

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

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
Strongly approve	416	196	220	107	174	135	25	166	172	53
	41%	40%	43%	38%	47%	38%	30%	44%	44%	34%
					E		*	I	I	
Somewhat approve	435	213	222	117	143	175	38	152	170	75
	43%	44%	43%	42%	38%	50%	46%	41%	43%	49%
						D	*			
Somewhat disapprove	91	38	53	34	29	27	12	34	32	14
	9%	8%	10%	12%	8%	8%	14%	9%	8%	9%
							*			
Strongly disapprove	63	40	23	21	27	15	9	22	20	13
	6%	8%	4%	8%	7%	4%	10%	6%	5%	8%
		B					*			
Summary										
Top2Box (Strongly/ Somewhat Approve)	851	409	442	225	316	310	62	318	342	129
	85%	84%	85%	80%	85%	88%	75%	85%	87%	83%
						C	*		F	
Low2Box (Somewhat/ Strongly Disapprove)	154	78	76	56	56	42	20	56	52	26
	15%	16%	15%	20%	15%	12%	25%	15%	13%	17%
				E			H*			

- Column Proportions:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
Minimum Base: 30 (**), Small Base: 100 (*)

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2. Do you personally believe in Santa Claus?

		Gender		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All Respondents	1005	470	535	244	399	362	43	197	443	322
Weighted	1005	487	518	280	372	353	82	374	394	155
Yes	281	125	156	66	107	108	17	120	106	38
	28%	26%	30%	24%	29%	31%	20%	32%	27%	25%
							*			
No	724	363	361	214	265	245	66	253	288	116
	72%	74%	70%	76%	71%	69%	80%	68%	73%	75%
							*			

- Column Proportions:
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Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H/I
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