



National Tracking Poll #201004  
October 01-04, 2020

*Crosstabulation Results*

*Methodology:*

This poll was conducted between October 1-October 4, 2020 among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, gender, educational attainment, race, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table MCBR1: Do you tend to shop more...**

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
Adults	30%	(670)	34%	(755)	32%	(696)	4%	(79)	2200
Gender: Male	28%	(302)	37%	(397)	31%	(331)	3%	(32)	1062
Gender: Female	32%	(369)	31%	(358)	32%	(365)	4%	(47)	1138
Age: 18-34	38%	(251)	25%	(163)	32%	(213)	4%	(28)	655
Age: 35-44	29%	(104)	29%	(103)	40%	(145)	2%	(6)	358
Age: 45-64	29%	(217)	37%	(279)	30%	(225)	4%	(30)	751
Age: 65+	22%	(98)	48%	(210)	26%	(113)	3%	(15)	436
GenZers: 1997-2012	41%	(101)	30%	(74)	24%	(60)	6%	(15)	249
Millennials: 1981-1996	35%	(201)	23%	(134)	38%	(221)	3%	(19)	575
GenXers: 1965-1980	28%	(162)	34%	(195)	35%	(199)	3%	(19)	576
Baby Boomers: 1946-1964	26%	(187)	43%	(311)	28%	(201)	3%	(22)	720
PID: Dem (no lean)	35%	(271)	30%	(233)	32%	(248)	4%	(32)	784
PID: Ind (no lean)	29%	(191)	36%	(233)	31%	(203)	4%	(28)	655
PID: Rep (no lean)	27%	(207)	38%	(289)	32%	(246)	3%	(20)	761
PID/Gender: Dem Men	30%	(118)	34%	(133)	33%	(126)	3%	(10)	387
PID/Gender: Dem Women	39%	(154)	25%	(101)	31%	(121)	5%	(21)	397
PID/Gender: Ind Men	27%	(78)	41%	(116)	27%	(78)	4%	(13)	285
PID/Gender: Ind Women	31%	(114)	32%	(117)	34%	(124)	4%	(15)	370
PID/Gender: Rep Men	27%	(106)	38%	(148)	32%	(126)	2%	(9)	390
PID/Gender: Rep Women	27%	(101)	38%	(140)	32%	(120)	3%	(10)	371
Ideo: Liberal (1-3)	40%	(245)	29%	(176)	29%	(177)	3%	(17)	615
Ideo: Moderate (4)	30%	(203)	34%	(234)	33%	(222)	3%	(20)	679
Ideo: Conservative (5-7)	25%	(189)	39%	(291)	33%	(248)	2%	(16)	744
Educ: < College	28%	(417)	37%	(565)	31%	(464)	4%	(66)	1512
Educ: Bachelors degree	35%	(157)	30%	(132)	33%	(148)	1%	(6)	444
Educ: Post-grad	39%	(95)	24%	(58)	34%	(84)	3%	(7)	244
Income: Under 50k	26%	(305)	38%	(446)	31%	(361)	5%	(63)	1175
Income: 50k-100k	34%	(220)	31%	(203)	33%	(217)	1%	(9)	649
Income: 100k+	38%	(145)	28%	(106)	31%	(118)	2%	(7)	376

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**Table MCBR1: Do you tend to shop more...**

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(670)	34%	(755)	32%	(696)	4%	(79)	2200
Ethnicity: White	31%	(532)	35%	(600)	31%	(536)	3%	(54)	1722
Ethnicity: Hispanic	34%	(120)	28%	(98)	31%	(107)	7%	(24)	349
Ethnicity: Black	30%	(83)	31%	(86)	33%	(91)	5%	(14)	274
Ethnicity: Other	27%	(55)	34%	(69)	34%	(69)	5%	(11)	204
All Christian	28%	(317)	36%	(413)	33%	(379)	2%	(24)	1134
All Non-Christian	40%	(57)	26%	(37)	31%	(44)	3%	(4)	142
Atheist	43%	(43)	33%	(32)	24%	(24)	—	(0)	99
Agnostic/Nothing in particular	31%	(161)	35%	(180)	26%	(135)	8%	(42)	518
Something Else	30%	(92)	30%	(93)	37%	(113)	3%	(9)	307
Religious Non-Protestant/Catholic	36%	(61)	31%	(52)	31%	(52)	2%	(4)	168
Evangelical	30%	(201)	34%	(228)	34%	(225)	2%	(14)	668
Non-Evangelical	27%	(196)	35%	(252)	35%	(251)	3%	(19)	718
Community: Urban	36%	(248)	28%	(195)	32%	(221)	4%	(30)	694
Community: Suburban	32%	(306)	34%	(318)	32%	(301)	2%	(20)	946
Community: Rural	21%	(116)	43%	(242)	31%	(174)	5%	(29)	561
Employ: Private Sector	33%	(229)	31%	(216)	34%	(234)	2%	(12)	691
Employ: Government	34%	(57)	23%	(39)	40%	(66)	2%	(4)	165
Employ: Self-Employed	32%	(54)	29%	(49)	37%	(62)	2%	(4)	169
Employ: Homemaker	31%	(46)	40%	(60)	25%	(37)	5%	(7)	151
Employ: Retired	25%	(124)	45%	(225)	27%	(138)	4%	(18)	505
Employ: Unemployed	29%	(85)	35%	(104)	29%	(86)	7%	(21)	296
Employ: Other	29%	(39)	33%	(44)	32%	(43)	7%	(9)	135
Military HH: Yes	27%	(86)	40%	(130)	28%	(89)	5%	(16)	322
Military HH: No	31%	(584)	33%	(625)	32%	(606)	3%	(63)	1878
RD/WT: Right Direction	26%	(201)	36%	(275)	34%	(265)	4%	(28)	770
RD/WT: Wrong Track	33%	(469)	34%	(480)	30%	(431)	4%	(51)	1430
Trump Job Approve	26%	(256)	39%	(380)	32%	(311)	3%	(33)	980
Trump Job Disapprove	35%	(401)	30%	(342)	31%	(355)	3%	(34)	1132

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**Table MCBR1: Do you tend to shop more...**

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(670)	34%	(755)	32%	(696)	4%	(79)	2200
Trump Job Strongly Approve	27%	(155)	39%	(222)	32%	(182)	3%	(17)	576
Trump Job Somewhat Approve	25%	(101)	39%	(157)	32%	(130)	4%	(16)	404
Trump Job Somewhat Disapprove	30%	(76)	29%	(73)	36%	(91)	5%	(14)	254
Trump Job Strongly Disapprove	37%	(325)	31%	(269)	30%	(264)	2%	(20)	878
Favorable of Trump	26%	(255)	38%	(370)	33%	(329)	3%	(29)	982
Unfavorable of Trump	35%	(396)	32%	(356)	29%	(328)	3%	(35)	1115
Very Favorable of Trump	27%	(169)	38%	(238)	33%	(208)	3%	(19)	635
Somewhat Favorable of Trump	25%	(86)	38%	(131)	35%	(121)	3%	(9)	348
Somewhat Unfavorable of Trump	31%	(62)	33%	(67)	32%	(65)	4%	(9)	204
Very Unfavorable of Trump	37%	(333)	32%	(289)	29%	(262)	3%	(26)	911
#1 Issue: Economy	29%	(224)	33%	(256)	33%	(256)	4%	(33)	769
#1 Issue: Security	27%	(74)	38%	(103)	34%	(92)	1%	(3)	273
#1 Issue: Health Care	37%	(158)	27%	(114)	34%	(147)	2%	(10)	429
#1 Issue: Medicare / Social Security	28%	(84)	48%	(145)	22%	(67)	2%	(7)	304
#1 Issue: Women's Issues	37%	(47)	34%	(42)	25%	(31)	5%	(6)	126
#1 Issue: Education	36%	(36)	25%	(25)	36%	(35)	2%	(2)	98
#1 Issue: Energy	28%	(23)	33%	(27)	38%	(31)	1%	(1)	82
#1 Issue: Other	21%	(25)	35%	(42)	30%	(36)	14%	(17)	119
2018 House Vote: Democrat	33%	(219)	34%	(224)	32%	(213)	2%	(12)	668
2018 House Vote: Republican	29%	(199)	37%	(254)	33%	(230)	2%	(12)	695
2018 House Vote: Someone else	28%	(14)	27%	(14)	38%	(19)	7%	(3)	50
2016 Vote: Hillary Clinton	34%	(224)	31%	(207)	33%	(216)	2%	(10)	656
2016 Vote: Donald Trump	25%	(186)	38%	(280)	35%	(258)	2%	(15)	740
2016 Vote: Other	34%	(33)	32%	(31)	31%	(30)	2%	(2)	96
2016 Vote: Didn't Vote	32%	(227)	33%	(236)	27%	(192)	7%	(52)	706
Voted in 2014: Yes	28%	(342)	36%	(438)	34%	(411)	1%	(17)	1208
Voted in 2014: No	33%	(328)	32%	(317)	29%	(285)	6%	(62)	992
2012 Vote: Barack Obama	32%	(240)	32%	(244)	35%	(261)	2%	(12)	757
2012 Vote: Mitt Romney	25%	(135)	41%	(219)	32%	(170)	1%	(6)	530
2012 Vote: Other	27%	(14)	36%	(18)	32%	(16)	6%	(3)	50
2012 Vote: Didn't Vote	33%	(282)	31%	(270)	29%	(248)	7%	(58)	858

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**Table MCBR1: Do you tend to shop more...**

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(670)	34%	(755)	32%	(696)	4%	(79)	2200
4-Region: Northeast	34%	(136)	27%	(107)	36%	(141)	3%	(10)	394
4-Region: Midwest	25%	(115)	41%	(191)	31%	(144)	3%	(13)	462
4-Region: South	29%	(241)	35%	(285)	31%	(258)	5%	(40)	824
4-Region: West	34%	(179)	33%	(172)	30%	(154)	3%	(16)	520
Parents	31%	(340)	34%	(374)	33%	(371)	2%	(26)	1111
Celebrate Christmas	31%	(622)	34%	(673)	32%	(648)	3%	(52)	1996
Shop more online	100%	(670)	—	(0)	—	(0)	—	(0)	670
Shop more in stores	—	(0)	100%	(755)	—	(0)	—	(0)	755
Shop equally	—	(0)	—	(0)	100%	(696)	—	(0)	696
Holiday shop more online	68%	(512)	14%	(109)	17%	(130)	1%	(5)	756
Holiday shop more in stores	11%	(70)	71%	(468)	17%	(111)	2%	(10)	659
Holiday shop equally	12%	(82)	21%	(140)	65%	(429)	1%	(8)	659
Decorate last year	32%	(498)	33%	(499)	33%	(512)	2%	(26)	1535
Decorate this year	31%	(472)	33%	(508)	34%	(516)	2%	(29)	1524
Typically buys decorations	34%	(257)	30%	(226)	35%	(262)	2%	(13)	758
Typically buys Christmas tree	35%	(227)	28%	(184)	35%	(231)	2%	(14)	656
Typically visits Santa	32%	(137)	24%	(101)	41%	(174)	2%	(10)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR2:** And, when it comes to holiday shopping specifically, do you tend to shop more...

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(756)	30%	(659)	30%	(659)	6%	(127)	2200
Gender: Male	33%	(350)	34%	(359)	29%	(305)	4%	(47)	1062
Gender: Female	36%	(406)	26%	(300)	31%	(354)	7%	(79)	1138
Age: 18-34	36%	(234)	27%	(179)	33%	(217)	4%	(25)	655
Age: 35-44	34%	(120)	26%	(92)	40%	(143)	1%	(3)	358
Age: 45-64	35%	(263)	32%	(244)	24%	(183)	8%	(60)	751
Age: 65+	32%	(138)	33%	(145)	27%	(116)	9%	(37)	436
GenZers: 1997-2012	31%	(77)	33%	(83)	29%	(73)	6%	(15)	249
Millennials: 1981-1996	37%	(214)	24%	(137)	37%	(211)	2%	(12)	575
GenXers: 1965-1980	36%	(205)	30%	(174)	27%	(156)	7%	(40)	576
Baby Boomers: 1946-1964	32%	(230)	32%	(233)	29%	(207)	7%	(49)	720
PID: Dem (no lean)	38%	(299)	27%	(214)	29%	(230)	5%	(41)	784
PID: Ind (no lean)	32%	(207)	29%	(192)	31%	(201)	8%	(55)	655
PID: Rep (no lean)	33%	(249)	33%	(253)	30%	(228)	4%	(31)	761
PID/Gender: Dem Men	35%	(134)	31%	(118)	30%	(118)	4%	(17)	387
PID/Gender: Dem Women	42%	(165)	24%	(95)	28%	(112)	6%	(24)	397
PID/Gender: Ind Men	32%	(91)	33%	(93)	29%	(82)	7%	(19)	285
PID/Gender: Ind Women	31%	(116)	27%	(98)	32%	(119)	10%	(36)	370
PID/Gender: Rep Men	32%	(125)	38%	(148)	27%	(106)	3%	(11)	390
PID/Gender: Rep Women	33%	(124)	28%	(106)	33%	(122)	5%	(20)	371
Ideo: Liberal (1-3)	40%	(248)	29%	(179)	26%	(163)	4%	(26)	615
Ideo: Moderate (4)	34%	(232)	33%	(225)	28%	(191)	5%	(31)	679
Ideo: Conservative (5-7)	32%	(240)	29%	(213)	34%	(254)	5%	(38)	744
Educ: < College	31%	(465)	32%	(486)	30%	(458)	7%	(103)	1512
Educ: Bachelors degree	42%	(187)	26%	(116)	29%	(130)	3%	(12)	444
Educ: Post-grad	42%	(104)	23%	(57)	29%	(72)	5%	(12)	244
Income: Under 50k	28%	(325)	35%	(408)	29%	(344)	8%	(98)	1175
Income: 50k-100k	40%	(260)	26%	(167)	32%	(205)	3%	(18)	649
Income: 100k+	45%	(171)	22%	(84)	29%	(111)	3%	(11)	376
Ethnicity: White	36%	(613)	30%	(513)	29%	(493)	6%	(103)	1722
Ethnicity: Hispanic	34%	(117)	29%	(100)	33%	(116)	4%	(16)	349
Ethnicity: Black	32%	(88)	32%	(89)	32%	(87)	4%	(11)	274

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**Table MCBR2:** *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
Adults	34%	(756)	30%	(659)	30%	(659)	6%	(127)	2200
Ethnicity: Other	27%	(54)	28%	(57)	39%	(79)	6%	(13)	204
All Christian	34%	(389)	30%	(338)	32%	(359)	4%	(49)	1134
All Non-Christian	43%	(61)	31%	(44)	24%	(34)	3%	(4)	142
Atheist	39%	(39)	33%	(32)	24%	(24)	4%	(4)	99
Agnostic/Nothing in particular	35%	(180)	28%	(145)	28%	(144)	9%	(49)	518
Something Else	28%	(87)	33%	(100)	32%	(99)	7%	(20)	307
Religious Non-Protestant/Catholic	38%	(65)	33%	(56)	24%	(41)	4%	(7)	168
Evangelical	29%	(196)	32%	(214)	35%	(236)	3%	(23)	668
Non-Evangelical	37%	(265)	28%	(204)	29%	(206)	6%	(44)	718
Community: Urban	31%	(216)	32%	(220)	31%	(215)	6%	(42)	694
Community: Suburban	40%	(377)	25%	(241)	31%	(290)	4%	(38)	946
Community: Rural	29%	(163)	35%	(198)	28%	(154)	8%	(46)	561
Employ: Private Sector	36%	(247)	30%	(209)	32%	(223)	2%	(13)	691
Employ: Government	41%	(68)	22%	(37)	34%	(56)	2%	(4)	165
Employ: Self-Employed	32%	(53)	34%	(58)	31%	(52)	3%	(6)	169
Employ: Homemaker	38%	(57)	36%	(54)	20%	(30)	6%	(9)	151
Employ: Retired	32%	(162)	30%	(149)	28%	(143)	10%	(51)	505
Employ: Unemployed	30%	(89)	30%	(89)	30%	(89)	10%	(30)	296
Employ: Other	35%	(48)	28%	(38)	31%	(42)	6%	(8)	135
Military HH: Yes	34%	(109)	31%	(99)	29%	(93)	6%	(21)	322
Military HH: No	34%	(647)	30%	(560)	30%	(566)	6%	(106)	1878
RD/WT: Right Direction	30%	(229)	32%	(248)	33%	(252)	5%	(41)	770
RD/WT: Wrong Track	37%	(527)	29%	(410)	28%	(407)	6%	(86)	1430
Trump Job Approve	31%	(308)	32%	(309)	31%	(308)	6%	(55)	980
Trump Job Disapprove	38%	(431)	29%	(333)	28%	(318)	4%	(50)	1132
Trump Job Strongly Approve	31%	(176)	32%	(183)	32%	(185)	6%	(32)	576
Trump Job Somewhat Approve	33%	(131)	31%	(127)	30%	(123)	6%	(24)	404
Trump Job Somewhat Disapprove	33%	(84)	34%	(86)	28%	(71)	5%	(13)	254
Trump Job Strongly Disapprove	39%	(346)	28%	(247)	28%	(247)	4%	(37)	878
Favorable of Trump	32%	(315)	31%	(300)	32%	(316)	5%	(51)	982
Unfavorable of Trump	38%	(426)	30%	(337)	27%	(300)	5%	(52)	1115

Continued on next page

**Table MCBR2:** *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
Adults	34%	(756)	30%	(659)	30%	(659)	6%	(127)	2200
Very Favorable of Trump	30%	(192)	31%	(197)	34%	(213)	5%	(33)	635
Somewhat Favorable of Trump	35%	(123)	30%	(104)	30%	(103)	5%	(18)	348
Somewhat Unfavorable of Trump	35%	(72)	36%	(73)	23%	(46)	6%	(13)	204
Very Unfavorable of Trump	39%	(355)	29%	(264)	28%	(254)	4%	(39)	911
#1 Issue: Economy	32%	(245)	29%	(226)	34%	(264)	4%	(34)	769
#1 Issue: Security	32%	(88)	34%	(92)	26%	(70)	8%	(23)	273
#1 Issue: Health Care	40%	(173)	27%	(114)	30%	(127)	3%	(14)	429
#1 Issue: Medicare / Social Security	34%	(102)	35%	(106)	27%	(82)	5%	(14)	304
#1 Issue: Women's Issues	39%	(49)	32%	(41)	23%	(29)	6%	(8)	126
#1 Issue: Education	42%	(41)	21%	(21)	35%	(34)	2%	(2)	98
#1 Issue: Energy	31%	(26)	32%	(26)	31%	(26)	5%	(4)	82
#1 Issue: Other	27%	(32)	27%	(32)	23%	(27)	23%	(27)	119
2018 House Vote: Democrat	40%	(266)	26%	(176)	30%	(201)	4%	(25)	668
2018 House Vote: Republican	33%	(232)	31%	(217)	31%	(214)	5%	(33)	695
2018 House Vote: Someone else	36%	(18)	31%	(16)	19%	(10)	14%	(7)	50
2016 Vote: Hillary Clinton	39%	(254)	26%	(173)	32%	(208)	3%	(21)	656
2016 Vote: Donald Trump	33%	(243)	31%	(232)	31%	(230)	5%	(34)	740
2016 Vote: Other	47%	(45)	28%	(27)	19%	(19)	6%	(6)	96
2016 Vote: Didn't Vote	30%	(212)	32%	(227)	29%	(203)	9%	(65)	706
Voted in 2014: Yes	36%	(437)	28%	(343)	31%	(379)	4%	(50)	1208
Voted in 2014: No	32%	(319)	32%	(316)	28%	(281)	8%	(76)	992
2012 Vote: Barack Obama	37%	(284)	28%	(215)	31%	(232)	3%	(26)	757
2012 Vote: Mitt Romney	36%	(190)	29%	(156)	31%	(162)	4%	(22)	530
2012 Vote: Other	37%	(18)	28%	(14)	28%	(14)	7%	(4)	50
2012 Vote: Didn't Vote	31%	(263)	32%	(273)	29%	(247)	9%	(75)	858
4-Region: Northeast	37%	(146)	25%	(100)	34%	(133)	4%	(14)	394
4-Region: Midwest	32%	(146)	30%	(141)	31%	(144)	7%	(31)	462
4-Region: South	33%	(273)	33%	(269)	28%	(231)	6%	(51)	824
4-Region: West	37%	(190)	29%	(149)	29%	(151)	6%	(30)	520
Parents	37%	(413)	28%	(313)	31%	(344)	4%	(41)	1111
Celebrate Christmas	35%	(695)	30%	(603)	31%	(628)	3%	(70)	1996

Continued on next page

**Table MCBR2:** *And, when it comes to holiday shopping specifically, do you tend to shop more...*

Demographic	Online		In-store		Equally from online and in-store		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(756)	30%	(659)	30%	(659)	6%	(127)	2200
Shop more online	76%	(512)	10%	(70)	12%	(82)	1%	(6)	670
Shop more in stores	14%	(109)	62%	(468)	19%	(140)	5%	(38)	755
Shop equally	19%	(130)	16%	(111)	62%	(429)	4%	(26)	696
Holiday shop more online	100%	(756)	—	(0)	—	(0)	—	(0)	756
Holiday shop more in stores	—	(0)	100%	(659)	—	(0)	—	(0)	659
Holiday shop equally	—	(0)	—	(0)	100%	(659)	—	(0)	659
Decorate last year	35%	(539)	30%	(463)	32%	(498)	2%	(36)	1535
Decorate this year	35%	(529)	30%	(459)	33%	(501)	2%	(36)	1524
Typically buys decorations	35%	(267)	29%	(218)	34%	(257)	2%	(15)	758
Typically buys Christmas tree	35%	(233)	27%	(180)	36%	(234)	1%	(10)	656
Typically visits Santa	36%	(152)	25%	(105)	38%	(159)	1%	(5)	422

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR3\_1:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you attended last year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	13% (277)	18% (398)	18% (386)	8% (179)	5% (113)	39% (847)	2200
Gender: Male	13% (141)	20% (208)	16% (175)	10% (102)	6% (60)	35% (377)	1062
Gender: Female	12% (136)	17% (190)	19% (211)	7% (77)	5% (53)	41% (470)	1138
Age: 18-34	17% (111)	20% (129)	19% (126)	8% (55)	7% (47)	29% (189)	655
Age: 35-44	13% (45)	18% (65)	18% (65)	13% (45)	8% (27)	31% (110)	358
Age: 45-64	12% (91)	17% (129)	18% (132)	7% (55)	4% (27)	42% (318)	751
Age: 65+	7% (31)	17% (75)	15% (64)	5% (24)	3% (13)	53% (230)	436
GenZers: 1997-2012	20% (49)	17% (43)	14% (35)	7% (19)	8% (19)	33% (83)	249
Millennials: 1981-1996	14% (79)	21% (118)	20% (116)	11% (61)	7% (41)	28% (159)	575
GenXers: 1965-1980	15% (85)	16% (90)	20% (115)	9% (51)	4% (23)	37% (212)	576
Baby Boomers: 1946-1964	8% (59)	19% (139)	14% (99)	7% (48)	4% (28)	48% (347)	720
PID: Dem (no lean)	15% (118)	20% (155)	16% (126)	8% (59)	6% (45)	36% (280)	784
PID: Ind (no lean)	9% (60)	17% (114)	16% (105)	7% (46)	4% (27)	46% (302)	655
PID: Rep (no lean)	13% (98)	17% (130)	20% (155)	10% (74)	5% (40)	35% (264)	761
PID/Gender: Dem Men	15% (57)	22% (84)	18% (70)	9% (34)	5% (21)	32% (122)	387
PID/Gender: Dem Women	15% (62)	18% (71)	14% (56)	6% (26)	6% (25)	40% (158)	397
PID/Gender: Ind Men	8% (24)	22% (62)	11% (32)	10% (28)	5% (15)	44% (125)	285
PID/Gender: Ind Women	10% (36)	14% (52)	20% (73)	5% (18)	3% (13)	48% (177)	370
PID/Gender: Rep Men	15% (60)	16% (62)	19% (72)	10% (41)	6% (25)	33% (130)	390
PID/Gender: Rep Women	10% (38)	18% (67)	22% (82)	9% (33)	4% (16)	36% (135)	371
Ideo: Liberal (1-3)	13% (80)	19% (115)	17% (104)	9% (53)	5% (33)	38% (231)	615
Ideo: Moderate (4)	15% (100)	16% (105)	18% (124)	7% (50)	6% (40)	38% (260)	679
Ideo: Conservative (5-7)	10% (76)	20% (151)	19% (144)	9% (69)	4% (31)	37% (273)	744
Educ: < College	13% (196)	17% (265)	16% (236)	6% (90)	4% (55)	44% (671)	1512
Educ: Bachelors degree	12% (53)	18% (82)	22% (99)	12% (53)	7% (32)	28% (125)	444
Educ: Post-grad	11% (28)	21% (51)	21% (51)	15% (36)	11% (27)	21% (51)	244

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**Table MCBR3\_1:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
 A winter holiday party you attended last year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	13% (277)	18% (398)	18% (386)	8% (179)	5% (113)	39% (847)	2200
Income: Under 50k	15% (175)	17% (196)	13% (150)	6% (72)	3% (37)	46% (545)	1175
Income: 50k-100k	10% (65)	20% (127)	23% (153)	9% (58)	5% (33)	33% (214)	649
Income: 100k+	10% (37)	20% (75)	22% (84)	13% (48)	12% (44)	23% (88)	376
Ethnicity: White	11% (185)	19% (322)	19% (319)	8% (143)	5% (80)	39% (673)	1722
Ethnicity: Hispanic	18% (63)	19% (66)	15% (53)	11% (40)	5% (16)	32% (112)	349
Ethnicity: Black	17% (46)	16% (44)	14% (38)	8% (23)	10% (27)	35% (96)	274
Ethnicity: Other	23% (46)	16% (32)	14% (29)	6% (12)	3% (7)	38% (78)	204
All Christian	11% (125)	18% (201)	21% (233)	10% (116)	5% (59)	35% (400)	1134
All Non-Christian	24% (33)	27% (38)	15% (21)	6% (9)	8% (12)	21% (29)	142
Atheist	9% (9)	17% (17)	29% (29)	5% (5)	2% (2)	38% (37)	99
Agnostic/Nothing in particular	15% (77)	16% (83)	14% (71)	4% (21)	4% (21)	47% (245)	518
Something Else	11% (33)	19% (59)	10% (32)	9% (28)	6% (19)	44% (136)	307
Religious Non-Protestant/Catholic	20% (34)	24% (41)	14% (24)	8% (13)	8% (13)	26% (44)	168
Evangelical	12% (80)	19% (125)	18% (123)	13% (88)	6% (42)	31% (209)	668
Non-Evangelical	10% (71)	18% (130)	18% (131)	7% (51)	4% (32)	42% (303)	718
Community: Urban	14% (100)	18% (123)	17% (118)	10% (67)	7% (46)	35% (240)	694
Community: Suburban	11% (108)	18% (174)	18% (175)	7% (70)	5% (50)	39% (369)	946
Community: Rural	12% (68)	18% (102)	17% (93)	8% (42)	3% (16)	43% (239)	561
Employ: Private Sector	12% (86)	18% (128)	22% (149)	10% (69)	8% (54)	30% (205)	691
Employ: Government	15% (25)	20% (33)	20% (33)	14% (24)	9% (15)	21% (35)	165
Employ: Self-Employed	19% (32)	28% (48)	18% (30)	6% (10)	5% (8)	24% (40)	169
Employ: Homemaker	14% (21)	18% (26)	17% (26)	9% (13)	2% (3)	41% (62)	151
Employ: Retired	7% (37)	20% (99)	15% (77)	5% (26)	2% (9)	51% (256)	505
Employ: Unemployed	14% (40)	13% (40)	15% (46)	6% (18)	5% (14)	47% (139)	296
Employ: Other	11% (15)	9% (13)	11% (14)	6% (9)	4% (6)	58% (79)	135

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**Table MCBR3\_1:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you attended last year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	13% (277)	18% (398)	18% (386)	8% (179)	5% (113)	39% (847)	2200
Military HH: Yes	13% (43)	20% (66)	17% (54)	6% (19)	4% (14)	39% (127)	322
Military HH: No	12% (234)	18% (332)	18% (332)	9% (160)	5% (99)	38% (720)	1878
RD/WT: Right Direction	14% (105)	21% (160)	20% (157)	10% (79)	6% (43)	29% (226)	770
RD/WT: Wrong Track	12% (172)	17% (238)	16% (229)	7% (100)	5% (70)	43% (621)	1430
Trump Job Approve	12% (114)	19% (188)	20% (195)	11% (104)	5% (48)	34% (331)	980
Trump Job Disapprove	14% (155)	17% (198)	16% (183)	7% (75)	5% (59)	41% (462)	1132
Trump Job Strongly Approve	12% (67)	20% (113)	20% (115)	10% (60)	6% (36)	32% (185)	576
Trump Job Somewhat Approve	12% (47)	19% (75)	20% (80)	11% (43)	3% (12)	36% (146)	404
Trump Job Somewhat Disapprove	9% (24)	26% (65)	19% (48)	10% (24)	6% (14)	31% (79)	254
Trump Job Strongly Disapprove	15% (131)	15% (133)	15% (135)	6% (51)	5% (45)	44% (383)	878
Favorable of Trump	12% (117)	19% (190)	21% (205)	10% (102)	5% (51)	32% (317)	982
Unfavorable of Trump	13% (145)	17% (193)	16% (176)	6% (72)	6% (62)	42% (467)	1115
Very Favorable of Trump	12% (77)	20% (129)	20% (127)	10% (65)	6% (37)	31% (199)	635
Somewhat Favorable of Trump	12% (40)	18% (61)	22% (78)	11% (37)	4% (14)	34% (118)	348
Somewhat Unfavorable of Trump	9% (18)	21% (42)	20% (41)	9% (18)	6% (11)	36% (73)	204
Very Unfavorable of Trump	14% (128)	17% (151)	15% (135)	6% (54)	6% (50)	43% (393)	911
#1 Issue: Economy	15% (117)	19% (147)	20% (157)	10% (74)	6% (43)	30% (231)	769
#1 Issue: Security	10% (27)	19% (51)	21% (57)	6% (17)	4% (11)	40% (109)	273
#1 Issue: Health Care	11% (46)	18% (77)	13% (57)	10% (41)	5% (20)	44% (188)	429
#1 Issue: Medicare / Social Security	10% (30)	16% (50)	14% (43)	6% (19)	3% (11)	50% (151)	304
#1 Issue: Women's Issues	10% (12)	16% (21)	21% (27)	12% (15)	6% (8)	35% (44)	126
#1 Issue: Education	20% (20)	21% (20)	14% (14)	8% (8)	12% (12)	25% (25)	98
#1 Issue: Energy	20% (17)	20% (16)	21% (18)	1% (1)	4% (3)	33% (27)	82
#1 Issue: Other	7% (8)	13% (16)	11% (13)	4% (4)	5% (6)	60% (72)	119

Continued on next page

**Table MCBR3\_1:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
 A winter holiday party you attended last year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	13% (277)	18% (398)	18% (386)	8% (179)	5% (113)	39% (847)	2200
2018 House Vote: Democrat	13% (84)	19% (126)	18% (124)	8% (56)	6% (40)	36% (239)	668
2018 House Vote: Republican	10% (70)	21% (143)	21% (145)	9% (66)	6% (40)	33% (231)	695
2018 House Vote: Someone else	6% (3)	17% (9)	11% (6)	10% (5)	4% (2)	52% (26)	50
2016 Vote: Hillary Clinton	12% (79)	19% (122)	18% (117)	7% (48)	6% (40)	38% (250)	656
2016 Vote: Donald Trump	11% (81)	21% (158)	20% (151)	10% (75)	5% (40)	32% (234)	740
2016 Vote: Other	5% (5)	19% (19)	18% (18)	10% (10)	6% (6)	40% (38)	96
2016 Vote: Didn't Vote	16% (111)	14% (100)	14% (98)	7% (46)	4% (27)	46% (324)	706
Voted in 2014: Yes	11% (132)	20% (238)	20% (246)	10% (118)	6% (67)	34% (408)	1208
Voted in 2014: No	15% (145)	16% (160)	14% (140)	6% (61)	5% (46)	44% (439)	992
2012 Vote: Barack Obama	12% (90)	21% (157)	19% (141)	8% (60)	6% (46)	35% (264)	757
2012 Vote: Mitt Romney	11% (56)	18% (96)	21% (111)	10% (54)	5% (28)	35% (186)	530
2012 Vote: Other	6% (3)	35% (18)	11% (6)	2% (1)	4% (2)	42% (21)	50
2012 Vote: Didn't Vote	15% (128)	14% (124)	15% (129)	7% (63)	4% (38)	44% (376)	858
4-Region: Northeast	14% (54)	19% (75)	18% (69)	9% (33)	7% (26)	35% (136)	394
4-Region: Midwest	14% (63)	20% (90)	19% (87)	6% (29)	3% (14)	39% (178)	462
4-Region: South	11% (94)	15% (121)	17% (143)	9% (77)	5% (39)	43% (350)	824
4-Region: West	13% (66)	22% (112)	17% (87)	7% (39)	6% (33)	35% (183)	520
Parents	12% (135)	20% (220)	21% (232)	9% (103)	6% (65)	32% (356)	1111
Celebrate Christmas	13% (256)	19% (379)	18% (360)	8% (165)	6% (112)	36% (723)	1996
Shop more online	15% (100)	19% (127)	18% (117)	10% (68)	6% (38)	33% (220)	670
Shop more in stores	14% (102)	18% (133)	17% (126)	5% (36)	5% (34)	43% (324)	755
Shop equally	10% (69)	19% (131)	20% (139)	11% (74)	6% (40)	35% (242)	696
Holiday shop more online	13% (98)	19% (144)	19% (141)	10% (74)	6% (43)	34% (256)	756
Holiday shop more in stores	17% (111)	17% (114)	19% (122)	7% (45)	5% (30)	36% (236)	659
Holiday shop equally	9% (61)	20% (133)	17% (115)	9% (59)	6% (39)	38% (252)	659

Continued on next page

**Table MCBR3\_1:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you attended last year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	13% (277)	18% (398)	18% (386)	8% (179)	5% (113)	39% (847)	2200
Decorate last year	12% (188)	20% (306)	21% (317)	10% (149)	7% (100)	31% (474)	1535
Decorate this year	13% (198)	20% (305)	21% (322)	9% (140)	6% (96)	30% (464)	1524
Typically buys decorations	15% (116)	21% (160)	22% (169)	13% (97)	7% (57)	21% (159)	758
Typically buys Christmas tree	13% (88)	25% (163)	20% (129)	13% (87)	8% (51)	21% (139)	656
Typically visits Santa	15% (62)	22% (93)	23% (98)	15% (62)	11% (45)	15% (62)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).



