

Ipsos: Holiday Movies Unite the Political Spectrum

Differences of Opinion on Favorite Holiday Movies nearly within the Margin of Error in New Ipsos Poll

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Washington, DC – In what many have called the most politically divisive time in American politics, and with political candidates on both sides of the aisle increasingly seen as ‘radicals’ by their opponents, a new poll conducted by Ipsos Public Affairs shows the between “Red States” and “Blue States,” that public rates iconic holiday films in nearly identical ways. Where the voting population is lining up to support candidates on the far side of their respective ideologies, holiday movies seem to be a “uniter” rather than a “divider.”

“As a resident of DC, with family in Mississippi, I have witnessed a statistically significant number of hostile political conversations at holiday dinners. Using this data, we might see a demonstrable decline in both food fights and awkward silences in homes across the nation,” said Chris Jackson, Vice President at Ipsos Public Affairs.

Nationally, the primary determinant for favorability of a particular holiday movie was based on age of. Baby Boomers and members of the “Greatest Generation” prefer the classics like It’s a Wonderful Life, White Christmas and Miracle on 34th Street, while their successors of Generation X and Millennials prefer movies like Home Alone, Elf, and A Charlie Brown Christmas. One outlier



was A Christmas Story which enjoys broad support across both age and political affiliation.

Ipsos took the survey results, and cut the data to reflect responses collected from states defined as Red or Blue by the results of the 2014 and 2012 elections – the results were nearly identical. Here are the topline results:

Movie Title	Red States and Blue States	
	Red State	Blue State
White Christmas	11.0%	11.4%
It's a Wonderful Life	19.4%	18.5%
A Miracle on 34 th Street	20.4%	17.6%
A Christmas Carol	8.7%	8.6%
A Christmas Story	14.4%	16.9%
Love Actually	5.4%	4.7%
Bad Santa	3.7%	4.7%
Scrooged	3.0%	4.4%
Jingle All the Way	2.7%	2.0%
Die Hard	4.3%	5.5%
National Lampoon's Christmas Vacation	16.4%	15.5%
The Santa Clause	5.7%	7.9%
Home Alone	18.1%	15.8%
Elf	12.4%	14.1%
A Charlie Brown Christmas	17.7%	15.7%
Nightmare Before Christmas	8.7%	7.2%
How the Grinch Stole Christmas	16.7%	15.9%
Rudolph the Red Nosed Reindeer	15.4%	14.0%
Polar Express	8.0%	11.0%
The Muppet Christmas Carol	3.0%	4.7%
Frosty the Snowman	9.4%	7.1%
Other – Please specify	1.7%	3.0%
None of these	9.0%	9.7%



These are findings from an Ipsos poll conducted December 3-4. For the survey, a sample of 1,008 U.S. adults (ages 18 and over) was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,008, DEFF=1.5, adjusted Confidence Interval=5.0).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>



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