



Associated Press/AOL

End of Year/2007 Look Ahead Study

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11. As a child, did you ever believe in Santa Claus, or not?

Yes	86%
No	14%
(DK/NS)	-

[Q.12 ASKED OF RESPONDENTS WHO BELIEVED IN SANTA CLAUS]

12. How old were you when you stopped believing in Santa Claus?

2	-
3	-
4	2%
5	7%
6	13%
7	14%
8	15%
9	12%
10	18%
Older than 10	15%
(SPECIFY)	
(DO NOT READ)	1%
Never believed in Santa Claus	
(DK/NS)	3%

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

Very important	21%
Somewhat important	30%
Not too important	21%
Not at all important	28%
(DK/NS)	-

Summary

Net Important	51%
Net Not Important	49%

14. Do you think the Santa Claus tradition does more to [RANDOMIZE]...

Enhance the religious significance of the Christmas holiday	36%
Detract from the religious significance of the Christmas holiday	47%
(DO NOT READ)	13%
Neither, has no effect (DO NOT READ)	2%
Both equally (DK/NS)	2%

15. Do you believe in angels, or not?

Yes	81%
No	18%
(DK/NS)	1%

Registered Voter/Party Affiliation Study

1. Are you currently registered to vote at this address, or not?

ALL VOTERS	
Yes	79%
No	21%
(DK/NS)	-

2a. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

REGISTERED VOTERS	
Republican	29%
Democrat	35%
Independent	21%
None of these	14%
(DK/NS)	1%

(IF "DEMOCRAT" TO Q.2a, Q.2b ASKED. IF "REPUBLICAN" TO Q.2a, Q.2c ASKED. IF "INDEPENDENT" or "NONE OF THESE" TO Q.2a, Q.2d ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

- 2b. Do you lean strongly or only moderately toward the Democratic Party?
2c. Do you lean strongly or only moderately toward the Republican Party?
2d. Do your beliefs tend to lean more toward the Democrats or the Republicans?

REGISTERED VOTERS	
Strongly Democrat	24%
Moderately Democrat	12%
Lean Democrat	15%
Strongly Republican	15%
Moderately Republican	13%
Lean Republican	10%
Independent	10%
(DK/REF)	1%
Summary	
Total Republicans	39%
Total Democrats	51%

Demographics

NOTE: Results for demographic questions represent all adults unless otherwise indicated.

D1a. In what year were you born?

D1b. Have you already had a birthday this year?

(IF RESPONDENT REFUSES Q.D1a OR Q.D1b, Q.D1c ASKED. RESULTS SHOWN IN SUMMARY BELOW.)

D1c. Are you:

18-34	31%
35-49	26%
50-64	25%
65+	17%
(DK/NS)	1%

STATISTICS

Mean	46.3
Standard Deviation	17.0
Standard Error	0.5
Median	45.4

D2. Are you employed:

TOTAL EMPLOYED	63%
- Full time	51%
- Part time	12%
Not employed	15%
Retired	21%
(DK/NS)	1%

D3. What is the last year of school you completed?

Grade school or some high school	6%
Completed high school	25%
Some community college or university, did not finish	23%
Completed technical school or a community college	10%
Completed a university or Bachelor's degree	22%
Completed a post-graduate degree such as a Master's or Ph.D.	14%
(DK/NS)	-
Summary	
Total High School or Less	31%
Total Some College	33%
Total College Degree	36%

D4. Are you currently married or not?

Yes	56%
No	43%
(DK/NS)	1%

D5. Including yourself and any children, how many people are currently living in your household?

1	19%
2	31%
3	21%
4	15%
5	9%
6+	4%
(DK/NS)	1%
Summary	
Mean	2.8
Standard Deviation	1.6
Standard Error	0.1
Median	2.0

(Q.D6a-c ASKED ONLY OF THOSE WHO SAY MORE THAN ONE PERSON IN HOUSEHOLD IN Q.D5.)

D6a. How many children under 6 years are currently living in your household?

D6b. How many children ages 6 to 12 are currently living in your household?

D6c. How many children ages 13 to 17 are currently living in your household?

ANY CHILDREN (NET)	38%
Under 6	20%
6-12	17%
13-17	15%
NO CHILDREN	60%
(DK/NS)	1%
Summary	
Any children 12 or younger	30%
Any children 6 to 17	26%

Evangelical/born-again

Yes	38%
No	60%
(DK/NS)	2%

Religion

Protestant	49%
Catholic	23%
Mormon	2%
Jewish	1%
Muslim	-
Some other religion	5%
None	18%
(DK/NS)	2%

D9. Are you of Hispanic ethnicity?

(Q.D10 ASKED ONLY OF THOSE WHO DO NOT SAY THEY ARE HISPANIC IN Q.D9)

D10. Are you white, black, Asian, or some other race?

(RESULTS SHOWN IN SUMMARY BELOW.)

White	69%
Black	11%
Hispanic	13%
Asian	2%
(NOT READ)	1%
American Indian	
(NOT READ) Other	2%
(DK/NS)	2%

D11. Could you please tell me your household income from all sources in 2005?

Under \$15,000	15%
\$15,000 to less than \$20,000	6%
\$20,000 to less than \$25,000	3%
\$25,000 to less than \$30,000	6%
\$30,000 to less than \$40,000	10%
\$40,000 to less than \$50,000	7%
\$50,000 to less than \$75,000	15%
\$75,000 to less than \$100,000	10%
\$100,000 or more	13%
(DK/NS)	15%

REGION

Northeast	19%
Midwest	22%
South	36%
West	23%

METROPOLITAN STATUS

Urban	33%
Suburban	50%
Rural	17%

GENDER

Male	48%
Female	52%