**Table MCBR3\_2:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
 A winter holiday party you plan to attend this year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	17% (377)	16% (356)	12% (262)	4% (81)	1% (30)	50% (1094)	2200
Gender: Male	18% (191)	16% (171)	12% (124)	5% (52)	2% (23)	47% (501)	1062
Gender: Female	16% (186)	16% (185)	12% (138)	3% (29)	1% (7)	52% (593)	1138
Age: 18-34	23% (148)	20% (129)	14% (93)	5% (30)	2% (12)	37% (244)	655
Age: 35-44	19% (67)	16% (56)	16% (57)	6% (21)	3% (10)	41% (146)	358
Age: 45-64	15% (111)	16% (117)	11% (82)	3% (23)	1% (6)	55% (411)	751
Age: 65+	12% (51)	12% (54)	7% (30)	2% (8)	— (1)	67% (293)	436
GenZers: 1997-2012	24% (61)	16% (40)	12% (30)	4% (10)	2% (4)	42% (104)	249
Millennials: 1981-1996	20% (116)	20% (114)	16% (90)	5% (27)	3% (15)	37% (213)	575
GenXers: 1965-1980	19% (110)	14% (83)	14% (83)	4% (25)	1% (6)	47% (269)	576
Baby Boomers: 1946-1964	11% (82)	16% (114)	7% (52)	3% (19)	— (3)	63% (451)	720
PID: Dem (no lean)	18% (141)	16% (125)	10% (76)	3% (23)	1% (8)	52% (411)	784
PID: Ind (no lean)	14% (94)	16% (105)	9% (59)	3% (21)	1% (6)	56% (369)	655
PID: Rep (no lean)	19% (142)	17% (127)	17% (126)	5% (37)	2% (16)	41% (314)	761
PID/Gender: Dem Men	18% (68)	17% (67)	13% (51)	4% (16)	1% (5)	47% (180)	387
PID/Gender: Dem Women	18% (73)	15% (58)	6% (25)	2% (7)	1% (3)	58% (231)	397
PID/Gender: Ind Men	15% (42)	16% (44)	7% (20)	5% (15)	2% (6)	56% (158)	285
PID/Gender: Ind Women	14% (52)	16% (60)	11% (39)	2% (7)	— (0)	57% (211)	370
PID/Gender: Rep Men	21% (82)	15% (60)	13% (52)	6% (22)	3% (12)	42% (163)	390
PID/Gender: Rep Women	16% (60)	18% (67)	20% (74)	4% (15)	1% (4)	41% (151)	371
Ideo: Liberal (1-3)	18% (108)	17% (104)	10% (61)	3% (17)	1% (6)	52% (320)	615
Ideo: Moderate (4)	17% (118)	14% (92)	12% (82)	4% (27)	1% (8)	52% (352)	679
Ideo: Conservative (5-7)	15% (115)	20% (147)	14% (104)	4% (29)	2% (14)	45% (335)	744
Educ: < College	16% (245)	15% (226)	11% (162)	3% (40)	1% (15)	54% (824)	1512
Educ: Bachelors degree	20% (87)	17% (77)	13% (59)	5% (22)	2% (7)	43% (192)	444
Educ: Post-grad	18% (45)	22% (53)	17% (41)	8% (19)	3% (7)	32% (79)	244

Continued on next page

**Table MCBR3\_2:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you plan to attend this year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	17% (377)	16% (356)	12% (262)	4% (81)	1% (30)	50% (1094)	2200
Income: Under 50k	17% (200)	15% (172)	10% (112)	3% (32)	1% (8)	55% (651)	1175
Income: 50k-100k	16% (106)	17% (111)	16% (102)	3% (22)	1% (4)	47% (304)	649
Income: 100k+	19% (71)	19% (73)	13% (47)	7% (27)	5% (17)	37% (140)	376
Ethnicity: White	16% (275)	16% (273)	13% (218)	4% (64)	1% (24)	50% (868)	1722
Ethnicity: Hispanic	22% (76)	19% (65)	13% (45)	5% (18)	2% (6)	40% (139)	349
Ethnicity: Black	18% (50)	19% (52)	11% (31)	5% (13)	1% (4)	45% (124)	274
Ethnicity: Other	26% (52)	15% (31)	6% (13)	2% (4)	1% (2)	50% (102)	204
All Christian	16% (185)	19% (211)	14% (161)	4% (45)	1% (14)	46% (518)	1134
All Non-Christian	27% (38)	16% (23)	15% (21)	5% (8)	2% (3)	35% (49)	142
Atheist	15% (15)	22% (22)	9% (9)	2% (2)	— (0)	52% (51)	99
Agnostic/Nothing in particular	19% (98)	10% (50)	9% (44)	2% (13)	1% (4)	60% (310)	518
Something Else	14% (42)	16% (50)	9% (27)	5% (14)	3% (8)	54% (166)	307
Religious Non-Protestant/Catholic	23% (39)	16% (27)	14% (24)	5% (8)	2% (3)	40% (68)	168
Evangelical	16% (107)	20% (135)	16% (108)	6% (40)	2% (13)	40% (264)	668
Non-Evangelical	15% (109)	17% (121)	10% (75)	2% (15)	1% (9)	54% (389)	718
Community: Urban	22% (151)	15% (106)	13% (93)	6% (38)	2% (14)	42% (291)	694
Community: Suburban	16% (151)	16% (155)	11% (100)	2% (19)	1% (9)	54% (511)	946
Community: Rural	13% (74)	17% (95)	12% (69)	4% (24)	1% (6)	52% (292)	561
Employ: Private Sector	18% (126)	18% (122)	15% (105)	5% (38)	2% (13)	42% (287)	691
Employ: Government	24% (39)	20% (34)	20% (33)	4% (6)	5% (8)	28% (46)	165
Employ: Self-Employed	23% (39)	26% (44)	10% (17)	4% (6)	2% (3)	35% (59)	169
Employ: Homemaker	17% (26)	14% (21)	16% (24)	3% (4)	— (0)	50% (76)	151
Employ: Retired	11% (54)	14% (70)	8% (41)	1% (6)	— (1)	66% (333)	505
Employ: Unemployed	19% (58)	12% (34)	8% (23)	5% (14)	1% (3)	55% (164)	296
Employ: Other	9% (12)	13% (17)	10% (14)	2% (3)	1% (1)	66% (89)	135

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**Table MCBR3\_2:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you plan to attend this year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	17% (377)	16% (356)	12% (262)	4% (81)	1% (30)	50% (1094)	2200
Military HH: Yes	16% (53)	16% (52)	12% (40)	1% (3)	2% (5)	53% (170)	322
Military HH: No	17% (324)	16% (305)	12% (222)	4% (78)	1% (24)	49% (925)	1878
RD/WT: Right Direction	17% (133)	18% (141)	19% (146)	6% (43)	3% (22)	37% (285)	770
RD/WT: Wrong Track	17% (244)	15% (215)	8% (116)	3% (38)	1% (8)	57% (809)	1430
Trump Job Approve	16% (158)	18% (174)	17% (169)	6% (56)	2% (20)	41% (402)	980
Trump Job Disapprove	18% (208)	15% (168)	8% (86)	2% (23)	1% (9)	56% (638)	1132
Trump Job Strongly Approve	17% (96)	18% (106)	18% (103)	6% (35)	3% (15)	38% (221)	576
Trump Job Somewhat Approve	15% (62)	17% (68)	16% (67)	5% (21)	1% (5)	45% (181)	404
Trump Job Somewhat Disapprove	17% (44)	22% (57)	15% (38)	5% (13)	1% (2)	40% (101)	254
Trump Job Strongly Disapprove	19% (164)	13% (112)	5% (48)	1% (10)	1% (7)	61% (537)	878
Favorable of Trump	17% (164)	18% (179)	17% (170)	6% (58)	2% (19)	40% (392)	982
Unfavorable of Trump	17% (194)	15% (163)	8% (88)	2% (20)	1% (10)	57% (641)	1115
Very Favorable of Trump	17% (107)	17% (111)	19% (118)	6% (38)	3% (17)	38% (243)	635
Somewhat Favorable of Trump	16% (56)	20% (68)	15% (51)	6% (21)	1% (2)	43% (149)	348
Somewhat Unfavorable of Trump	12% (24)	21% (42)	16% (33)	4% (7)	— (1)	47% (97)	204
Very Unfavorable of Trump	19% (170)	13% (121)	6% (54)	1% (13)	1% (9)	60% (544)	911
#1 Issue: Economy	19% (148)	19% (145)	17% (128)	3% (26)	2% (12)	40% (310)	769
#1 Issue: Security	14% (37)	16% (44)	14% (39)	2% (6)	2% (6)	51% (139)	273
#1 Issue: Health Care	14% (61)	14% (60)	10% (43)	4% (19)	1% (3)	57% (243)	429
#1 Issue: Medicare / Social Security	13% (39)	13% (40)	7% (21)	4% (12)	— (0)	63% (191)	304
#1 Issue: Women's Issues	20% (25)	17% (22)	8% (10)	5% (7)	— (0)	49% (62)	126
#1 Issue: Education	24% (23)	24% (23)	5% (5)	5% (5)	3% (3)	39% (38)	98
#1 Issue: Energy	26% (22)	18% (15)	6% (5)	7% (6)	1% (1)	41% (34)	82
#1 Issue: Other	18% (21)	6% (8)	8% (10)	1% (1)	4% (4)	63% (76)	119

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**Table MCBR3\_2:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
A winter holiday party you plan to attend this year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	17% (377)	16% (356)	12% (262)	4% (81)	1% (30)	50% (1094)	2200
2018 House Vote: Democrat	17% (115)	17% (111)	10% (64)	3% (22)	1% (5)	52% (350)	668
2018 House Vote: Republican	15% (107)	20% (136)	15% (103)	6% (39)	2% (15)	42% (295)	695
2018 House Vote: Someone else	6% (3)	15% (8)	9% (4)	6% (3)	— (0)	64% (32)	50
2016 Vote: Hillary Clinton	17% (113)	16% (106)	9% (56)	3% (21)	1% (7)	54% (352)	656
2016 Vote: Donald Trump	17% (126)	20% (150)	16% (117)	5% (34)	2% (15)	40% (298)	740
2016 Vote: Other	7% (7)	20% (19)	9% (9)	2% (2)	— (0)	62% (60)	96
2016 Vote: Didn't Vote	19% (132)	11% (80)	11% (80)	4% (25)	1% (7)	54% (383)	706
Voted in 2014: Yes	16% (189)	19% (230)	12% (145)	4% (53)	2% (18)	47% (573)	1208
Voted in 2014: No	19% (188)	13% (126)	12% (117)	3% (28)	1% (11)	53% (521)	992
2012 Vote: Barack Obama	17% (125)	18% (137)	10% (72)	4% (27)	1% (7)	51% (388)	757
2012 Vote: Mitt Romney	16% (83)	20% (106)	14% (74)	5% (26)	2% (11)	43% (231)	530
2012 Vote: Other	11% (6)	11% (5)	13% (7)	— (0)	2% (1)	63% (32)	50
2012 Vote: Didn't Vote	19% (159)	13% (108)	13% (109)	3% (28)	1% (10)	52% (444)	858
4-Region: Northeast	16% (62)	16% (65)	14% (56)	5% (20)	2% (7)	47% (185)	394
4-Region: Midwest	16% (74)	21% (97)	11% (52)	2% (9)	— (2)	49% (229)	462
4-Region: South	15% (127)	14% (119)	11% (92)	4% (34)	1% (6)	54% (447)	824
4-Region: West	22% (114)	14% (75)	12% (62)	4% (19)	3% (15)	45% (234)	520
Parents	17% (191)	19% (212)	15% (162)	4% (50)	1% (16)	43% (481)	1111
Celebrate Christmas	18% (355)	17% (339)	12% (247)	4% (76)	1% (26)	48% (954)	1996
Shop more online	20% (137)	15% (98)	13% (89)	3% (19)	1% (8)	48% (321)	670
Shop more in stores	17% (125)	16% (123)	10% (78)	3% (21)	1% (7)	53% (400)	755
Shop equally	15% (106)	19% (135)	13% (91)	6% (42)	2% (14)	44% (307)	696
Holiday shop more online	19% (141)	17% (128)	14% (102)	2% (13)	1% (11)	48% (360)	756
Holiday shop more in stores	19% (126)	16% (106)	11% (75)	3% (20)	2% (10)	49% (321)	659
Holiday shop equally	16% (105)	18% (118)	12% (81)	7% (46)	1% (8)	46% (302)	659

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**Table MCBR3\_2:** About how many people were at or do you expect to be at the following winter holiday parties? If you attended or plan to attend multiple holiday parties, please select the number for the largest parties.  
 A winter holiday party you plan to attend this year

Demographic	Less than 5	5 to 10	11 to 25	26 to 50	More than 50	I did not attend or do not plan to attend a winter holiday party	Total N
Adults	17% (377)	16% (356)	12% (262)	4% (81)	1% (30)	50% (1094)	2200
Decorate last year	19% (293)	17% (267)	14% (222)	4% (62)	2% (25)	43% (666)	1535
Decorate this year	19% (283)	19% (294)	14% (219)	4% (64)	2% (28)	42% (635)	1524
Typically buys decorations	21% (160)	21% (159)	17% (130)	7% (52)	2% (15)	32% (242)	758
Typically buys Christmas tree	21% (135)	21% (140)	18% (121)	7% (48)	3% (17)	30% (195)	656
Typically visits Santa	22% (95)	22% (94)	20% (85)	8% (35)	3% (13)	24% (100)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_1:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?

Decorated last year

Demographic	Yes	No	Total N
Adults	70% (1535)	30% (665)	2200
Gender: Male	68% (718)	32% (344)	1062
Gender: Female	72% (817)	28% (321)	1138
Age: 18-34	75% (491)	25% (164)	655
Age: 35-44	78% (280)	22% (77)	358
Age: 45-64	64% (477)	36% (274)	751
Age: 65+	66% (287)	34% (150)	436
GenZers: 1997-2012	74% (183)	26% (66)	249
Millennials: 1981-1996	77% (441)	23% (133)	575
GenXers: 1965-1980	65% (375)	35% (200)	576
Baby Boomers: 1946-1964	67% (483)	33% (237)	720
PID: Dem (no lean)	70% (548)	30% (236)	784
PID: Ind (no lean)	66% (431)	34% (224)	655
PID: Rep (no lean)	73% (557)	27% (205)	761
PID/Gender: Dem Men	66% (257)	34% (130)	387
PID/Gender: Dem Women	73% (291)	27% (106)	397
PID/Gender: Ind Men	63% (179)	37% (106)	285
PID/Gender: Ind Women	68% (252)	32% (118)	370
PID/Gender: Rep Men	72% (282)	28% (108)	390
PID/Gender: Rep Women	74% (274)	26% (97)	371
Ideo: Liberal (1-3)	70% (429)	30% (187)	615
Ideo: Moderate (4)	68% (461)	32% (218)	679
Ideo: Conservative (5-7)	74% (551)	26% (193)	744
Educ: < College	68% (1024)	32% (489)	1512
Educ: Bachelors degree	74% (329)	26% (115)	444
Educ: Post-grad	75% (182)	25% (62)	244
Income: Under 50k	63% (740)	37% (435)	1175
Income: 50k-100k	75% (485)	25% (164)	649
Income: 100k+	82% (310)	18% (66)	376
Ethnicity: White	72% (1231)	28% (491)	1722
Ethnicity: Hispanic	77% (269)	23% (81)	349

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**Table MCBR4\_1:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?

Decorated last year

Demographic	Yes	No	Total N
Adults	70% (1535)	30% (665)	2200
Ethnicity: Black	61% (168)	39% (106)	274
Ethnicity: Other	67% (136)	33% (68)	204
All Christian	76% (860)	24% (274)	1134
All Non-Christian	57% (81)	43% (61)	142
Atheist	53% (53)	47% (46)	99
Agnostic/Nothing in particular	62% (319)	38% (199)	518
Something Else	72% (222)	28% (85)	307
Religious Non-Protestant/Catholic	61% (103)	39% (65)	168
Evangelical	77% (513)	23% (155)	668
Non-Evangelical	73% (523)	27% (195)	718
Community: Urban	67% (466)	33% (227)	694
Community: Suburban	72% (684)	28% (261)	946
Community: Rural	69% (384)	31% (176)	561
Employ: Private Sector	76% (527)	24% (164)	691
Employ: Government	79% (131)	21% (34)	165
Employ: Self-Employed	67% (112)	33% (57)	169
Employ: Homemaker	82% (124)	18% (27)	151
Employ: Retired	63% (320)	37% (185)	505
Employ: Unemployed	59% (173)	41% (123)	296
Employ: Other	62% (83)	38% (51)	135
Military HH: Yes	75% (240)	25% (82)	322
Military HH: No	69% (1295)	31% (584)	1878
RD/WT: Right Direction	74% (571)	26% (199)	770
RD/WT: Wrong Track	67% (964)	33% (466)	1430
Trump Job Approve	74% (722)	26% (258)	980
Trump Job Disapprove	68% (771)	32% (361)	1132
Trump Job Strongly Approve	73% (422)	27% (153)	576
Trump Job Somewhat Approve	74% (299)	26% (105)	404
Trump Job Somewhat Disapprove	71% (182)	29% (72)	254
Trump Job Strongly Disapprove	67% (589)	33% (289)	878

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**Table MCBR4\_1:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?  
Decorated last year

Demographic	Yes	No	Total N
Adults	70% (1535)	30% (665)	2200
Favorable of Trump	75% (736)	25% (246)	982
Unfavorable of Trump	67% (749)	33% (366)	1115
Very Favorable of Trump	75% (476)	25% (159)	635
Somewhat Favorable of Trump	75% (260)	25% (87)	348
Somewhat Unfavorable of Trump	70% (143)	30% (61)	204
Very Unfavorable of Trump	67% (606)	33% (305)	911
#1 Issue: Economy	74% (567)	26% (202)	769
#1 Issue: Security	71% (192)	29% (80)	273
#1 Issue: Health Care	69% (295)	31% (134)	429
#1 Issue: Medicare / Social Security	62% (188)	38% (116)	304
#1 Issue: Women's Issues	70% (88)	30% (38)	126
#1 Issue: Education	82% (80)	18% (18)	98
#1 Issue: Energy	66% (54)	34% (28)	82
#1 Issue: Other	59% (70)	41% (49)	119
2018 House Vote: Democrat	71% (472)	29% (196)	668
2018 House Vote: Republican	77% (532)	23% (163)	695
2018 House Vote: Someone else	60% (30)	40% (20)	50
2016 Vote: Hillary Clinton	70% (462)	30% (194)	656
2016 Vote: Donald Trump	76% (560)	24% (180)	740
2016 Vote: Other	67% (64)	33% (32)	96
2016 Vote: Didn't Vote	63% (446)	37% (260)	706
Voted in 2014: Yes	73% (883)	27% (326)	1208
Voted in 2014: No	66% (652)	34% (340)	992
2012 Vote: Barack Obama	71% (534)	29% (223)	757
2012 Vote: Mitt Romney	74% (394)	26% (136)	530
2012 Vote: Other	70% (35)	30% (15)	50
2012 Vote: Didn't Vote	66% (568)	34% (290)	858

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**Table MCBR4\_1:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?

Decorated last year

Demographic	Yes	No	Total N
Adults	70% (1535)	30% (665)	2200
4-Region: Northeast	74% (291)	26% (102)	394
4-Region: Midwest	68% (314)	32% (148)	462
4-Region: South	69% (572)	31% (252)	824
4-Region: West	69% (357)	31% (163)	520
Parents	79% (873)	21% (238)	1111
Celebrate Christmas	74% (1483)	26% (513)	1996
Shop more online	74% (498)	26% (173)	670
Shop more in stores	66% (499)	34% (256)	755
Shop equally	74% (512)	26% (183)	696
Holiday shop more online	71% (539)	29% (217)	756
Holiday shop more in stores	70% (463)	30% (196)	659
Holiday shop equally	76% (498)	24% (161)	659
Decorate last year	100% (1535)	— (0)	1535
Decorate this year	92% (1395)	8% (129)	1524
Typically buys decorations	89% (672)	11% (86)	758
Typically buys Christmas tree	82% (538)	18% (118)	656
Typically visits Santa	91% (386)	9% (36)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR4\_2:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?  
Plan to decorate this year

Demographic	Yes	No	Total N
Adults	69% (1524)	31% (676)	2200
Gender: Male	64% (677)	36% (385)	1062
Gender: Female	74% (847)	26% (291)	1138
Age: 18-34	78% (511)	22% (144)	655
Age: 35-44	77% (275)	23% (82)	358
Age: 45-64	62% (469)	38% (282)	751
Age: 65+	62% (269)	38% (167)	436
GenZers: 1997-2012	80% (199)	20% (51)	249
Millennials: 1981-1996	77% (442)	23% (132)	575
GenXers: 1965-1980	66% (380)	34% (195)	576
Baby Boomers: 1946-1964	63% (454)	37% (266)	720
PID: Dem (no lean)	70% (545)	30% (239)	784
PID: Ind (no lean)	66% (431)	34% (224)	655
PID: Rep (no lean)	72% (548)	28% (213)	761
PID/Gender: Dem Men	66% (256)	34% (131)	387
PID/Gender: Dem Women	73% (289)	27% (108)	397
PID/Gender: Ind Men	59% (167)	41% (118)	285
PID/Gender: Ind Women	71% (264)	29% (106)	370
PID/Gender: Rep Men	65% (254)	35% (136)	390
PID/Gender: Rep Women	79% (294)	21% (77)	371
Ideo: Liberal (1-3)	65% (398)	35% (217)	615
Ideo: Moderate (4)	67% (453)	33% (226)	679
Ideo: Conservative (5-7)	77% (570)	23% (175)	744
Educ: < College	69% (1044)	31% (468)	1512
Educ: Bachelors degree	70% (309)	30% (135)	444
Educ: Post-grad	70% (171)	30% (73)	244
Income: Under 50k	63% (741)	37% (434)	1175
Income: 50k-100k	74% (481)	26% (168)	649
Income: 100k+	80% (302)	20% (74)	376
Ethnicity: White	70% (1200)	30% (522)	1722
Ethnicity: Hispanic	71% (247)	29% (102)	349

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**Table MCBR4\_2:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?  
 Plan to decorate this year

Demographic	Yes		No		Total N
Adults	69%	(1524)	31%	(676)	2200
Ethnicity: Black	68%	(186)	32%	(88)	274
Ethnicity: Other	68%	(138)	32%	(66)	204
All Christian	76%	(856)	24%	(278)	1134
All Non-Christian	56%	(79)	44%	(63)	142
Atheist	61%	(60)	39%	(39)	99
Agnostic/Nothing in particular	61%	(315)	39%	(204)	518
Something Else	70%	(215)	30%	(92)	307
Religious Non-Protestant/Catholic	60%	(101)	40%	(68)	168
Evangelical	75%	(502)	25%	(166)	668
Non-Evangelical	73%	(525)	27%	(193)	718
Community: Urban	67%	(466)	33%	(227)	694
Community: Suburban	71%	(674)	29%	(271)	946
Community: Rural	68%	(384)	32%	(177)	561
Employ: Private Sector	72%	(498)	28%	(192)	691
Employ: Government	77%	(127)	23%	(38)	165
Employ: Self-Employed	70%	(119)	30%	(50)	169
Employ: Homemaker	85%	(128)	15%	(22)	151
Employ: Retired	60%	(305)	40%	(200)	505
Employ: Unemployed	61%	(182)	39%	(115)	296
Employ: Other	72%	(97)	28%	(38)	135
Military HH: Yes	72%	(231)	28%	(91)	322
Military HH: No	69%	(1294)	31%	(584)	1878
RD/WT: Right Direction	75%	(578)	25%	(192)	770
RD/WT: Wrong Track	66%	(946)	34%	(484)	1430
Trump Job Approve	74%	(729)	26%	(251)	980
Trump Job Disapprove	66%	(746)	34%	(386)	1132
Trump Job Strongly Approve	75%	(433)	25%	(143)	576
Trump Job Somewhat Approve	73%	(296)	27%	(108)	404
Trump Job Somewhat Disapprove	70%	(177)	30%	(77)	254
Trump Job Strongly Disapprove	65%	(569)	35%	(309)	878

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**Table MCBR4\_2:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?  
Plan to decorate this year

Demographic	Yes		No		Total N
Adults	69%	(1524)	31%	(676)	2200
Favorable of Trump	75%	(740)	25%	(242)	982
Unfavorable of Trump	66%	(732)	34%	(383)	1115
Very Favorable of Trump	75%	(477)	25%	(158)	635
Somewhat Favorable of Trump	76%	(263)	24%	(84)	348
Somewhat Unfavorable of Trump	69%	(141)	31%	(63)	204
Very Unfavorable of Trump	65%	(591)	35%	(320)	911
#1 Issue: Economy	76%	(587)	24%	(181)	769
#1 Issue: Security	69%	(188)	31%	(84)	273
#1 Issue: Health Care	62%	(264)	38%	(164)	429
#1 Issue: Medicare / Social Security	58%	(175)	42%	(129)	304
#1 Issue: Women's Issues	76%	(96)	24%	(30)	126
#1 Issue: Education	88%	(86)	12%	(12)	98
#1 Issue: Energy	70%	(57)	30%	(25)	82
#1 Issue: Other	58%	(69)	42%	(50)	119
2018 House Vote: Democrat	68%	(457)	32%	(212)	668
2018 House Vote: Republican	75%	(521)	25%	(174)	695
2018 House Vote: Someone else	60%	(31)	40%	(20)	50
2016 Vote: Hillary Clinton	66%	(431)	34%	(225)	656
2016 Vote: Donald Trump	76%	(563)	24%	(177)	740
2016 Vote: Other	67%	(64)	33%	(32)	96
2016 Vote: Didn't Vote	66%	(465)	34%	(241)	706
Voted in 2014: Yes	72%	(874)	28%	(335)	1208
Voted in 2014: No	66%	(651)	34%	(341)	992
2012 Vote: Barack Obama	68%	(512)	32%	(245)	757
2012 Vote: Mitt Romney	77%	(407)	23%	(124)	530
2012 Vote: Other	68%	(34)	32%	(16)	50
2012 Vote: Didn't Vote	66%	(567)	34%	(291)	858

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**Table MCBR4\_2:** Did you decorate your home for a winter holiday such as Christmas, Hanukkah, Kwanzaa or New Year's last year or do you plan to decorate your home this year?  
 Plan to decorate this year

Demographic	Yes		No		Total N
Adults	69%	(1524)	31%	(676)	2200
4-Region: Northeast	75%	(295)	25%	(99)	394
4-Region: Midwest	70%	(324)	30%	(138)	462
4-Region: South	69%	(571)	31%	(253)	824
4-Region: West	64%	(335)	36%	(185)	520
Parents	77%	(855)	23%	(257)	1111
Celebrate Christmas	73%	(1467)	27%	(529)	1996
Shop more online	70%	(472)	30%	(199)	670
Shop more in stores	67%	(508)	33%	(247)	755
Shop equally	74%	(516)	26%	(180)	696
Holiday shop more online	70%	(529)	30%	(226)	756
Holiday shop more in stores	70%	(459)	30%	(200)	659
Holiday shop equally	76%	(501)	24%	(159)	659
Decorate last year	91%	(1395)	9%	(140)	1535
Decorate this year	100%	(1524)	—	(0)	1524
Typically buys decorations	87%	(656)	13%	(102)	758
Typically buys Christmas tree	82%	(540)	18%	(116)	656
Typically visits Santa	89%	(374)	11%	(48)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR5: Do you typically buy new holiday decorations each year?**

Demographic	Yes	No	Total N
Adults	34% (758)	66% (1442)	2200
Gender: Male	36% (388)	64% (674)	1062
Gender: Female	33% (370)	67% (768)	1138
Age: 18-34	44% (290)	56% (365)	655
Age: 35-44	52% (186)	48% (171)	358
Age: 45-64	28% (213)	72% (538)	751
Age: 65+	16% (69)	84% (368)	436
GenZers: 1997-2012	41% (102)	59% (147)	249
Millennials: 1981-1996	46% (267)	54% (308)	575
GenXers: 1965-1980	39% (225)	61% (350)	576
Baby Boomers: 1946-1964	21% (152)	79% (568)	720
PID: Dem (no lean)	39% (306)	61% (478)	784
PID: Ind (no lean)	26% (171)	74% (483)	655
PID: Rep (no lean)	37% (281)	63% (481)	761
PID/Gender: Dem Men	42% (163)	58% (224)	387
PID/Gender: Dem Women	36% (143)	64% (254)	397
PID/Gender: Ind Men	24% (69)	76% (216)	285
PID/Gender: Ind Women	28% (102)	72% (268)	370
PID/Gender: Rep Men	40% (155)	60% (235)	390
PID/Gender: Rep Women	34% (125)	66% (246)	371
Ideo: Liberal (1-3)	38% (234)	62% (381)	615
Ideo: Moderate (4)	34% (232)	66% (447)	679
Ideo: Conservative (5-7)	35% (258)	65% (487)	744
Educ: < College	31% (463)	69% (1049)	1512
Educ: Bachelors degree	40% (176)	60% (268)	444
Educ: Post-grad	49% (119)	51% (125)	244
Income: Under 50k	29% (337)	71% (838)	1175
Income: 50k-100k	37% (237)	63% (412)	649
Income: 100k+	49% (184)	51% (192)	376
Ethnicity: White	34% (578)	66% (1144)	1722
Ethnicity: Hispanic	45% (156)	55% (193)	349
Ethnicity: Black	39% (107)	61% (167)	274
Ethnicity: Other	36% (73)	64% (131)	204

Continued on next page

**Table MCBR5: Do you typically buy new holiday decorations each year?**

Demographic	Yes		No		Total N
Adults	34%	(758)	66%	(1442)	2200
All Christian	37%	(414)	63%	(720)	1134
All Non-Christian	40%	(57)	60%	(85)	142
Atheist	31%	(30)	69%	(69)	99
Agnostic/Nothing in particular	29%	(149)	71%	(369)	518
Something Else	35%	(108)	65%	(199)	307
Religious Non-Protestant/Catholic	37%	(62)	63%	(106)	168
Evangelical	41%	(275)	59%	(393)	668
Non-Evangelical	32%	(230)	68%	(488)	718
Community: Urban	42%	(295)	58%	(399)	694
Community: Suburban	31%	(291)	69%	(655)	946
Community: Rural	31%	(173)	69%	(388)	561
Employ: Private Sector	41%	(284)	59%	(406)	691
Employ: Government	53%	(88)	47%	(77)	165
Employ: Self-Employed	40%	(68)	60%	(100)	169
Employ: Homemaker	44%	(67)	56%	(84)	151
Employ: Retired	18%	(89)	82%	(415)	505
Employ: Unemployed	28%	(83)	72%	(214)	296
Employ: Other	35%	(47)	65%	(87)	135
Military HH: Yes	38%	(121)	62%	(201)	322
Military HH: No	34%	(637)	66%	(1241)	1878
RD/WT: Right Direction	41%	(317)	59%	(453)	770
RD/WT: Wrong Track	31%	(441)	69%	(989)	1430
Trump Job Approve	37%	(362)	63%	(617)	980
Trump Job Disapprove	32%	(364)	68%	(768)	1132
Trump Job Strongly Approve	37%	(213)	63%	(362)	576
Trump Job Somewhat Approve	37%	(149)	63%	(255)	404
Trump Job Somewhat Disapprove	42%	(108)	58%	(146)	254
Trump Job Strongly Disapprove	29%	(256)	71%	(622)	878
Favorable of Trump	38%	(378)	62%	(604)	982
Unfavorable of Trump	32%	(354)	68%	(761)	1115

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**Table MCBR5: Do you typically buy new holiday decorations each year?**

Demographic	Yes	No	Total N
Adults	34% (758)	66% (1442)	2200
Very Favorable of Trump	39% (248)	61% (387)	635
Somewhat Favorable of Trump	38% (130)	62% (217)	348
Somewhat Unfavorable of Trump	36% (73)	64% (130)	204
Very Unfavorable of Trump	31% (280)	69% (631)	911
#1 Issue: Economy	42% (319)	58% (449)	769
#1 Issue: Security	32% (86)	68% (186)	273
#1 Issue: Health Care	31% (132)	69% (297)	429
#1 Issue: Medicare / Social Security	20% (60)	80% (244)	304
#1 Issue: Women's Issues	40% (51)	60% (75)	126
#1 Issue: Education	60% (58)	40% (40)	98
#1 Issue: Energy	41% (34)	59% (48)	82
#1 Issue: Other	14% (17)	86% (102)	119
2018 House Vote: Democrat	34% (228)	66% (440)	668
2018 House Vote: Republican	36% (250)	64% (445)	695
2018 House Vote: Someone else	29% (14)	71% (36)	50
2016 Vote: Hillary Clinton	36% (236)	64% (420)	656
2016 Vote: Donald Trump	36% (264)	64% (476)	740
2016 Vote: Other	19% (18)	81% (77)	96
2016 Vote: Didn't Vote	34% (239)	66% (467)	706
Voted in 2014: Yes	35% (420)	65% (788)	1208
Voted in 2014: No	34% (338)	66% (654)	992
2012 Vote: Barack Obama	36% (273)	64% (485)	757
2012 Vote: Mitt Romney	33% (173)	67% (357)	530
2012 Vote: Other	13% (6)	87% (44)	50
2012 Vote: Didn't Vote	35% (302)	65% (556)	858
4-Region: Northeast	39% (152)	61% (241)	394
4-Region: Midwest	30% (138)	70% (324)	462
4-Region: South	34% (278)	66% (546)	824
4-Region: West	36% (189)	64% (331)	520
Parents	44% (485)	56% (626)	1111
Celebrate Christmas	36% (724)	64% (1272)	1996

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**Table MCBR5:** Do you typically buy new holiday decorations each year?

Demographic	Yes		No		Total N
Adults	34%	(758)	66%	(1442)	2200
Shop more online	38%	(257)	62%	(413)	670
Shop more in stores	30%	(226)	70%	(529)	755
Shop equally	38%	(262)	62%	(434)	696
Holiday shop more online	35%	(267)	65%	(488)	756
Holiday shop more in stores	33%	(218)	67%	(441)	659
Holiday shop equally	39%	(257)	61%	(402)	659
Decorate last year	44%	(672)	56%	(863)	1535
Decorate this year	43%	(656)	57%	(868)	1524
Typically buys decorations	100%	(758)	—	(0)	758
Typically buys Christmas tree	57%	(376)	43%	(280)	656
Typically visits Santa	62%	(260)	38%	(162)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR6: And do you typically buy a Christmas tree every year?**

Demographic	Yes, I buy a real Christmas tree		Yes, I buy a new artificial Christmas tree		No, I reuse an artificial Christmas tree		No, I do not typically decorate for Christmas or celebrate Christmas		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	12%	(274)	54%	(1190)	16%	(354)	2200
Gender: Male	21%	(219)	17%	(182)	45%	(476)	18%	(186)	1062
Gender: Female	14%	(164)	8%	(92)	63%	(714)	15%	(168)	1138
Age: 18-34	20%	(128)	21%	(140)	47%	(308)	12%	(79)	655
Age: 35-44	28%	(99)	23%	(82)	39%	(138)	11%	(38)	358
Age: 45-64	16%	(121)	6%	(42)	58%	(434)	20%	(154)	751
Age: 65+	8%	(34)	2%	(10)	71%	(309)	19%	(83)	436
GenZers: 1997-2012	19%	(47)	20%	(50)	48%	(119)	14%	(34)	249
Millennials: 1981-1996	23%	(129)	23%	(132)	45%	(256)	10%	(57)	575
GenXers: 1965-1980	21%	(119)	12%	(70)	46%	(267)	21%	(119)	576
Baby Boomers: 1946-1964	12%	(86)	3%	(18)	67%	(485)	18%	(131)	720
PID: Dem (no lean)	17%	(135)	17%	(133)	49%	(383)	17%	(132)	784
PID: Ind (no lean)	16%	(102)	9%	(57)	56%	(366)	20%	(129)	655
PID: Rep (no lean)	19%	(145)	11%	(84)	58%	(440)	12%	(93)	761
PID/Gender: Dem Men	22%	(85)	24%	(92)	35%	(134)	20%	(76)	387
PID/Gender: Dem Women	13%	(50)	10%	(41)	63%	(250)	14%	(56)	397
PID/Gender: Ind Men	14%	(40)	10%	(29)	56%	(159)	20%	(57)	285
PID/Gender: Ind Women	17%	(63)	8%	(28)	56%	(207)	19%	(71)	370
PID/Gender: Rep Men	24%	(94)	16%	(61)	47%	(183)	13%	(53)	390
PID/Gender: Rep Women	14%	(51)	6%	(23)	69%	(257)	11%	(41)	371
Ideo: Liberal (1-3)	17%	(104)	18%	(113)	45%	(278)	20%	(121)	615
Ideo: Moderate (4)	18%	(124)	12%	(80)	55%	(371)	15%	(103)	679
Ideo: Conservative (5-7)	17%	(129)	9%	(66)	62%	(458)	12%	(92)	744
Educ: < College	15%	(229)	10%	(146)	59%	(891)	16%	(246)	1512
Educ: Bachelors degree	19%	(83)	17%	(75)	49%	(219)	15%	(67)	444
Educ: Post-grad	29%	(71)	21%	(52)	33%	(80)	17%	(41)	244
Income: Under 50k	14%	(160)	10%	(123)	56%	(661)	20%	(231)	1175
Income: 50k-100k	20%	(128)	12%	(81)	55%	(356)	13%	(85)	649
Income: 100k+	25%	(94)	19%	(70)	46%	(173)	10%	(38)	376

Continued on next page

**Table MCBR6:** *And do you typically buy a Christmas tree every year?*

Demographic	Yes, I buy a real Christmas tree		Yes, I buy a new artificial Christmas tree		No, I reuse an artificial Christmas tree		No, I do not typically decorate for Christmas or celebrate Christmas		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	12%	(274)	54%	(1190)	16%	(354)	2200
Ethnicity: White	17%	(300)	11%	(195)	55%	(952)	16%	(274)	1722
Ethnicity: Hispanic	20%	(70)	20%	(69)	48%	(168)	12%	(43)	349
Ethnicity: Black	14%	(40)	21%	(58)	49%	(134)	15%	(42)	274
Ethnicity: Other	21%	(42)	10%	(20)	51%	(103)	19%	(38)	204
All Christian	19%	(218)	12%	(137)	58%	(660)	10%	(118)	1134
All Non-Christian	15%	(22)	24%	(34)	29%	(41)	32%	(46)	142
Atheist	14%	(14)	12%	(12)	47%	(46)	27%	(27)	99
Agnostic/Nothing in particular	16%	(83)	10%	(52)	51%	(266)	23%	(118)	518
Something Else	15%	(45)	13%	(40)	57%	(176)	15%	(46)	307
Religious Non-Protestant/Catholic	13%	(23)	22%	(38)	35%	(59)	29%	(49)	168
Evangelical	17%	(115)	18%	(117)	56%	(374)	9%	(62)	668
Non-Evangelical	19%	(140)	7%	(49)	61%	(436)	13%	(93)	718
Community: Urban	19%	(132)	21%	(145)	43%	(297)	17%	(119)	694
Community: Suburban	18%	(169)	9%	(86)	57%	(542)	16%	(149)	946
Community: Rural	15%	(82)	8%	(43)	62%	(350)	15%	(85)	561
Employ: Private Sector	23%	(160)	15%	(102)	48%	(332)	14%	(97)	691
Employ: Government	20%	(33)	27%	(44)	46%	(75)	7%	(12)	165
Employ: Self-Employed	23%	(39)	17%	(28)	42%	(71)	18%	(31)	169
Employ: Homemaker	15%	(23)	9%	(14)	65%	(98)	11%	(16)	151
Employ: Retired	8%	(40)	4%	(22)	67%	(337)	21%	(106)	505
Employ: Unemployed	17%	(51)	10%	(30)	53%	(156)	20%	(60)	296
Employ: Other	12%	(16)	17%	(22)	53%	(72)	18%	(24)	135
Military HH: Yes	15%	(49)	13%	(41)	57%	(182)	15%	(50)	322
Military HH: No	18%	(334)	12%	(233)	54%	(1008)	16%	(304)	1878
RD/WT: Right Direction	22%	(172)	16%	(122)	50%	(382)	12%	(94)	770
RD/WT: Wrong Track	15%	(210)	11%	(152)	56%	(808)	18%	(260)	1430
Trump Job Approve	20%	(192)	12%	(119)	57%	(559)	11%	(110)	980
Trump Job Disapprove	15%	(174)	13%	(146)	53%	(598)	19%	(214)	1132

