

YouGov Survey: Holiday Movies

December 5 - 11, 2025 - 2,230 U.S. adult citizens



1. Will you celebrate Christmas or another winter holiday this year?

Yes	90%
No	6%
Not sure	4%

2. Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

Yes	85%
No	12%
Not sure	3%

3. How do you generally feel about Christmas and other winter holidays?

Love them	50%
Like them	38%
Dislike them	5%
Hate them	2%
Not sure	5%

4. How do you generally feel about holiday or Christmas movies?

Love them	34%
Like them	45%
Dislike them	11%
Hate them	3%
Not sure	7%

5. Have you or do you plan to watch any holiday or Christmas movies this winter?

Yes	64%
No	18%
Not sure	18%

6. Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Yes	No
Home Alone	89%	11%
Rudolph the Red-Nosed Reindeer	84%	16%
A Charlie Brown Christmas	82%	18%
Frosty the Snowman	80%	20%
A Christmas Carol	76%	24%
The Grinch	78%	22%
It's a Wonderful Life	68%	32%
Elf	71%	29%

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Die Hard	68%	32%
The Santa Clause	68%	32%
Miracle on 34th Street	66%	34%
The Nightmare Before Christmas	62%	38%
Scrooge	64%	36%
Christmas Vacation	62%	38%
Gremlins	61%	39%
The Polar Express	62%	38%
Edward Scissorhands	61%	39%
Frozen	63%	37%
Scrooged	55%	45%
Jack Frost	56%	44%
Santa Claus: The Movie	56%	44%
White Christmas	51%	49%
Bad Santa	49%	51%
Jingle All the Way	50%	50%
The Muppet Christmas Carol	49%	51%
Christmas with the Kranks	42%	58%
Little Women	38%	62%
Love Actually	38%	62%
The Holiday	33%	67%
Klaus	33%	67%
Shazam!	31%	69%
Deck the Halls	31%	69%
Fred Claus	30%	70%
The Christmas Chronicles	29%	71%
Last Christmas	27%	73%
Four Christmases	28%	72%
A Bad Moms Christmas	25%	75%
Red One	25%	75%
Meet Me in St. Louis	24%	76%
Silver Linings Playbook	21%	79%
Serendipity	19%	81%
Office Christmas Party	19%	81%
Noelle	18%	82%
The Christmas Train	17%	83%
The Princess Switch	17%	83%
A Christmas Prince	17%	83%
Arthur Christmas	16%	84%
Holidate	13%	87%
Spirited	13%	87%
The Holdovers	12%	88%
Love Hard	11%	89%

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Hot Frosty

10%

90%

7. What is your opinion of the following movie?

Among people who say they have seen each movie

	Love it	Like it	Dislike it	Hate it	Not sure
Home Alone	56%	36%	4%	0%	4%
A Charlie Brown Christmas	52%	39%	4%	1%	3%
Rudolph the Red-Nosed Reindeer	49%	44%	3%	2%	3%
Die Hard	48%	41%	6%	2%	3%
Frosty the Snowman	42%	49%	5%	1%	3%
A Christmas Carol	41%	49%	4%	0%	6%
Elf	44%	40%	10%	3%	3%
Miracle on 34th Street	46%	42%	6%	2%	5%
The Grinch	42%	47%	3%	1%	6%
It's a Wonderful Life	43%	48%	4%	1%	4%
The Nightmare Before Christmas	46%	42%	6%	2%	4%
Christmas Vacation	46%	45%	5%	1%	3%
The Polar Express	45%	39%	9%	2%	4%
The Santa Clause	38%	49%	5%	1%	7%
White Christmas	48%	43%	4%	0%	4%
Frozen	39%	48%	7%	2%	5%
Edward Scissorhands	37%	47%	7%	2%	7%
Santa Claus: The Movie	40%	48%	4%	1%	8%
The Muppet Christmas Carol	43%	46%	5%	1%	5%
Scrooged	36%	50%	6%	0%	8%
Gremlins	32%	54%	6%	3%	5%
Scrooge	30%	56%	5%	0%	9%
Bad Santa	34%	49%	11%	2%	5%
Jack Frost	31%	53%	5%	2%	8%
Jingle All the Way	29%	56%	5%	1%	9%
Little Women	37%	49%	7%	0%	7%
Love Actually	38%	47%	6%	3%	6%
Christmas with the Kranks	33%	47%	11%	3%	7%
Klaus	36%	49%	5%	0%	10%
The Holiday	35%	51%	3%	1%	10%
The Christmas Chronicles	36%	48%	5%	0%	11%
Red One	42%	43%	7%	3%	6%
Four Christmases	39%	49%	6%	0%	5%
A Bad Moms Christmas	39%	43%	10%	0%	8%
Meet Me in St. Louis	38%	46%	5%	0%	12%

