Macy's Online Omnibus
(n=1,006 Gen Pop)

These are findings from an Ipsos poll conducted October 28, 2016 on behalf of Macy's. For the survey, a sample of 1,006 U.S. adults over the age of 18 was interviewed online, in English, including 328 adults who have children under the age of 18. 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 surveyed, and 6.2 percentage points for parents.

1. Did you believe in Santa Claus as a child?

	All Respondents
	(n=1,006)
Yes	81%
No	15%
Not sure	4%

2. Does someone in your household believe in Santa Claus?

	All Respondents
	(n=1,006)
Yes	35%
No	60%
Not sure	5%

3. Is it your impression that belief in Santa is...?

	All Respondents
	(n=1,006)
Going up	8%
Going down	44%
Staying the same	33%
Don't know	15%

4. How important is it to believe in Santa Clause?

	All Respondents
	(n=1,006)
Very important	26%
Somewhat important	28%
Neutral	24%
Not very important	11%
Not at all important	12%
Total Important	***54%***
Total Not Important	***22%***

5. Why is Santa important?

	Respondents Who Believe it is Important to Believe in Santa
	(n=797)
Tradition	73%
Imagination	64%
Magic	50%
Giving	44%
Love	39%
Generosity	38%
Fantasy	37%
Togetherness	30%
Religion	10%
Other	1%
None of these	3%

The sample for this study was randomly drawn from Ipsos' 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 2015 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. 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=1,006, DEFF=1.5, adjusted Confidence Interval=5.0).

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