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**Table MCBR6: And do you typically buy a Christmas tree every year?**

Demographic	Yes, I buy a real Christmas tree		Yes, I buy a new artificial Christmas tree		No, I reuse an artificial Christmas tree		No, I do not typically decorate for Christmas or celebrate Christmas		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	12%	(274)	54%	(1190)	16%	(354)	2200
Trump Job Strongly Approve	20%	(114)	12%	(67)	58%	(332)	11%	(62)	576
Trump Job Somewhat Approve	19%	(77)	13%	(52)	56%	(227)	12%	(48)	404
Trump Job Somewhat Disapprove	19%	(49)	25%	(63)	43%	(108)	13%	(34)	254
Trump Job Strongly Disapprove	14%	(125)	9%	(83)	56%	(490)	20%	(180)	878
Favorable of Trump	20%	(194)	13%	(123)	58%	(565)	10%	(100)	982
Unfavorable of Trump	15%	(166)	12%	(133)	54%	(598)	20%	(218)	1115
Very Favorable of Trump	19%	(123)	14%	(87)	57%	(360)	10%	(65)	635
Somewhat Favorable of Trump	20%	(71)	11%	(37)	59%	(205)	10%	(35)	348
Somewhat Unfavorable of Trump	21%	(43)	17%	(34)	47%	(97)	15%	(30)	204
Very Unfavorable of Trump	13%	(122)	11%	(99)	55%	(502)	21%	(188)	911
#1 Issue: Economy	21%	(165)	16%	(126)	48%	(368)	14%	(110)	769
#1 Issue: Security	13%	(36)	13%	(35)	60%	(163)	14%	(39)	273
#1 Issue: Health Care	19%	(82)	10%	(44)	54%	(232)	17%	(72)	429
#1 Issue: Medicare / Social Security	8%	(24)	2%	(7)	71%	(217)	18%	(55)	304
#1 Issue: Women's Issues	15%	(20)	14%	(17)	53%	(67)	18%	(23)	126
#1 Issue: Education	33%	(32)	23%	(23)	40%	(40)	3%	(3)	98
#1 Issue: Energy	13%	(11)	24%	(20)	42%	(34)	21%	(17)	82
#1 Issue: Other	11%	(13)	2%	(2)	58%	(69)	30%	(36)	119
2018 House Vote: Democrat	18%	(119)	14%	(91)	51%	(339)	18%	(119)	668
2018 House Vote: Republican	19%	(135)	10%	(69)	61%	(427)	9%	(65)	695
2018 House Vote: Someone else	17%	(8)	7%	(4)	57%	(28)	19%	(10)	50
2016 Vote: Hillary Clinton	18%	(118)	14%	(94)	51%	(332)	17%	(112)	656
2016 Vote: Donald Trump	18%	(134)	11%	(80)	61%	(454)	10%	(72)	740
2016 Vote: Other	21%	(20)	4%	(4)	60%	(57)	16%	(15)	96
2016 Vote: Didn't Vote	16%	(111)	13%	(95)	49%	(346)	22%	(155)	706
Voted in 2014: Yes	18%	(218)	12%	(141)	57%	(692)	13%	(157)	1208
Voted in 2014: No	17%	(165)	13%	(133)	50%	(497)	20%	(197)	992

Continued on next page

**Table MCBR6:** *And do you typically buy a Christmas tree every year?*

Demographic	Yes, I buy a real Christmas tree		Yes, I buy a new artificial Christmas tree		No, I reuse an artificial Christmas tree		No, I do not typically decorate for Christmas or celebrate Christmas		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	17%	(382)	12%	(274)	54%	(1190)	16%	(354)	2200
2012 Vote: Barack Obama	19%	(146)	14%	(102)	51%	(388)	16%	(121)	757
2012 Vote: Mitt Romney	17%	(90)	8%	(42)	65%	(345)	10%	(54)	530
2012 Vote: Other	11%	(6)	6%	(3)	62%	(31)	21%	(10)	50
2012 Vote: Didn't Vote	16%	(137)	15%	(127)	50%	(426)	20%	(169)	858
4-Region: Northeast	24%	(96)	14%	(55)	45%	(177)	17%	(66)	394
4-Region: Midwest	11%	(50)	11%	(52)	63%	(292)	15%	(69)	462
4-Region: South	16%	(129)	10%	(83)	59%	(488)	15%	(125)	824
4-Region: West	21%	(108)	16%	(84)	45%	(233)	18%	(94)	520
Parents	21%	(230)	16%	(178)	52%	(580)	11%	(123)	1111
Celebrate Christmas	18%	(364)	13%	(257)	58%	(1164)	11%	(211)	1996
Shop more online	21%	(138)	13%	(90)	55%	(367)	11%	(76)	670
Shop more in stores	15%	(115)	9%	(69)	57%	(429)	19%	(142)	755
Shop equally	18%	(126)	15%	(104)	53%	(371)	14%	(94)	696
Holiday shop more online	20%	(148)	11%	(85)	56%	(424)	13%	(99)	756
Holiday shop more in stores	16%	(104)	12%	(76)	57%	(377)	15%	(102)	659
Holiday shop equally	19%	(125)	16%	(108)	53%	(349)	12%	(76)	659
Decorate last year	21%	(321)	14%	(217)	62%	(951)	3%	(46)	1535
Decorate this year	21%	(316)	15%	(224)	61%	(928)	4%	(56)	1524
Typically buys decorations	25%	(187)	25%	(189)	47%	(354)	4%	(28)	758
Typically buys Christmas tree	58%	(382)	42%	(274)	—	(0)	—	(0)	656
Typically visits Santa	32%	(133)	28%	(117)	38%	(161)	2%	(10)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR7: Do you typically take your child(ren) to see Santa Claus at a local mall or event during the winter holiday season?**

Demographic	Yes	No	Total N
Adults	38% (422)	62% (689)	1111
Gender: Male	44% (239)	56% (304)	543
Gender: Female	32% (183)	68% (385)	568
Age: 18-34	62% (139)	38% (85)	225
Age: 35-44	60% (156)	40% (104)	260
Age: 45-64	26% (104)	74% (301)	405
Age: 65+	10% (22)	90% (199)	221
Millennials: 1981-1996	65% (199)	35% (108)	307
GenXers: 1965-1980	40% (148)	60% (219)	366
Baby Boomers: 1946-1964	15% (54)	85% (306)	360
PID: Dem (no lean)	40% (146)	60% (222)	368
PID: Ind (no lean)	33% (98)	67% (196)	295
PID: Rep (no lean)	40% (178)	60% (271)	449
PID/Gender: Dem Men	47% (90)	53% (102)	191
PID/Gender: Dem Women	32% (56)	68% (120)	176
PID/Gender: Ind Men	31% (37)	69% (83)	120
PID/Gender: Ind Women	35% (61)	65% (113)	174
PID/Gender: Rep Men	48% (112)	52% (120)	232
PID/Gender: Rep Women	30% (66)	70% (152)	217
Ideo: Liberal (1-3)	44% (130)	56% (168)	299
Ideo: Moderate (4)	40% (129)	60% (196)	324
Ideo: Conservative (5-7)	34% (144)	66% (280)	425
Educ: < College	30% (205)	70% (487)	692
Educ: Bachelors degree	44% (108)	56% (139)	247
Educ: Post-grad	63% (109)	37% (63)	172
Income: Under 50k	32% (155)	68% (328)	484
Income: 50k-100k	36% (127)	64% (229)	356
Income: 100k+	51% (139)	49% (132)	271
Ethnicity: White	38% (347)	62% (577)	924
Ethnicity: Hispanic	52% (83)	48% (77)	160
Ethnicity: Black	43% (49)	57% (66)	115
Ethnicity: Other	36% (25)	64% (46)	72

Continued on next page

**Table MCBR7:** Do you typically take your child(ren) to see Santa Claus at a local mall or event during the winter holiday season?

Demographic	Yes		No		Total N
Adults	38%	(422)	62%	(689)	1111
All Christian	37%	(240)	63%	(400)	640
All Non-Christian	50%	(42)	50%	(42)	84
Agnostic/Nothing in particular	34%	(69)	66%	(134)	203
Something Else	39%	(61)	61%	(97)	158
Religious Non-Protestant/Catholic	48%	(44)	52%	(47)	92
Evangelical	48%	(186)	52%	(201)	387
Non-Evangelical	26%	(98)	74%	(282)	380
Community: Urban	52%	(201)	48%	(187)	388
Community: Suburban	30%	(130)	70%	(308)	438
Community: Rural	32%	(91)	68%	(195)	286
Employ: Private Sector	47%	(196)	53%	(221)	417
Employ: Government	58%	(52)	42%	(38)	90
Employ: Self-Employed	43%	(40)	57%	(53)	92
Employ: Homemaker	34%	(42)	66%	(82)	124
Employ: Retired	16%	(37)	84%	(199)	236
Employ: Unemployed	35%	(30)	65%	(55)	85
Employ: Other	36%	(21)	64%	(36)	57
Military HH: Yes	33%	(57)	67%	(115)	171
Military HH: No	39%	(365)	61%	(575)	940
RD/WT: Right Direction	48%	(216)	52%	(232)	448
RD/WT: Wrong Track	31%	(206)	69%	(457)	663
Trump Job Approve	44%	(244)	56%	(316)	560
Trump Job Disapprove	32%	(165)	68%	(355)	521
Trump Job Strongly Approve	45%	(148)	55%	(181)	329
Trump Job Somewhat Approve	41%	(95)	59%	(136)	231
Trump Job Somewhat Disapprove	47%	(65)	53%	(74)	139
Trump Job Strongly Disapprove	26%	(100)	74%	(281)	382
Favorable of Trump	44%	(250)	56%	(317)	567
Unfavorable of Trump	30%	(153)	70%	(350)	502

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**Table MCBR7: Do you typically take your child(ren) to see Santa Claus at a local mall or event during the winter holiday season?**

Demographic	Yes	No	Total N
Adults	38% (422)	62% (689)	1111
Very Favorable of Trump	48% (174)	52% (190)	364
Somewhat Favorable of Trump	37% (76)	63% (127)	203
Somewhat Unfavorable of Trump	43% (46)	57% (60)	106
Very Unfavorable of Trump	27% (107)	73% (290)	397
#1 Issue: Economy	43% (177)	57% (238)	415
#1 Issue: Security	40% (52)	60% (80)	132
#1 Issue: Health Care	37% (77)	63% (132)	208
#1 Issue: Medicare / Social Security	16% (23)	84% (122)	145
#1 Issue: Women's Issues	35% (18)	65% (32)	50
#1 Issue: Education	69% (49)	31% (21)	70
#1 Issue: Other	20% (10)	80% (41)	52
2018 House Vote: Democrat	40% (138)	60% (211)	349
2018 House Vote: Republican	34% (144)	66% (280)	424
2016 Vote: Hillary Clinton	34% (127)	66% (247)	374
2016 Vote: Donald Trump	40% (183)	60% (273)	456
2016 Vote: Didn't Vote	42% (99)	58% (136)	236
Voted in 2014: Yes	37% (253)	63% (434)	687
Voted in 2014: No	40% (169)	60% (255)	424
2012 Vote: Barack Obama	38% (156)	62% (258)	414
2012 Vote: Mitt Romney	35% (109)	65% (206)	315
2012 Vote: Didn't Vote	41% (145)	59% (208)	353
4-Region: Northeast	43% (91)	57% (121)	212
4-Region: Midwest	31% (80)	69% (181)	261
4-Region: South	36% (137)	64% (246)	383
4-Region: West	45% (114)	55% (142)	256
Parents	38% (422)	62% (689)	1111
Celebrate Christmas	40% (409)	60% (617)	1026
Shop more online	40% (137)	60% (203)	340
Shop more in stores	27% (101)	73% (273)	374
Shop equally	47% (174)	53% (197)	371

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**Table MCBR7:** Do you typically take your child(ren) to see Santa Claus at a local mall or event during the winter holiday season?

Demographic	Yes		No		Total N
Adults	38%	(422)	62%	(689)	1111
Holiday shop more online	37%	(152)	63%	(261)	413
Holiday shop more in stores	34%	(105)	66%	(208)	313
Holiday shop equally	46%	(159)	54%	(185)	344
Decorate last year	44%	(386)	56%	(487)	873
Decorate this year	44%	(374)	56%	(481)	855
Typically buys decorations	54%	(260)	46%	(225)	485
Typically buys Christmas tree	61%	(251)	39%	(157)	408
Typically visits Santa	100%	(422)	—	(0)	422

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_1: How likely are you to do the following this year?**  
*Buy new holiday decorations*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	17% (369)	24% (528)	14% (306)	38% (828)	8% (170)	2200
Gender: Male	17% (180)	26% (275)	16% (165)	36% (379)	6% (63)	1062
Gender: Female	17% (189)	22% (253)	12% (141)	39% (449)	9% (107)	1138
Age: 18-34	23% (154)	33% (214)	13% (87)	20% (133)	10% (68)	655
Age: 35-44	26% (92)	29% (102)	15% (54)	26% (91)	5% (18)	358
Age: 45-64	13% (96)	21% (156)	14% (107)	45% (338)	7% (54)	751
Age: 65+	6% (27)	13% (57)	13% (57)	61% (266)	7% (30)	436
GenZers: 1997-2012	17% (43)	36% (91)	14% (34)	19% (47)	14% (35)	249
Millennials: 1981-1996	26% (148)	30% (171)	15% (89)	22% (125)	7% (42)	575
GenXers: 1965-1980	19% (110)	25% (144)	13% (77)	37% (212)	6% (32)	576
Baby Boomers: 1946-1964	9% (64)	16% (116)	13% (91)	55% (393)	8% (56)	720
PID: Dem (no lean)	17% (136)	26% (202)	16% (124)	36% (278)	6% (44)	784
PID: Ind (no lean)	11% (73)	23% (149)	14% (89)	41% (266)	12% (78)	655
PID: Rep (no lean)	21% (160)	23% (177)	12% (93)	37% (284)	6% (49)	761
PID/Gender: Dem Men	19% (73)	30% (116)	17% (65)	30% (116)	4% (17)	387
PID/Gender: Dem Women	16% (63)	22% (86)	15% (58)	41% (163)	7% (27)	397
PID/Gender: Ind Men	10% (28)	21% (60)	13% (38)	47% (134)	9% (25)	285
PID/Gender: Ind Women	12% (45)	24% (89)	14% (51)	36% (131)	14% (53)	370
PID/Gender: Rep Men	20% (79)	25% (98)	16% (62)	33% (129)	5% (21)	390
PID/Gender: Rep Women	22% (80)	21% (78)	8% (31)	42% (155)	7% (28)	371
Ideo: Liberal (1-3)	18% (113)	26% (158)	11% (70)	40% (245)	5% (30)	615
Ideo: Moderate (4)	14% (98)	25% (168)	15% (102)	39% (262)	7% (49)	679
Ideo: Conservative (5-7)	18% (137)	23% (168)	16% (120)	36% (270)	7% (49)	744
Educ: < College	15% (227)	23% (343)	14% (208)	39% (595)	9% (139)	1512
Educ: Bachelors degree	16% (73)	27% (122)	15% (68)	37% (164)	4% (18)	444
Educ: Post-grad	28% (69)	26% (63)	12% (29)	28% (69)	6% (14)	244
Income: Under 50k	14% (165)	21% (247)	13% (157)	42% (495)	9% (110)	1175
Income: 50k-100k	18% (115)	26% (168)	13% (86)	37% (238)	7% (42)	649
Income: 100k+	23% (88)	30% (113)	17% (63)	25% (95)	5% (17)	376
Ethnicity: White	16% (283)	23% (394)	13% (230)	40% (692)	7% (122)	1722
Ethnicity: Hispanic	24% (85)	23% (80)	17% (58)	25% (86)	11% (40)	349

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**Table MCBR8\_1: How likely are you to do the following this year?**  
 Buy new holiday decorations

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	17%	(369)	24%	(528)	14%	(306)	38%	(828)	8%	(170)	2200
Ethnicity: Black	20%	(54)	30%	(84)	12%	(32)	30%	(81)	8%	(23)	274
Ethnicity: Other	15%	(32)	25%	(50)	21%	(43)	27%	(54)	12%	(25)	204
All Christian	19%	(210)	25%	(284)	13%	(152)	36%	(408)	7%	(80)	1134
All Non-Christian	19%	(28)	27%	(39)	10%	(15)	35%	(50)	7%	(10)	142
Atheist	13%	(13)	28%	(28)	22%	(22)	29%	(29)	7%	(7)	99
Agnostic/Nothing in particular	13%	(70)	21%	(109)	14%	(75)	41%	(211)	10%	(54)	518
Something Else	16%	(48)	22%	(68)	14%	(42)	42%	(130)	6%	(19)	307
Religious Non-Protestant/Catholic	17%	(29)	29%	(49)	9%	(16)	38%	(64)	6%	(10)	168
Evangelical	21%	(140)	26%	(170)	11%	(76)	35%	(233)	7%	(48)	668
Non-Evangelical	14%	(103)	23%	(168)	16%	(114)	40%	(286)	7%	(48)	718
Community: Urban	22%	(156)	26%	(182)	11%	(73)	31%	(216)	10%	(67)	694
Community: Suburban	15%	(142)	23%	(221)	15%	(144)	41%	(386)	5%	(52)	946
Community: Rural	13%	(71)	22%	(125)	16%	(88)	40%	(226)	9%	(51)	561
Employ: Private Sector	21%	(148)	27%	(189)	12%	(83)	33%	(231)	6%	(40)	691
Employ: Government	24%	(40)	35%	(58)	13%	(21)	25%	(41)	2%	(4)	165
Employ: Self-Employed	20%	(33)	30%	(51)	14%	(23)	35%	(60)	1%	(2)	169
Employ: Homemaker	27%	(40)	27%	(40)	8%	(12)	33%	(50)	6%	(8)	151
Employ: Retired	7%	(35)	14%	(68)	17%	(86)	55%	(276)	8%	(39)	505
Employ: Unemployed	15%	(45)	22%	(64)	14%	(41)	34%	(102)	15%	(44)	296
Employ: Other	14%	(19)	24%	(32)	18%	(24)	32%	(43)	13%	(17)	135
Military HH: Yes	16%	(53)	24%	(78)	17%	(54)	35%	(113)	8%	(24)	322
Military HH: No	17%	(316)	24%	(450)	13%	(252)	38%	(715)	8%	(145)	1878
RD/WT: Right Direction	22%	(171)	27%	(211)	12%	(89)	31%	(237)	8%	(61)	770
RD/WT: Wrong Track	14%	(197)	22%	(317)	15%	(217)	41%	(591)	8%	(108)	1430
Trump Job Approve	20%	(193)	24%	(238)	12%	(118)	37%	(358)	7%	(73)	980
Trump Job Disapprove	14%	(162)	23%	(264)	16%	(182)	40%	(451)	6%	(72)	1132
Trump Job Strongly Approve	26%	(151)	20%	(113)	12%	(68)	36%	(206)	7%	(39)	576
Trump Job Somewhat Approve	11%	(43)	31%	(125)	12%	(50)	38%	(152)	9%	(35)	404
Trump Job Somewhat Disapprove	15%	(39)	31%	(79)	21%	(54)	27%	(68)	6%	(15)	254
Trump Job Strongly Disapprove	14%	(124)	21%	(185)	15%	(128)	44%	(384)	6%	(57)	878

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**Table MCBR8\_1: How likely are you to do the following this year?**

*Buy new holiday decorations*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	17%	(369)	24%	(528)	14%	(306)	38%	(828)	8%	(170)	2200
Favorable of Trump	21%	(206)	25%	(245)	12%	(119)	35%	(343)	7%	(69)	982
Unfavorable of Trump	14%	(157)	24%	(263)	15%	(170)	41%	(457)	6%	(68)	1115
Very Favorable of Trump	26%	(165)	21%	(134)	11%	(72)	34%	(215)	8%	(49)	635
Somewhat Favorable of Trump	12%	(41)	32%	(111)	13%	(47)	37%	(128)	6%	(20)	348
Somewhat Unfavorable of Trump	13%	(26)	29%	(58)	19%	(39)	33%	(67)	6%	(13)	204
Very Unfavorable of Trump	14%	(131)	22%	(204)	14%	(131)	43%	(390)	6%	(54)	911
#1 Issue: Economy	20%	(156)	26%	(202)	16%	(121)	31%	(238)	7%	(53)	769
#1 Issue: Security	18%	(50)	24%	(65)	11%	(31)	35%	(97)	11%	(30)	273
#1 Issue: Health Care	14%	(61)	19%	(82)	18%	(79)	43%	(183)	6%	(24)	429
#1 Issue: Medicare / Social Security	9%	(26)	18%	(54)	11%	(34)	55%	(166)	8%	(24)	304
#1 Issue: Women's Issues	18%	(23)	30%	(38)	10%	(12)	32%	(40)	10%	(13)	126
#1 Issue: Education	23%	(23)	51%	(50)	11%	(11)	12%	(12)	3%	(3)	98
#1 Issue: Energy	22%	(18)	22%	(18)	8%	(7)	41%	(34)	6%	(5)	82
#1 Issue: Other	10%	(11)	15%	(18)	9%	(11)	50%	(59)	16%	(19)	119
2018 House Vote: Democrat	17%	(117)	22%	(150)	14%	(96)	41%	(272)	5%	(34)	668
2018 House Vote: Republican	19%	(130)	26%	(179)	12%	(84)	38%	(263)	6%	(40)	695
2018 House Vote: Someone else	15%	(7)	22%	(11)	7%	(3)	46%	(23)	11%	(5)	50
2016 Vote: Hillary Clinton	17%	(111)	23%	(153)	17%	(109)	40%	(260)	4%	(24)	656
2016 Vote: Donald Trump	19%	(144)	24%	(178)	11%	(82)	39%	(290)	6%	(46)	740
2016 Vote: Other	7%	(6)	19%	(18)	17%	(16)	45%	(43)	13%	(12)	96
2016 Vote: Didn't Vote	15%	(106)	25%	(179)	14%	(98)	33%	(234)	12%	(88)	706
Voted in 2014: Yes	18%	(215)	25%	(296)	13%	(156)	40%	(488)	4%	(54)	1208
Voted in 2014: No	15%	(154)	23%	(232)	15%	(150)	34%	(340)	12%	(116)	992
2012 Vote: Barack Obama	19%	(145)	23%	(173)	13%	(98)	41%	(312)	4%	(29)	757
2012 Vote: Mitt Romney	17%	(88)	23%	(123)	12%	(63)	43%	(226)	6%	(31)	530
2012 Vote: Other	8%	(4)	22%	(11)	11%	(6)	46%	(23)	13%	(7)	50
2012 Vote: Didn't Vote	15%	(128)	26%	(221)	16%	(139)	31%	(267)	12%	(103)	858

Continued on next page

**Table MCBR8\_1: How likely are you to do the following this year?**  
 Buy new holiday decorations

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	17%	(369)	24%	(528)	14%	(306)	38%	(828)	8%	(170)	2200
4-Region: Northeast	20%	(78)	26%	(100)	14%	(57)	33%	(129)	7%	(29)	394
4-Region: Midwest	16%	(76)	21%	(97)	13%	(60)	45%	(208)	5%	(22)	462
4-Region: South	17%	(138)	23%	(190)	13%	(110)	38%	(315)	9%	(70)	824
4-Region: West	15%	(77)	27%	(140)	15%	(79)	34%	(176)	9%	(48)	520
Parents	22%	(248)	26%	(293)	13%	(150)	32%	(359)	6%	(61)	1111
Celebrate Christmas	18%	(355)	25%	(506)	14%	(286)	36%	(711)	7%	(138)	1996
Shop more online	16%	(106)	30%	(198)	11%	(71)	36%	(240)	8%	(56)	670
Shop more in stores	15%	(113)	19%	(142)	16%	(118)	43%	(327)	7%	(55)	755
Shop equally	21%	(147)	26%	(179)	16%	(111)	33%	(229)	4%	(30)	696
Holiday shop more online	16%	(120)	26%	(196)	13%	(96)	39%	(292)	7%	(51)	756
Holiday shop more in stores	16%	(103)	24%	(156)	15%	(97)	39%	(259)	7%	(44)	659
Holiday shop equally	21%	(141)	26%	(169)	16%	(106)	31%	(207)	6%	(37)	659
Decorate last year	22%	(337)	29%	(448)	15%	(237)	28%	(435)	5%	(78)	1535
Decorate this year	23%	(357)	31%	(477)	16%	(238)	25%	(378)	5%	(75)	1524
Typically buys decorations	39%	(298)	39%	(299)	10%	(75)	8%	(62)	3%	(24)	758
Typically buys Christmas tree	31%	(206)	33%	(216)	17%	(109)	16%	(103)	3%	(22)	656
Typically visits Santa	38%	(160)	29%	(124)	13%	(56)	15%	(63)	4%	(19)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_2: How likely are you to do the following this year?**  
*Buy a Christmas tree*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know / No opinion	Total N
Adults	19% (427)	14% (311)	10% (215)	49% (1089)	7% (158)	2200
Gender: Male	21% (224)	15% (160)	11% (122)	46% (493)	6% (62)	1062
Gender: Female	18% (203)	13% (151)	8% (93)	52% (596)	8% (95)	1138
Age: 18-34	27% (175)	21% (139)	13% (84)	30% (198)	9% (60)	655
Age: 35-44	33% (117)	21% (74)	10% (34)	32% (114)	5% (19)	358
Age: 45-64	14% (105)	11% (85)	9% (70)	58% (432)	8% (58)	751
Age: 65+	7% (31)	3% (14)	6% (26)	79% (345)	5% (21)	436
GenZers: 1997-2012	26% (64)	22% (55)	11% (29)	28% (69)	13% (32)	249
Millennials: 1981-1996	28% (161)	21% (122)	13% (76)	31% (180)	6% (36)	575
GenXers: 1965-1980	22% (128)	15% (87)	11% (64)	45% (260)	6% (37)	576
Baby Boomers: 1946-1964	10% (75)	6% (47)	6% (40)	70% (507)	7% (51)	720
PID: Dem (no lean)	20% (157)	17% (133)	8% (65)	49% (382)	6% (47)	784
PID: Ind (no lean)	16% (104)	14% (93)	10% (65)	51% (332)	9% (61)	655
PID: Rep (no lean)	22% (166)	11% (85)	11% (85)	49% (375)	7% (50)	761
PID/Gender: Dem Men	22% (86)	21% (81)	10% (39)	43% (166)	4% (15)	387
PID/Gender: Dem Women	18% (70)	13% (53)	7% (26)	54% (216)	8% (32)	397
PID/Gender: Ind Men	15% (43)	10% (28)	12% (35)	56% (161)	7% (19)	285
PID/Gender: Ind Women	17% (62)	18% (65)	8% (29)	46% (171)	11% (42)	370
PID/Gender: Rep Men	24% (95)	13% (52)	12% (48)	43% (166)	7% (29)	390
PID/Gender: Rep Women	19% (71)	9% (33)	10% (37)	56% (208)	6% (21)	371
Ideo: Liberal (1-3)	23% (138)	19% (117)	6% (38)	48% (298)	4% (24)	615
Ideo: Moderate (4)	17% (119)	15% (99)	11% (75)	50% (343)	6% (43)	679
Ideo: Conservative (5-7)	18% (138)	11% (83)	12% (88)	51% (382)	7% (54)	744
Educ: < College	18% (269)	12% (188)	10% (151)	52% (782)	8% (122)	1512
Educ: Bachelors degree	20% (88)	16% (71)	10% (44)	50% (222)	4% (19)	444
Educ: Post-grad	29% (71)	22% (53)	8% (19)	34% (84)	7% (17)	244
Income: Under 50k	15% (181)	13% (157)	11% (128)	52% (607)	9% (101)	1175
Income: 50k-100k	22% (146)	13% (81)	9% (60)	51% (329)	5% (33)	649
Income: 100k+	27% (101)	19% (73)	7% (26)	41% (153)	6% (23)	376
Ethnicity: White	18% (316)	13% (224)	9% (150)	53% (907)	7% (124)	1722
Ethnicity: Hispanic	28% (99)	19% (67)	9% (32)	32% (112)	11% (39)	349

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**Table MCBR8\_2: How likely are you to do the following this year?**  
 Buy a Christmas tree

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	19%	(427)	14%	(311)	10%	(215)	49%	(1089)	7%	(158)	2200
Ethnicity: Black	24%	(67)	20%	(56)	12%	(34)	37%	(102)	6%	(17)	274
Ethnicity: Other	22%	(44)	16%	(32)	15%	(31)	39%	(80)	8%	(17)	204
All Christian	22%	(244)	13%	(144)	10%	(113)	49%	(558)	7%	(75)	1134
All Non-Christian	25%	(35)	16%	(22)	7%	(10)	45%	(64)	7%	(10)	142
Atheist	12%	(12)	23%	(23)	14%	(14)	42%	(42)	8%	(8)	99
Agnostic/Nothing in particular	15%	(80)	16%	(82)	10%	(53)	48%	(251)	10%	(53)	518
Something Else	18%	(56)	13%	(41)	8%	(24)	57%	(174)	4%	(12)	307
Religious Non-Protestant/Catholic	24%	(40)	15%	(25)	8%	(13)	48%	(80)	6%	(10)	168
Evangelical	22%	(149)	15%	(99)	12%	(80)	46%	(306)	5%	(34)	668
Non-Evangelical	19%	(138)	11%	(77)	7%	(50)	56%	(404)	7%	(49)	718
Community: Urban	24%	(164)	19%	(135)	10%	(70)	40%	(274)	7%	(50)	694
Community: Suburban	20%	(187)	11%	(102)	9%	(88)	53%	(504)	7%	(64)	946
Community: Rural	14%	(76)	13%	(74)	10%	(56)	55%	(310)	8%	(44)	561
Employ: Private Sector	25%	(174)	17%	(116)	10%	(71)	43%	(297)	5%	(33)	691
Employ: Government	25%	(40)	20%	(33)	13%	(22)	36%	(60)	6%	(10)	165
Employ: Self-Employed	21%	(35)	21%	(36)	15%	(26)	38%	(64)	5%	(8)	169
Employ: Homemaker	25%	(38)	14%	(22)	7%	(10)	49%	(74)	5%	(7)	151
Employ: Retired	8%	(40)	5%	(24)	6%	(32)	74%	(372)	7%	(36)	505
Employ: Unemployed	20%	(59)	18%	(52)	7%	(21)	44%	(130)	12%	(34)	296
Employ: Other	19%	(25)	9%	(12)	16%	(21)	46%	(62)	11%	(14)	135
Military HH: Yes	21%	(66)	10%	(32)	9%	(28)	54%	(174)	7%	(22)	322
Military HH: No	19%	(361)	15%	(279)	10%	(187)	49%	(915)	7%	(135)	1878
RD/WT: Right Direction	25%	(189)	15%	(115)	12%	(90)	41%	(317)	8%	(59)	770
RD/WT: Wrong Track	17%	(239)	14%	(197)	9%	(125)	54%	(772)	7%	(98)	1430
Trump Job Approve	22%	(215)	11%	(112)	11%	(109)	49%	(476)	7%	(68)	980
Trump Job Disapprove	17%	(197)	16%	(181)	8%	(93)	52%	(593)	6%	(68)	1132
Trump Job Strongly Approve	26%	(151)	8%	(49)	10%	(55)	48%	(278)	7%	(43)	576
Trump Job Somewhat Approve	16%	(65)	16%	(63)	13%	(54)	49%	(197)	6%	(24)	404
Trump Job Somewhat Disapprove	19%	(47)	24%	(61)	12%	(31)	38%	(95)	8%	(19)	254
Trump Job Strongly Disapprove	17%	(150)	14%	(120)	7%	(62)	57%	(498)	5%	(48)	878

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**Table MCBR8\_2: How likely are you to do the following this year?**  
*Buy a Christmas tree*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	19%	(427)	14%	(311)	10%	(215)	49%	(1089)	7%	(158)	2200
Favorable of Trump	23%	(223)	12%	(123)	11%	(108)	47%	(462)	7%	(67)	982
Unfavorable of Trump	17%	(193)	15%	(163)	9%	(98)	54%	(597)	6%	(65)	1115
Very Favorable of Trump	26%	(165)	10%	(65)	10%	(63)	46%	(293)	8%	(48)	635
Somewhat Favorable of Trump	17%	(58)	17%	(58)	13%	(45)	48%	(168)	5%	(18)	348
Somewhat Unfavorable of Trump	15%	(31)	21%	(43)	12%	(24)	43%	(89)	8%	(17)	204
Very Unfavorable of Trump	18%	(161)	13%	(120)	8%	(73)	56%	(508)	5%	(49)	911
#1 Issue: Economy	26%	(203)	16%	(120)	12%	(89)	40%	(310)	6%	(47)	769
#1 Issue: Security	18%	(49)	14%	(37)	6%	(17)	51%	(139)	11%	(31)	273
#1 Issue: Health Care	18%	(78)	14%	(59)	12%	(50)	51%	(219)	5%	(22)	429
#1 Issue: Medicare / Social Security	7%	(23)	5%	(14)	6%	(17)	77%	(235)	5%	(14)	304
#1 Issue: Women's Issues	22%	(27)	17%	(22)	6%	(8)	42%	(53)	13%	(16)	126
#1 Issue: Education	22%	(22)	38%	(37)	9%	(9)	28%	(27)	4%	(4)	98
#1 Issue: Energy	17%	(14)	15%	(12)	16%	(13)	45%	(37)	7%	(6)	82
#1 Issue: Other	9%	(11)	9%	(11)	9%	(11)	57%	(68)	15%	(18)	119
2018 House Vote: Democrat	21%	(140)	15%	(99)	7%	(47)	53%	(353)	4%	(28)	668
2018 House Vote: Republican	20%	(142)	12%	(83)	10%	(73)	51%	(352)	7%	(46)	695
2018 House Vote: Someone else	10%	(5)	12%	(6)	3%	(1)	63%	(32)	11%	(6)	50
2016 Vote: Hillary Clinton	20%	(129)	17%	(112)	8%	(50)	52%	(344)	3%	(21)	656
2016 Vote: Donald Trump	21%	(153)	11%	(79)	11%	(80)	51%	(379)	7%	(49)	740
2016 Vote: Other	13%	(13)	10%	(10)	6%	(6)	61%	(58)	10%	(10)	96
2016 Vote: Didn't Vote	19%	(132)	16%	(111)	11%	(79)	43%	(306)	11%	(78)	706
Voted in 2014: Yes	20%	(245)	13%	(162)	9%	(103)	53%	(642)	5%	(57)	1208
Voted in 2014: No	18%	(182)	15%	(149)	11%	(111)	45%	(447)	10%	(101)	992
2012 Vote: Barack Obama	21%	(161)	16%	(118)	9%	(66)	51%	(383)	4%	(30)	757
2012 Vote: Mitt Romney	19%	(101)	9%	(47)	8%	(43)	57%	(304)	7%	(35)	530
2012 Vote: Other	8%	(4)	5%	(3)	8%	(4)	70%	(35)	8%	(4)	50
2012 Vote: Didn't Vote	18%	(158)	17%	(143)	12%	(102)	43%	(366)	10%	(89)	858

Continued on next page



**Table MCBR8\_2: How likely are you to do the following this year?**  
*Buy a Christmas tree*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	19%	(427)	14%	(311)	10%	(215)	49%	(1089)	7%	(158)	2200
4-Region: Northeast	25%	(100)	17%	(66)	6%	(23)	45%	(177)	7%	(28)	394
4-Region: Midwest	19%	(87)	10%	(46)	9%	(44)	56%	(259)	6%	(27)	462
4-Region: South	17%	(142)	12%	(100)	10%	(80)	54%	(445)	7%	(58)	824
4-Region: West	19%	(99)	19%	(100)	13%	(68)	40%	(208)	9%	(45)	520
Parents	25%	(278)	17%	(186)	7%	(81)	45%	(495)	6%	(71)	1111
Celebrate Christmas	21%	(417)	15%	(296)	10%	(196)	48%	(963)	6%	(125)	1996
Shop more online	21%	(140)	18%	(124)	8%	(52)	47%	(314)	6%	(40)	670
Shop more in stores	18%	(132)	9%	(64)	10%	(79)	57%	(434)	6%	(45)	755
Shop equally	21%	(148)	17%	(121)	12%	(81)	43%	(301)	6%	(45)	696
Holiday shop more online	20%	(153)	16%	(117)	7%	(56)	51%	(386)	6%	(42)	756
Holiday shop more in stores	17%	(110)	14%	(90)	13%	(83)	50%	(332)	7%	(44)	659
Holiday shop equally	24%	(160)	15%	(101)	11%	(71)	45%	(295)	5%	(32)	659
Decorate last year	25%	(379)	15%	(230)	10%	(157)	46%	(702)	4%	(68)	1535
Decorate this year	26%	(402)	16%	(249)	10%	(146)	43%	(654)	5%	(73)	1524
Typically buys decorations	31%	(233)	23%	(171)	10%	(74)	32%	(243)	5%	(37)	758
Typically buys Christmas tree	53%	(350)	30%	(194)	8%	(50)	7%	(44)	3%	(19)	656
Typically visits Santa	41%	(171)	22%	(92)	7%	(29)	26%	(108)	5%	(22)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR8\_3: How likely are you to do the following this year?**  
Take your child(ren) to see Santa Claus at a local mall or event this year