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Last Christmas	32%	48%	4%	0%	15%
Deck the Halls	28%	50%	6%	1%	14%
Shazam!	25%	52%	12%	3%	8%
Fred Claus	27%	57%	7%	1%	8%
Serendipity	35%	51%	6%	0%	7%
The Princess Switch	40%	45%	10%	1%	5%
A Christmas Prince	40%	44%	8%	1%	8%
Office Christmas Party	33%	51%	8%	1%	6%
The Christmas Train	37%	49%	6%	0%	8%
Silver Linings Playbook	28%	47%	9%	4%	12%
Noelle	31%	55%	3%	1%	9%
Arthur Christmas	33%	44%	10%	1%	12%
The Holdovers	45%	43%	6%	0%	5%
Love Hard	42%	45%	5%	1%	7%
Holidate	33%	47%	11%	2%	7%
Spirited	34%	51%	8%	1%	7%
Hot Frosty	37%	50%	10%	1%	2%

8. And would you say this movie should be considered a Christmas movie, or not?

Asked of people who say they have seen each movie

	Yes	No	Not sure
The Nightmare Before Christmas	73%	15%	12%
Die Hard	44%	45%	12%
Gremlins	36%	51%	13%
Frozen	35%	54%	12%

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Interviewing Dates	December 5 - 8, 2025 December 8 - 11, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.539, with a mean of one and a standard deviation of 0.875.
Number of respondents	2,230
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.

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1. Celebrate Christmas

Will you celebrate Christmas or another winter holiday this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	90%	89%	91%	93%	89%	88%	91%	92%	84%	91%	81%
No	6%	7%	5%	3%	7%	8%	6%	5%	13%	4%	10%
Not sure	4%	4%	4%	5%	4%	5%	3%	4%	4%	4%	9%
Totals	100%	100%	100%	101%	100%	101%	100%	101%	101%	99%	100%
Unweighted N	(2,228)	(1,037)	(1,191)	(542)	(600)	(646)	(440)	(1,444)	(284)	(351)	(149)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	90%	91%	84%	96%	90%	95%	84%	95%	94%	91%	90%	91%	87%
No	6%	5%	10%	2%	7%	3%	9%	3%	5%	5%	7%	6%	6%
Not sure	4%	4%	6%	2%	4%	2%	7%	2%	2%	4%	4%	3%	7%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(2,228)	(735)	(853)	(640)	(834)	(797)	(843)	(627)	(545)	(383)	(477)	(854)	(514)

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2. Is Christmas Primary Winter Holiday

Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	85%	86%	84%	91%	85%	83%	83%	88%	78%	85%	70%
No	12%	11%	12%	6%	13%	13%	13%	9%	18%	11%	19%
Not sure	3%	3%	4%	2%	2%	4%	4%	2%	4%	3%	11%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(2,229)	(1,036)	(1,193)	(543)	(600)	(646)	(440)	(1,445)	(284)	(352)	(148)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	85%	85%	79%	93%	83%	91%	81%	89%	89%	87%	86%	85%	83%
No	12%	11%	17%	6%	13%	8%	14%	9%	10%	10%	11%	12%	12%
Not sure	3%	4%	4%	1%	4%	1%	5%	1%	1%	3%	3%	2%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(2,229)	(735)	(855)	(639)	(835)	(796)	(843)	(627)	(546)	(384)	(477)	(853)	(515)

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3. Feelings on Winter Holidays and Christmas

How do you generally feel about Christmas and other winter holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	50%	46%	55%	63%	52%	44%	46%	49%	57%	58%	39%
Like them	38%	41%	35%	30%	36%	40%	43%	39%	30%	34%	40%
Dislike them	5%	6%	4%	1%	6%	7%	5%	6%	2%	4%	6%
Hate them	2%	2%	1%	1%	2%	3%	1%	1%	3%	1%	7%
Not sure	5%	5%	5%	5%	4%	6%	5%	4%	8%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(2,226)	(1,036)	(1,190)	(543)	(599)	(646)	(438)	(1,443)	(283)	(351)	(149)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love them	50%	49%	47%	57%	44%	60%	43%	53%	59%	51%	41%	57%	47%
Like them	38%	40%	37%	35%	43%	33%	40%	38%	34%	39%	44%	33%	38%
Dislike them	5%	6%	6%	3%	6%	4%	6%	5%	4%	5%	6%	4%	7%
Hate them	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	3%	1%	3%
Not sure	5%	4%	7%	3%	7%	3%	7%	4%	2%	4%	6%	4%	5%
Totals	100%	100%	99%	100%	101%	101%	99%	101%	101%	100%	100%	99%	100%
Unweighted N	(2,226)	(735)	(854)	(637)	(835)	(795)	(839)	(628)	(546)	(384)	(476)	(853)	(513)

