

1. Thinking of Santa Claus, do you generally approve or disapprove of his performance over the last year or so?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A				DEM C						
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a month	Visit social networking sites-Never	Active	Passive	Inactive
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Base: All Respondents	2535	1235	1300	564	960	1011	144	549	1124	718	729	427	404	975	2401	91	20	23	1326	408	220	581	776	683	1076
Weighted	2535	1229	1306	707	938	890	264	887	994	390	716	452	378	989	2389	91	23	32	1392	395	182	566	739	691	1105
Strongly approve	1060	488	572	260	429	371	95	372	444	150	308	173	163	417	1020	28	9	4	606	161	74	220	307	271	483
	42%	40%	44%	37%	46%	42%	36%	42%	45%	38%	43%	38%	43%	42%	43%	31%	37%	**	14%	44%	41%	41%	39%	41%	39%
Somewhat approve	1143	568	575	338	378	426	112	416	429	186	318	225	169	431	1078	44	11	9	620	191	71	261	326	335	482
	45%	46%	44%	48%	40%	48%	42%	47%	43%	48%	44%	50%	45%	44%	45%	49%	49%	28%	45%	48%	39%	46%	44%	48%	44%
Somewhat disapprove	176	81	95	55	72	49	27	43	68	37	38	40	27	70	164	9	1	1	90	22	21	42	54	53	69
	7%	7%	7%	8%	8%	6%	10%	5%	7%	10%	5%	9%	7%	7%	7%	10%	5%	3%	6%	6%	12%	7%	7%	8%	6%
Strongly disapprove	156	93	63	54	59	43	30	56	52	17	53	14	19	71	127	9	2	18	76	20	16	44	52	33	71
	6%	8%	5%	8%	6%	5%	12%	6%	5%	4%	7%	3%	5%	7%	5%	10%	9%	56%	5%	5%	9%	8%	7%	5%	6%
Summary		B					GH*						K			**	**	**							
Top2Box (Strongly/ Somewhat approve)	2203	1056	1147	598	807	798	206	788	874	336	626	397	332	848	2098	72	20	13	1226	353	145	480	633	605	966
	87%	86%	88%	85%	86%	90%	78%	89%	88%	86%	87%	88%	88%	86%	88%	79%	86%	42%	88%	89%	80%	85%	86%	88%	87%
Low2Box (Somewhat/ Strongly disapprove)	332	173	158	109	131	92	57	100	120	54	90	54	46	141	291	19	3	19	166	42	37	86	106	86	140
	13%	14%	12%	15%	14%	10%	22%	11%	12%	14%	13%	12%	12%	14%	12%	21%	14%	**	12%	11%	20%	15%	14%	12%	13%
				E			GH*									*	**	**			RS				

- Column Proportions:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
- Column Means:  
Columns Tested (5%): A/B,C/D/E,F/G/H/I/J/K/L/M,N/O/P/Q,R/S/T/U,V/W/  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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2. Do you personally believe in Santa Claus?

	Total	Gender		AGE			EDUCATION				DEM B				DEM A					DEM C					
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Use social media-Daily/few times a day	Use social media-Weekly/few times weekly	Use social media-About once a month / few times a month	Use social media-Never	Use the internet-Daily/few times a day	Use the internet-Weekly/few times weekly	Use the internet-About once a month / few times a month	Use the internet-Never	Visit social networking sites-Daily/few times a day	Visit social networking sites-Weekly/few times weekly	Visit social networking sites-About once a month / few times a	Visit social networking sites-Never	Active	Passive	Inactive
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Base: All Respondents	2535	1235	1300	564	960	1011	144	549	1124	718	729	427	404	975	2401	91	20	23	1326	408	220	581	776	683	1076
Weighted	2535	1229	1306	707	938	890	264	887	994	390	716	452	378	989	2389	91	23	32	1392	395	182	566	739	691	1105
Yes	728	333	395	141	280	307	52	259	304	113	189	135	110	295	688	35	5	1	405	116	45	162	205	173	351
	29%	27%	30%	20%	30%	35%	20%	29%	31%	29%	26%	30%	29%	30%	29%	39%	21%	3%	29%	29%	25%	29%	28%	25%	32%
No	1807	896	910	566	658	583	212	628	689	277	527	317	268	694	1701	56	18	31	987	279	137	404	534	517	755
	71%	73%	70%	80%	70%	65%	80%	71%	69%	71%	74%	70%	71%	70%	71%	61%	79%	97%	71%	71%	75%	71%	72%	75%	68%
				DE			H*									*	**	**						X	

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Minimum Base: 30 (\*\*), Small Base: 100 (\*)  
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