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(142)	14%	(153)	9%	(95)	50%	(554)	15%	(168)	1111
Gender: Male	17%	(94)	18%	(95)	10%	(54)	45%	(245)	10%	(55)	543
Gender: Female	8%	(48)	10%	(58)	7%	(41)	54%	(309)	20%	(113)	568
Age: 18-34	20%	(45)	30%	(68)	13%	(30)	31%	(69)	6%	(13)	225
Age: 35-44	25%	(65)	20%	(53)	12%	(30)	35%	(90)	9%	(22)	260
Age: 45-64	7%	(27)	7%	(27)	7%	(28)	60%	(245)	20%	(79)	405
Age: 65+	3%	(6)	3%	(6)	3%	(6)	68%	(150)	24%	(53)	221
Millennials: 1981-1996	22%	(67)	28%	(87)	14%	(43)	29%	(89)	7%	(21)	307
GenXers: 1965-1980	17%	(62)	12%	(44)	10%	(37)	48%	(175)	13%	(48)	366
Baby Boomers: 1946-1964	3%	(12)	3%	(11)	3%	(10)	67%	(240)	24%	(86)	360
PID: Dem (no lean)	11%	(41)	16%	(59)	8%	(28)	50%	(185)	15%	(54)	368
PID: Ind (no lean)	9%	(28)	13%	(38)	9%	(25)	52%	(154)	17%	(50)	295
PID: Rep (no lean)	16%	(74)	12%	(56)	9%	(41)	48%	(215)	14%	(63)	449
PID/Gender: Dem Men	14%	(27)	22%	(42)	11%	(22)	41%	(79)	11%	(22)	191
PID/Gender: Dem Women	8%	(14)	10%	(18)	4%	(6)	60%	(106)	19%	(33)	176
PID/Gender: Ind Men	12%	(15)	11%	(13)	8%	(9)	58%	(69)	11%	(14)	120
PID/Gender: Ind Women	7%	(13)	14%	(25)	9%	(16)	49%	(85)	21%	(36)	174
PID/Gender: Rep Men	23%	(52)	17%	(41)	10%	(23)	42%	(96)	9%	(20)	232
PID/Gender: Rep Women	10%	(21)	7%	(15)	9%	(19)	55%	(119)	20%	(44)	217
Ideo: Liberal (1-3)	18%	(54)	14%	(42)	12%	(35)	45%	(134)	11%	(34)	299
Ideo: Moderate (4)	13%	(42)	15%	(50)	5%	(16)	52%	(168)	15%	(48)	324
Ideo: Conservative (5-7)	10%	(44)	13%	(54)	9%	(37)	52%	(222)	16%	(68)	425
Educ: < College	8%	(55)	12%	(80)	7%	(47)	55%	(382)	18%	(128)	692
Educ: Bachelors degree	16%	(39)	14%	(34)	11%	(27)	50%	(125)	9%	(22)	247
Educ: Post-grad	27%	(47)	23%	(39)	12%	(20)	28%	(48)	10%	(18)	172
Income: Under 50k	9%	(41)	14%	(66)	5%	(26)	57%	(275)	16%	(76)	484
Income: 50k-100k	13%	(46)	14%	(50)	9%	(33)	49%	(175)	15%	(53)	356
Income: 100k+	20%	(55)	14%	(37)	13%	(36)	38%	(104)	14%	(39)	271
Ethnicity: White	13%	(124)	13%	(123)	7%	(69)	50%	(461)	16%	(148)	924
Ethnicity: Hispanic	17%	(27)	24%	(39)	9%	(14)	38%	(61)	11%	(18)	160
Ethnicity: Black	8%	(9)	23%	(27)	16%	(18)	46%	(53)	7%	(9)	115

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**Table MCBR8\_3: How likely are you to do the following this year?**  
*Take your child(ren) to see Santa Claus at a local mall or event this year*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(142)	14%	(153)	9%	(95)	50%	(554)	15%	(168)	1111
Ethnicity: Other	13%	(9)	4%	(3)	11%	(8)	57%	(41)	16%	(11)	72
All Christian	14%	(92)	14%	(88)	7%	(48)	48%	(308)	16%	(105)	640
All Non-Christian	18%	(15)	25%	(21)	13%	(11)	41%	(34)	4%	(3)	84
Agnostic/Nothing in particular	10%	(20)	9%	(17)	6%	(13)	55%	(111)	21%	(42)	203
Something Else	9%	(14)	16%	(25)	12%	(19)	55%	(86)	9%	(15)	158
Religious Non-Protestant/Catholic	17%	(15)	23%	(21)	12%	(11)	41%	(37)	7%	(7)	92
Evangelical	18%	(70)	17%	(65)	9%	(37)	41%	(161)	14%	(55)	387
Non-Evangelical	7%	(26)	11%	(43)	8%	(29)	59%	(225)	15%	(58)	380
Community: Urban	19%	(73)	20%	(76)	11%	(41)	40%	(155)	11%	(42)	388
Community: Suburban	11%	(47)	11%	(48)	7%	(30)	57%	(250)	14%	(63)	438
Community: Rural	8%	(23)	10%	(29)	8%	(23)	52%	(149)	22%	(63)	286
Employ: Private Sector	18%	(76)	17%	(73)	11%	(44)	44%	(182)	10%	(42)	417
Employ: Government	21%	(19)	21%	(19)	14%	(13)	41%	(37)	2%	(2)	90
Employ: Self-Employed	17%	(16)	16%	(15)	12%	(11)	48%	(45)	7%	(6)	92
Employ: Homemaker	17%	(21)	9%	(11)	1%	(1)	58%	(72)	16%	(20)	124
Employ: Retired	1%	(3)	8%	(19)	4%	(9)	63%	(147)	24%	(57)	236
Employ: Unemployed	2%	(2)	10%	(9)	8%	(7)	49%	(42)	31%	(26)	85
Employ: Other	8%	(4)	14%	(8)	13%	(7)	43%	(25)	23%	(13)	57
Military HH: Yes	12%	(21)	15%	(26)	5%	(9)	50%	(85)	18%	(30)	171
Military HH: No	13%	(121)	13%	(127)	9%	(86)	50%	(469)	15%	(137)	940
RD/WT: Right Direction	21%	(93)	18%	(79)	9%	(38)	36%	(164)	17%	(74)	448
RD/WT: Wrong Track	7%	(49)	11%	(74)	8%	(56)	59%	(391)	14%	(93)	663
Trump Job Approve	19%	(104)	15%	(83)	9%	(49)	43%	(240)	15%	(84)	560
Trump Job Disapprove	7%	(37)	12%	(64)	8%	(43)	57%	(299)	15%	(78)	521
Trump Job Strongly Approve	23%	(76)	14%	(45)	10%	(34)	37%	(123)	15%	(51)	329
Trump Job Somewhat Approve	12%	(28)	16%	(37)	6%	(15)	51%	(118)	14%	(33)	231
Trump Job Somewhat Disapprove	7%	(10)	27%	(37)	13%	(18)	41%	(57)	13%	(18)	139
Trump Job Strongly Disapprove	7%	(27)	7%	(26)	7%	(26)	64%	(243)	16%	(60)	382
Favorable of Trump	18%	(105)	15%	(88)	10%	(54)	42%	(237)	15%	(83)	567
Unfavorable of Trump	7%	(37)	11%	(54)	7%	(37)	59%	(297)	15%	(77)	502

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**Table MCBR8\_3: How likely are you to do the following this year?**  
Take your child(ren) to see Santa Claus at a local mall or event this year

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know / No opinion		Total N
Adults	13%	(142)	14%	(153)	9%	(95)	50%	(554)	15%	(168)	1111
Very Favorable of Trump	23%	(82)	15%	(54)	11%	(41)	37%	(134)	15%	(53)	364
Somewhat Favorable of Trump	11%	(23)	16%	(33)	6%	(13)	51%	(104)	15%	(30)	203
Somewhat Unfavorable of Trump	8%	(8)	16%	(17)	11%	(11)	50%	(52)	16%	(17)	106
Very Unfavorable of Trump	7%	(29)	9%	(37)	6%	(26)	62%	(245)	15%	(60)	397
#1 Issue: Economy	15%	(60)	15%	(63)	9%	(39)	44%	(183)	17%	(69)	415
#1 Issue: Security	14%	(18)	14%	(18)	12%	(16)	49%	(65)	11%	(15)	132
#1 Issue: Health Care	18%	(38)	13%	(26)	4%	(8)	54%	(113)	11%	(24)	208
#1 Issue: Medicare / Social Security	2%	(3)	5%	(7)	5%	(8)	62%	(91)	25%	(36)	145
#1 Issue: Women's Issues	9%	(5)	15%	(7)	10%	(5)	52%	(26)	14%	(7)	50
#1 Issue: Education	18%	(12)	35%	(24)	7%	(5)	37%	(26)	4%	(3)	70
#1 Issue: Other	—	(0)	2%	(1)	7%	(3)	68%	(35)	24%	(13)	52
2018 House Vote: Democrat	15%	(53)	14%	(48)	7%	(26)	51%	(178)	13%	(44)	349
2018 House Vote: Republican	14%	(61)	12%	(51)	10%	(42)	50%	(211)	14%	(60)	424
2016 Vote: Hillary Clinton	11%	(42)	16%	(59)	7%	(28)	53%	(199)	12%	(47)	374
2016 Vote: Donald Trump	16%	(75)	14%	(65)	8%	(36)	46%	(211)	15%	(70)	456
2016 Vote: Didn't Vote	10%	(24)	12%	(29)	11%	(26)	48%	(113)	19%	(44)	236
Voted in 2014: Yes	15%	(104)	12%	(86)	8%	(58)	51%	(349)	13%	(91)	687
Voted in 2014: No	9%	(38)	16%	(67)	9%	(37)	48%	(205)	18%	(77)	424
2012 Vote: Barack Obama	14%	(59)	13%	(56)	8%	(32)	52%	(214)	13%	(53)	414
2012 Vote: Mitt Romney	16%	(50)	10%	(31)	9%	(27)	50%	(159)	15%	(48)	315
2012 Vote: Didn't Vote	9%	(32)	17%	(58)	10%	(35)	47%	(165)	18%	(62)	353
4-Region: Northeast	14%	(29)	15%	(33)	11%	(24)	49%	(104)	11%	(23)	212
4-Region: Midwest	13%	(33)	10%	(27)	7%	(19)	49%	(127)	21%	(55)	261
4-Region: South	12%	(46)	12%	(45)	8%	(29)	56%	(213)	13%	(49)	383
4-Region: West	13%	(34)	19%	(48)	9%	(23)	43%	(110)	16%	(41)	256
Parents	13%	(142)	14%	(153)	9%	(95)	50%	(554)	15%	(168)	1111
Celebrate Christmas	13%	(135)	14%	(144)	9%	(91)	49%	(501)	15%	(155)	1026
Shop more online	13%	(44)	13%	(45)	9%	(31)	51%	(173)	14%	(47)	340
Shop more in stores	12%	(46)	7%	(28)	5%	(17)	56%	(211)	19%	(72)	374
Shop equally	14%	(52)	21%	(76)	12%	(46)	43%	(159)	10%	(38)	371

Continued on next page

**Table MCBR8\_3:** *How likely are you to do the following this year?  
 Take your child(ren) to see Santa Claus at a local mall or event this year*

<b>Demographic</b>	<b>Very likely</b>		<b>Somewhat likely</b>		<b>Somewhat unlikely</b>		<b>Very unlikely</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	13%	(142)	14%	(153)	9%	(95)	50%	(554)	15%	(168)	1111
Holiday shop more online	12%	(52)	14%	(56)	7%	(30)	51%	(209)	16%	(66)	413
Holiday shop more in stores	13%	(41)	10%	(30)	10%	(30)	53%	(166)	15%	(45)	313
Holiday shop equally	14%	(49)	19%	(66)	10%	(34)	44%	(152)	13%	(44)	344
Decorate last year	15%	(133)	15%	(134)	9%	(81)	47%	(414)	13%	(111)	873
Decorate this year	15%	(132)	16%	(134)	10%	(82)	46%	(391)	13%	(115)	855
Typically buys decorations	21%	(102)	19%	(93)	10%	(51)	37%	(181)	12%	(58)	485
Typically buys Christmas tree	24%	(100)	26%	(105)	13%	(53)	28%	(112)	9%	(38)	408
Typically visits Santa	29%	(121)	27%	(115)	14%	(60)	21%	(90)	9%	(37)	422

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR9:** *And do you expect to decorate for the winter holidays more or less this year compared to previous years, or about the same?*

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same	I do not typically decorate for the winter holidays	Don't know / No opinion	Total N
Adults	8% (177)	14% (313)	13% (291)	11% (231)	39% (854)	11% (253)	4% (81)	2200
Gender: Male	9% (99)	14% (150)	14% (145)	12% (129)	35% (370)	13% (135)	3% (32)	1062
Gender: Female	7% (78)	14% (163)	13% (146)	9% (102)	42% (483)	10% (117)	4% (49)	1138
Age: 18-34	13% (83)	24% (160)	16% (105)	8% (55)	27% (180)	6% (36)	5% (36)	655
Age: 35-44	16% (58)	18% (64)	11% (40)	9% (30)	38% (135)	7% (24)	2% (6)	358
Age: 45-64	4% (31)	10% (73)	12% (93)	12% (89)	43% (322)	15% (115)	4% (27)	751
Age: 65+	1% (5)	4% (15)	12% (53)	13% (58)	50% (216)	18% (77)	3% (12)	436
GenZers: 1997-2012	12% (29)	25% (62)	14% (35)	9% (22)	26% (65)	6% (16)	8% (20)	249
Millennials: 1981-1996	14% (81)	23% (130)	15% (84)	9% (50)	32% (186)	5% (28)	3% (16)	575
GenXers: 1965-1980	9% (51)	13% (77)	14% (83)	8% (47)	37% (216)	14% (79)	4% (23)	576
Baby Boomers: 1946-1964	2% (17)	6% (44)	11% (78)	14% (99)	47% (342)	17% (119)	3% (21)	720
PID: Dem (no lean)	7% (53)	17% (131)	17% (137)	10% (82)	34% (268)	11% (84)	4% (29)	784
PID: Ind (no lean)	6% (40)	15% (97)	12% (77)	8% (52)	39% (254)	16% (104)	5% (30)	655
PID: Rep (no lean)	11% (84)	11% (85)	10% (77)	13% (98)	44% (332)	8% (64)	3% (22)	761
PID/Gender: Dem Men	7% (29)	19% (73)	19% (75)	10% (40)	28% (109)	13% (49)	3% (12)	387
PID/Gender: Dem Women	6% (24)	15% (58)	16% (62)	11% (42)	40% (158)	9% (35)	4% (17)	397
PID/Gender: Ind Men	4% (13)	14% (39)	11% (32)	10% (29)	39% (112)	18% (50)	4% (11)	285
PID/Gender: Ind Women	7% (28)	16% (58)	12% (45)	6% (23)	39% (143)	15% (54)	5% (20)	370
PID/Gender: Rep Men	15% (58)	10% (38)	10% (39)	16% (61)	38% (149)	9% (36)	2% (9)	390
PID/Gender: Rep Women	7% (26)	13% (47)	10% (38)	10% (37)	49% (182)	8% (28)	3% (12)	371
Ideo: Liberal (1-3)	10% (61)	17% (107)	15% (90)	12% (77)	30% (182)	13% (80)	3% (20)	615
Ideo: Moderate (4)	8% (53)	14% (93)	13% (91)	11% (76)	39% (267)	12% (83)	2% (16)	679
Ideo: Conservative (5-7)	7% (53)	12% (92)	11% (82)	9% (66)	49% (367)	9% (63)	3% (22)	744
Educ: < College	6% (95)	15% (220)	12% (183)	11% (161)	40% (609)	12% (180)	4% (65)	1512
Educ: Bachelors degree	9% (39)	13% (57)	16% (73)	11% (48)	39% (171)	11% (51)	1% (6)	444
Educ: Post-grad	18% (44)	15% (36)	14% (35)	9% (22)	30% (73)	9% (22)	4% (11)	244
Income: Under 50k	6% (70)	14% (161)	14% (160)	12% (139)	35% (417)	14% (170)	5% (58)	1175
Income: 50k-100k	8% (54)	15% (95)	12% (80)	10% (64)	44% (285)	9% (60)	2% (11)	649
Income: 100k+	14% (53)	15% (57)	14% (51)	8% (28)	40% (152)	6% (22)	3% (12)	376

Continued on next page

**Table MCBR9:** *And do you expect to decorate for the winter holidays more or less this year compared to previous years, or about the same?*

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same	I do not typically decorate for the winter holidays	Don't know / No opinion	Total N
Adults	8% (177)	14% (313)	13% (291)	11% (231)	39% (854)	11% (253)	4% (81)	2200
Ethnicity: White	8% (135)	12% (213)	12% (206)	10% (177)	42% (721)	12% (211)	3% (59)	1722
Ethnicity: Hispanic	11% (39)	17% (58)	16% (55)	13% (47)	30% (106)	8% (28)	5% (16)	349
Ethnicity: Black	11% (31)	25% (70)	16% (44)	10% (28)	25% (68)	8% (21)	4% (12)	274
Ethnicity: Other	5% (11)	15% (31)	20% (41)	13% (26)	32% (64)	10% (21)	5% (9)	204
All Christian	9% (96)	14% (159)	12% (140)	10% (110)	45% (507)	8% (91)	3% (30)	1134
All Non-Christian	18% (26)	14% (19)	19% (26)	13% (18)	20% (28)	17% (24)	— (0)	142
Atheist	2% (2)	17% (16)	16% (15)	11% (10)	33% (32)	21% (21)	1% (1)	99
Agnostic/Nothing in particular	5% (27)	13% (65)	15% (76)	11% (57)	34% (176)	15% (78)	8% (40)	518
Something Else	9% (26)	17% (53)	11% (33)	12% (36)	36% (110)	13% (39)	3% (10)	307
Religious Non-Protestant/Catholic	16% (26)	12% (21)	18% (30)	17% (28)	21% (36)	16% (27)	— (0)	168
Evangelical	12% (78)	17% (115)	11% (76)	11% (70)	38% (255)	8% (54)	3% (20)	668
Non-Evangelical	5% (33)	13% (92)	12% (89)	9% (65)	49% (348)	10% (72)	3% (20)	718
Community: Urban	12% (80)	17% (116)	17% (116)	12% (85)	28% (193)	11% (76)	4% (28)	694
Community: Suburban	6% (53)	15% (144)	12% (117)	11% (100)	42% (399)	12% (109)	3% (24)	946
Community: Rural	8% (45)	9% (53)	10% (58)	8% (46)	47% (262)	12% (67)	5% (29)	561
Employ: Private Sector	10% (66)	17% (119)	12% (80)	9% (65)	41% (281)	9% (63)	2% (17)	691
Employ: Government	17% (28)	17% (28)	19% (32)	12% (20)	29% (48)	4% (7)	2% (3)	165
Employ: Self-Employed	8% (13)	20% (34)	17% (29)	11% (18)	33% (55)	11% (18)	1% (2)	169
Employ: Homemaker	10% (14)	14% (21)	11% (16)	8% (12)	49% (74)	6% (10)	2% (3)	151
Employ: Retired	3% (13)	5% (25)	11% (55)	12% (61)	48% (244)	17% (87)	4% (18)	505
Employ: Unemployed	7% (22)	16% (47)	14% (40)	11% (33)	29% (85)	16% (46)	7% (22)	296
Employ: Other	7% (9)	17% (23)	18% (25)	8% (11)	29% (39)	12% (16)	8% (11)	135
Military HH: Yes	9% (30)	11% (36)	13% (42)	13% (41)	39% (125)	10% (32)	5% (16)	322
Military HH: No	8% (148)	15% (277)	13% (249)	10% (190)	39% (728)	12% (220)	3% (65)	1878
RD/WT: Right Direction	14% (106)	15% (115)	13% (104)	8% (65)	38% (296)	7% (55)	4% (29)	770
RD/WT: Wrong Track	5% (71)	14% (198)	13% (187)	12% (166)	39% (558)	14% (197)	4% (52)	1430
Trump Job Approve	12% (115)	13% (127)	11% (109)	9% (89)	44% (428)	8% (79)	3% (33)	980
Trump Job Disapprove	5% (60)	15% (166)	15% (173)	12% (138)	36% (410)	14% (155)	3% (31)	1132

Continued on next page

**Table MCBR9:** *And do you expect to decorate for the winter holidays more or less this year compared to previous years, or about the same?*

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same	I do not typically decorate for the winter holidays	Don't know / No opinion	Total N
Adults	8% (177)	14% (313)	13% (291)	11% (231)	39% (854)	11% (253)	4% (81)	2200
Trump Job Strongly Approve	16% (90)	11% (65)	8% (44)	9% (54)	44% (254)	9% (53)	3% (16)	576
Trump Job Somewhat Approve	6% (25)	15% (62)	16% (65)	9% (35)	43% (174)	6% (26)	4% (17)	404
Trump Job Somewhat Disapprove	8% (21)	14% (36)	22% (55)	9% (24)	34% (87)	11% (27)	2% (5)	254
Trump Job Strongly Disapprove	4% (39)	15% (131)	13% (117)	13% (114)	37% (323)	15% (128)	3% (26)	878
Favorable of Trump	12% (119)	14% (135)	12% (116)	9% (91)	43% (422)	7% (73)	3% (26)	982
Unfavorable of Trump	5% (58)	15% (166)	14% (153)	12% (137)	37% (409)	14% (157)	3% (35)	1115
Very Favorable of Trump	14% (88)	13% (81)	10% (61)	10% (61)	43% (271)	9% (56)	3% (17)	635
Somewhat Favorable of Trump	9% (31)	15% (54)	16% (56)	9% (30)	44% (152)	5% (17)	3% (9)	348
Somewhat Unfavorable of Trump	6% (12)	16% (33)	14% (28)	11% (21)	39% (80)	11% (23)	3% (7)	204
Very Unfavorable of Trump	5% (46)	15% (133)	14% (125)	13% (115)	36% (330)	15% (134)	3% (28)	911
#1 Issue: Economy	9% (73)	17% (131)	16% (122)	8% (63)	38% (295)	8% (58)	3% (27)	769
#1 Issue: Security	12% (32)	13% (36)	8% (21)	6% (16)	45% (123)	12% (32)	4% (11)	273
#1 Issue: Health Care	7% (29)	14% (60)	13% (54)	13% (58)	37% (159)	13% (56)	3% (12)	429
#1 Issue: Medicare / Social Security	2% (6)	9% (26)	10% (30)	15% (47)	43% (131)	18% (54)	3% (10)	304
#1 Issue: Women's Issues	14% (18)	16% (20)	16% (21)	7% (9)	33% (42)	6% (8)	7% (8)	126
#1 Issue: Education	14% (14)	19% (18)	12% (12)	15% (15)	36% (36)	1% (1)	3% (3)	98
#1 Issue: Energy	6% (5)	13% (11)	20% (16)	14% (11)	34% (28)	12% (10)	1% (1)	82
#1 Issue: Other	— (0)	9% (11)	12% (15)	10% (12)	33% (40)	28% (34)	7% (8)	119
2018 House Vote: Democrat	8% (54)	14% (92)	15% (104)	10% (69)	38% (252)	12% (78)	3% (20)	668
2018 House Vote: Republican	11% (76)	11% (78)	10% (72)	12% (85)	45% (312)	8% (56)	2% (15)	695
2018 House Vote: Someone else	3% (2)	7% (4)	11% (6)	6% (3)	49% (25)	19% (10)	4% (2)	50
2016 Vote: Hillary Clinton	6% (42)	13% (84)	15% (98)	14% (91)	38% (247)	12% (79)	2% (15)	656
2016 Vote: Donald Trump	12% (86)	12% (87)	11% (79)	9% (68)	46% (339)	8% (60)	3% (21)	740
2016 Vote: Other	5% (4)	8% (8)	10% (9)	10% (9)	50% (48)	15% (14)	3% (3)	96
2016 Vote: Didn't Vote	6% (45)	19% (134)	15% (103)	9% (63)	31% (219)	14% (99)	6% (42)	706
Voted in 2014: Yes	9% (114)	14% (164)	12% (145)	10% (116)	42% (512)	11% (131)	2% (26)	1208
Voted in 2014: No	6% (64)	15% (149)	15% (145)	12% (115)	34% (342)	12% (121)	6% (55)	992

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**Table MCBR9:** *And do you expect to decorate for the winter holidays more or less this year compared to previous years, or about the same?*

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same	I do not typically decorate for the winter holidays	Don't know / No opinion	Total N
Adults	8% (177)	14% (313)	13% (291)	11% (231)	39% (854)	11% (253)	4% (81)	2200
2012 Vote: Barack Obama	9% (65)	15% (111)	15% (113)	10% (78)	37% (277)	12% (92)	3% (21)	757
2012 Vote: Mitt Romney	10% (54)	9% (46)	10% (53)	8% (42)	51% (272)	10% (53)	2% (11)	530
2012 Vote: Other	8% (4)	10% (5)	5% (3)	13% (7)	44% (22)	17% (8)	2% (1)	50
2012 Vote: Didn't Vote	6% (55)	18% (151)	14% (122)	12% (105)	33% (279)	12% (99)	6% (48)	858
4-Region: Northeast	9% (37)	15% (58)	13% (51)	10% (41)	40% (157)	8% (33)	4% (16)	394
4-Region: Midwest	7% (33)	16% (72)	12% (58)	8% (36)	42% (196)	13% (58)	2% (10)	462
4-Region: South	7% (62)	14% (117)	13% (106)	10% (83)	40% (328)	11% (90)	5% (40)	824
4-Region: West	9% (45)	13% (66)	15% (76)	14% (72)	33% (173)	14% (72)	3% (16)	520
Parents	11% (121)	13% (149)	14% (154)	10% (116)	42% (467)	7% (77)	2% (28)	1111
Celebrate Christmas	8% (167)	15% (302)	14% (275)	11% (211)	41% (822)	8% (152)	3% (67)	1996
Shop more online	9% (63)	15% (103)	16% (110)	15% (100)	33% (222)	8% (51)	3% (20)	670
Shop more in stores	6% (45)	12% (91)	12% (92)	10% (77)	43% (325)	13% (102)	3% (22)	755
Shop equally	9% (63)	17% (115)	11% (78)	7% (49)	43% (298)	10% (73)	3% (20)	696
Holiday shop more online	9% (65)	14% (105)	15% (113)	14% (103)	37% (276)	10% (74)	3% (19)	756
Holiday shop more in stores	8% (50)	12% (80)	14% (91)	12% (79)	42% (276)	10% (65)	3% (18)	659
Holiday shop equally	9% (59)	18% (121)	12% (78)	7% (44)	43% (284)	8% (56)	3% (18)	659
Decorate last year	10% (161)	16% (251)	14% (220)	10% (155)	47% (715)	— (4)	2% (29)	1535
Decorate this year	11% (169)	19% (286)	14% (219)	6% (86)	48% (731)	— (3)	2% (30)	1524
Typically buys decorations	15% (117)	20% (151)	17% (130)	9% (66)	36% (274)	1% (4)	2% (15)	758
Typically buys Christmas tree	16% (108)	18% (118)	18% (120)	10% (66)	34% (224)	1% (8)	2% (12)	656
Typically visits Santa	21% (89)	16% (67)	14% (60)	6% (27)	39% (164)	— (0)	3% (14)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR10:** You indicated it is likely you will buy a Christmas tree this year. Do you expect to buy a real or artificial tree?

Demographic	A real tree		An artificial tree		Don't know / No opinion		Total N
Adults	46%	(338)	49%	(361)	5%	(40)	739
Gender: Male	51%	(195)	46%	(176)	3%	(13)	384
Gender: Female	40%	(143)	52%	(185)	7%	(26)	354
Age: 18-34	38%	(118)	54%	(169)	9%	(27)	313
Age: 35-44	44%	(84)	54%	(103)	2%	(4)	191
Age: 45-64	58%	(110)	39%	(74)	4%	(7)	190
GenZers: 1997-2012	34%	(40)	52%	(62)	14%	(17)	119
Millennials: 1981-1996	41%	(116)	54%	(153)	5%	(13)	282
GenXers: 1965-1980	50%	(107)	48%	(103)	2%	(4)	215
Baby Boomers: 1946-1964	60%	(72)	36%	(44)	4%	(5)	121
PID: Dem (no lean)	44%	(128)	51%	(147)	5%	(15)	290
PID: Ind (no lean)	42%	(82)	50%	(99)	8%	(16)	197
PID: Rep (no lean)	51%	(127)	46%	(116)	3%	(8)	252
PID/Gender: Dem Men	46%	(77)	49%	(82)	5%	(9)	167
PID/Gender: Dem Women	42%	(52)	53%	(65)	5%	(6)	123
PID/Gender: Ind Men	49%	(35)	45%	(32)	6%	(4)	70
PID/Gender: Ind Women	37%	(48)	53%	(67)	10%	(12)	127
PID/Gender: Rep Men	57%	(84)	43%	(63)	—	(1)	147
PID/Gender: Rep Women	42%	(44)	51%	(53)	7%	(8)	104
Ideo: Liberal (1-3)	40%	(104)	55%	(141)	4%	(11)	256
Ideo: Moderate (4)	44%	(95)	49%	(106)	8%	(16)	218
Ideo: Conservative (5-7)	56%	(123)	40%	(89)	4%	(9)	221
Educ: < College	45%	(204)	49%	(224)	6%	(28)	457
Educ: Bachelors degree	47%	(75)	49%	(78)	4%	(6)	158
Educ: Post-grad	48%	(59)	48%	(59)	5%	(6)	124
Income: Under 50k	39%	(132)	54%	(184)	7%	(22)	338
Income: 50k-100k	49%	(112)	47%	(106)	4%	(9)	227
Income: 100k+	54%	(94)	41%	(72)	5%	(8)	174
Ethnicity: White	50%	(269)	45%	(244)	5%	(27)	540
Ethnicity: Hispanic	44%	(74)	48%	(81)	7%	(12)	166
Ethnicity: Black	23%	(28)	70%	(85)	7%	(9)	122
Ethnicity: Other	53%	(41)	42%	(32)	5%	(4)	77

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**Table MCBR10:** You indicated it is likely you will buy a Christmas tree this year. Do you expect to buy a real or artificial tree?

Demographic	A real tree		An artificial tree		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(338)	49%	(361)	5%	(40)	739
All Christian	49%	(192)	46%	(177)	5%	(19)	388
All Non-Christian	36%	(21)	61%	(35)	3%	(2)	58
Agnostic/Nothing in particular	46%	(75)	45%	(73)	8%	(14)	161
Something Else	43%	(41)	55%	(53)	3%	(3)	97
Religious Non-Protestant/Catholic	34%	(22)	64%	(41)	3%	(2)	65
Evangelical	42%	(105)	53%	(131)	5%	(11)	247
Non-Evangelical	56%	(119)	40%	(85)	5%	(11)	215
Community: Urban	40%	(119)	56%	(167)	4%	(13)	299
Community: Suburban	49%	(142)	44%	(126)	7%	(21)	290
Community: Rural	51%	(77)	45%	(68)	3%	(5)	150
Employ: Private Sector	50%	(144)	45%	(129)	6%	(16)	290
Employ: Government	40%	(29)	58%	(42)	2%	(2)	73
Employ: Self-Employed	42%	(30)	56%	(40)	2%	(2)	71
Employ: Homemaker	45%	(27)	49%	(29)	6%	(3)	59
Employ: Retired	48%	(31)	49%	(31)	3%	(2)	64
Employ: Unemployed	43%	(48)	52%	(58)	5%	(5)	111
Military HH: Yes	46%	(45)	51%	(50)	4%	(4)	98
Military HH: No	46%	(293)	49%	(311)	6%	(36)	640
RD/WT: Right Direction	51%	(155)	46%	(139)	3%	(9)	303
RD/WT: Wrong Track	42%	(183)	51%	(222)	7%	(31)	436
Trump Job Approve	52%	(170)	45%	(146)	3%	(11)	327
Trump Job Disapprove	43%	(161)	51%	(192)	7%	(25)	378
Trump Job Strongly Approve	50%	(100)	45%	(89)	5%	(10)	199
Trump Job Somewhat Approve	54%	(70)	45%	(57)	1%	(1)	128
Trump Job Somewhat Disapprove	40%	(43)	51%	(55)	9%	(10)	109
Trump Job Strongly Disapprove	44%	(118)	51%	(137)	5%	(15)	269
Favorable of Trump	51%	(175)	46%	(159)	3%	(11)	345
Unfavorable of Trump	42%	(149)	50%	(178)	8%	(28)	355

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**Table MCBR10:** You indicated it is likely you will buy a Christmas tree this year. Do you expect to buy a real or artificial tree?

Demographic	A real tree		An artificial tree		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(338)	49%	(361)	5%	(40)	739
Very Favorable of Trump	47%	(108)	48%	(111)	5%	(11)	230
Somewhat Favorable of Trump	58%	(67)	41%	(48)	1%	(1)	116
Somewhat Unfavorable of Trump	52%	(39)	34%	(25)	14%	(10)	74
Very Unfavorable of Trump	39%	(110)	54%	(153)	6%	(18)	281
#1 Issue: Economy	47%	(152)	46%	(149)	7%	(22)	323
#1 Issue: Security	40%	(35)	56%	(48)	3%	(3)	86
#1 Issue: Health Care	59%	(81)	39%	(53)	2%	(2)	137
#1 Issue: Education	34%	(20)	55%	(32)	11%	(6)	58
2018 House Vote: Democrat	48%	(114)	49%	(117)	3%	(7)	239
2018 House Vote: Republican	53%	(120)	45%	(101)	2%	(5)	225
2016 Vote: Hillary Clinton	48%	(117)	49%	(118)	3%	(6)	241
2016 Vote: Donald Trump	52%	(120)	46%	(108)	2%	(5)	232
2016 Vote: Didn't Vote	36%	(87)	53%	(129)	11%	(27)	243
Voted in 2014: Yes	49%	(198)	49%	(198)	3%	(11)	407
Voted in 2014: No	42%	(140)	49%	(163)	9%	(29)	332
2012 Vote: Barack Obama	47%	(131)	50%	(140)	3%	(8)	279
2012 Vote: Mitt Romney	55%	(81)	43%	(63)	2%	(3)	148
2012 Vote: Didn't Vote	40%	(120)	51%	(153)	9%	(29)	301
4-Region: Northeast	55%	(91)	41%	(68)	4%	(7)	166
4-Region: Midwest	39%	(51)	57%	(75)	4%	(6)	133
4-Region: South	44%	(105)	52%	(127)	4%	(10)	242
4-Region: West	45%	(90)	46%	(92)	9%	(17)	199
Parents	46%	(213)	50%	(234)	4%	(17)	465
Celebrate Christmas	45%	(324)	49%	(350)	5%	(39)	713
Shop more online	49%	(130)	45%	(119)	6%	(15)	263
Shop more in stores	50%	(98)	48%	(94)	2%	(5)	197
Shop equally	40%	(107)	53%	(142)	7%	(19)	269
Holiday shop more online	51%	(137)	46%	(124)	3%	(9)	270
Holiday shop more in stores	46%	(92)	50%	(101)	4%	(7)	200
Holiday shop equally	41%	(106)	51%	(133)	9%	(22)	261
Decorate last year	48%	(291)	47%	(285)	5%	(33)	609

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**Table MCBR10:** *You indicated it is likely you will buy a Christmas tree this year. Do you expect to buy a real or artificial tree?*

<b>Demographic</b>	<b>A real tree</b>		<b>An artificial tree</b>		<b>Don't know / No opinion</b>		<b>Total N</b>
Adults	46%	(338)	49%	(361)	5%	(40)	739
Decorate this year	45%	(296)	49%	(318)	6%	(38)	651
Typically buys decorations	41%	(167)	53%	(215)	5%	(22)	404
Typically buys Christmas tree	57%	(311)	39%	(212)	4%	(20)	544
Typically visits Santa	43%	(112)	53%	(139)	4%	(12)	263

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR11:** *Considering your decision to either take or not take your child(ren) to see Santa Claus at a local mall or event this year, how big of a factor is the COVID-19 pandemic (coronavirus) in that decision?*

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	43%	(481)	15%	(167)	42%	(464)	1111
Gender: Male	50%	(269)	14%	(77)	36%	(197)	543
Gender: Female	37%	(212)	16%	(89)	47%	(267)	568
Age: 18-34	57%	(127)	24%	(54)	19%	(43)	225
Age: 35-44	52%	(135)	21%	(56)	27%	(69)	260
Age: 45-64	37%	(150)	12%	(47)	51%	(208)	405
Age: 65+	31%	(69)	4%	(9)	65%	(143)	221
Millennials: 1981-1996	54%	(165)	25%	(76)	22%	(66)	307
GenXers: 1965-1980	43%	(157)	16%	(59)	41%	(150)	366
Baby Boomers: 1946-1964	34%	(121)	7%	(24)	60%	(215)	360
PID: Dem (no lean)	54%	(199)	12%	(46)	33%	(122)	368
PID: Ind (no lean)	40%	(117)	16%	(49)	44%	(129)	295
PID: Rep (no lean)	37%	(165)	16%	(72)	47%	(212)	449
PID/Gender: Dem Men	62%	(118)	12%	(23)	26%	(50)	191
PID/Gender: Dem Women	46%	(81)	13%	(23)	41%	(72)	176
PID/Gender: Ind Men	42%	(50)	14%	(17)	44%	(53)	120
PID/Gender: Ind Women	38%	(66)	18%	(31)	44%	(77)	174
PID/Gender: Rep Men	43%	(101)	16%	(37)	40%	(94)	232
PID/Gender: Rep Women	29%	(64)	16%	(35)	54%	(118)	217
Ideo: Liberal (1-3)	52%	(156)	14%	(43)	34%	(100)	299
Ideo: Moderate (4)	43%	(140)	17%	(56)	40%	(129)	324
Ideo: Conservative (5-7)	37%	(157)	14%	(62)	48%	(206)	425
Educ: < College	36%	(250)	13%	(92)	50%	(350)	692
Educ: Bachelors degree	53%	(132)	17%	(42)	30%	(73)	247
Educ: Post-grad	57%	(99)	19%	(32)	24%	(41)	172
Income: Under 50k	37%	(177)	15%	(71)	49%	(236)	484
Income: 50k-100k	45%	(160)	15%	(52)	41%	(145)	356
Income: 100k+	53%	(144)	16%	(44)	31%	(83)	271
Ethnicity: White	41%	(383)	15%	(140)	43%	(401)	924
Ethnicity: Hispanic	50%	(80)	22%	(36)	28%	(45)	160
Ethnicity: Black	50%	(58)	17%	(20)	33%	(38)	115
Ethnicity: Other	56%	(40)	9%	(6)	35%	(25)	72

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**Table MCBR11:** Considering your decision to either take or not take your child(ren) to see Santa Claus at a local mall or event this year, how big of a factor is the COVID-19 pandemic (coronavirus) in that decision?