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4. Feelings on Holiday and Christmas Movies

How do you generally feel about holiday or Christmas movies?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love them	34%	27%	41%	43%	39%	30%	26%	31%	46%	41%	28%
Like them	45%	48%	42%	44%	41%	46%	49%	48%	34%	46%	38%
Dislike them	11%	13%	10%	7%	10%	13%	13%	13%	8%	6%	12%
Hate them	3%	4%	2%	2%	3%	4%	3%	2%	4%	2%	7%
Not sure	7%	8%	6%	5%	7%	7%	9%	7%	7%	5%	15%
Totals	100%	100%	101%	101%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(2,225)	(1,036)	(1,189)	(542)	(599)	(644)	(440)	(1,441)	(284)	(352)	(148)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love them	34%	34%	28%	41%	30%	41%	33%	35%	37%	31%	26%	41%	31%
Like them	45%	47%	46%	42%	44%	43%	45%	46%	43%	48%	49%	43%	44%
Dislike them	11%	12%	12%	9%	15%	9%	11%	11%	10%	9%	12%	9%	14%
Hate them	3%	3%	3%	3%	4%	2%	4%	2%	3%	2%	3%	2%	4%
Not sure	7%	4%	11%	5%	8%	6%	6%	6%	7%	9%	10%	5%	6%
Totals	100%	100%	100%	100%	101%	101%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(2,225)	(733)	(855)	(637)	(834)	(796)	(839)	(627)	(546)	(384)	(475)	(853)	(513)

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5. Plan to Watch Holiday and Christmas Movies

Have you or do you plan to watch any holiday or Christmas movies this winter?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	60%	68%	67%	71%	61%	59%	64%	64%	68%	57%
No	18%	21%	15%	17%	15%	19%	21%	17%	20%	20%	24%
Not sure	18%	19%	17%	16%	14%	20%	21%	19%	17%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	101%	99%
Unweighted N	(2,228)	(1,036)	(1,192)	(543)	(601)	(645)	(439)	(1,443)	(284)	(352)	(149)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	65%	58%	70%	64%	70%	61%	68%	69%	63%	63%	67%	61%
No	18%	17%	23%	14%	20%	13%	20%	13%	17%	19%	17%	17%	20%
Not sure	18%	18%	19%	16%	16%	17%	19%	19%	13%	18%	20%	16%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(2,228)	(733)	(855)	(640)	(834)	(796)	(842)	(628)	(545)	(383)	(476)	(854)	(515)

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6A. Seen Holiday Movies — Home Alone

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	89%	87%	92%	85%	95%	90%	87%	90%	88%	87%	*
No	11%	13%	8%	15%	5%	10%	13%	10%	12%	13%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,075)	(501)	(574)	(266)	(282)	(306)	(221)	(696)	(148)	(158)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	89%	86%	90%	91%	90%	92%	93%	91%	86%	89%	93%	90%	85%
No	11%	14%	10%	9%	10%	8%	7%	9%	14%	11%	7%	10%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,075)	(365)	(403)	(307)	(417)	(394)	(409)	(300)	(268)	(189)	(217)	(424)	(245)

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6B. Seen Holiday Movies — Rudolph the Red-Nosed Reindeer

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	84%	78%	89%	71%	81%	91%	89%	87%	81%	77%	*
No	16%	22%	11%	29%	19%	9%	11%	13%	19%	23%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,072)	(492)	(580)	(263)	(276)	(303)	(230)	(708)	(135)	(160)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	84%	84%	85%	83%	89%	83%	87%	86%	76%	77%	92%	86%	78%
No	16%	16%	15%	17%	11%	17%	13%	14%	24%	23%	8%	14%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,072)	(348)	(428)	(296)	(405)	(374)	(420)	(299)	(252)	(169)	(226)	(427)	(250)

