%	49%	55%	48%	52%	61%	49%	39%		
Volodymyr Zelenskyy	138	68	68	3	34	65	39	16	45	48	29	17	45	47	29		
	9%	9%	9%	24%	8%	12%	7%	7%	11%	10%	8%	7%	10%	12%	7%		
Pierre Poilievre	411	188	221	3	84	125	202	63	88	155	105	51	93	101	166		
	27%	26%	29%	24%	20%	24%	36%	29%	21%	31%	29%	21%	21%	26%	39%		
Taylor Swift	100	66	32	1	47	36	16	27	25	30	17	33	34	21	11		
	7%	9%	4%	12%	11%	7%	3%	12%	6%	6%	5%	14%	7%	5%	3%		
Travis Kelce	48	26	22	1	17	22	8	12	7	19	9	12	7	24	5		
	3%	4%	3%	7%	4%	4%	2%	6%	2%	4%	3%	5%	2%	6%	1%		
Drake	184	104	74	6	86	69	30	21	67	62	34	63	59	38	24		
	12%	14%	10%	55%	20%	13%	5%	10%	16%	12%	9%	26%	13%	10%	6%		
Kendrick Lamar	102	64	38	-	47	34	21	25	30	32	14	26	36	27	13		
	7%	9%	5%	-	11%	7%	4%	12%	7%	6%	4%	11%	8%	7%	3%		
Elon Musk	697	308	382	8	160	221	316	81	181	260	174	81	172	199	245		
	46%	42%	50%	69%	38%	43%	56%	37%	44%	52%	48%	34%	38%	51%	58%		
Jeff Bezos	332	166	162	4	100	118	114	47	71	121	93	56	104	85	86		
	22%	23%	21%	35%	24%	23%	20%	22%	17%	24%	25%	24%	23%	22%	20%		
Elizabeth May	82	60	22	-	13	32	37	7	20	32	22	9	17	30	26		
	5%	8%	3%	-	3%	6%	7%	3%	5%	6%	6%	4%	4%	8%	6%		
Yves-Francois Blanchet	80	48	31	1	19	23	38	17	23	22	17	17	9	22	32		
	5%	7%	4%	6%	4%	4%	7%	8%	5%	4%	5%	7%	2%	6%	7%		
Luigi Mangione	204	112	91	-	51	56	96	23	54	70	57	32	45	47	79		
	14%	15%	12%	-	12%	11%	17%	10%	13%	14%	16%	13%	10%	12%	19%		
Charlie Kirk	279	129	146	5	108	79	92	34	65	104	76	70	74	62	74		
	19%	18%	19%	44%	26%	15%	16%	16%	16%	21%	21%	29%	16%	16%	17%		
Sydney Sweeney	125	63	57	5	76	35	13	26	36	36	27	55	40	24	7		
	8%	9%	7%	44%	18%	7%	2%	12%	9%	7%	8%	23%	9%	6%	2%		
Prince Andrew	495	242	249	3	72	162	261	63	112	179	141	32	108	137	217		
	33%	33%	33%	31%	17%	31%	47%	29%	27%	36%	39%	14%	24%	35%	51%		
Katy Perry	150	77	72	1	46	61	43	27	53	43	27	30	44	47	30		
	10%	11%	9%	7%	11%	12%	8%	12%	13%	9%	7%	13%	10%	12%	7%		
Lauren Sanchez	76	33	42	1	23	32	20	12	16	23	24	17	17	28	14		
	5%	5%	5%	7%	6%	6%	4%	6%	4%	5%	7%	7%	4%	7%	3%		
Prince Harry	128	78	49	1	31	52	45	31	36	34	27	17	32	42	37		
	9%	11%	6%	10%	7%	10%	8%	14%	9%	7%	8%	7%	7%	11%	9%		
Sigma	7412	3649	3691	72	2004	2591	2817	1104	1938	2599	1770	1131	2105	2004	2172		
	493%	501%	484%	655%	475%	499%	503%	504%	468%	517%	485%	475%	469%	513%	511%		

Who from the following would you expect to be on Santa's nice list this year? Please select all that apply.