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	43%	(481)	15%	(167)	42%	(464)	1111
All Christian	41%	(264)	15%	(95)	44%	(281)	640
All Non-Christian	63%	(53)	13%	(11)	24%	(20)	84
Agnostic/Nothing in particular	43%	(87)	14%	(28)	43%	(88)	203
Something Else	39%	(62)	19%	(29)	42%	(66)	158
Religious Non-Protestant/Catholic	60%	(55)	12%	(11)	28%	(26)	92
Evangelical	40%	(155)	19%	(73)	41%	(159)	387
Non-Evangelical	40%	(153)	12%	(46)	48%	(181)	380
Community: Urban	57%	(220)	15%	(59)	28%	(109)	388
Community: Suburban	37%	(164)	14%	(61)	49%	(213)	438
Community: Rural	34%	(97)	16%	(47)	50%	(142)	286
Employ: Private Sector	45%	(189)	20%	(81)	35%	(146)	417
Employ: Government	53%	(48)	21%	(19)	26%	(23)	90
Employ: Self-Employed	56%	(51)	13%	(12)	31%	(29)	92
Employ: Homemaker	38%	(47)	15%	(19)	47%	(58)	124
Employ: Retired	31%	(74)	7%	(17)	62%	(145)	236
Employ: Unemployed	43%	(37)	18%	(15)	39%	(33)	85
Employ: Other	47%	(27)	6%	(4)	47%	(27)	57
Military HH: Yes	37%	(63)	12%	(21)	51%	(88)	171
Military HH: No	44%	(418)	16%	(146)	40%	(376)	940
RD/WT: Right Direction	42%	(188)	17%	(77)	41%	(183)	448
RD/WT: Wrong Track	44%	(292)	14%	(90)	42%	(281)	663
Trump Job Approve	39%	(216)	18%	(101)	43%	(243)	560
Trump Job Disapprove	50%	(260)	12%	(63)	38%	(198)	521
Trump Job Strongly Approve	36%	(117)	18%	(59)	47%	(153)	329
Trump Job Somewhat Approve	43%	(99)	18%	(42)	39%	(90)	231
Trump Job Somewhat Disapprove	59%	(82)	19%	(26)	23%	(31)	139
Trump Job Strongly Disapprove	47%	(178)	10%	(37)	44%	(167)	382
Favorable of Trump	39%	(223)	17%	(97)	44%	(247)	567
Unfavorable of Trump	49%	(246)	11%	(57)	40%	(200)	502

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**Table MCBR11:** Considering your decision to either take or not take your child(ren) to see Santa Claus at a local mall or event this year, how big of a factor is the COVID-19 pandemic (coronavirus) in that decision?

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	43%	(481)	15%	(167)	42%	(464)	1111
Very Favorable of Trump	39%	(143)	17%	(62)	44%	(159)	364
Somewhat Favorable of Trump	39%	(79)	17%	(35)	44%	(89)	203
Somewhat Unfavorable of Trump	52%	(55)	16%	(17)	32%	(34)	106
Very Unfavorable of Trump	48%	(191)	10%	(40)	42%	(166)	397
#1 Issue: Economy	44%	(184)	17%	(69)	39%	(161)	415
#1 Issue: Security	37%	(49)	15%	(19)	48%	(64)	132
#1 Issue: Health Care	47%	(97)	16%	(33)	38%	(78)	208
#1 Issue: Medicare / Social Security	34%	(49)	3%	(4)	64%	(92)	145
#1 Issue: Women's Issues	54%	(27)	14%	(7)	32%	(16)	50
#1 Issue: Education	45%	(32)	35%	(25)	20%	(14)	70
#1 Issue: Other	33%	(17)	8%	(4)	59%	(31)	52
2018 House Vote: Democrat	52%	(183)	14%	(48)	34%	(118)	349
2018 House Vote: Republican	37%	(157)	13%	(57)	50%	(210)	424
2016 Vote: Hillary Clinton	51%	(192)	14%	(54)	34%	(128)	374
2016 Vote: Donald Trump	37%	(169)	15%	(68)	48%	(219)	456
2016 Vote: Didn't Vote	43%	(102)	16%	(39)	40%	(95)	236
Voted in 2014: Yes	45%	(308)	14%	(96)	41%	(283)	687
Voted in 2014: No	41%	(173)	17%	(71)	43%	(181)	424
2012 Vote: Barack Obama	54%	(223)	13%	(53)	34%	(139)	414
2012 Vote: Mitt Romney	31%	(97)	15%	(48)	54%	(170)	315
2012 Vote: Didn't Vote	42%	(146)	18%	(62)	41%	(144)	353
4-Region: Northeast	48%	(103)	14%	(30)	37%	(79)	212
4-Region: Midwest	42%	(110)	13%	(34)	45%	(118)	261
4-Region: South	38%	(144)	15%	(57)	47%	(181)	383
4-Region: West	49%	(124)	18%	(46)	33%	(86)	256
Parents	43%	(481)	15%	(167)	42%	(464)	1111
Celebrate Christmas	43%	(444)	16%	(159)	41%	(422)	1026
Shop more online	53%	(179)	10%	(35)	37%	(126)	340
Shop more in stores	35%	(130)	14%	(51)	52%	(193)	374
Shop equally	44%	(164)	21%	(77)	35%	(130)	371

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**Table MCBR11:** Considering your decision to either take or not take your child(ren) to see Santa Claus at a local mall or event this year, how big of a factor is the COVID-19 pandemic (coronavirus) in that decision?

Demographic	Major factor		Minor factor		Not a factor at all		Total N
Adults	43%	(481)	15%	(167)	42%	(464)	1111
Holiday shop more online	49%	(201)	14%	(57)	38%	(155)	413
Holiday shop more in stores	36%	(114)	16%	(49)	48%	(150)	313
Holiday shop equally	47%	(161)	16%	(56)	37%	(127)	344
Decorate last year	44%	(387)	17%	(148)	39%	(338)	873
Decorate this year	45%	(386)	17%	(144)	38%	(324)	855
Typically buys decorations	48%	(230)	20%	(96)	33%	(158)	485
Typically buys Christmas tree	54%	(219)	25%	(102)	22%	(88)	408
Typically visits Santa	60%	(253)	26%	(110)	14%	(59)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR12:** As you may know, many events have gone virtual as the country has dealt with the COVID-19 pandemic (coronavirus). How interested would you be in having your child(ren) visit with Santa Claus via a video platform such as Zoom or Skype?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (197)	19% (215)	10% (110)	38% (422)	15% (167)	1111
Gender: Male	24% (132)	21% (113)	10% (55)	34% (186)	11% (57)	543
Gender: Female	11% (65)	18% (103)	10% (55)	42% (236)	19% (110)	568
Age: 18-34	33% (74)	32% (72)	11% (25)	21% (47)	3% (6)	225
Age: 35-44	28% (74)	26% (67)	14% (37)	27% (70)	5% (13)	260
Age: 45-64	9% (38)	14% (55)	9% (38)	47% (190)	21% (85)	405
Age: 65+	5% (12)	10% (22)	4% (10)	52% (115)	29% (63)	221
Millennials: 1981-1996	29% (89)	32% (98)	13% (40)	23% (71)	3% (9)	307
GenXers: 1965-1980	19% (71)	17% (63)	13% (47)	37% (137)	14% (49)	366
Baby Boomers: 1946-1964	6% (22)	10% (37)	6% (20)	52% (189)	25% (91)	360
PID: Dem (no lean)	22% (81)	23% (85)	10% (35)	31% (114)	14% (52)	368
PID: Ind (no lean)	13% (38)	17% (49)	10% (30)	44% (130)	16% (48)	295
PID: Rep (no lean)	17% (78)	18% (81)	10% (45)	40% (178)	15% (67)	449
PID/Gender: Dem Men	31% (58)	25% (48)	8% (16)	25% (47)	11% (22)	191
PID/Gender: Dem Women	13% (23)	21% (37)	11% (19)	38% (67)	17% (30)	176
PID/Gender: Ind Men	14% (16)	13% (16)	15% (18)	47% (56)	12% (14)	120
PID/Gender: Ind Women	12% (22)	19% (33)	7% (12)	42% (73)	20% (34)	174
PID/Gender: Rep Men	25% (58)	21% (49)	9% (21)	36% (82)	9% (22)	232
PID/Gender: Rep Women	9% (20)	15% (32)	11% (24)	44% (96)	21% (46)	217
Ideo: Liberal (1-3)	29% (88)	22% (65)	9% (27)	27% (80)	13% (38)	299
Ideo: Moderate (4)	14% (45)	21% (69)	12% (40)	39% (127)	13% (44)	324
Ideo: Conservative (5-7)	13% (57)	18% (78)	9% (37)	43% (184)	16% (69)	425
Educ: < College	10% (70)	17% (117)	10% (70)	44% (306)	19% (130)	692
Educ: Bachelors degree	27% (66)	22% (55)	9% (23)	33% (82)	9% (21)	247
Educ: Post-grad	35% (61)	26% (44)	10% (17)	20% (34)	9% (16)	172
Income: Under 50k	12% (59)	16% (78)	9% (41)	45% (217)	18% (88)	484
Income: 50k-100k	19% (67)	21% (76)	12% (44)	34% (121)	13% (48)	356
Income: 100k+	26% (71)	22% (61)	9% (24)	31% (83)	12% (32)	271
Ethnicity: White	18% (163)	18% (168)	10% (89)	39% (356)	16% (148)	924
Ethnicity: Hispanic	28% (44)	22% (35)	10% (17)	36% (57)	5% (7)	160
Ethnicity: Black	20% (23)	30% (34)	9% (10)	31% (36)	11% (12)	115

Continued on next page

**Table MCBR12:** As you may know, many events have gone virtual as the country has dealt with the COVID-19 pandemic (coronavirus). How interested would you be in having your child(ren) visit with Santa Claus via a video platform such as Zoom or Skype?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(197)	19%	(215)	10%	(110)	38%	(422)	15%	(167)	1111
Ethnicity: Other	16%	(12)	18%	(13)	15%	(11)	41%	(29)	9%	(7)	72
All Christian	18%	(116)	20%	(125)	8%	(54)	36%	(233)	18%	(113)	640
All Non-Christian	36%	(31)	19%	(16)	12%	(10)	27%	(23)	6%	(5)	84
Agnostic/Nothing in particular	11%	(23)	20%	(41)	11%	(21)	37%	(74)	21%	(43)	203
Something Else	15%	(24)	16%	(25)	13%	(20)	53%	(83)	4%	(6)	158
Religious Non-Protestant/Catholic	34%	(31)	18%	(17)	11%	(10)	31%	(29)	6%	(5)	92
Evangelical	20%	(78)	22%	(86)	9%	(35)	37%	(145)	11%	(43)	387
Non-Evangelical	13%	(51)	16%	(59)	9%	(34)	43%	(163)	19%	(73)	380
Community: Urban	30%	(116)	24%	(94)	9%	(34)	27%	(105)	10%	(39)	388
Community: Suburban	11%	(49)	18%	(79)	12%	(54)	41%	(178)	18%	(78)	438
Community: Rural	11%	(32)	15%	(42)	8%	(22)	49%	(139)	18%	(51)	286
Employ: Private Sector	26%	(107)	23%	(97)	11%	(46)	31%	(128)	9%	(39)	417
Employ: Government	34%	(31)	24%	(22)	10%	(9)	28%	(25)	4%	(3)	90
Employ: Self-Employed	17%	(16)	19%	(17)	15%	(14)	38%	(35)	12%	(11)	92
Employ: Homemaker	16%	(20)	15%	(19)	8%	(10)	43%	(54)	18%	(22)	124
Employ: Retired	2%	(4)	13%	(31)	7%	(16)	52%	(123)	27%	(63)	236
Employ: Unemployed	9%	(8)	24%	(21)	11%	(10)	36%	(30)	20%	(17)	85
Employ: Other	12%	(7)	10%	(6)	11%	(6)	48%	(28)	19%	(11)	57
Military HH: Yes	17%	(29)	15%	(25)	8%	(14)	45%	(77)	16%	(27)	171
Military HH: No	18%	(168)	20%	(190)	10%	(96)	37%	(345)	15%	(140)	940
RD/WT: Right Direction	24%	(109)	19%	(87)	11%	(49)	30%	(136)	15%	(67)	448
RD/WT: Wrong Track	13%	(88)	19%	(128)	9%	(61)	43%	(286)	15%	(100)	663
Trump Job Approve	19%	(107)	18%	(103)	11%	(61)	36%	(201)	16%	(89)	560
Trump Job Disapprove	16%	(85)	21%	(107)	9%	(48)	40%	(207)	14%	(74)	521
Trump Job Strongly Approve	24%	(80)	16%	(54)	9%	(30)	35%	(116)	15%	(49)	329
Trump Job Somewhat Approve	12%	(27)	21%	(49)	13%	(30)	37%	(85)	17%	(40)	231
Trump Job Somewhat Disapprove	22%	(30)	31%	(43)	4%	(6)	30%	(41)	13%	(19)	139
Trump Job Strongly Disapprove	14%	(55)	17%	(64)	11%	(42)	43%	(165)	14%	(55)	382
Favorable of Trump	20%	(113)	19%	(107)	11%	(64)	35%	(199)	15%	(84)	567
Unfavorable of Trump	16%	(80)	21%	(104)	9%	(44)	39%	(198)	15%	(76)	502

Continued on next page

**Table MCBR12:** As you may know, many events have gone virtual as the country has dealt with the COVID-19 pandemic (coronavirus). How interested would you be in having your child(ren) visit with Santa Claus via a video platform such as Zoom or Skype?

Demographic	Very interested	Somewhat interested	Not very interested	Not interested at all	Don't know / No opinion	Total N
Adults	18% (197)	19% (215)	10% (110)	38% (422)	15% (167)	1111
Very Favorable of Trump	23% (84)	20% (71)	11% (40)	33% (119)	14% (50)	364
Somewhat Favorable of Trump	14% (29)	17% (35)	12% (25)	39% (80)	17% (34)	203
Somewhat Unfavorable of Trump	19% (20)	31% (33)	3% (3)	32% (34)	16% (17)	106
Very Unfavorable of Trump	15% (60)	18% (72)	10% (41)	41% (164)	15% (59)	397
#1 Issue: Economy	19% (78)	20% (82)	12% (50)	35% (144)	14% (59)	415
#1 Issue: Security	15% (20)	24% (32)	6% (8)	40% (52)	15% (20)	132
#1 Issue: Health Care	22% (45)	17% (36)	9% (19)	40% (83)	12% (26)	208
#1 Issue: Medicare / Social Security	4% (5)	16% (23)	5% (8)	47% (68)	28% (41)	145
#1 Issue: Women's Issues	23% (12)	29% (15)	6% (3)	30% (15)	12% (6)	50
#1 Issue: Education	33% (23)	23% (16)	9% (6)	33% (23)	1% (1)	70
#1 Issue: Other	2% (1)	8% (4)	10% (5)	57% (29)	23% (12)	52
2018 House Vote: Democrat	25% (87)	21% (72)	10% (33)	32% (113)	13% (44)	349
2018 House Vote: Republican	17% (74)	18% (78)	8% (36)	41% (175)	15% (62)	424
2016 Vote: Hillary Clinton	22% (83)	20% (76)	7% (27)	38% (144)	12% (44)	374
2016 Vote: Donald Trump	17% (77)	19% (89)	10% (44)	38% (174)	16% (73)	456
2016 Vote: Didn't Vote	13% (32)	18% (43)	14% (34)	35% (82)	19% (45)	236
Voted in 2014: Yes	21% (144)	21% (144)	8% (55)	37% (252)	14% (93)	687
Voted in 2014: No	13% (53)	17% (72)	13% (55)	40% (169)	18% (74)	424
2012 Vote: Barack Obama	22% (93)	22% (91)	7% (29)	34% (141)	14% (60)	414
2012 Vote: Mitt Romney	15% (46)	16% (50)	10% (32)	41% (128)	19% (58)	315
2012 Vote: Didn't Vote	16% (56)	20% (71)	12% (43)	38% (135)	14% (48)	353
4-Region: Northeast	23% (48)	21% (45)	7% (14)	36% (76)	14% (29)	212
4-Region: Midwest	15% (39)	18% (47)	11% (28)	36% (94)	21% (54)	261
4-Region: South	13% (50)	17% (66)	10% (40)	43% (166)	16% (60)	383
4-Region: West	23% (60)	23% (58)	11% (28)	34% (86)	9% (24)	256
Parents	18% (197)	19% (215)	10% (110)	38% (422)	15% (167)	1111
Celebrate Christmas	18% (184)	20% (205)	10% (103)	37% (380)	15% (155)	1026
Shop more online	25% (86)	20% (67)	7% (23)	36% (121)	13% (43)	340
Shop more in stores	10% (38)	13% (48)	10% (39)	46% (171)	21% (78)	374
Shop equally	19% (71)	27% (99)	12% (43)	33% (122)	10% (36)	371

Continued on next page

**Table MCBR12:** As you may know, many events have gone virtual as the country has dealt with the COVID-19 pandemic (coronavirus). How interested would you be in having your child(ren) visit with Santa Claus via a video platform such as Zoom or Skype?

Demographic	Very interested		Somewhat interested		Not very interested		Not interested at all		Don't know / No opinion		Total N
Adults	18%	(197)	19%	(215)	10%	(110)	38%	(422)	15%	(167)	1111
Holiday shop more online	21%	(88)	19%	(80)	9%	(35)	36%	(148)	15%	(62)	413
Holiday shop more in stores	12%	(39)	17%	(55)	10%	(32)	47%	(146)	13%	(42)	313
Holiday shop equally	19%	(65)	23%	(81)	12%	(42)	31%	(105)	15%	(51)	344
Decorate last year	20%	(178)	22%	(188)	11%	(92)	35%	(307)	12%	(108)	873
Decorate this year	20%	(171)	22%	(185)	12%	(99)	33%	(284)	14%	(117)	855
Typically buys decorations	27%	(130)	26%	(126)	10%	(50)	27%	(129)	10%	(50)	485
Typically buys Christmas tree	32%	(131)	25%	(103)	13%	(51)	22%	(90)	8%	(33)	408
Typically visits Santa	33%	(141)	29%	(124)	11%	(47)	19%	(80)	7%	(30)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR13\_1: Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to Santas with real beards**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	17% (184)	22% (241)	13% (143)	25% (279)	24% (263)	1111
Gender: Male	20% (108)	24% (133)	14% (75)	24% (128)	18% (99)	543
Gender: Female	13% (76)	19% (109)	12% (68)	27% (152)	29% (163)	568
Age: 18-34	22% (49)	33% (74)	18% (41)	14% (32)	13% (28)	225
Age: 35-44	26% (67)	29% (75)	12% (31)	18% (47)	15% (39)	260
Age: 45-64	12% (50)	16% (65)	13% (54)	30% (120)	29% (116)	405
Age: 65+	8% (18)	12% (26)	8% (17)	37% (81)	36% (79)	221
Millennials: 1981-1996	23% (72)	31% (96)	16% (50)	15% (45)	14% (44)	307
GenXers: 1965-1980	18% (65)	24% (88)	12% (44)	26% (94)	21% (75)	366
Baby Boomers: 1946-1964	11% (40)	10% (36)	11% (39)	34% (121)	34% (123)	360
PID: Dem (no lean)	14% (51)	23% (84)	15% (55)	26% (96)	22% (81)	368
PID: Ind (no lean)	14% (42)	20% (59)	13% (39)	28% (82)	25% (73)	295
PID: Rep (no lean)	20% (91)	22% (98)	11% (50)	23% (101)	24% (109)	449
PID/Gender: Dem Men	19% (35)	30% (57)	15% (28)	19% (37)	18% (34)	191
PID/Gender: Dem Women	9% (16)	15% (27)	15% (27)	34% (60)	27% (47)	176
PID/Gender: Ind Men	13% (15)	15% (19)	14% (17)	37% (45)	21% (25)	120
PID/Gender: Ind Women	15% (27)	23% (41)	13% (22)	21% (37)	28% (48)	174
PID/Gender: Rep Men	25% (57)	25% (57)	13% (30)	20% (46)	18% (41)	232
PID/Gender: Rep Women	16% (34)	19% (41)	9% (19)	25% (55)	31% (68)	217
Ideo: Liberal (1-3)	18% (53)	24% (71)	14% (41)	21% (62)	24% (72)	299
Ideo: Moderate (4)	16% (53)	23% (74)	15% (49)	24% (79)	21% (69)	324
Ideo: Conservative (5-7)	17% (73)	21% (89)	11% (47)	27% (116)	23% (99)	425
Educ: < College	14% (95)	19% (132)	11% (78)	27% (189)	29% (199)	692
Educ: Bachelors degree	18% (44)	24% (58)	19% (46)	23% (58)	17% (41)	247
Educ: Post-grad	27% (46)	29% (50)	12% (20)	19% (33)	13% (23)	172
Income: Under 50k	12% (57)	18% (85)	12% (60)	28% (137)	30% (144)	484
Income: 50k-100k	18% (65)	22% (78)	13% (46)	25% (90)	22% (77)	356
Income: 100k+	23% (62)	29% (77)	14% (37)	19% (53)	15% (42)	271
Ethnicity: White	17% (160)	22% (200)	13% (116)	24% (221)	25% (227)	924
Ethnicity: Hispanic	16% (26)	31% (49)	17% (27)	15% (25)	21% (33)	160
Ethnicity: Black	11% (13)	25% (29)	15% (17)	29% (34)	20% (23)	115

Continued on next page

**Table MCBR13\_1:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to Santas with real beards

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	17% (184)	22% (241)	13% (143)	25% (279)	24% (263)	1111
Ethnicity: Other	16% (11)	18% (13)	14% (10)	34% (24)	18% (13)	72
All Christian	18% (115)	23% (148)	12% (78)	22% (141)	25% (158)	640
All Non-Christian	30% (25)	19% (16)	11% (9)	33% (28)	6% (5)	84
Agnostic/Nothing in particular	8% (17)	12% (25)	18% (36)	33% (66)	29% (58)	203
Something Else	15% (23)	26% (41)	11% (17)	25% (39)	24% (37)	158
Religious Non-Protestant/Catholic	28% (25)	19% (17)	13% (11)	35% (32)	6% (5)	92
Evangelical	20% (76)	26% (99)	13% (50)	21% (80)	21% (83)	387
Non-Evangelical	14% (55)	22% (85)	10% (39)	24% (93)	29% (109)	380
Community: Urban	20% (79)	26% (100)	17% (67)	16% (62)	21% (80)	388
Community: Suburban	13% (58)	22% (95)	11% (50)	30% (131)	24% (103)	438
Community: Rural	16% (47)	16% (46)	9% (27)	30% (86)	28% (80)	286
Employ: Private Sector	21% (87)	25% (104)	14% (59)	20% (82)	20% (85)	417
Employ: Government	31% (28)	30% (27)	11% (10)	17% (15)	11% (10)	90
Employ: Self-Employed	20% (18)	17% (16)	23% (21)	29% (27)	11% (11)	92
Employ: Homemaker	10% (12)	23% (28)	10% (12)	27% (34)	31% (38)	124
Employ: Retired	10% (24)	14% (32)	6% (13)	38% (90)	32% (76)	236
Employ: Unemployed	11% (9)	22% (19)	19% (16)	21% (18)	27% (23)	85
Employ: Other	8% (5)	18% (10)	20% (11)	22% (13)	32% (18)	57
Military HH: Yes	22% (38)	20% (33)	6% (10)	30% (52)	22% (38)	171
Military HH: No	16% (147)	22% (208)	14% (133)	24% (228)	24% (225)	940
RD/WT: Right Direction	24% (108)	23% (105)	12% (53)	23% (102)	18% (80)	448
RD/WT: Wrong Track	12% (76)	21% (136)	14% (90)	27% (178)	28% (183)	663
Trump Job Approve	22% (121)	21% (120)	11% (60)	24% (135)	22% (124)	560
Trump Job Disapprove	11% (59)	22% (117)	16% (81)	26% (136)	25% (128)	521
Trump Job Strongly Approve	28% (93)	18% (59)	11% (37)	24% (78)	19% (62)	329
Trump Job Somewhat Approve	12% (27)	27% (62)	10% (23)	25% (58)	27% (61)	231
Trump Job Somewhat Disapprove	15% (20)	34% (47)	16% (22)	12% (17)	23% (32)	139
Trump Job Strongly Disapprove	10% (38)	18% (69)	16% (60)	31% (119)	25% (95)	382
Favorable of Trump	22% (126)	22% (122)	13% (71)	23% (131)	21% (117)	567
Unfavorable of Trump	12% (58)	21% (107)	14% (70)	27% (134)	27% (133)	502

Continued on next page

**Table MCBR13\_1: Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to Santas with real beards**

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(184)	22%	(241)	13%	(143)	25%	(279)	24%	(263)	1111
Very Favorable of Trump	27%	(100)	20%	(72)	13%	(49)	22%	(81)	17%	(63)	364
Somewhat Favorable of Trump	13%	(26)	25%	(50)	11%	(23)	25%	(50)	27%	(54)	203
Somewhat Unfavorable of Trump	17%	(18)	31%	(33)	12%	(12)	11%	(12)	29%	(31)	106
Very Unfavorable of Trump	10%	(40)	19%	(74)	14%	(57)	31%	(122)	26%	(102)	397
#1 Issue: Economy	17%	(69)	20%	(83)	15%	(64)	25%	(105)	23%	(94)	415
#1 Issue: Security	20%	(26)	22%	(29)	13%	(17)	26%	(34)	19%	(26)	132
#1 Issue: Health Care	18%	(38)	16%	(33)	13%	(28)	24%	(51)	28%	(58)	208
#1 Issue: Medicare / Social Security	11%	(17)	13%	(19)	8%	(11)	34%	(49)	34%	(49)	145
#1 Issue: Women's Issues	14%	(7)	42%	(21)	10%	(5)	20%	(10)	14%	(7)	50
#1 Issue: Education	22%	(16)	46%	(33)	12%	(8)	15%	(11)	4%	(3)	70
#1 Issue: Other	7%	(4)	18%	(9)	15%	(8)	25%	(13)	35%	(18)	52
2018 House Vote: Democrat	16%	(57)	26%	(90)	12%	(42)	25%	(89)	21%	(72)	349
2018 House Vote: Republican	20%	(83)	22%	(93)	12%	(49)	23%	(98)	24%	(100)	424
2016 Vote: Hillary Clinton	13%	(48)	26%	(97)	13%	(48)	23%	(87)	25%	(95)	374
2016 Vote: Donald Trump	20%	(90)	23%	(104)	12%	(53)	25%	(115)	21%	(94)	456
2016 Vote: Didn't Vote	17%	(40)	16%	(38)	15%	(35)	26%	(61)	26%	(61)	236
Voted in 2014: Yes	18%	(126)	23%	(160)	12%	(80)	28%	(190)	19%	(130)	687
Voted in 2014: No	14%	(58)	19%	(81)	15%	(64)	21%	(89)	31%	(133)	424
2012 Vote: Barack Obama	15%	(62)	27%	(110)	10%	(43)	25%	(103)	23%	(96)	414
2012 Vote: Mitt Romney	21%	(65)	20%	(63)	11%	(36)	28%	(87)	20%	(64)	315
2012 Vote: Didn't Vote	15%	(53)	18%	(62)	17%	(61)	22%	(77)	28%	(99)	353
4-Region: Northeast	23%	(49)	24%	(51)	13%	(27)	18%	(38)	22%	(47)	212
4-Region: Midwest	10%	(26)	19%	(50)	14%	(38)	28%	(74)	28%	(73)	261
4-Region: South	17%	(64)	18%	(69)	12%	(46)	27%	(104)	26%	(101)	383
4-Region: West	18%	(45)	28%	(71)	13%	(33)	25%	(64)	16%	(42)	256
Parents	17%	(184)	22%	(241)	13%	(143)	25%	(279)	24%	(263)	1111
Celebrate Christmas	17%	(178)	22%	(228)	14%	(139)	24%	(245)	23%	(236)	1026
Shop more online	20%	(68)	18%	(61)	15%	(52)	23%	(77)	24%	(82)	340
Shop more in stores	12%	(47)	16%	(59)	12%	(44)	33%	(125)	26%	(99)	374
Shop equally	19%	(70)	33%	(121)	13%	(47)	18%	(68)	18%	(66)	371

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**Table MCBR13\_1:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to Santas with real beards

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	17%	(184)	22%	(241)	13%	(143)	25%	(279)	24%	(263)	1111
Holiday shop more online	17%	(72)	20%	(84)	14%	(59)	27%	(112)	21%	(87)	413
Holiday shop more in stores	14%	(43)	18%	(56)	14%	(44)	30%	(93)	25%	(77)	313
Holiday shop equally	20%	(69)	29%	(100)	12%	(41)	17%	(58)	22%	(75)	344
Decorate last year	18%	(161)	24%	(211)	15%	(127)	22%	(195)	21%	(180)	873
Decorate this year	19%	(163)	25%	(216)	14%	(120)	22%	(192)	19%	(163)	855
Typically buys decorations	24%	(115)	27%	(129)	15%	(74)	18%	(89)	16%	(78)	485
Typically buys Christmas tree	26%	(108)	35%	(141)	12%	(49)	16%	(64)	11%	(46)	408
Typically visits Santa	29%	(124)	32%	(136)	18%	(77)	11%	(45)	9%	(39)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR13\_2: Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to Santas that represent minority groups**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	13% (146)	20% (220)	13% (140)	28% (312)	26% (294)	1111
Gender: Male	18% (100)	21% (116)	12% (65)	27% (147)	21% (115)	543
Gender: Female	8% (46)	18% (104)	13% (75)	29% (165)	31% (179)	568
Age: 18-34	22% (50)	31% (69)	20% (45)	12% (28)	15% (33)	225
Age: 35-44	22% (58)	26% (67)	13% (34)	24% (62)	15% (39)	260
Age: 45-64	7% (29)	16% (65)	12% (47)	33% (135)	32% (129)	405
Age: 65+	4% (9)	9% (19)	6% (13)	40% (88)	42% (92)	221
Millennials: 1981-1996	21% (64)	27% (84)	20% (60)	17% (53)	15% (46)	307
GenXers: 1965-1980	15% (54)	23% (83)	10% (38)	30% (111)	22% (81)	366
Baby Boomers: 1946-1964	5% (18)	9% (34)	10% (37)	35% (128)	40% (144)	360
PID: Dem (no lean)	17% (63)	26% (95)	13% (48)	22% (80)	22% (82)	368
PID: Ind (no lean)	9% (28)	19% (56)	13% (39)	29% (85)	29% (86)	295
PID: Rep (no lean)	12% (55)	15% (69)	12% (53)	33% (147)	28% (126)	449
PID/Gender: Dem Men	25% (48)	28% (53)	10% (20)	18% (34)	19% (37)	191
PID/Gender: Dem Women	9% (15)	24% (42)	16% (28)	26% (47)	25% (45)	176
PID/Gender: Ind Men	11% (13)	13% (16)	15% (18)	37% (45)	24% (29)	120
PID/Gender: Ind Women	9% (15)	23% (40)	12% (22)	23% (40)	33% (57)	174
PID/Gender: Rep Men	17% (40)	20% (47)	12% (27)	30% (69)	21% (49)	232
PID/Gender: Rep Women	7% (16)	10% (22)	12% (25)	36% (78)	35% (77)	217
Ideo: Liberal (1-3)	23% (68)	25% (75)	13% (38)	15% (46)	24% (71)	299
Ideo: Moderate (4)	9% (30)	25% (80)	12% (39)	28% (90)	26% (85)	324
Ideo: Conservative (5-7)	10% (44)	14% (60)	13% (57)	37% (156)	25% (107)	425
Educ: < College	9% (63)	17% (115)	10% (73)	31% (215)	33% (227)	692
Educ: Bachelors degree	13% (33)	22% (55)	19% (48)	28% (68)	17% (43)	247
Educ: Post-grad	29% (50)	29% (50)	11% (19)	17% (29)	14% (23)	172
Income: Under 50k	9% (42)	18% (89)	11% (55)	29% (141)	33% (157)	484
Income: 50k-100k	15% (52)	19% (66)	12% (42)	29% (103)	26% (93)	356
Income: 100k+	19% (53)	24% (65)	16% (43)	25% (68)	16% (43)	271
Ethnicity: White	13% (119)	20% (181)	11% (103)	28% (260)	28% (261)	924
Ethnicity: Hispanic	21% (33)	22% (36)	20% (32)	17% (27)	20% (32)	160
Ethnicity: Black	16% (18)	23% (27)	21% (24)	23% (27)	17% (19)	115

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**Table MCBR13\_2:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to Santas that represent minority groups

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(146)	20%	(220)	13%	(140)	28%	(312)	26%	(294)	1111
Ethnicity: Other	13%	(9)	16%	(12)	17%	(12)	36%	(25)	18%	(13)	72
All Christian	13%	(84)	21%	(132)	12%	(74)	27%	(175)	27%	(174)	640
All Non-Christian	32%	(27)	14%	(12)	19%	(16)	27%	(23)	7%	(6)	84
Agnostic/Nothing in particular	8%	(17)	16%	(33)	15%	(30)	28%	(57)	33%	(66)	203
Something Else	8%	(13)	23%	(37)	9%	(14)	33%	(52)	26%	(42)	158
Religious Non-Protestant/Catholic	30%	(27)	14%	(13)	18%	(16)	32%	(29)	7%	(6)	92
Evangelical	14%	(54)	28%	(107)	11%	(44)	25%	(96)	22%	(86)	387
Non-Evangelical	9%	(35)	15%	(55)	10%	(40)	33%	(124)	33%	(126)	380
Community: Urban	21%	(82)	27%	(103)	14%	(55)	16%	(64)	22%	(84)	388
Community: Suburban	9%	(41)	16%	(71)	13%	(55)	33%	(146)	28%	(124)	438
Community: Rural	8%	(23)	16%	(46)	10%	(29)	36%	(102)	30%	(85)	286
Employ: Private Sector	18%	(75)	25%	(105)	14%	(57)	23%	(94)	21%	(86)	417
Employ: Government	26%	(23)	26%	(23)	16%	(14)	23%	(21)	10%	(9)	90
Employ: Self-Employed	14%	(12)	23%	(21)	14%	(13)	32%	(29)	18%	(17)	92
Employ: Homemaker	6%	(8)	14%	(17)	12%	(15)	34%	(42)	35%	(43)	124
Employ: Retired	5%	(13)	11%	(27)	6%	(14)	41%	(97)	36%	(84)	236
Employ: Unemployed	9%	(8)	13%	(11)	23%	(20)	20%	(17)	35%	(29)	85
Employ: Other	7%	(4)	26%	(15)	11%	(6)	18%	(10)	39%	(22)	57
Military HH: Yes	10%	(16)	15%	(26)	14%	(24)	34%	(59)	27%	(46)	171
Military HH: No	14%	(130)	21%	(194)	12%	(116)	27%	(253)	26%	(248)	940
RD/WT: Right Direction	18%	(80)	19%	(86)	12%	(55)	28%	(127)	22%	(100)	448
RD/WT: Wrong Track	10%	(66)	20%	(133)	13%	(85)	28%	(185)	29%	(194)	663
Trump Job Approve	14%	(78)	17%	(93)	13%	(70)	31%	(175)	26%	(144)	560
Trump Job Disapprove	12%	(64)	24%	(124)	13%	(67)	25%	(131)	26%	(136)	521
Trump Job Strongly Approve	20%	(66)	14%	(47)	11%	(36)	33%	(109)	22%	(72)	329
Trump Job Somewhat Approve	5%	(12)	20%	(46)	15%	(35)	28%	(66)	31%	(72)	231
Trump Job Somewhat Disapprove	10%	(14)	36%	(50)	15%	(21)	19%	(27)	20%	(27)	139
Trump Job Strongly Disapprove	13%	(50)	20%	(75)	12%	(45)	27%	(104)	28%	(108)	382
Favorable of Trump	14%	(80)	17%	(99)	13%	(75)	31%	(176)	24%	(137)	567
Unfavorable of Trump	13%	(66)	22%	(110)	12%	(62)	24%	(122)	28%	(142)	502

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**Table MCBR13\_2:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to Santas that represent minority groups

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	13% (146)	20% (220)	13% (140)	28% (312)	26% (294)	1111
Very Favorable of Trump	19% (67)	17% (63)	12% (45)	32% (115)	20% (74)	364
Somewhat Favorable of Trump	6% (13)	18% (36)	15% (29)	30% (62)	31% (63)	203
Somewhat Unfavorable of Trump	16% (17)	22% (23)	15% (16)	19% (20)	29% (31)	106
Very Unfavorable of Trump	12% (49)	22% (87)	12% (46)	26% (102)	28% (112)	397
#1 Issue: Economy	10% (43)	21% (86)	14% (57)	30% (126)	25% (102)	415
#1 Issue: Security	14% (18)	18% (24)	12% (16)	33% (44)	22% (29)	132
#1 Issue: Health Care	14% (29)	20% (42)	12% (24)	22% (46)	32% (67)	208
#1 Issue: Medicare / Social Security	8% (12)	16% (24)	10% (14)	33% (48)	32% (47)	145
#1 Issue: Women's Issues	31% (15)	11% (5)	17% (9)	24% (12)	17% (9)	50
#1 Issue: Education	30% (21)	31% (21)	11% (8)	18% (12)	11% (8)	70
#1 Issue: Other	3% (1)	12% (6)	7% (4)	33% (17)	46% (24)	52
2018 House Vote: Democrat	18% (64)	26% (92)	11% (40)	21% (73)	23% (80)	349
2018 House Vote: Republican	13% (55)	16% (67)	12% (53)	34% (144)	25% (105)	424
2016 Vote: Hillary Clinton	16% (60)	25% (93)	11% (42)	20% (74)	28% (105)	374
2016 Vote: Donald Trump	13% (60)	17% (75)	13% (61)	34% (153)	23% (105)	456
2016 Vote: Didn't Vote	10% (23)	19% (46)	15% (34)	27% (63)	29% (69)	236
Voted in 2014: Yes	15% (101)	22% (151)	11% (77)	31% (212)	21% (146)	687
Voted in 2014: No	11% (46)	16% (68)	15% (62)	24% (100)	35% (147)	424
2012 Vote: Barack Obama	16% (66)	26% (109)	11% (44)	22% (93)	25% (102)	414
2012 Vote: Mitt Romney	11% (36)	15% (48)	11% (35)	39% (123)	23% (73)	315
2012 Vote: Didn't Vote	11% (40)	18% (62)	16% (56)	23% (82)	32% (112)	353
4-Region: Northeast	16% (35)	22% (47)	11% (24)	24% (50)	27% (56)	212
4-Region: Midwest	9% (23)	19% (50)	13% (35)	28% (73)	31% (80)	261
4-Region: South	12% (44)	16% (62)	11% (42)	33% (127)	28% (107)	383
4-Region: West	17% (44)	24% (61)	15% (39)	24% (62)	20% (50)	256
Parents	13% (146)	20% (220)	13% (140)	28% (312)	26% (294)	1111
Celebrate Christmas	14% (139)	20% (208)	13% (130)	27% (280)	26% (269)	1026
Shop more online	19% (65)	20% (68)	14% (47)	22% (76)	25% (84)	340
Shop more in stores	7% (26)	12% (46)	11% (40)	39% (146)	31% (116)	374
Shop equally	15% (55)	28% (103)	13% (49)	23% (86)	21% (78)	371

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**Table MCBR13\_2:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to Santas that represent minority groups

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	13%	(146)	20%	(220)	13%	(140)	28%	(312)	26%	(294)	1111
Holiday shop more online	16%	(68)	19%	(77)	14%	(58)	29%	(118)	22%	(93)	413
Holiday shop more in stores	10%	(30)	16%	(50)	15%	(45)	34%	(105)	26%	(82)	313
Holiday shop equally	14%	(48)	27%	(92)	10%	(36)	21%	(73)	28%	(95)	344
Decorate last year	15%	(127)	21%	(180)	14%	(120)	27%	(237)	24%	(209)	873
Decorate this year	15%	(126)	22%	(190)	13%	(113)	27%	(232)	23%	(193)	855
Typically buys decorations	21%	(103)	25%	(120)	17%	(83)	19%	(91)	18%	(88)	485
Typically buys Christmas tree	23%	(92)	32%	(132)	13%	(53)	18%	(73)	14%	(58)	408
Typically visits Santa	26%	(110)	30%	(128)	16%	(67)	16%	(66)	12%	(51)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR13\_3: Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to socially distanced options, such as Zoom meetings or outdoor meetings**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	20% (217)	22% (245)	9% (102)	24% (269)	25% (278)	1111
Gender: Male	23% (126)	27% (146)	9% (48)	22% (119)	19% (104)	543
Gender: Female	16% (91)	18% (100)	9% (54)	26% (150)	31% (173)	568
Age: 18-34	28% (62)	29% (66)	17% (38)	15% (34)	11% (25)	225
Age: 35-44	28% (72)	30% (78)	10% (25)	18% (47)	15% (39)	260
Age: 45-64	14% (58)	17% (69)	7% (30)	29% (117)	32% (131)	405
Age: 65+	12% (26)	15% (33)	4% (9)	32% (71)	37% (83)	221
Millennials: 1981-1996	27% (84)	31% (94)	14% (43)	16% (50)	12% (37)	307
GenXers: 1965-1980	18% (64)	24% (88)	10% (35)	25% (93)	23% (86)	366
Baby Boomers: 1946-1964	15% (55)	14% (50)	4% (14)	30% (109)	37% (131)	360
PID: Dem (no lean)	26% (95)	26% (97)	10% (36)	18% (67)	20% (72)	368
PID: Ind (no lean)	15% (44)	22% (64)	10% (29)	27% (79)	26% (77)	295
PID: Rep (no lean)	17% (77)	19% (84)	8% (37)	27% (123)	28% (128)	449
PID/Gender: Dem Men	29% (55)	33% (64)	11% (21)	14% (26)	13% (25)	191
PID/Gender: Dem Women	23% (40)	19% (33)	8% (15)	23% (41)	27% (47)	176
PID/Gender: Ind Men	13% (16)	20% (24)	10% (11)	32% (39)	25% (30)	120
PID/Gender: Ind Women	16% (28)	23% (40)	10% (18)	23% (40)	27% (48)	174
PID/Gender: Rep Men	24% (55)	25% (58)	7% (16)	23% (54)	21% (49)	232
PID/Gender: Rep Women	10% (23)	12% (26)	10% (21)	32% (69)	36% (79)	217
Ideo: Liberal (1-3)	29% (86)	26% (78)	7% (21)	15% (43)	23% (70)	299
Ideo: Moderate (4)	14% (45)	25% (82)	14% (45)	24% (79)	23% (74)	324
Ideo: Conservative (5-7)	19% (80)	17% (73)	8% (32)	30% (129)	26% (110)	425
Educ: < College	15% (105)	18% (124)	8% (53)	28% (193)	31% (217)	692
Educ: Bachelors degree	23% (57)	26% (65)	13% (31)	21% (53)	16% (40)	247
Educ: Post-grad	32% (55)	32% (56)	10% (17)	14% (24)	12% (20)	172
Income: Under 50k	13% (65)	21% (103)	9% (43)	28% (134)	29% (139)	484
Income: 50k-100k	20% (71)	22% (77)	9% (33)	23% (82)	26% (93)	356
Income: 100k+	30% (81)	24% (65)	9% (26)	20% (54)	17% (46)	271
Ethnicity: White	19% (172)	23% (208)	9% (80)	24% (218)	27% (246)	924
Ethnicity: Hispanic	27% (43)	26% (42)	12% (19)	14% (22)	21% (34)	160
Ethnicity: Black	27% (32)	22% (25)	8% (9)	27% (32)	16% (18)	115

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**Table MCBR13\_3:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to socially distanced options, such as Zoom meetings or outdoor meetings

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	20% (217)	22% (245)	9% (102)	24% (269)	25% (278)	1111
Ethnicity: Other	19% (14)	17% (12)	18% (13)	28% (20)	18% (13)	72
All Christian	19% (121)	22% (138)	10% (62)	23% (149)	27% (170)	640
All Non-Christian	28% (24)	28% (24)	9% (8)	28% (24)	6% (5)	84
Agnostic/Nothing in particular	16% (32)	23% (46)	7% (14)	24% (49)	31% (62)	203
Something Else	18% (28)	23% (36)	9% (14)	28% (44)	23% (36)	158
Religious Non-Protestant/Catholic	26% (24)	27% (25)	9% (8)	32% (29)	6% (5)	92
Evangelical	22% (84)	25% (96)	12% (46)	21% (81)	21% (81)	387
Non-Evangelical	15% (57)	19% (73)	6% (25)	28% (105)	32% (121)	380
Community: Urban	27% (107)	31% (121)	9% (35)	13% (49)	20% (76)	388
Community: Suburban	14% (63)	18% (79)	10% (46)	29% (127)	28% (124)	438
Community: Rural	17% (48)	16% (46)	8% (22)	32% (93)	27% (78)	286
Employ: Private Sector	25% (106)	27% (111)	11% (46)	17% (70)	20% (84)	417
Employ: Government	28% (25)	26% (23)	12% (11)	20% (17)	15% (13)	90
Employ: Self-Employed	16% (15)	26% (24)	10% (9)	29% (26)	19% (18)	92
Employ: Homemaker	16% (20)	9% (12)	9% (11)	32% (40)	33% (41)	124
Employ: Retired	10% (22)	16% (37)	6% (13)	36% (84)	34% (79)	236
Employ: Unemployed	12% (11)	32% (27)	5% (4)	19% (16)	31% (27)	85
Employ: Other	23% (13)	18% (10)	11% (6)	24% (14)	25% (14)	57
Military HH: Yes	19% (33)	20% (34)	4% (6)	34% (58)	24% (41)	171
Military HH: No	20% (184)	23% (212)	10% (96)	23% (212)	25% (236)	940
RD/WT: Right Direction	22% (100)	23% (103)	9% (42)	24% (107)	22% (97)	448
RD/WT: Wrong Track	18% (117)	22% (143)	9% (60)	24% (162)	27% (181)	663
Trump Job Approve	18% (103)	19% (106)	10% (53)	27% (152)	26% (145)	560
Trump Job Disapprove	21% (109)	25% (133)	9% (48)	21% (108)	24% (123)	521
Trump Job Strongly Approve	22% (71)	19% (62)	7% (23)	29% (95)	24% (78)	329
Trump Job Somewhat Approve	14% (32)	19% (44)	13% (30)	25% (58)	29% (67)	231
Trump Job Somewhat Disapprove	16% (22)	34% (48)	11% (16)	17% (23)	22% (31)	139
Trump Job Strongly Disapprove	23% (87)	22% (85)	8% (32)	22% (85)	24% (92)	382
Favorable of Trump	19% (106)	21% (120)	10% (54)	26% (150)	24% (136)	567
Unfavorable of Trump	21% (106)	23% (116)	9% (45)	21% (107)	26% (128)	502

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**Table MCBR13\_3:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to socially distanced options, such as Zoom meetings or outdoor meetings

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	20% (217)	22% (245)	9% (102)	24% (269)	25% (278)	1111
Very Favorable of Trump	21% (76)	23% (85)	9% (32)	26% (95)	21% (76)	364
Somewhat Favorable of Trump	15% (30)	18% (36)	11% (22)	27% (55)	29% (59)	203
Somewhat Unfavorable of Trump	15% (16)	32% (34)	6% (6)	17% (18)	30% (32)	106
Very Unfavorable of Trump	23% (90)	21% (83)	10% (39)	22% (89)	24% (96)	397
#1 Issue: Economy	18% (75)	24% (100)	9% (37)	27% (111)	22% (92)	415
#1 Issue: Security	15% (20)	20% (26)	11% (14)	34% (45)	21% (27)	132
#1 Issue: Health Care	19% (40)	23% (49)	8% (17)	18% (38)	31% (65)	208
#1 Issue: Medicare / Social Security	12% (17)	18% (26)	7% (10)	27% (39)	37% (53)	145
#1 Issue: Women's Issues	42% (21)	16% (8)	12% (6)	15% (8)	16% (8)	50
#1 Issue: Education	31% (21)	32% (22)	15% (11)	14% (10)	9% (6)	70
#1 Issue: Other	6% (3)	14% (7)	3% (2)	35% (18)	43% (22)	52
2018 House Vote: Democrat	27% (94)	25% (89)	10% (34)	18% (63)	20% (69)	349
2018 House Vote: Republican	18% (75)	21% (89)	8% (32)	28% (119)	26% (109)	424
2016 Vote: Hillary Clinton	27% (100)	25% (93)	8% (29)	17% (64)	23% (88)	374
2016 Vote: Donald Trump	18% (82)	20% (92)	8% (38)	29% (134)	24% (110)	456
2016 Vote: Didn't Vote	14% (32)	22% (51)	13% (30)	24% (56)	28% (67)	236
Voted in 2014: Yes	22% (152)	24% (163)	8% (55)	26% (181)	20% (137)	687
Voted in 2014: No	15% (65)	20% (83)	11% (47)	21% (88)	33% (141)	424
2012 Vote: Barack Obama	25% (102)	25% (102)	8% (31)	21% (86)	23% (93)	414
2012 Vote: Mitt Romney	16% (51)	19% (59)	9% (29)	31% (98)	25% (78)	315
2012 Vote: Didn't Vote	17% (60)	21% (74)	11% (41)	21% (74)	29% (104)	353
4-Region: Northeast	23% (49)	26% (55)	8% (18)	18% (38)	24% (51)	212
4-Region: Midwest	16% (41)	20% (53)	12% (32)	24% (62)	28% (74)	261
4-Region: South	16% (61)	19% (74)	8% (29)	28% (107)	29% (111)	383
4-Region: West	25% (65)	25% (63)	9% (23)	24% (62)	16% (42)	256
Parents	20% (217)	22% (245)	9% (102)	24% (269)	25% (278)	1111
Celebrate Christmas	21% (211)	22% (225)	9% (95)	23% (239)	25% (255)	1026
Shop more online	25% (86)	21% (73)	8% (28)	20% (68)	25% (86)	340
Shop more in stores	14% (52)	18% (67)	8% (28)	29% (109)	32% (119)	374
Shop equally	21% (79)	28% (104)	12% (46)	22% (83)	16% (58)	371

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**Table MCBR13\_3:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
 Having access to socially distanced options, such as Zoom meetings or outdoor meetings

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	20%	(217)	22%	(245)	9%	(102)	24%	(269)	25%	(278)	1111
Holiday shop more online	23%	(97)	20%	(83)	9%	(36)	25%	(105)	22%	(92)	413
Holiday shop more in stores	14%	(45)	21%	(64)	7%	(22)	30%	(92)	29%	(89)	313
Holiday shop equally	22%	(75)	27%	(93)	13%	(44)	17%	(58)	22%	(75)	344
Decorate last year	21%	(185)	24%	(214)	10%	(85)	22%	(191)	23%	(198)	873
Decorate this year	21%	(179)	25%	(212)	10%	(89)	23%	(194)	21%	(181)	855
Typically buys decorations	28%	(134)	28%	(137)	10%	(49)	16%	(80)	17%	(85)	485
Typically buys Christmas tree	28%	(114)	32%	(130)	10%	(41)	15%	(63)	15%	(61)	408
Typically visits Santa	30%	(127)	35%	(149)	11%	(47)	12%	(51)	11%	(48)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR13\_4: Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to photos or videos of the Santa Claus experience**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know / No opinion	Total N
Adults	22% (244)	25% (274)	10% (107)	21% (235)	23% (251)	1111
Gender: Male	27% (148)	26% (140)	9% (50)	19% (105)	19% (101)	543
Gender: Female	17% (96)	24% (134)	10% (57)	23% (130)	27% (151)	568
Age: 18-34	38% (86)	33% (73)	11% (26)	9% (20)	9% (20)	225
Age: 35-44	29% (76)	31% (81)	9% (23)	17% (45)	14% (35)	260
Age: 45-64	15% (59)	21% (86)	11% (43)	25% (100)	29% (117)	405
Age: 65+	10% (22)	16% (34)	7% (15)	32% (70)	36% (80)	221
Millennials: 1981-1996	32% (99)	33% (103)	11% (34)	13% (39)	11% (33)	307
GenXers: 1965-1980	21% (79)	27% (100)	10% (38)	20% (75)	21% (75)	366
Baby Boomers: 1946-1964	12% (42)	17% (62)	8% (29)	30% (106)	33% (120)	360
PID: Dem (no lean)	24% (89)	25% (93)	10% (37)	20% (74)	20% (74)	368
PID: Ind (no lean)	19% (55)	26% (76)	10% (29)	22% (65)	23% (69)	295
PID: Rep (no lean)	22% (99)	23% (105)	9% (41)	21% (96)	24% (108)	449
PID/Gender: Dem Men	31% (59)	32% (61)	8% (15)	14% (26)	16% (31)	191
PID/Gender: Dem Women	17% (31)	18% (32)	13% (22)	27% (47)	25% (43)	176
PID/Gender: Ind Men	18% (22)	21% (25)	8% (10)	32% (38)	21% (25)	120
PID/Gender: Ind Women	19% (33)	29% (51)	11% (19)	15% (27)	25% (44)	174
PID/Gender: Rep Men	29% (67)	24% (54)	11% (25)	17% (40)	19% (45)	232
PID/Gender: Rep Women	15% (32)	23% (50)	7% (16)	26% (56)	29% (63)	217
Ideo: Liberal (1-3)	28% (84)	28% (83)	9% (27)	13% (40)	22% (65)	299
Ideo: Moderate (4)	20% (66)	27% (87)	9% (29)	22% (73)	22% (70)	324
Ideo: Conservative (5-7)	20% (85)	22% (94)	10% (44)	24% (102)	23% (99)	425
Educ: < College	19% (132)	21% (146)	9% (61)	23% (161)	28% (193)	692
Educ: Bachelors degree	25% (62)	27% (67)	12% (30)	20% (50)	15% (37)	247
Educ: Post-grad	29% (50)	36% (61)	9% (15)	14% (24)	13% (22)	172
Income: Under 50k	19% (90)	23% (109)	8% (37)	24% (116)	27% (131)	484
Income: 50k-100k	22% (80)	25% (90)	10% (35)	18% (66)	24% (86)	356
Income: 100k+	27% (74)	28% (75)	13% (36)	19% (53)	12% (34)	271
Ethnicity: White	22% (203)	25% (228)	9% (82)	20% (189)	24% (223)	924
Ethnicity: Hispanic	27% (44)	21% (34)	18% (28)	16% (25)	18% (29)	160
Ethnicity: Black	21% (25)	30% (34)	11% (13)	21% (25)	16% (19)	115

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**Table MCBR13\_4:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to photos or videos of the Santa Claus experience

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	22%	(244)	25%	(274)	10%	(107)	21%	(235)	23%	(251)	1111
Ethnicity: Other	22%	(16)	18%	(13)	17%	(12)	30%	(21)	13%	(10)	72
All Christian	22%	(144)	24%	(154)	10%	(62)	20%	(130)	24%	(151)	640
All Non-Christian	37%	(31)	19%	(16)	11%	(10)	27%	(22)	6%	(5)	84
Agnostic/Nothing in particular	17%	(35)	24%	(49)	9%	(18)	24%	(49)	25%	(52)	203
Something Else	18%	(29)	31%	(49)	6%	(10)	20%	(31)	25%	(39)	158
Religious Non-Protestant/Catholic	34%	(31)	18%	(16)	12%	(11)	30%	(28)	6%	(5)	92
Evangelical	25%	(96)	31%	(121)	7%	(26)	17%	(66)	20%	(77)	387
Non-Evangelical	18%	(69)	20%	(74)	10%	(38)	23%	(89)	29%	(110)	380
Community: Urban	30%	(116)	31%	(119)	8%	(33)	12%	(47)	19%	(73)	388
Community: Suburban	18%	(80)	22%	(95)	11%	(50)	25%	(110)	24%	(103)	438
Community: Rural	16%	(47)	21%	(61)	9%	(24)	27%	(78)	26%	(75)	286
Employ: Private Sector	26%	(107)	31%	(130)	10%	(41)	14%	(60)	19%	(79)	417
Employ: Government	32%	(29)	23%	(21)	17%	(15)	19%	(17)	9%	(8)	90
Employ: Self-Employed	35%	(32)	23%	(21)	6%	(5)	26%	(24)	10%	(10)	92
Employ: Homemaker	20%	(25)	17%	(21)	7%	(9)	24%	(30)	32%	(39)	124
Employ: Retired	8%	(19)	19%	(44)	7%	(16)	35%	(83)	32%	(75)	236
Employ: Unemployed	17%	(14)	28%	(24)	10%	(8)	17%	(14)	28%	(24)	85
Employ: Other	23%	(13)	23%	(13)	16%	(9)	11%	(6)	27%	(15)	57
Military HH: Yes	24%	(41)	20%	(35)	8%	(13)	26%	(45)	22%	(37)	171
Military HH: No	22%	(203)	25%	(240)	10%	(93)	20%	(189)	23%	(214)	940
RD/WT: Right Direction	27%	(120)	26%	(118)	9%	(42)	21%	(92)	17%	(76)	448
RD/WT: Wrong Track	19%	(123)	24%	(157)	10%	(65)	22%	(143)	26%	(175)	663
Trump Job Approve	24%	(137)	23%	(130)	9%	(49)	22%	(125)	21%	(119)	560
Trump Job Disapprove	20%	(103)	26%	(134)	11%	(57)	20%	(103)	24%	(123)	521
Trump Job Strongly Approve	30%	(99)	23%	(77)	6%	(19)	23%	(75)	18%	(59)	329
Trump Job Somewhat Approve	16%	(38)	23%	(53)	13%	(30)	22%	(51)	26%	(60)	231
Trump Job Somewhat Disapprove	22%	(30)	36%	(50)	11%	(15)	14%	(20)	17%	(24)	139
Trump Job Strongly Disapprove	19%	(72)	22%	(84)	11%	(42)	22%	(83)	26%	(99)	382
Favorable of Trump	24%	(137)	25%	(143)	9%	(53)	21%	(122)	20%	(112)	567
Unfavorable of Trump	20%	(103)	23%	(118)	10%	(52)	20%	(101)	26%	(128)	502

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**Table MCBR13\_4:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to photos or videos of the Santa Claus experience

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	22%	(244)	25%	(274)	10%	(107)	21%	(235)	23%	(251)	1111
Very Favorable of Trump	29%	(106)	25%	(92)	9%	(31)	21%	(75)	16%	(60)	364
Somewhat Favorable of Trump	15%	(31)	25%	(51)	11%	(22)	23%	(46)	26%	(52)	203
Somewhat Unfavorable of Trump	24%	(25)	30%	(32)	6%	(7)	15%	(16)	25%	(27)	106
Very Unfavorable of Trump	20%	(78)	22%	(86)	11%	(45)	21%	(85)	26%	(102)	397
#1 Issue: Economy	21%	(86)	26%	(110)	10%	(42)	22%	(91)	21%	(86)	415
#1 Issue: Security	19%	(25)	31%	(41)	7%	(10)	19%	(25)	23%	(31)	132
#1 Issue: Health Care	25%	(52)	20%	(42)	11%	(23)	19%	(39)	25%	(53)	208
#1 Issue: Medicare / Social Security	13%	(19)	21%	(31)	4%	(6)	31%	(45)	30%	(44)	145
#1 Issue: Women's Issues	35%	(17)	21%	(11)	13%	(7)	19%	(10)	12%	(6)	50
#1 Issue: Education	43%	(30)	35%	(25)	3%	(2)	14%	(10)	5%	(3)	70
#1 Issue: Other	8%	(4)	9%	(4)	18%	(9)	26%	(13)	40%	(21)	52
2018 House Vote: Democrat	25%	(87)	27%	(94)	9%	(30)	20%	(68)	20%	(70)	349
2018 House Vote: Republican	22%	(93)	25%	(106)	8%	(36)	22%	(92)	23%	(98)	424
2016 Vote: Hillary Clinton	24%	(89)	25%	(94)	8%	(31)	18%	(66)	25%	(94)	374
2016 Vote: Donald Trump	23%	(103)	26%	(119)	9%	(39)	24%	(108)	19%	(86)	456
2016 Vote: Didn't Vote	20%	(47)	24%	(56)	12%	(28)	19%	(45)	25%	(60)	236
Voted in 2014: Yes	22%	(154)	28%	(194)	8%	(55)	23%	(157)	19%	(127)	687
Voted in 2014: No	21%	(89)	19%	(81)	12%	(52)	18%	(78)	29%	(124)	424
2012 Vote: Barack Obama	23%	(97)	29%	(120)	7%	(29)	20%	(82)	21%	(86)	414
2012 Vote: Mitt Romney	19%	(60)	25%	(80)	9%	(29)	25%	(80)	21%	(66)	315
2012 Vote: Didn't Vote	23%	(80)	20%	(70)	13%	(46)	18%	(62)	27%	(95)	353
4-Region: Northeast	29%	(62)	27%	(57)	11%	(23)	14%	(30)	19%	(40)	212
4-Region: Midwest	18%	(48)	28%	(72)	8%	(22)	20%	(53)	26%	(67)	261
4-Region: South	19%	(74)	20%	(78)	9%	(35)	25%	(97)	26%	(99)	383
4-Region: West	23%	(60)	26%	(67)	11%	(27)	22%	(56)	18%	(45)	256
Parents	22%	(244)	25%	(274)	10%	(107)	21%	(235)	23%	(251)	1111
Celebrate Christmas	23%	(236)	25%	(257)	10%	(98)	20%	(204)	22%	(230)	1026
Shop more online	28%	(94)	25%	(84)	8%	(28)	17%	(57)	23%	(77)	340
Shop more in stores	16%	(59)	19%	(70)	9%	(35)	29%	(108)	27%	(102)	374
Shop equally	24%	(90)	32%	(118)	12%	(43)	17%	(61)	16%	(58)	371

Continued on next page

**Table MCBR13\_4:** Thinking about your child(ren)'s visits with Santa Claus this year, how important are the following aspects of the experience?  
Having access to photos or videos of the Santa Claus experience

Demographic	Very important		Somewhat important		Not very important		Not important at all		Don't know / No opinion		Total N
Adults	22%	(244)	25%	(274)	10%	(107)	21%	(235)	23%	(251)	1111
Holiday shop more online	24%	(99)	23%	(96)	10%	(42)	23%	(95)	19%	(80)	413
Holiday shop more in stores	18%	(57)	22%	(68)	10%	(32)	24%	(77)	25%	(79)	313
Holiday shop equally	25%	(87)	31%	(106)	9%	(30)	15%	(50)	21%	(71)	344
Decorate last year	24%	(212)	27%	(233)	9%	(80)	19%	(168)	21%	(180)	873
Decorate this year	25%	(215)	28%	(236)	9%	(79)	19%	(166)	19%	(159)	855
Typically buys decorations	31%	(148)	30%	(146)	10%	(50)	14%	(66)	15%	(74)	485
Typically buys Christmas tree	37%	(149)	32%	(131)	8%	(33)	12%	(50)	11%	(45)	408
Typically visits Santa	39%	(166)	37%	(156)	9%	(37)	7%	(28)	8%	(35)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR14\_1:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus entering people's homes without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	14% (299)	7% (159)	18% (407)	15% (332)	30% (654)	16% (351)	2200
Gender: Male	14% (152)	9% (96)	19% (198)	15% (161)	29% (312)	13% (143)	1062
Gender: Female	13% (147)	6% (63)	18% (208)	15% (171)	30% (341)	18% (207)	1138
Age: 18-34	15% (96)	8% (53)	20% (130)	17% (111)	26% (171)	14% (93)	655
Age: 35-44	16% (56)	13% (45)	20% (73)	14% (49)	24% (87)	13% (48)	358
Age: 45-64	14% (103)	6% (45)	17% (130)	13% (98)	31% (236)	18% (139)	751
Age: 65+	10% (43)	4% (15)	17% (74)	17% (74)	36% (159)	16% (71)	436
GenZers: 1997-2012	11% (29)	4% (9)	22% (55)	20% (49)	27% (66)	16% (41)	249
Millennials: 1981-1996	16% (91)	11% (62)	21% (119)	15% (87)	25% (146)	12% (70)	575
GenXers: 1965-1980	15% (87)	10% (56)	19% (109)	12% (71)	27% (158)	17% (95)	576
Baby Boomers: 1946-1964	12% (89)	4% (29)	15% (106)	16% (113)	35% (252)	18% (131)	720
PID: Dem (no lean)	10% (80)	6% (45)	17% (134)	16% (126)	38% (301)	13% (98)	784
PID: Ind (no lean)	10% (65)	9% (57)	21% (136)	16% (104)	26% (167)	19% (126)	655
PID: Rep (no lean)	20% (154)	8% (57)	18% (136)	13% (102)	24% (185)	17% (126)	761
PID/Gender: Dem Men	11% (41)	9% (33)	20% (77)	16% (61)	36% (140)	9% (35)	387
PID/Gender: Dem Women	10% (39)	3% (11)	14% (57)	16% (65)	41% (161)	16% (63)	397
PID/Gender: Ind Men	10% (28)	9% (27)	19% (55)	16% (46)	29% (83)	17% (47)	285
PID/Gender: Ind Women	10% (37)	8% (30)	22% (82)	16% (58)	23% (84)	21% (79)	370
PID/Gender: Rep Men	21% (83)	9% (35)	17% (67)	14% (54)	23% (89)	16% (61)	390
PID/Gender: Rep Women	19% (71)	6% (22)	19% (69)	13% (48)	26% (96)	18% (65)	371
Ideo: Liberal (1-3)	11% (68)	5% (32)	20% (121)	16% (99)	36% (224)	12% (72)	615
Ideo: Moderate (4)	11% (72)	8% (52)	19% (126)	19% (132)	29% (195)	15% (103)	679
Ideo: Conservative (5-7)	20% (149)	9% (65)	19% (143)	13% (93)	26% (191)	14% (102)	744
Educ: < College	14% (214)	5% (83)	19% (292)	14% (204)	28% (420)	20% (299)	1512
Educ: Bachelors degree	10% (44)	12% (51)	19% (83)	19% (84)	33% (148)	7% (32)	444
Educ: Post-grad	17% (41)	10% (25)	13% (31)	18% (43)	35% (86)	8% (19)	244

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**Table MCBR14\_1:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
 Santa Claus entering people's homes without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	14% (299)	7% (159)	18% (407)	15% (332)	30% (654)	16% (351)	2200
Income: Under 50k	12% (135)	6% (71)	20% (230)	14% (163)	29% (340)	20% (236)	1175
Income: 50k-100k	14% (88)	8% (55)	19% (121)	16% (106)	31% (199)	12% (81)	649
Income: 100k+	20% (75)	9% (33)	15% (55)	17% (63)	30% (115)	9% (34)	376
Ethnicity: White	15% (262)	8% (132)	18% (311)	15% (260)	28% (488)	16% (268)	1722
Ethnicity: Hispanic	12% (42)	9% (31)	15% (53)	11% (38)	30% (105)	23% (80)	349
Ethnicity: Black	8% (22)	5% (14)	19% (53)	18% (49)	36% (100)	13% (37)	274
Ethnicity: Other	7% (15)	6% (13)	21% (43)	11% (22)	32% (66)	22% (46)	204
All Christian	14% (161)	8% (93)	18% (208)	16% (184)	30% (337)	13% (151)	1134
All Non-Christian	11% (16)	8% (12)	15% (21)	16% (23)	38% (55)	11% (16)	142
Atheist	5% (5)	2% (2)	24% (24)	16% (16)	34% (34)	19% (19)	99
Agnostic/Nothing in particular	15% (77)	5% (28)	20% (106)	14% (71)	26% (133)	20% (103)	518
Something Else	13% (39)	8% (24)	16% (48)	13% (39)	31% (95)	20% (62)	307
Religious Non-Protestant/Catholic	14% (24)	7% (12)	20% (33)	15% (26)	33% (56)	10% (18)	168
Evangelical	16% (107)	9% (60)	18% (119)	15% (101)	28% (190)	14% (91)	668
Non-Evangelical	11% (82)	7% (53)	17% (122)	16% (116)	32% (233)	16% (112)	718
Community: Urban	12% (83)	7% (52)	15% (106)	16% (112)	32% (221)	17% (121)	694
Community: Suburban	14% (128)	7% (64)	21% (201)	15% (141)	30% (280)	14% (132)	946
Community: Rural	16% (88)	8% (43)	18% (100)	14% (79)	27% (153)	17% (98)	561
Employ: Private Sector	15% (105)	9% (65)	17% (119)	17% (115)	29% (200)	13% (87)	691
Employ: Government	17% (28)	7% (11)	21% (35)	11% (19)	36% (59)	9% (14)	165
Employ: Self-Employed	16% (27)	11% (18)	21% (35)	16% (27)	25% (43)	12% (20)	169
Employ: Homemaker	21% (32)	3% (4)	15% (23)	12% (19)	29% (43)	20% (30)	151
Employ: Retired	7% (37)	7% (34)	17% (86)	15% (78)	35% (178)	18% (92)	505
Employ: Unemployed	18% (53)	5% (15)	21% (61)	14% (41)	23% (67)	20% (59)	296
Employ: Other	9% (13)	6% (8)	20% (26)	13% (18)	26% (36)	26% (35)	135
Military HH: Yes	15% (48)	10% (32)	17% (55)	15% (47)	29% (95)	14% (46)	322
Military HH: No	13% (251)	7% (127)	19% (352)	15% (285)	30% (559)	16% (305)	1878

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**Table MCBR14\_1:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus entering people's homes without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	14% (299)	7% (159)	18% (407)	15% (332)	30% (654)	16% (351)	2200
RD/WT: Right Direction	19% (148)	10% (81)	20% (155)	16% (120)	22% (167)	13% (99)	770
RD/WT: Wrong Track	11% (150)	5% (78)	18% (251)	15% (211)	34% (487)	18% (252)	1430
Trump Job Approve	19% (189)	8% (81)	20% (194)	15% (145)	23% (225)	15% (146)	980
Trump Job Disapprove	8% (94)	7% (75)	17% (196)	16% (178)	37% (419)	15% (169)	1132
Trump Job Strongly Approve	25% (147)	7% (39)	19% (107)	13% (72)	25% (143)	12% (69)	576
Trump Job Somewhat Approve	11% (43)	11% (43)	22% (87)	18% (72)	20% (82)	19% (77)	404
Trump Job Somewhat Disapprove	8% (21)	17% (43)	20% (51)	16% (41)	23% (60)	15% (39)	254
Trump Job Strongly Disapprove	8% (73)	4% (33)	17% (146)	16% (137)	41% (360)	15% (130)	878
Favorable of Trump	20% (200)	9% (87)	21% (204)	14% (140)	23% (225)	13% (126)	982
Unfavorable of Trump	8% (93)	6% (63)	17% (189)	16% (181)	37% (413)	16% (177)	1115
Very Favorable of Trump	24% (151)	8% (51)	20% (127)	14% (87)	23% (148)	11% (72)	635
Somewhat Favorable of Trump	14% (50)	10% (36)	22% (78)	15% (53)	22% (77)	16% (54)	348
Somewhat Unfavorable of Trump	8% (17)	11% (23)	21% (42)	14% (28)	26% (53)	20% (41)	204
Very Unfavorable of Trump	8% (76)	4% (40)	16% (147)	17% (153)	39% (360)	15% (136)	911
#1 Issue: Economy	14% (109)	8% (63)	20% (155)	16% (123)	26% (197)	16% (122)	769
#1 Issue: Security	24% (65)	9% (24)	18% (50)	13% (35)	23% (61)	14% (37)	273
#1 Issue: Health Care	10% (45)	7% (29)	17% (73)	14% (61)	33% (141)	19% (80)	429
#1 Issue: Medicare / Social Security	9% (27)	5% (16)	21% (62)	14% (43)	37% (111)	15% (44)	304
#1 Issue: Women's Issues	10% (12)	6% (7)	22% (28)	11% (14)	37% (46)	15% (19)	126
#1 Issue: Education	16% (16)	15% (15)	18% (18)	21% (20)	22% (22)	8% (8)	98
#1 Issue: Energy	13% (11)	5% (4)	10% (8)	26% (21)	34% (27)	13% (11)	82
#1 Issue: Other	12% (14)	1% (1)	10% (12)	13% (15)	39% (47)	25% (30)	119
2018 House Vote: Democrat	11% (72)	7% (44)	14% (95)	15% (98)	43% (287)	11% (72)	668
2018 House Vote: Republican	17% (120)	9% (60)	19% (132)	15% (104)	26% (180)	14% (99)	695
2018 House Vote: Someone else	13% (7)	4% (2)	19% (9)	24% (12)	16% (8)	24% (12)	50