	Gender							EDUCATION				Generation			
	Total	Male	Female	Other/Prefer not to answer	18-34	35-54	55+	HS	HS	Post Sec	Univ Grad	Gen Z	Millennial	Gen X	Boomer
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	
Base: All Respondents (unwt'd)	1502	670	821	11	382	556	564	64	239	633	566	195	460	411	436
Base: All Respondents (wt'd)	1502	729	762	11	422	520	561	219	415	503	365	238	448	391	425
Justin Trudeau	116	66	69	1	35	52	49	19	48	38	31	18	42	39	37
	9%	9%	9%	12%	8%	10%	9%	9%	12%	8%	9%	8%	9%	10%	9%
				**											
Mark Carney	292	171	121	-	43	86	163	40	61	95	96	18	69	71	134
	19%	23%	16%	-	10%	16%	29%	18%	15%	19%	26%	7%	15%	18%	32%
	B			**	D	DE	*			H		K	K	K	KLM
Vladimir Putin	50	33	17	-	15	21	14	9	14	11	17	9	13	18	10
	3%	5%	2%	-	3%	4%	2%	4%	3%	2%	5%	4%	3%	5%	2%
				**				*		I					
Donald Trump	80	54	26	-	17	39	24	14	13	30	23	10	26	23	21
	5%	7%	3%	-	4%	8%	4%	6%	3%	6%	6%	4%	6%	6%	5%
	B			**				*							
King Charles III	176	88	89	-	36	42	98	27	40	65	44	18	34	44	80
	12%	12%	12%	-	9%	8%	17%	12%	10%	13%	12%	8%	8%	11%	19%
				**			DE	*							KLM
Healthcare staff (doctors, nurses, etc.)	770	324	437	10	184	237	349	112	197	274	187	100	202	192	276
	51%	44%	57%	87%	44%	46%	62%	51%	48%	54%	51%	42%	45%	49%	65%
	A			**			DE	*							KLM
Sidney Crosby	366	214	146	5	78	117	172	34	109	142	81	38	95	94	140
	24%	29%	19%	50%	18%	22%	31%	15%	26%	28%	22%	16%	21%	24%	33%
	B			**			DE	*		G					KLM
Ryan Reynolds	384	194	187	3	79	144	160	51	94	154	85	37	110	120	118
	26%	27%	25%	26%	19%	28%	29%	23%	23%	31%	23%	15%	24%	31%	28%
				**	D	D	*		H				K	K	K
Diddy	22	20	2	-	14	5	3	-	10	7	5	13	4	3	2
	1%	3%	*	-	3%	1%	*	-	2%	1%	1%	5%	1%	1%	*
	B			**	EF			*				LMN			
Volodymyr Zelenskyy	292	171	119	3	51	70	171	36	56	114	86	22	68	55	147
	19%	23%	16%	23%	12%	13%	31%	16%	14%	23%	24%	9%	15%	14%	35%
	B			**			DE	*		H	H				KLM
Pierre Pallevre	187	102	84	1	46	66	76	27	60	62	38	22	64	44	58
	12%	14%	11%	7%	11%	13%	13%	12%	15%	12%	10%	9%	14%	11%	14%
				**				*							
Taylor Swift	439	169	267	4	116	149	174	34	113	171	122	48	143	114	134
	29%	23%	35%	33%	27%	29%	31%	15%	27%	34%	33%	20%	32%	29%	31%
	A			**				*		G	G		K		K
Travis Kelce	166	57	104	5	60	61	45	7	46	64	50	30	62	37	37
	11%	8%	14%	48%	14%	12%	8%	3%	11%	13%	14%	13%	14%	9%	9%
	A			**	F			*		G	G				
Drake	94	58	36	-	44	38	12	6	40	30	18	27	37	22	8
	6%	8%	5%	-	10%	7%	2%	3%	10%	6%	5%	11%	8%	6%	2%
	B			**	F	F			MN	N	N				
Kendrick Lamar	92	36	52	4	63	26	3	14	26	30	22	40	42	8	2
	6%	5%	7%	38%	15%	5%	1%	6%	6%	6%	6%	17%	9%	2%	*
				**	EF	F		*				LMN	MN		
Elon Musk	91	55	36	-	31	37	23	9	31	22	29	22	32	16	21
	6%	8%	5%	-	7%	7%	4%	4%	7%	4%	8%	9%	7%	4%	5%
				**				*		I	M				
Jeff Bezos	42	28	14	-	16	19	7	5	13	11	13	12	15	12	4
	3%	4%	2%	-	4%	4%	1%	2%	3%	2%	4%	5%	3%	3%	1%
				**	F	F		*				N			
Elizabeth May	136	67	68	-	34	41	61	14	27	45	49	17	38	33	48
	9%	9%	9%	-	8%	8%	11%	6%	7%	9%	13%	7%	8%	8%	11%
				**				*				H			
Yves-Francois Blanchet	65	40	25	-	18	15	32	3	14	32	16	12	14	13	25
	4%	6%	3%	-	4%	3%	6%	1%	3%	6%	4%	5%	3%	3%	6%
				**											
Luigi Mangione	70	34	37	-	42	25	3	12	18	20	20	29	24	16	2
	5%	5%	5%	-	10%	5%	1%	6%	4%	4%	6%	12%	5%	4%	*
				**	EF	F		*				LMN	N	N	
Charlie Kirk	135	73	62	-	50	52	34	11	48	50	26	30	49	29	27
	9%	10%	8%	-	12%	10%	6%	5%	12%	10%	7%	12%	11%	7%	6%
				**	F	F									
Sydney Sweeney	130	77	53	-	51	50	29	-	46	50	33	24	56	28	22
	9%	11%	7%	-	12%	10%	5%	-	11%	10%	9%	10%	12%	7%	5%
	B			**	F	F		*	G	G	G		MN		
Prince Andrew	53	27	26	-	14	19	20	10	14	17	12	6	17	16	15
	4%	4%	3%	-	3%	4%	4%	5%	3%	3%	3%	2%	4%	4%	3%
				**				*							
Katy Perry	154	71	82	1	51	55	48	29	43	50	32	24	54	42	33
	10%	10%	11%	12%	12%	11%	9%	13%	10%	10%	9%	10%	12%	11%	8%
				**				*							
Lauren Sanchez	30	17	13	-	20	9	2	7	11	5	8	12	12	5	2
	2%	2%	2%	-	5%	2%	*	3%	3%	1%	2%	5%	3%	1%	*
				**	EF			*				MN	N		
Prince Harry	181	69	111	-	49	69	63	8	57	69	47	25	58	53	44
	12%	10%	15%	-	12%	13%	11%	3%	14%	14%	13%	11%	13%	14%	10%
	A			**				G	G	G					
Sigma	4635	2315	2283	37	1258	1543	1834	538	1248	1656	1192	662	1381	1146	1446
	309%	318%	300%	335%	298%	297%	327%	245%	301%	329%	327%	278%	308%	293%	340%