Continued on next page



**Table MCBR14\_1:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus entering people's homes without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	14% (299)	7% (159)	18% (407)	15% (332)	30% (654)	16% (351)	2200
2016 Vote: Hillary Clinton	10% (64)	7% (48)	14% (89)	17% (112)	40% (266)	12% (77)	656
2016 Vote: Donald Trump	19% (142)	9% (66)	20% (150)	13% (97)	26% (192)	13% (93)	740
2016 Vote: Other	11% (11)	4% (4)	17% (16)	23% (22)	29% (27)	16% (15)	96
2016 Vote: Didn't Vote	12% (82)	6% (40)	21% (151)	14% (100)	24% (168)	23% (165)	706
Voted in 2014: Yes	15% (176)	8% (93)	17% (211)	15% (185)	35% (418)	10% (125)	1208
Voted in 2014: No	12% (123)	7% (66)	20% (195)	15% (146)	24% (236)	23% (225)	992
2012 Vote: Barack Obama	12% (91)	8% (60)	17% (131)	15% (113)	38% (287)	10% (75)	757
2012 Vote: Mitt Romney	16% (87)	7% (39)	19% (103)	15% (80)	27% (144)	14% (76)	530
2012 Vote: Other	21% (11)	2% (1)	27% (14)	15% (8)	18% (9)	16% (8)	50
2012 Vote: Didn't Vote	13% (109)	7% (58)	19% (159)	15% (131)	24% (209)	22% (191)	858
4-Region: Northeast	13% (50)	9% (35)	15% (58)	13% (51)	36% (140)	15% (58)	394
4-Region: Midwest	10% (48)	5% (24)	24% (109)	15% (68)	31% (145)	15% (67)	462
4-Region: South	15% (120)	6% (47)	18% (147)	17% (137)	28% (227)	18% (145)	824
4-Region: West	15% (80)	10% (52)	18% (92)	14% (75)	27% (141)	15% (80)	520
Parents	14% (153)	8% (94)	16% (182)	13% (141)	32% (352)	17% (189)	1111
Celebrate Christmas	14% (280)	7% (146)	19% (382)	15% (301)	30% (594)	15% (294)	1996
Shop more online	13% (87)	8% (56)	16% (106)	15% (102)	32% (216)	15% (104)	670
Shop more in stores	14% (109)	4% (34)	19% (144)	15% (116)	32% (238)	15% (114)	755
Shop equally	14% (97)	10% (69)	21% (144)	15% (108)	27% (187)	13% (91)	696
Holiday shop more online	12% (91)	8% (59)	18% (136)	14% (108)	35% (267)	13% (95)	756
Holiday shop more in stores	15% (100)	4% (29)	20% (131)	17% (111)	28% (183)	16% (103)	659
Holiday shop equally	15% (98)	10% (65)	20% (129)	14% (92)	26% (174)	15% (102)	659
Decorate last year	15% (232)	8% (128)	19% (289)	15% (234)	29% (441)	14% (211)	1535
Decorate this year	15% (233)	8% (122)	20% (298)	15% (231)	29% (440)	13% (200)	1524
Typically buys decorations	16% (124)	12% (90)	18% (135)	15% (116)	30% (225)	9% (68)	758
Typically buys Christmas tree	16% (102)	13% (84)	18% (116)	16% (103)	29% (188)	10% (64)	656
Typically visits Santa	17% (74)	12% (52)	17% (74)	15% (64)	29% (121)	9% (38)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR14\_2:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus eating cookies left out for him

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	17% (377)	20% (431)	8% (170)	8% (178)	15% (335)	2200
Gender: Male	30% (322)	19% (203)	20% (208)	9% (96)	9% (91)	13% (142)	1062
Gender: Female	34% (386)	15% (174)	20% (223)	7% (74)	8% (87)	17% (194)	1138
Age: 18-34	33% (217)	19% (124)	20% (131)	8% (53)	7% (46)	13% (84)	655
Age: 35-44	34% (121)	19% (68)	19% (66)	8% (29)	8% (27)	13% (47)	358
Age: 45-64	35% (261)	15% (114)	18% (139)	6% (43)	8% (62)	18% (133)	751
Age: 65+	25% (109)	16% (72)	22% (95)	10% (45)	10% (43)	16% (72)	436
GenZers: 1997-2012	31% (77)	15% (37)	27% (66)	9% (24)	6% (15)	12% (31)	249
Millennials: 1981-1996	33% (192)	21% (118)	18% (103)	7% (41)	8% (44)	13% (76)	575
GenXers: 1965-1980	34% (198)	17% (101)	19% (109)	6% (36)	8% (46)	15% (86)	576
Baby Boomers: 1946-1964	31% (223)	15% (108)	19% (137)	8% (56)	9% (65)	18% (131)	720
PID: Dem (no lean)	29% (226)	19% (149)	21% (167)	8% (65)	10% (78)	13% (100)	784
PID: Ind (no lean)	29% (187)	17% (111)	22% (145)	8% (50)	6% (41)	19% (121)	655
PID: Rep (no lean)	39% (296)	15% (118)	16% (120)	7% (55)	8% (60)	15% (114)	761
PID/Gender: Dem Men	26% (102)	23% (88)	21% (79)	9% (34)	11% (41)	11% (43)	387
PID/Gender: Dem Women	31% (124)	15% (61)	22% (88)	8% (31)	9% (37)	14% (57)	397
PID/Gender: Ind Men	27% (78)	21% (61)	21% (61)	9% (25)	8% (23)	13% (38)	285
PID/Gender: Ind Women	29% (109)	13% (50)	23% (84)	7% (25)	5% (18)	23% (84)	370
PID/Gender: Rep Men	36% (142)	14% (55)	18% (68)	9% (37)	7% (27)	16% (61)	390
PID/Gender: Rep Women	41% (154)	17% (63)	14% (51)	5% (18)	9% (32)	14% (53)	371
Ideo: Liberal (1-3)	30% (184)	17% (105)	21% (127)	10% (63)	9% (57)	13% (80)	615
Ideo: Moderate (4)	28% (192)	19% (130)	20% (137)	8% (53)	9% (63)	15% (104)	679
Ideo: Conservative (5-7)	38% (285)	17% (126)	19% (140)	7% (51)	7% (52)	12% (90)	744
Educ: < College	35% (531)	16% (237)	19% (285)	6% (96)	7% (103)	17% (262)	1512
Educ: Bachelors degree	24% (107)	22% (96)	23% (101)	10% (44)	11% (47)	11% (49)	444
Educ: Post-grad	29% (71)	18% (44)	19% (46)	12% (30)	12% (29)	10% (24)	244

Continued on next page

**Table MCBR14\_2:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
 Santa Claus eating cookies left out for him

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	17% (377)	20% (431)	8% (170)	8% (178)	15% (335)	2200
Income: Under 50k	32% (370)	16% (185)	21% (247)	7% (78)	7% (81)	18% (214)	1175
Income: 50k-100k	31% (204)	19% (123)	18% (116)	9% (60)	10% (66)	12% (81)	649
Income: 100k+	36% (134)	18% (69)	18% (69)	8% (32)	9% (32)	11% (40)	376
Ethnicity: White	34% (584)	18% (302)	18% (315)	7% (128)	8% (139)	15% (252)	1722
Ethnicity: Hispanic	29% (101)	16% (57)	17% (58)	6% (19)	11% (40)	21% (75)	349
Ethnicity: Black	29% (78)	14% (40)	25% (68)	11% (30)	7% (18)	15% (41)	274
Ethnicity: Other	22% (45)	17% (35)	24% (49)	6% (12)	10% (21)	21% (42)	204
All Christian	34% (389)	18% (207)	18% (203)	8% (95)	8% (89)	13% (151)	1134
All Non-Christian	23% (33)	24% (35)	13% (18)	11% (15)	14% (21)	15% (21)	142
Atheist	21% (21)	16% (15)	28% (28)	5% (5)	12% (12)	18% (18)	99
Agnostic/Nothing in particular	31% (160)	14% (74)	24% (124)	7% (35)	7% (35)	18% (91)	518
Something Else	34% (106)	15% (47)	19% (59)	6% (20)	7% (22)	18% (54)	307
Religious Non-Protestant/Catholic	28% (47)	23% (39)	14% (23)	10% (16)	12% (21)	14% (23)	168
Evangelical	35% (237)	17% (116)	17% (111)	9% (63)	9% (58)	12% (82)	668
Non-Evangelical	33% (233)	18% (130)	19% (139)	7% (50)	7% (50)	16% (115)	718
Community: Urban	27% (186)	16% (112)	21% (143)	8% (55)	10% (70)	18% (127)	694
Community: Suburban	33% (314)	19% (177)	19% (184)	8% (79)	7% (66)	13% (125)	946
Community: Rural	37% (208)	16% (88)	19% (105)	6% (35)	8% (42)	15% (83)	561
Employ: Private Sector	33% (225)	19% (134)	19% (133)	10% (66)	7% (49)	12% (84)	691
Employ: Government	37% (61)	18% (30)	14% (23)	12% (20)	10% (16)	9% (15)	165
Employ: Self-Employed	33% (56)	21% (35)	22% (36)	4% (6)	8% (13)	13% (23)	169
Employ: Homemaker	42% (63)	12% (18)	13% (20)	1% (2)	8% (12)	24% (36)	151
Employ: Retired	25% (127)	18% (89)	22% (112)	9% (43)	10% (50)	16% (83)	505
Employ: Unemployed	37% (110)	12% (36)	20% (60)	5% (15)	8% (25)	17% (51)	296
Employ: Other	39% (53)	15% (20)	18% (24)	2% (3)	4% (5)	23% (30)	135
Military HH: Yes	36% (117)	17% (55)	19% (62)	8% (27)	7% (22)	12% (39)	322
Military HH: No	31% (591)	17% (322)	20% (370)	8% (143)	8% (156)	16% (297)	1878

Continued on next page

**Table MCBR14\_2:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus eating cookies left out for him

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	17% (377)	20% (431)	8% (170)	8% (178)	15% (335)	2200
RD/WT: Right Direction	38% (291)	16% (120)	20% (157)	8% (63)	7% (53)	11% (85)	770
RD/WT: Wrong Track	29% (417)	18% (257)	19% (275)	7% (107)	9% (125)	17% (250)	1430
Trump Job Approve	40% (389)	16% (152)	18% (174)	7% (73)	6% (61)	13% (130)	980
Trump Job Disapprove	26% (294)	19% (219)	21% (241)	8% (93)	10% (112)	15% (174)	1132
Trump Job Strongly Approve	45% (259)	14% (80)	16% (90)	6% (37)	9% (49)	11% (61)	576
Trump Job Somewhat Approve	32% (130)	18% (73)	21% (84)	9% (36)	3% (12)	17% (69)	404
Trump Job Somewhat Disapprove	25% (64)	22% (56)	24% (62)	8% (21)	6% (14)	15% (37)	254
Trump Job Strongly Disapprove	26% (230)	19% (163)	20% (180)	8% (72)	11% (97)	16% (137)	878
Favorable of Trump	41% (399)	16% (158)	17% (171)	8% (76)	7% (66)	11% (112)	982
Unfavorable of Trump	25% (283)	19% (214)	22% (245)	8% (91)	9% (104)	16% (178)	1115
Very Favorable of Trump	44% (279)	15% (96)	16% (101)	8% (48)	8% (51)	9% (60)	635
Somewhat Favorable of Trump	35% (120)	18% (62)	20% (70)	8% (28)	4% (15)	15% (52)	348
Somewhat Unfavorable of Trump	24% (48)	19% (38)	25% (51)	10% (20)	3% (7)	19% (40)	204
Very Unfavorable of Trump	26% (235)	19% (176)	21% (194)	8% (71)	11% (97)	15% (138)	911
#1 Issue: Economy	33% (250)	17% (134)	20% (155)	8% (60)	7% (58)	15% (112)	769
#1 Issue: Security	42% (115)	19% (51)	16% (43)	6% (17)	4% (12)	13% (35)	273
#1 Issue: Health Care	27% (115)	16% (68)	23% (97)	7% (30)	9% (37)	19% (81)	429
#1 Issue: Medicare / Social Security	27% (82)	16% (49)	23% (69)	8% (26)	12% (35)	14% (42)	304
#1 Issue: Women's Issues	31% (39)	25% (32)	16% (20)	3% (4)	10% (13)	15% (19)	126
#1 Issue: Education	40% (39)	20% (20)	15% (15)	8% (8)	6% (6)	11% (11)	98
#1 Issue: Energy	28% (23)	21% (17)	21% (17)	14% (11)	7% (6)	10% (8)	82
#1 Issue: Other	37% (44)	5% (6)	13% (15)	12% (14)	10% (12)	23% (28)	119
2018 House Vote: Democrat	28% (188)	18% (120)	21% (139)	7% (50)	11% (73)	15% (99)	668
2018 House Vote: Republican	36% (252)	18% (126)	17% (119)	8% (58)	8% (53)	13% (88)	695
2018 House Vote: Someone else	27% (14)	15% (8)	20% (10)	7% (4)	6% (3)	23% (12)	50

Continued on next page

**Table MCBR14\_2:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus eating cookies left out for him

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	32% (708)	17% (377)	20% (431)	8% (170)	8% (178)	15% (335)	2200
2016 Vote: Hillary Clinton	27% (179)	19% (125)	20% (132)	9% (57)	9% (61)	16% (102)	656
2016 Vote: Donald Trump	39% (287)	18% (132)	17% (129)	8% (56)	7% (55)	11% (81)	740
2016 Vote: Other	29% (28)	10% (9)	25% (23)	8% (7)	8% (8)	21% (20)	96
2016 Vote: Didn't Vote	30% (213)	16% (111)	21% (148)	7% (49)	8% (53)	19% (133)	706
Voted in 2014: Yes	34% (407)	18% (214)	20% (239)	8% (103)	9% (105)	12% (141)	1208
Voted in 2014: No	30% (301)	16% (163)	19% (192)	7% (67)	7% (74)	20% (194)	992
2012 Vote: Barack Obama	31% (231)	18% (140)	19% (148)	10% (74)	9% (68)	13% (96)	757
2012 Vote: Mitt Romney	38% (201)	18% (94)	18% (96)	7% (35)	9% (47)	11% (58)	530
2012 Vote: Other	43% (21)	13% (7)	13% (6)	19% (9)	5% (2)	8% (4)	50
2012 Vote: Didn't Vote	30% (255)	16% (137)	21% (181)	6% (51)	7% (58)	21% (177)	858
4-Region: Northeast	31% (121)	21% (82)	16% (63)	10% (39)	10% (40)	12% (49)	394
4-Region: Midwest	33% (153)	17% (81)	21% (98)	6% (30)	7% (34)	14% (67)	462
4-Region: South	34% (283)	15% (123)	19% (158)	8% (65)	7% (57)	17% (138)	824
4-Region: West	29% (150)	18% (91)	22% (114)	7% (36)	9% (48)	16% (81)	520
Parents	33% (363)	17% (190)	18% (196)	6% (69)	9% (102)	17% (191)	1111
Celebrate Christmas	34% (678)	17% (343)	20% (394)	8% (155)	8% (158)	13% (268)	1996
Shop more online	29% (198)	19% (126)	19% (127)	8% (56)	11% (72)	14% (91)	670
Shop more in stores	33% (245)	15% (114)	20% (155)	8% (59)	8% (57)	16% (124)	755
Shop equally	35% (243)	19% (130)	20% (139)	8% (53)	7% (47)	12% (84)	696
Holiday shop more online	31% (233)	18% (140)	21% (155)	8% (61)	11% (81)	11% (86)	756
Holiday shop more in stores	32% (212)	15% (96)	21% (141)	8% (56)	8% (52)	15% (102)	659
Holiday shop equally	36% (240)	20% (130)	17% (115)	7% (45)	6% (37)	14% (92)	659
Decorate last year	35% (543)	18% (270)	19% (297)	7% (112)	8% (125)	12% (188)	1535
Decorate this year	36% (544)	19% (289)	20% (301)	7% (108)	7% (105)	12% (178)	1524
Typically buys decorations	34% (261)	20% (150)	18% (136)	9% (65)	8% (64)	11% (81)	758
Typically buys Christmas tree	33% (217)	23% (154)	16% (106)	10% (63)	9% (62)	8% (55)	656
Typically visits Santa	41% (171)	18% (77)	17% (74)	7% (28)	8% (35)	9% (37)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR14\_3:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus interacting with children without a mask

Demographic	Very appropriate		Somewhat appropriate		Neither appropriate or inappropriate		Somewhat inappropriate		Very inappropriate		Don't know / No opinion		Total N
Adults	12%	(264)	8%	(176)	17%	(374)	15%	(325)	34%	(738)	15%	(322)	2200
Gender: Male	13%	(133)	10%	(111)	18%	(190)	16%	(165)	32%	(344)	11%	(119)	1062
Gender: Female	11%	(131)	6%	(65)	16%	(184)	14%	(160)	35%	(395)	18%	(204)	1138
Age: 18-34	14%	(90)	9%	(61)	20%	(132)	16%	(106)	28%	(183)	13%	(84)	655
Age: 35-44	16%	(59)	12%	(44)	18%	(64)	14%	(50)	27%	(95)	13%	(46)	358
Age: 45-64	12%	(87)	6%	(47)	16%	(123)	13%	(97)	36%	(271)	17%	(125)	751
Age: 65+	7%	(29)	6%	(24)	13%	(55)	16%	(72)	43%	(190)	15%	(67)	436
GenZers: 1997-2012	9%	(23)	4%	(10)	26%	(64)	18%	(46)	29%	(71)	14%	(35)	249
Millennials: 1981-1996	15%	(84)	13%	(72)	19%	(108)	15%	(87)	28%	(159)	11%	(64)	575
GenXers: 1965-1980	16%	(91)	8%	(45)	18%	(102)	14%	(83)	29%	(166)	15%	(89)	576
Baby Boomers: 1946-1964	9%	(63)	6%	(45)	12%	(89)	13%	(97)	42%	(305)	17%	(121)	720
PID: Dem (no lean)	9%	(74)	7%	(57)	15%	(114)	17%	(130)	41%	(325)	11%	(83)	784
PID: Ind (no lean)	9%	(56)	8%	(53)	19%	(127)	14%	(95)	32%	(207)	18%	(116)	655
PID: Rep (no lean)	18%	(134)	9%	(65)	18%	(133)	13%	(100)	27%	(206)	16%	(123)	761
PID/Gender: Dem Men	11%	(42)	11%	(41)	18%	(70)	17%	(66)	37%	(142)	7%	(27)	387
PID/Gender: Dem Women	8%	(32)	4%	(16)	11%	(45)	16%	(65)	46%	(183)	14%	(55)	397
PID/Gender: Ind Men	6%	(18)	10%	(30)	18%	(51)	16%	(45)	37%	(104)	13%	(38)	285
PID/Gender: Ind Women	10%	(38)	6%	(24)	21%	(76)	13%	(50)	28%	(103)	21%	(79)	370
PID/Gender: Rep Men	19%	(74)	10%	(41)	18%	(70)	14%	(54)	25%	(98)	14%	(54)	390
PID/Gender: Rep Women	16%	(60)	7%	(25)	17%	(63)	12%	(46)	29%	(109)	19%	(69)	371
Ideo: Liberal (1-3)	9%	(55)	7%	(43)	17%	(105)	15%	(91)	42%	(257)	10%	(64)	615
Ideo: Moderate (4)	10%	(66)	10%	(68)	17%	(114)	17%	(113)	34%	(231)	13%	(88)	679
Ideo: Conservative (5-7)	18%	(136)	8%	(62)	18%	(131)	14%	(105)	27%	(203)	14%	(107)	744
Educ: < College	13%	(195)	7%	(104)	17%	(256)	14%	(206)	32%	(479)	18%	(273)	1512
Educ: Bachelors degree	9%	(41)	10%	(44)	20%	(87)	17%	(76)	38%	(168)	6%	(28)	444
Educ: Post-grad	12%	(29)	12%	(28)	13%	(32)	18%	(44)	38%	(92)	8%	(20)	244

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**Table MCBR14\_3:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus interacting with children without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	12% (264)	8% (176)	17% (374)	15% (325)	34% (738)	15% (322)	2200
Income: Under 50k	10% (123)	6% (71)	18% (214)	13% (156)	34% (398)	18% (213)	1175
Income: 50k-100k	12% (78)	10% (67)	16% (106)	17% (109)	34% (219)	11% (70)	649
Income: 100k+	17% (63)	10% (38)	14% (54)	16% (60)	32% (122)	10% (39)	376
Ethnicity: White	13% (230)	8% (142)	17% (285)	14% (249)	33% (561)	15% (254)	1722
Ethnicity: Hispanic	10% (34)	10% (35)	16% (57)	13% (44)	32% (112)	19% (68)	349
Ethnicity: Black	8% (22)	8% (22)	20% (54)	17% (46)	36% (99)	11% (31)	274
Ethnicity: Other	6% (12)	6% (12)	17% (35)	14% (30)	38% (78)	18% (37)	204
All Christian	12% (141)	9% (107)	16% (186)	16% (176)	34% (384)	12% (141)	1134
All Non-Christian	11% (16)	11% (15)	13% (19)	16% (23)	34% (49)	14% (20)	142
Atheist	6% (6)	1% (1)	16% (16)	20% (20)	37% (37)	20% (20)	99
Agnostic/Nothing in particular	11% (59)	7% (36)	21% (108)	13% (66)	33% (171)	15% (79)	518
Something Else	14% (42)	6% (17)	15% (46)	13% (41)	32% (99)	20% (62)	307
Religious Non-Protestant/Catholic	12% (21)	10% (16)	18% (31)	15% (26)	31% (52)	13% (22)	168
Evangelical	15% (100)	12% (77)	15% (102)	14% (96)	31% (209)	13% (84)	668
Non-Evangelical	10% (75)	6% (42)	16% (114)	16% (114)	36% (259)	16% (113)	718
Community: Urban	10% (72)	9% (61)	17% (117)	16% (108)	34% (233)	15% (104)	694
Community: Suburban	12% (110)	8% (77)	19% (177)	15% (144)	33% (311)	13% (126)	946
Community: Rural	15% (82)	7% (38)	14% (80)	13% (73)	35% (195)	16% (92)	561
Employ: Private Sector	13% (93)	12% (84)	15% (107)	17% (116)	31% (214)	11% (77)	691
Employ: Government	16% (26)	9% (14)	21% (34)	14% (23)	30% (49)	11% (18)	165
Employ: Self-Employed	16% (26)	13% (22)	20% (34)	11% (18)	29% (50)	11% (19)	169
Employ: Homemaker	18% (28)	3% (5)	15% (23)	9% (13)	34% (51)	20% (31)	151
Employ: Retired	7% (37)	6% (30)	13% (67)	16% (82)	42% (213)	15% (76)	505
Employ: Unemployed	15% (44)	3% (10)	20% (58)	15% (45)	30% (88)	17% (51)	296
Employ: Other	7% (9)	5% (6)	21% (29)	10% (14)	30% (41)	26% (36)	135
Military HH: Yes	16% (51)	8% (26)	15% (49)	15% (50)	32% (102)	14% (45)	322
Military HH: No	11% (213)	8% (150)	17% (326)	15% (275)	34% (637)	15% (277)	1878

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**Table MCBR14\_3:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus interacting with children without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	12% (264)	8% (176)	17% (374)	15% (325)	34% (738)	15% (322)	2200
RD/WT: Right Direction	17% (129)	11% (85)	20% (151)	14% (111)	26% (197)	13% (96)	770
RD/WT: Wrong Track	9% (135)	6% (91)	16% (224)	15% (213)	38% (542)	16% (226)	1430
Trump Job Approve	16% (159)	9% (90)	19% (189)	15% (143)	26% (257)	14% (141)	980
Trump Job Disapprove	8% (93)	8% (85)	14% (162)	15% (172)	41% (469)	13% (150)	1132
Trump Job Strongly Approve	21% (120)	8% (49)	19% (109)	11% (61)	30% (170)	12% (67)	576
Trump Job Somewhat Approve	10% (39)	10% (41)	20% (81)	20% (82)	22% (87)	18% (74)	404
Trump Job Somewhat Disapprove	10% (26)	16% (40)	17% (43)	14% (36)	28% (71)	15% (37)	254
Trump Job Strongly Disapprove	8% (67)	5% (45)	14% (119)	15% (136)	45% (399)	13% (112)	878
Favorable of Trump	17% (166)	10% (95)	20% (193)	15% (145)	26% (259)	13% (125)	982
Unfavorable of Trump	8% (87)	7% (80)	14% (160)	15% (169)	42% (464)	14% (154)	1115
Very Favorable of Trump	20% (126)	10% (61)	20% (126)	13% (79)	27% (173)	11% (69)	635
Somewhat Favorable of Trump	11% (40)	10% (34)	19% (67)	19% (65)	25% (87)	16% (56)	348
Somewhat Unfavorable of Trump	6% (13)	12% (25)	20% (40)	13% (27)	31% (64)	17% (35)	204
Very Unfavorable of Trump	8% (74)	6% (55)	13% (120)	16% (142)	44% (400)	13% (119)	911
#1 Issue: Economy	14% (106)	9% (66)	20% (151)	16% (119)	28% (214)	15% (113)	769
#1 Issue: Security	18% (50)	9% (25)	18% (50)	11% (30)	28% (77)	15% (40)	273
#1 Issue: Health Care	9% (37)	6% (25)	18% (76)	13% (54)	39% (167)	17% (71)	429
#1 Issue: Medicare / Social Security	5% (16)	9% (27)	15% (45)	15% (44)	44% (134)	12% (37)	304
#1 Issue: Women's Issues	9% (12)	7% (9)	14% (18)	13% (16)	41% (52)	16% (20)	126
#1 Issue: Education	20% (19)	16% (15)	16% (16)	20% (20)	21% (21)	7% (7)	98
#1 Issue: Energy	12% (10)	10% (8)	12% (10)	28% (23)	29% (24)	10% (8)	82
#1 Issue: Other	12% (15)	1% (1)	7% (9)	16% (19)	42% (50)	22% (26)	119
2018 House Vote: Democrat	10% (69)	7% (49)	11% (76)	15% (100)	48% (319)	8% (56)	668
2018 House Vote: Republican	14% (97)	9% (65)	18% (124)	15% (104)	30% (205)	14% (100)	695
2018 House Vote: Someone else	6% (3)	6% (3)	18% (9)	16% (8)	31% (16)	24% (12)	50

Continued on next page



**Table MCBR14\_3:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus interacting with children without a mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	12% (264)	8% (176)	17% (374)	15% (325)	34% (738)	15% (322)	2200
2016 Vote: Hillary Clinton	10% (67)	7% (48)	13% (83)	15% (98)	45% (295)	10% (66)	656
2016 Vote: Donald Trump	16% (117)	10% (78)	18% (131)	14% (102)	29% (216)	13% (95)	740
2016 Vote: Other	8% (8)	6% (5)	12% (12)	21% (20)	37% (36)	15% (15)	96
2016 Vote: Didn't Vote	10% (72)	6% (45)	21% (149)	15% (104)	27% (190)	21% (146)	706
Voted in 2014: Yes	12% (146)	8% (96)	15% (186)	15% (179)	40% (485)	10% (116)	1208
Voted in 2014: No	12% (118)	8% (80)	19% (189)	15% (146)	26% (253)	21% (206)	992
2012 Vote: Barack Obama	10% (76)	9% (71)	15% (112)	15% (117)	41% (311)	9% (70)	757
2012 Vote: Mitt Romney	12% (66)	7% (38)	18% (95)	14% (75)	35% (184)	13% (72)	530
2012 Vote: Other	23% (11)	7% (4)	15% (8)	14% (7)	23% (11)	18% (9)	50
2012 Vote: Didn't Vote	12% (107)	7% (64)	19% (159)	15% (126)	27% (232)	20% (171)	858
4-Region: Northeast	11% (42)	9% (36)	13% (51)	13% (52)	40% (159)	14% (54)	394
4-Region: Midwest	9% (39)	8% (35)	20% (93)	17% (79)	33% (151)	14% (64)	462
4-Region: South	14% (112)	6% (51)	17% (142)	15% (120)	32% (267)	16% (132)	824
4-Region: West	14% (71)	10% (54)	17% (88)	14% (73)	31% (162)	14% (73)	520
Parents	13% (148)	9% (99)	15% (164)	14% (157)	32% (360)	16% (183)	1111
Celebrate Christmas	12% (245)	8% (167)	17% (348)	15% (300)	34% (671)	13% (265)	1996
Shop more online	11% (74)	8% (57)	16% (105)	14% (96)	37% (248)	14% (91)	670
Shop more in stores	12% (87)	5% (42)	16% (122)	16% (125)	35% (264)	15% (115)	755
Shop equally	14% (95)	11% (74)	20% (140)	15% (102)	30% (210)	11% (76)	696
Holiday shop more online	11% (82)	8% (60)	17% (131)	14% (105)	39% (293)	11% (85)	756
Holiday shop more in stores	12% (80)	8% (51)	17% (109)	15% (100)	34% (222)	14% (95)	659
Holiday shop equally	14% (95)	10% (63)	18% (116)	16% (106)	29% (189)	14% (90)	659
Decorate last year	14% (210)	9% (141)	17% (266)	16% (245)	32% (492)	12% (181)	1535
Decorate this year	14% (213)	9% (142)	18% (273)	16% (238)	31% (479)	12% (179)	1524
Typically buys decorations	16% (120)	12% (89)	17% (128)	16% (119)	31% (237)	8% (64)	758
Typically buys Christmas tree	16% (108)	13% (86)	18% (119)	14% (94)	30% (200)	8% (50)	656
Typically visits Santa	20% (82)	13% (55)	16% (69)	16% (69)	27% (112)	8% (34)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBR14\_4:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus wearing a face mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (761)	20% (441)	15% (341)	6% (130)	10% (215)	14% (312)	2200
Gender: Male	34% (358)	23% (241)	15% (163)	6% (64)	11% (113)	12% (124)	1062
Gender: Female	35% (404)	18% (199)	16% (178)	6% (67)	9% (102)	17% (188)	1138
Age: 18-34	39% (253)	20% (134)	16% (104)	6% (41)	8% (50)	11% (73)	655
Age: 35-44	33% (117)	23% (82)	14% (49)	8% (30)	9% (30)	14% (48)	358
Age: 45-64	31% (236)	17% (129)	17% (126)	5% (38)	14% (105)	16% (118)	751
Age: 65+	36% (156)	22% (95)	14% (62)	5% (21)	7% (29)	17% (72)	436
GenZers: 1997-2012	37% (92)	20% (50)	19% (48)	7% (17)	6% (14)	12% (29)	249
Millennials: 1981-1996	38% (217)	20% (117)	14% (83)	7% (41)	9% (52)	11% (64)	575
GenXers: 1965-1980	30% (173)	20% (118)	16% (94)	5% (29)	13% (73)	15% (88)	576
Baby Boomers: 1946-1964	35% (249)	18% (130)	15% (107)	6% (41)	10% (74)	16% (118)	720
PID: Dem (no lean)	47% (365)	19% (147)	13% (104)	6% (50)	4% (34)	11% (84)	784
PID: Ind (no lean)	32% (209)	22% (146)	16% (107)	4% (23)	9% (57)	17% (111)	655
PID: Rep (no lean)	25% (187)	19% (147)	17% (130)	7% (57)	16% (124)	15% (117)	761
PID/Gender: Dem Men	44% (171)	23% (89)	14% (56)	6% (23)	5% (17)	8% (30)	387
PID/Gender: Dem Women	49% (194)	15% (58)	12% (48)	7% (27)	4% (17)	14% (54)	397
PID/Gender: Ind Men	32% (92)	27% (76)	15% (43)	3% (8)	10% (30)	13% (36)	285
PID/Gender: Ind Women	32% (117)	19% (70)	17% (64)	4% (16)	7% (27)	20% (75)	370
PID/Gender: Rep Men	24% (94)	19% (76)	16% (64)	9% (33)	17% (65)	15% (58)	390
PID/Gender: Rep Women	25% (93)	19% (71)	18% (66)	6% (24)	16% (58)	16% (59)	371
Ideo: Liberal (1-3)	47% (290)	20% (123)	13% (79)	6% (36)	4% (22)	11% (66)	615
Ideo: Moderate (4)	33% (223)	24% (166)	16% (105)	5% (34)	9% (63)	13% (88)	679
Ideo: Conservative (5-7)	25% (187)	19% (140)	19% (138)	8% (60)	16% (122)	13% (97)	744
Educ: < College	33% (495)	18% (279)	16% (241)	6% (85)	10% (152)	17% (260)	1512
Educ: Bachelors degree	39% (171)	23% (103)	17% (74)	6% (27)	9% (39)	7% (29)	444
Educ: Post-grad	39% (95)	24% (58)	11% (26)	7% (18)	10% (24)	9% (23)	244

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**Table MCBR14\_4:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus wearing a face mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (761)	20% (441)	15% (341)	6% (130)	10% (215)	14% (312)	2200
Income: Under 50k	34% (397)	18% (210)	16% (189)	6% (67)	9% (100)	18% (212)	1175
Income: 50k-100k	35% (229)	22% (144)	17% (108)	6% (37)	10% (62)	11% (69)	649
Income: 100k+	36% (135)	23% (87)	12% (44)	7% (26)	14% (53)	8% (31)	376
Ethnicity: White	32% (545)	20% (351)	16% (269)	6% (104)	12% (202)	15% (251)	1722
Ethnicity: Hispanic	37% (129)	19% (65)	10% (34)	8% (29)	9% (30)	18% (62)	349
Ethnicity: Black	48% (132)	20% (54)	15% (42)	3% (8)	2% (7)	12% (32)	274
Ethnicity: Other	41% (84)	18% (36)	15% (30)	9% (19)	3% (6)	14% (28)	204
All Christian	34% (390)	20% (231)	16% (180)	7% (74)	11% (126)	12% (132)	1134
All Non-Christian	41% (58)	22% (31)	9% (13)	9% (13)	7% (10)	12% (17)	142
Atheist	39% (38)	19% (19)	11% (10)	8% (8)	5% (5)	18% (18)	99
Agnostic/Nothing in particular	32% (167)	19% (97)	20% (103)	4% (20)	8% (44)	17% (86)	518
Something Else	35% (108)	20% (61)	11% (34)	5% (15)	10% (29)	19% (59)	307
Religious Non-Protestant/Catholic	35% (60)	23% (39)	14% (23)	9% (15)	7% (13)	12% (19)	168
Evangelical	32% (216)	21% (138)	15% (97)	7% (50)	13% (84)	13% (84)	668
Non-Evangelical	37% (269)	20% (143)	15% (104)	5% (34)	9% (67)	14% (101)	718
Community: Urban	40% (280)	21% (144)	12% (85)	6% (41)	7% (45)	14% (98)	694
Community: Suburban	33% (316)	20% (187)	18% (173)	5% (47)	11% (100)	13% (124)	946
Community: Rural	29% (165)	20% (110)	15% (83)	8% (43)	12% (69)	16% (90)	561
Employ: Private Sector	35% (242)	22% (153)	16% (107)	7% (45)	10% (71)	11% (73)	691
Employ: Government	37% (60)	21% (35)	11% (19)	9% (14)	13% (21)	10% (16)	165
Employ: Self-Employed	34% (57)	21% (35)	19% (32)	5% (9)	12% (21)	10% (16)	169
Employ: Homemaker	27% (41)	17% (25)	15% (23)	8% (13)	12% (18)	21% (32)	151
Employ: Retired	35% (176)	23% (117)	14% (73)	4% (21)	7% (35)	17% (84)	505
Employ: Unemployed	37% (109)	15% (44)	15% (45)	6% (17)	12% (35)	16% (46)	296
Employ: Other	32% (43)	14% (19)	17% (23)	6% (8)	7% (9)	24% (32)	135
Military HH: Yes	35% (112)	24% (77)	15% (48)	2% (8)	12% (38)	12% (40)	322
Military HH: No	35% (650)	19% (364)	16% (292)	7% (122)	9% (177)	15% (272)	1878

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**Table MCBR14\_4:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus wearing a face mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (761)	20% (441)	15% (341)	6% (130)	10% (215)	14% (312)	2200
RD/WT: Right Direction	25% (196)	20% (151)	20% (156)	7% (58)	15% (118)	12% (92)	770
RD/WT: Wrong Track	40% (565)	20% (290)	13% (185)	5% (73)	7% (97)	15% (220)	1430
Trump Job Approve	25% (249)	19% (187)	19% (185)	8% (76)	16% (152)	13% (131)	980
Trump Job Disapprove	44% (492)	22% (244)	13% (142)	5% (54)	5% (55)	13% (145)	1132
Trump Job Strongly Approve	26% (151)	16% (91)	18% (101)	8% (46)	21% (123)	11% (64)	576
Trump Job Somewhat Approve	24% (98)	24% (96)	21% (84)	7% (30)	7% (28)	17% (68)	404
Trump Job Somewhat Disapprove	24% (61)	29% (73)	22% (56)	5% (14)	6% (14)	15% (37)	254
Trump Job Strongly Disapprove	49% (431)	19% (171)	10% (86)	5% (40)	5% (41)	12% (108)	878
Favorable of Trump	25% (249)	20% (196)	19% (189)	8% (76)	16% (156)	12% (116)	982
Unfavorable of Trump	43% (482)	21% (232)	12% (137)	5% (53)	5% (55)	14% (155)	1115
Very Favorable of Trump	26% (163)	18% (113)	19% (118)	8% (48)	20% (127)	10% (66)	635
Somewhat Favorable of Trump	25% (86)	24% (83)	21% (72)	8% (27)	8% (29)	14% (50)	348
Somewhat Unfavorable of Trump	25% (51)	24% (49)	20% (42)	6% (12)	6% (12)	19% (39)	204
Very Unfavorable of Trump	47% (432)	20% (183)	10% (96)	4% (41)	5% (44)	13% (116)	911
#1 Issue: Economy	33% (256)	21% (160)	17% (129)	7% (53)	10% (73)	13% (97)	769
#1 Issue: Security	25% (68)	18% (49)	15% (41)	6% (17)	21% (58)	15% (40)	273
#1 Issue: Health Care	36% (155)	19% (80)	18% (75)	5% (22)	6% (26)	17% (71)	429
#1 Issue: Medicare / Social Security	37% (113)	22% (65)	15% (46)	4% (11)	8% (23)	15% (45)	304
#1 Issue: Women's Issues	45% (56)	18% (23)	10% (13)	6% (8)	6% (8)	14% (18)	126
#1 Issue: Education	32% (31)	33% (33)	15% (14)	4% (4)	8% (8)	8% (8)	98
#1 Issue: Energy	47% (39)	17% (14)	9% (7)	14% (12)	6% (5)	7% (6)	82
#1 Issue: Other	36% (43)	14% (17)	12% (15)	4% (4)	11% (13)	23% (27)	119
2018 House Vote: Democrat	50% (334)	20% (137)	12% (79)	3% (20)	5% (35)	10% (64)	668
2018 House Vote: Republican	25% (176)	21% (147)	17% (117)	9% (62)	15% (102)	13% (91)	695
2018 House Vote: Someone else	26% (13)	15% (8)	11% (6)	13% (7)	13% (7)	22% (11)	50

Continued on next page

**Table MCBR14\_4:** In light of the COVID-19 pandemic (coronavirus), do you think it would be appropriate or inappropriate for a brand's advertisement to show the following?  
Santa Claus wearing a face mask

Demographic	Very appropriate	Somewhat appropriate	Neither appropriate or inappropriate	Somewhat inappropriate	Very inappropriate	Don't know / No opinion	Total N
Adults	35% (761)	20% (441)	15% (341)	6% (130)	10% (215)	14% (312)	2200
2016 Vote: Hillary Clinton	48% (313)	23% (152)	11% (72)	4% (25)	4% (25)	11% (70)	656
2016 Vote: Donald Trump	26% (194)	20% (149)	17% (125)	9% (64)	16% (120)	12% (88)	740
2016 Vote: Other	29% (28)	25% (24)	19% (18)	6% (5)	8% (7)	14% (13)	96
2016 Vote: Didn't Vote	32% (227)	16% (116)	18% (126)	5% (37)	9% (60)	20% (141)	706
Voted in 2014: Yes	39% (468)	22% (263)	14% (165)	6% (71)	10% (126)	10% (115)	1208
Voted in 2014: No	30% (294)	18% (178)	18% (175)	6% (59)	9% (89)	20% (197)	992
2012 Vote: Barack Obama	44% (330)	24% (180)	12% (93)	5% (36)	5% (40)	10% (77)	757
2012 Vote: Mitt Romney	28% (149)	21% (109)	16% (87)	7% (36)	16% (85)	12% (64)	530
2012 Vote: Other	23% (12)	18% (9)	19% (10)	6% (3)	23% (12)	11% (6)	50
2012 Vote: Didn't Vote	31% (266)	17% (142)	18% (151)	6% (55)	9% (79)	19% (165)	858
4-Region: Northeast	37% (147)	21% (81)	15% (59)	5% (19)	9% (36)	13% (51)	394
4-Region: Midwest	35% (160)	19% (88)	19% (86)	8% (36)	7% (34)	13% (59)	462
4-Region: South	34% (278)	19% (154)	14% (119)	6% (51)	10% (86)	16% (136)	824
4-Region: West	34% (176)	23% (118)	15% (77)	5% (23)	11% (59)	13% (66)	520
Parents	33% (368)	20% (220)	14% (159)	7% (75)	10% (112)	16% (177)	1111
Celebrate Christmas	35% (708)	20% (406)	16% (312)	6% (121)	10% (198)	13% (251)	1996
Shop more online	36% (244)	23% (157)	11% (77)	6% (38)	9% (62)	14% (93)	670
Shop more in stores	34% (256)	18% (135)	16% (123)	5% (41)	12% (88)	15% (112)	755
Shop equally	36% (248)	21% (144)	19% (132)	7% (48)	8% (59)	9% (65)	696
Holiday shop more online	36% (275)	20% (155)	15% (115)	6% (44)	10% (74)	12% (93)	756
Holiday shop more in stores	31% (202)	22% (143)	16% (103)	6% (40)	12% (77)	14% (94)	659
Holiday shop equally	38% (253)	20% (131)	17% (109)	7% (44)	8% (51)	11% (72)	659
Decorate last year	34% (520)	22% (339)	16% (244)	7% (107)	10% (156)	11% (169)	1535
Decorate this year	34% (516)	22% (328)	17% (255)	7% (109)	10% (158)	10% (157)	1524
Typically buys decorations	35% (265)	24% (184)	13% (100)	8% (61)	11% (83)	9% (66)	758
Typically buys Christmas tree	37% (243)	26% (168)	14% (92)	8% (51)	10% (63)	6% (39)	656
Typically visits Santa	35% (149)	25% (103)	15% (62)	7% (31)	11% (47)	7% (30)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBRdem1\_1: Do you typically celebrate the following winter holidays?**

*Christmas*

Demographic	Yes	No	Total N
Adults	91% (1996)	9% (204)	2200
Gender: Male	89% (946)	11% (116)	1062
Gender: Female	92% (1051)	8% (88)	1138
Age: 18-34	93% (607)	7% (48)	655
Age: 35-44	90% (322)	10% (35)	358
Age: 45-64	89% (669)	11% (82)	751
Age: 65+	91% (398)	9% (38)	436
GenZers: 1997-2012	91% (227)	9% (22)	249
Millennials: 1981-1996	93% (536)	7% (39)	575
GenXers: 1965-1980	87% (503)	13% (73)	576
Baby Boomers: 1946-1964	91% (655)	9% (65)	720
PID: Dem (no lean)	91% (710)	9% (74)	784
PID: Ind (no lean)	86% (563)	14% (91)	655
PID: Rep (no lean)	95% (723)	5% (38)	761
PID/Gender: Dem Men	89% (343)	11% (44)	387
PID/Gender: Dem Women	92% (367)	8% (30)	397
PID/Gender: Ind Men	83% (236)	17% (49)	285
PID/Gender: Ind Women	88% (327)	12% (43)	370
PID/Gender: Rep Men	94% (366)	6% (24)	390
PID/Gender: Rep Women	96% (357)	4% (14)	371
Ideo: Liberal (1-3)	87% (536)	13% (79)	615
Ideo: Moderate (4)	91% (618)	9% (61)	679
Ideo: Conservative (5-7)	95% (704)	5% (41)	744
Educ: < College	91% (1381)	9% (131)	1512
Educ: Bachelors degree	90% (397)	10% (47)	444
Educ: Post-grad	89% (218)	11% (27)	244
Income: Under 50k	89% (1051)	11% (124)	1175
Income: 50k-100k	92% (597)	8% (52)	649
Income: 100k+	93% (348)	7% (27)	376
Ethnicity: White	91% (1566)	9% (156)	1722
Ethnicity: Hispanic	88% (308)	12% (41)	349
Ethnicity: Black	90% (248)	10% (26)	274

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**Table MCBRdem1\_1: Do you typically celebrate the following winter holidays?**  
 Christmas

Demographic	Yes	No	Total N
Adults	91% (1996)	9% (204)	2200
Ethnicity: Other	89% (182)	11% (22)	204
All Christian	97% (1096)	3% (38)	1134
All Non-Christian	68% (97)	32% (45)	142
Atheist	87% (86)	13% (12)	99
Agnostic/Nothing in particular	84% (438)	16% (80)	518
Something Else	91% (279)	9% (28)	307
Religious Non-Protestant/Catholic	73% (123)	27% (45)	168
Evangelical	95% (636)	5% (32)	668
Non-Evangelical	95% (685)	5% (33)	718
Community: Urban	88% (613)	12% (81)	694
Community: Suburban	92% (867)	8% (78)	946
Community: Rural	92% (516)	8% (44)	561
Employ: Private Sector	91% (632)	9% (59)	691
Employ: Government	89% (147)	11% (18)	165
Employ: Self-Employed	88% (148)	12% (20)	169
Employ: Homemaker	95% (144)	5% (7)	151
Employ: Retired	90% (454)	10% (50)	505
Employ: Unemployed	91% (271)	9% (26)	296
Employ: Other	88% (118)	12% (16)	135
Military HH: Yes	92% (296)	8% (26)	322
Military HH: No	91% (1700)	9% (178)	1878
RD/WT: Right Direction	93% (713)	7% (57)	770
RD/WT: Wrong Track	90% (1283)	10% (147)	1430
Trump Job Approve	93% (914)	7% (66)	980
Trump Job Disapprove	90% (1015)	10% (117)	1132
Trump Job Strongly Approve	93% (536)	7% (39)	576
Trump Job Somewhat Approve	93% (378)	7% (26)	404
Trump Job Somewhat Disapprove	93% (236)	7% (19)	254
Trump Job Strongly Disapprove	89% (780)	11% (98)	878
Favorable of Trump	95% (929)	5% (53)	982
Unfavorable of Trump	89% (991)	11% (123)	1115

Continued on next page

**Table MCBRdem1\_1: Do you typically celebrate the following winter holidays?**

*Christmas*

Demographic	Yes	No	Total N
Adults	91% (1996)	9% (204)	2200
Very Favorable of Trump	95% (600)	5% (34)	635
Somewhat Favorable of Trump	94% (328)	6% (19)	348
Somewhat Unfavorable of Trump	93% (189)	7% (15)	204
Very Unfavorable of Trump	88% (803)	12% (108)	911
#1 Issue: Economy	93% (714)	7% (55)	769
#1 Issue: Security	94% (256)	6% (16)	273
#1 Issue: Health Care	89% (381)	11% (48)	429
#1 Issue: Medicare / Social Security	91% (277)	9% (27)	304
#1 Issue: Women's Issues	90% (114)	10% (13)	126
#1 Issue: Education	96% (94)	4% (4)	98
#1 Issue: Energy	85% (69)	15% (13)	82
#1 Issue: Other	76% (91)	24% (28)	119
2018 House Vote: Democrat	90% (601)	10% (67)	668
2018 House Vote: Republican	95% (663)	5% (32)	695
2018 House Vote: Someone else	81% (41)	19% (9)	50
2016 Vote: Hillary Clinton	91% (600)	9% (56)	656
2016 Vote: Donald Trump	95% (702)	5% (37)	740
2016 Vote: Other	83% (80)	17% (16)	96
2016 Vote: Didn't Vote	87% (612)	13% (95)	706
Voted in 2014: Yes	92% (1115)	8% (93)	1208
Voted in 2014: No	89% (881)	11% (110)	992
2012 Vote: Barack Obama	91% (687)	9% (70)	757
2012 Vote: Mitt Romney	94% (500)	6% (30)	530
2012 Vote: Other	92% (46)	8% (4)	50
2012 Vote: Didn't Vote	88% (759)	12% (99)	858
4-Region: Northeast	91% (359)	9% (35)	394
4-Region: Midwest	93% (428)	7% (34)	462
4-Region: South	91% (747)	9% (77)	824
4-Region: West	89% (462)	11% (58)	520
Parents	92% (1026)	8% (86)	1111
Celebrate Christmas	100% (1996)	— (0)	1996

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**Table MCBRdem1\_1: Do you typically celebrate the following winter holidays?***Christmas*

Demographic	Yes	No	Total N
Adults	91% (1996)	9% (204)	2200
Shop more online	93% (622)	7% (48)	670
Shop more in stores	89% (673)	11% (82)	755
Shop equally	93% (648)	7% (47)	696
Holiday shop more online	92% (695)	8% (60)	756
Holiday shop more in stores	92% (603)	8% (56)	659
Holiday shop equally	95% (628)	5% (31)	659
Decorate last year	97% (1483)	3% (51)	1535
Decorate this year	96% (1467)	4% (57)	1524
Typically buys decorations	96% (724)	4% (34)	758
Typically buys Christmas tree	95% (621)	5% (35)	656
Typically visits Santa	97% (409)	3% (13)	422

Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBRdem1\_2: Do you typically celebrate the following winter holidays?**

*Hanukkah*

Demographic	Yes	No	Total N
Adults	9% (193)	91% (2007)	2200
Gender: Male	11% (119)	89% (943)	1062
Gender: Female	7% (75)	93% (1064)	1138
Age: 18-34	10% (69)	90% (586)	655
Age: 35-44	14% (50)	86% (307)	358
Age: 45-64	6% (45)	94% (705)	751
Age: 65+	7% (29)	93% (408)	436
GenZers: 1997-2012	10% (24)	90% (225)	249
Millennials: 1981-1996	12% (69)	88% (505)	575
GenXers: 1965-1980	9% (50)	91% (525)	576
Baby Boomers: 1946-1964	6% (45)	94% (675)	720
PID: Dem (no lean)	12% (93)	88% (691)	784
PID: Ind (no lean)	7% (46)	93% (609)	655
PID: Rep (no lean)	7% (55)	93% (706)	761
PID/Gender: Dem Men	14% (55)	86% (332)	387
PID/Gender: Dem Women	9% (37)	91% (360)	397
PID/Gender: Ind Men	8% (24)	92% (261)	285
PID/Gender: Ind Women	6% (22)	94% (348)	370
PID/Gender: Rep Men	10% (40)	90% (350)	390
PID/Gender: Rep Women	4% (15)	96% (356)	371
Ideo: Liberal (1-3)	13% (77)	87% (538)	615
Ideo: Moderate (4)	9% (61)	91% (618)	679
Ideo: Conservative (5-7)	6% (44)	94% (701)	744
Educ: < College	6% (88)	94% (1424)	1512
Educ: Bachelors degree	13% (57)	87% (387)	444
Educ: Post-grad	20% (48)	80% (196)	244
Income: Under 50k	6% (72)	94% (1103)	1175
Income: 50k-100k	10% (64)	90% (585)	649
Income: 100k+	15% (57)	85% (319)	376
Ethnicity: White	8% (144)	92% (1577)	1722
Ethnicity: Hispanic	11% (38)	89% (311)	349
Ethnicity: Black	11% (31)	89% (243)	274

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**Table MCBRdem1\_2: Do you typically celebrate the following winter holidays?**  
 Hanukkah

Demographic	Yes	No	Total N
Adults	9% (193)	91% (2007)	2200
Ethnicity: Other	9% (18)	91% (186)	204
All Christian	7% (82)	93% (1052)	1134
All Non-Christian	38% (55)	62% (87)	142
Atheist	5% (5)	95% (94)	99
Agnostic/Nothing in particular	7% (34)	93% (484)	518
Something Else	6% (18)	94% (289)	307
Religious Non-Protestant/Catholic	35% (58)	65% (110)	168
Evangelical	9% (63)	91% (605)	668
Non-Evangelical	4% (25)	96% (693)	718
Community: Urban	14% (96)	86% (597)	694
Community: Suburban	7% (68)	93% (878)	946
Community: Rural	5% (29)	95% (532)	561
Employ: Private Sector	12% (80)	88% (611)	691
Employ: Government	17% (29)	83% (136)	165
Employ: Self-Employed	8% (13)	92% (156)	169
Employ: Homemaker	2% (4)	98% (147)	151
Employ: Retired	5% (28)	95% (477)	505
Employ: Unemployed	8% (24)	92% (272)	296
Employ: Other	9% (12)	91% (123)	135
Military HH: Yes	10% (32)	90% (289)	322
Military HH: No	9% (161)	91% (1717)	1878
RD/WT: Right Direction	10% (76)	90% (694)	770
RD/WT: Wrong Track	8% (117)	92% (1313)	1430
Trump Job Approve	8% (81)	92% (899)	980
Trump Job Disapprove	9% (101)	91% (1031)	1132
Trump Job Strongly Approve	9% (50)	91% (526)	576
Trump Job Somewhat Approve	8% (31)	92% (373)	404
Trump Job Somewhat Disapprove	8% (21)	92% (233)	254
Trump Job Strongly Disapprove	9% (80)	91% (798)	878
Favorable of Trump	8% (83)	92% (899)	982
Unfavorable of Trump	9% (101)	91% (1014)	1115

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**Table MCBRdem1\_2: Do you typically celebrate the following winter holidays?**

*Hanukkah*

Demographic	Yes	No	Total N
Adults	9% (193)	91% (2007)	2200
Very Favorable of Trump	9% (54)	91% (580)	635
Somewhat Favorable of Trump	8% (28)	92% (319)	348
Somewhat Unfavorable of Trump	11% (22)	89% (182)	204
Very Unfavorable of Trump	9% (79)	91% (832)	911
#1 Issue: Economy	8% (63)	92% (706)	769
#1 Issue: Security	9% (23)	91% (249)	273
#1 Issue: Health Care	9% (39)	91% (390)	429
#1 Issue: Medicare / Social Security	7% (21)	93% (283)	304
#1 Issue: Women's Issues	10% (12)	90% (114)	126
#1 Issue: Education	16% (16)	84% (83)	98
#1 Issue: Energy	15% (12)	85% (70)	82
#1 Issue: Other	7% (8)	93% (111)	119
2018 House Vote: Democrat	13% (90)	87% (578)	668
2018 House Vote: Republican	8% (55)	92% (640)	695
2018 House Vote: Someone else	9% (4)	91% (46)	50
2016 Vote: Hillary Clinton	12% (79)	88% (577)	656
2016 Vote: Donald Trump	8% (62)	92% (678)	740
2016 Vote: Other	10% (9)	90% (87)	96
2016 Vote: Didn't Vote	6% (43)	94% (663)	706
Voted in 2014: Yes	11% (134)	89% (1074)	1208
Voted in 2014: No	6% (59)	94% (932)	992
2012 Vote: Barack Obama	14% (106)	86% (651)	757
2012 Vote: Mitt Romney	7% (37)	93% (493)	530
2012 Vote: Other	4% (2)	96% (48)	50
2012 Vote: Didn't Vote	6% (48)	94% (810)	858
4-Region: Northeast	13% (51)	87% (342)	394
4-Region: Midwest	6% (28)	94% (434)	462
4-Region: South	8% (63)	92% (761)	824
4-Region: West	10% (51)	90% (469)	520
Parents	12% (128)	88% (983)	1111
Celebrate Christmas	8% (153)	92% (1843)	1996

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**Table MCBRdem1\_2: Do you typically celebrate the following winter holidays?***Hanukkah*

Demographic	Yes	No	Total N
Adults	9% (193)	91% (2007)	2200
Shop more online	10% (69)	90% (602)	670
Shop more in stores	7% (56)	93% (699)	755
Shop equally	10% (69)	90% (627)	696
Holiday shop more online	10% (77)	90% (678)	756
Holiday shop more in stores	7% (48)	93% (611)	659
Holiday shop equally	10% (63)	90% (596)	659
Decorate last year	9% (146)	91% (1389)	1535
Decorate this year	9% (140)	91% (1384)	1524
Typically buys decorations	13% (97)	87% (661)	758
Typically buys Christmas tree	15% (98)	85% (558)	656
Typically visits Santa	17% (73)	83% (349)	422

*Note:* Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).

**Table MCBRdem1\_3: Do you typically celebrate the following winter holidays?**

*Kwanzaa*

Demographic	Yes	No	Total N
Adults	6% (122)	94% (2078)	2200
Gender: Male	8% (81)	92% (981)	1062
Gender: Female	4% (41)	96% (1097)	1138
Age: 18-34	8% (49)	92% (606)	655
Age: 35-44	10% (37)	90% (320)	358
Age: 45-64	4% (28)	96% (723)	751
Age: 65+	2% (8)	98% (428)	436
GenZers: 1997-2012	7% (18)	93% (232)	249
Millennials: 1981-1996	8% (46)	92% (529)	575
GenXers: 1965-1980	8% (45)	92% (531)	576
Baby Boomers: 1946-1964	2% (14)	98% (706)	720
PID: Dem (no lean)	8% (64)	92% (720)	784
PID: Ind (no lean)	5% (30)	95% (625)	655
PID: Rep (no lean)	4% (29)	96% (733)	761
PID/Gender: Dem Men	11% (42)	89% (345)	387
PID/Gender: Dem Women	6% (22)	94% (375)	397
PID/Gender: Ind Men	7% (19)	93% (266)	285
PID/Gender: Ind Women	3% (10)	97% (360)	370
PID/Gender: Rep Men	5% (20)	95% (370)	390
PID/Gender: Rep Women	2% (9)	98% (363)	371
Ideo: Liberal (1-3)	10% (59)	90% (557)	615
Ideo: Moderate (4)	5% (34)	95% (645)	679
Ideo: Conservative (5-7)	4% (28)	96% (716)	744
Educ: < College	4% (56)	96% (1457)	1512
Educ: Bachelors degree	8% (34)	92% (410)	444
Educ: Post-grad	14% (33)	86% (211)	244
Income: Under 50k	3% (37)	97% (1138)	1175
Income: 50k-100k	8% (50)	92% (599)	649
Income: 100k+	9% (35)	91% (341)	376
Ethnicity: White	5% (78)	95% (1644)	1722
Ethnicity: Hispanic	11% (38)	89% (312)	349
Ethnicity: Black	14% (37)	86% (237)	274

Continued on next page

**Table MCBRdem1\_3: Do you typically celebrate the following winter holidays?**  
 Kwanzaa

Demographic	Yes	No	Total N
Adults	6% (122)	94% (2078)	2200
Ethnicity: Other	4% (8)	96% (196)	204
All Christian	6% (70)	94% (1064)	1134
All Non-Christian	12% (16)	88% (126)	142
Atheist	— (0)	100% (98)	99
Agnostic/Nothing in particular	5% (27)	95% (491)	518
Something Else	3% (9)	97% (298)	307
Religious Non-Protestant/Catholic	11% (19)	89% (149)	168
Evangelical	8% (52)	92% (616)	668
Non-Evangelical	2% (18)	98% (700)	718
Community: Urban	10% (71)	90% (623)	694
Community: Suburban	4% (40)	96% (905)	946
Community: Rural	2% (11)	98% (550)	561
Employ: Private Sector	7% (51)	93% (640)	691
Employ: Government	14% (23)	86% (142)	165
Employ: Self-Employed	10% (17)	90% (152)	169
Employ: Homemaker	1% (1)	99% (149)	151
Employ: Retired	2% (12)	98% (493)	505
Employ: Unemployed	3% (9)	97% (288)	296
Employ: Other	6% (7)	94% (127)	135
Military HH: Yes	7% (22)	93% (299)	322
Military HH: No	5% (100)	95% (1778)	1878
RD/WT: Right Direction	6% (50)	94% (720)	770
RD/WT: Wrong Track	5% (72)	95% (1358)	1430
Trump Job Approve	5% (51)	95% (929)	980
Trump Job Disapprove	6% (68)	94% (1064)	1132
Trump Job Strongly Approve	6% (34)	94% (542)	576
Trump Job Somewhat Approve	4% (17)	96% (387)	404
Trump Job Somewhat Disapprove	5% (13)	95% (241)	254
Trump Job Strongly Disapprove	6% (55)	94% (823)	878
Favorable of Trump	5% (46)	95% (936)	982
Unfavorable of Trump	6% (72)	94% (1043)	1115

Continued on next page

**Table MCBRdem1\_3: Do you typically celebrate the following winter holidays?**

Kwanzaa

Demographic	Yes	No	Total N
Adults	6% (122)	94% (2078)	2200
Very Favorable of Trump	5% (31)	95% (603)	635
Somewhat Favorable of Trump	4% (15)	96% (333)	348
Somewhat Unfavorable of Trump	6% (12)	94% (192)	204
Very Unfavorable of Trump	7% (60)	93% (851)	911
#1 Issue: Economy	7% (51)	93% (718)	769
#1 Issue: Security	5% (15)	95% (258)	273
#1 Issue: Health Care	5% (20)	95% (409)	429
#1 Issue: Medicare / Social Security	2% (6)	98% (298)	304
#1 Issue: Women's Issues	8% (10)	92% (116)	126
#1 Issue: Education	13% (13)	87% (85)	98
#1 Issue: Energy	6% (5)	94% (77)	82
#1 Issue: Other	2% (3)	98% (117)	119
2018 House Vote: Democrat	9% (61)	91% (607)	668
2018 House Vote: Republican	4% (27)	96% (668)	695
2018 House Vote: Someone else	7% (4)	93% (47)	50
2016 Vote: Hillary Clinton	8% (52)	92% (604)	656
2016 Vote: Donald Trump	5% (38)	95% (701)	740
2016 Vote: Other	4% (4)	96% (92)	96
2016 Vote: Didn't Vote	4% (28)	96% (678)	706
Voted in 2014: Yes	7% (81)	93% (1128)	1208
Voted in 2014: No	4% (42)	96% (950)	992
2012 Vote: Barack Obama	9% (67)	91% (691)	757
2012 Vote: Mitt Romney	3% (18)	97% (512)	530
2012 Vote: Other	6% (3)	94% (47)	50
2012 Vote: Didn't Vote	4% (35)	96% (824)	858
4-Region: Northeast	6% (25)	94% (369)	394
4-Region: Midwest	7% (30)	93% (432)	462
4-Region: South	4% (35)	96% (789)	824
4-Region: West	6% (33)	94% (487)	520
Parents	8% (91)	92% (1020)	1111
Celebrate Christmas	5% (96)	95% (1900)	1996

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**Table MCBRdem1\_3: Do you typically celebrate the following winter holidays?***Kwanzaa*

Demographic	Yes		No		Total N
Adults	6%	(122)	94%	(2078)	2200
Shop more online	7%	(45)	93%	(625)	670
Shop more in stores	5%	(35)	95%	(720)	755
Shop equally	5%	(38)	95%	(658)	696
Holiday shop more online	7%	(51)	93%	(705)	756
Holiday shop more in stores	4%	(29)	96%	(630)	659
Holiday shop equally	6%	(39)	94%	(621)	659
Decorate last year	6%	(93)	94%	(1442)	1535
Decorate this year	6%	(97)	94%	(1428)	1524
Typically buys decorations	9%	(68)	91%	(690)	758
Typically buys Christmas tree	12%	(80)	88%	(576)	656
Typically visits Santa	13%	(55)	87%	(367)	422

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).*

**Table MCBRdem1\_4: Do you typically celebrate the following winter holidays?**

New Year's

Demographic	Yes	No	Total N
Adults	82% (1809)	18% (391)	2200
Gender: Male	83% (876)	17% (186)	1062
Gender: Female	82% (933)	18% (205)	1138
Age: 18-34	91% (593)	9% (62)	655
Age: 35-44	92% (330)	8% (27)	358
Age: 45-64	76% (570)	24% (181)	751
Age: 65+	72% (316)	28% (120)	436
GenZers: 1997-2012	92% (228)	8% (21)	249
Millennials: 1981-1996	91% (525)	9% (50)	575
GenXers: 1965-1980	83% (481)	17% (95)	576
Baby Boomers: 1946-1964	71% (514)	29% (206)	720
PID: Dem (no lean)	85% (663)	15% (121)	784
PID: Ind (no lean)	78% (508)	22% (146)	655
PID: Rep (no lean)	84% (638)	16% (123)	761
PID/Gender: Dem Men	82% (317)	18% (70)	387
PID/Gender: Dem Women	87% (346)	13% (51)	397
PID/Gender: Ind Men	76% (217)	24% (68)	285
PID/Gender: Ind Women	79% (291)	21% (79)	370
PID/Gender: Rep Men	88% (342)	12% (48)	390
PID/Gender: Rep Women	80% (296)	20% (75)	371
Ideo: Liberal (1-3)	82% (507)	18% (109)	615
Ideo: Moderate (4)	83% (563)	17% (116)	679
Ideo: Conservative (5-7)	81% (602)	19% (143)	744
Educ: < College	81% (1227)	19% (285)	1512
Educ: Bachelors degree	84% (372)	16% (72)	444
Educ: Post-grad	86% (210)	14% (34)	244
Income: Under 50k	80% (943)	20% (233)	1175
Income: 50k-100k	83% (540)	17% (109)	649
Income: 100k+	87% (327)	13% (49)	376
Ethnicity: White	80% (1383)	20% (339)	1722
Ethnicity: Hispanic	92% (320)	8% (30)	349
Ethnicity: Black	88% (241)	12% (34)	274

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**Table MCBRdem1\_4: Do you typically celebrate the following winter holidays?**  
 New Year's

Demographic	Yes	No	Total N
Adults	82% (1809)	18% (391)	2200
Ethnicity: Other	91% (186)	9% (18)	204
All Christian	83% (944)	17% (190)	1134
All Non-Christian	89% (127)	11% (15)	142
Atheist	85% (84)	15% (15)	99
Agnostic/Nothing in particular	78% (403)	22% (115)	518
Something Else	82% (252)	18% (55)	307
Religious Non-Protestant/Catholic	87% (146)	13% (22)	168
Evangelical	83% (553)	17% (114)	668
Non-Evangelical	83% (596)	17% (122)	718
Community: Urban	86% (597)	14% (96)	694
Community: Suburban	81% (770)	19% (176)	946
Community: Rural	79% (442)	21% (119)	561
Employ: Private Sector	84% (577)	16% (113)	691
Employ: Government	93% (154)	7% (11)	165
Employ: Self-Employed	89% (149)	11% (19)	169
Employ: Homemaker	83% (125)	17% (26)	151
Employ: Retired	71% (358)	29% (146)	505
Employ: Unemployed	88% (259)	12% (37)	296
Employ: Other	82% (110)	18% (24)	135
Military HH: Yes	79% (256)	21% (66)	322
Military HH: No	83% (1554)	17% (325)	1878
RD/WT: Right Direction	86% (663)	14% (107)	770
RD/WT: Wrong Track	80% (1146)	20% (284)	1430
Trump Job Approve	82% (808)	18% (172)	980
Trump Job Disapprove	83% (939)	17% (193)	1132
Trump Job Strongly Approve	83% (478)	17% (98)	576
Trump Job Somewhat Approve	82% (330)	18% (74)	404
Trump Job Somewhat Disapprove	88% (223)	12% (31)	254
Trump Job Strongly Disapprove	82% (716)	18% (162)	878
Favorable of Trump	83% (815)	17% (167)	982
Unfavorable of Trump	82% (911)	18% (204)	1115

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**Table MCBRdem1\_4: Do you typically celebrate the following winter holidays?**

*New Year's*

Demographic	Yes	No	Total N
Adults	82% (1809)	18% (391)	2200
Very Favorable of Trump	84% (535)	16% (100)	635
Somewhat Favorable of Trump	81% (281)	19% (67)	348
Somewhat Unfavorable of Trump	86% (176)	14% (28)	204
Very Unfavorable of Trump	81% (735)	19% (176)	911
#1 Issue: Economy	86% (665)	14% (104)	769
#1 Issue: Security	80% (219)	20% (54)	273
#1 Issue: Health Care	79% (338)	21% (91)	429
#1 Issue: Medicare / Social Security	77% (235)	23% (69)	304
#1 Issue: Women's Issues	87% (109)	13% (17)	126
#1 Issue: Education	92% (91)	8% (8)	98
#1 Issue: Energy	82% (68)	18% (14)	82
#1 Issue: Other	72% (86)	28% (34)	119
2018 House Vote: Democrat	83% (557)	17% (111)	668
2018 House Vote: Republican	84% (585)	16% (111)	695
2018 House Vote: Someone else	67% (34)	33% (16)	50
2016 Vote: Hillary Clinton	84% (551)	16% (105)	656
2016 Vote: Donald Trump	84% (623)	16% (117)	740
2016 Vote: Other	73% (70)	27% (26)	96
2016 Vote: Didn't Vote	80% (564)	20% (142)	706
Voted in 2014: Yes	83% (1006)	17% (202)	1208
Voted in 2014: No	81% (803)	19% (188)	992
2012 Vote: Barack Obama	84% (634)	16% (123)	757
2012 Vote: Mitt Romney	82% (433)	18% (97)	530
2012 Vote: Other	65% (33)	35% (18)	50
2012 Vote: Didn't Vote	82% (705)	18% (153)	858
4-Region: Northeast	84% (329)	16% (65)	394
4-Region: Midwest	80% (370)	20% (93)	462
4-Region: South	82% (677)	18% (147)	824
4-Region: West	83% (434)	17% (86)	520
Parents	84% (938)	16% (173)	1111
Celebrate Christmas	87% (1727)	13% (269)	1996

Continued on next page

**Table MCBRdem1\_4: Do you typically celebrate the following winter holidays?***New Year's*

Demographic	Yes	No	Total N
Adults	82% (1809)	18% (391)	2200
Shop more online	86% (577)	14% (94)	670
Shop more in stores	80% (605)	20% (150)	755
Shop equally	84% (583)	16% (112)	696
Holiday shop more online	82% (618)	18% (137)	756
Holiday shop more in stores	85% (562)	15% (97)	659
Holiday shop equally	86% (568)	14% (91)	659
Decorate last year	87% (1341)	13% (194)	1535
Decorate this year	87% (1330)	13% (194)	1524
Typically buys decorations	93% (702)	7% (56)	758
Typically buys Christmas tree	92% (607)	8% (50)	656
Typically visits Santa	94% (395)	6% (27)	422

*Note: Row proportions may total to larger than one-hundred percent due to rounding. For more information visit [MorningConsultIntelligence.com](http://MorningConsultIntelligence.com).*

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1138	52%
	N	2200	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2200	
demAgeGeneration	GenZers: 1997-2012	249	11%
	Millennials: 1981-1996	575	26%
	GenXers: 1965-1980	576	26%
	Baby Boomers: 1946-1964	720	33%
	N	2120	
xpid3	PID: Dem (no lean)	784	36%
	PID: Ind (no lean)	655	30%
	PID: Rep (no lean)	761	35%
	N	2200	
xpidGender	PID/Gender: Dem Men	387	18%
	PID/Gender: Dem Women	397	18%
	PID/Gender: Ind Men	285	13%
	PID/Gender: Ind Women	370	17%
	PID/Gender: Rep Men	390	18%
	PID/Gender: Rep Women	371	17%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	615	28%
	Ideo: Moderate (4)	679	31%
	Ideo: Conservative (5-7)	744	34%
	N	2039	
xeduc3	Educ: < College	1512	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1175	53%
	Income: 50k-100k	649	30%
	Income: 100k+	376	17%
	N	2200	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1134	52%
	All Non-Christian	142	6%
	Atheist	99	4%
	Agnostic/Nothing in particular	518	24%
	Something Else	307	14%
N	2200		
xdemReligOther	Religious Non-Protestant/Catholic	168	8%
xdemEvang	Evangelical	668	30%
	Non-Evangelical	718	33%
	N	1386	
xdemUsr	Community: Urban	694	32%
	Community: Suburban	946	43%
	Community: Rural	561	25%
	N	2200	
xdemEmploy	Employ: Private Sector	691	31%
	Employ: Government	165	7%
	Employ: Self-Employed	169	8%
	Employ: Homemaker	151	7%
	Employ: Retired	505	23%
	Employ: Unemployed	296	13%
	Employ: Other	135	6%
N	2111		
xdemMilHH1	Military HH: Yes	322	15%
	Military HH: No	1878	85%
	N	2200	
xnrl	RD/WT: Right Direction	770	35%
	RD/WT: Wrong Track	1430	65%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	980	45%
	Trump Job Disapprove	1132	51%
	N	2112	
Trump_Approve2	Trump Job Strongly Approve	576	26%
	Trump Job Somewhat Approve	404	18%
	Trump Job Somewhat Disapprove	254	12%
	Trump Job Strongly Disapprove	878	40%
	N	2112	
Trump_Fav	Favorable of Trump	982	45%
	Unfavorable of Trump	1115	51%
	N	2097	
Trump_Fav_FULL	Very Favorable of Trump	635	29%
	Somewhat Favorable of Trump	348	16%
	Somewhat Unfavorable of Trump	204	9%
	Very Unfavorable of Trump	911	41%
	N	2097	
xnr3	#1 Issue: Economy	769	35%
	#1 Issue: Security	273	12%
	#1 Issue: Health Care	429	19%
	#1 Issue: Medicare / Social Security	304	14%
	#1 Issue: Women's Issues	126	6%
	#1 Issue: Education	98	4%
	#1 Issue: Energy	82	4%
	#1 Issue: Other	119	5%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	668	30%
	2018 House Vote: Republican	695	32%
	2018 House Vote: Someone else	50	2%
	N	1414	
xsubVote16O	2016 Vote: Hillary Clinton	656	30%
	2016 Vote: Donald Trump	740	34%
	2016 Vote: Other	96	4%
	2016 Vote: Didn't Vote	706	32%
	N	2198	
xsubVote14O	Voted in 2014: Yes	1208	55%
	Voted in 2014: No	992	45%
	N	2200	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	757	34%
	2012 Vote: Mitt Romney	530	24%
	2012 Vote: Other	50	2%
	2012 Vote: Didn't Vote	858	39%
	N	2196	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	824	37%
	4-Region: West	520	24%
	N	2200	
demParents	Parents	1111	51%
MCBRxdem1	Celebrate Christmas	1996	91%
MCBRxdem2	Shop more online	670	30%
	Shop more in stores	755	34%
	Shop equally	696	32%
	N	2121	
MCBRxdem3	Holiday shop more online	756	34%
	Holiday shop more in stores	659	30%
	Holiday shop equally	659	30%
	N	2073	
MCBRxdem4	Decorate last year	1535	70%
MCBRxdem5	Decorate this year	1524	69%
MCBRxdem6	Typically buys decorations	758	34%
MCBRxdem7	Typically buys Christmas tree	656	30%
MCBRxdem8	Typically visits Santa	422	19%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