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6C. Seen Holiday Movies — A Charlie Brown Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	82%	76%	88%	77%	74%	92%	80%	85%	75%	83%	*
No	18%	24%	12%	23%	26%	8%	20%	15%	25%	17%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,058)	(503)	(555)	(254)	(274)	(328)	(202)	(685)	(129)	(171)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	82%	84%	82%	82%	86%	86%	83%	86%	79%	81%	88%	82%	78%
No	18%	16%	18%	18%	14%	14%	17%	14%	21%	19%	12%	18%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,058)	(354)	(398)	(306)	(403)	(385)	(406)	(297)	(256)	(194)	(234)	(390)	(240)

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6D. Seen Holiday Movies — Frosty the Snowman

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	80%	77%	84%	75%	71%	93%	78%	83%	81%	79%	*
No	20%	23%	16%	25%	29%	7%	22%	17%	19%	21%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,075)	(512)	(563)	(255)	(286)	(310)	(224)	(688)	(139)	(161)	(87)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	80%	84%	78%	79%	84%	81%	84%	81%	75%	72%	87%	80%	82%
No	20%	16%	22%	21%	16%	19%	16%	19%	25%	28%	13%	20%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,075)	(363)	(414)	(298)	(415)	(378)	(389)	(305)	(269)	(190)	(225)	(404)	(256)

6E. Seen Holiday Movies — A Christmas Carol

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	73%	79%	66%	70%	82%	84%	79%	62%	71%	*
No	24%	27%	21%	34%	30%	18%	16%	21%	38%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,104)	(506)	(598)	(285)	(290)	(311)	(218)	(721)	(137)	(176)	(70)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	74%	76%	78%	82%	79%	77%	74%	79%	72%	75%	77%	78%
No	24%	26%	24%	22%	18%	21%	23%	26%	21%	28%	25%	23%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,104)	(376)	(415)	(313)	(420)	(409)	(421)	(308)	(271)	(188)	(243)	(427)	(246)

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6F. Seen Holiday Movies — The Grinch

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	78%	74%	83%	74%	80%	84%	72%	76%	80%	89%	*
No	22%	26%	17%	26%	20%	16%	28%	24%	20%	11%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,038)	(494)	(544)	(268)	(274)	(314)	(182)	(671)	(119)	(167)	(81)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	78%	80%	74%	82%	79%	80%	77%	82%	77%	70%	84%	81%	76%
No	22%	20%	26%	18%	21%	20%	23%	18%	23%	30%	16%	19%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,038)	(332)	(411)	(295)	(378)	(390)	(394)	(288)	(255)	(194)	(217)	(379)	(248)

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6G. Seen Holiday Movies — It's a Wonderful Life

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	67%	68%	43%	56%	79%	85%	73%	55%	56%	*
No	32%	33%	32%	57%	44%	21%	15%	27%	45%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,113)	(519)	(594)	(261)	(302)	(316)	(234)	(735)	(140)	(162)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	68%	66%	64%	73%	76%	78%	64%	69%	76%	65%	68%	67%	70%
No	32%	34%	36%	27%	24%	22%	36%	31%	24%	35%	32%	33%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,113)	(373)	(421)	(319)	(412)	(404)	(431)	(312)	(270)	(197)	(259)	(405)	(252)

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6H. Seen Holiday Movies — Elf

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	71%	66%	77%	76%	76%	74%	59%	73%	64%	71%	*
No	29%	34%	23%	24%	24%	26%	41%	27%	36%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,102)	(519)	(583)	(259)	(308)	(315)	(220)	(721)	(146)	(171)	(64)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	71%	74%	69%	71%	73%	71%	68%	74%	76%	72%	74%	72%	67%
No	29%	26%	31%	29%	27%	29%	32%	26%	24%	28%	26%	28%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,102)	(362)	(397)	(343)	(403)	(411)	(420)	(295)	(272)	(193)	(222)	(434)	(253)

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6I. Seen Holiday Movies — Die Hard

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	70%	66%	42%	68%	79%	76%	70%	65%	60%	*
No	32%	30%	34%	58%	32%	21%	24%	30%	35%	40%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,126)	(520)	(606)	(276)	(297)	(334)	(219)	(716)	(148)	(185)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	68%	65%	65%	74%	74%	76%	69%	69%	72%	62%	71%	69%	68%
No	32%	35%	35%	26%	26%	24%	31%	31%	28%	38%	29%	31%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,126)	(382)	(425)	(319)	(434)	(387)	(418)	(302)	(284)	(192)	(248)	(419)	(267)

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6J. Seen Holiday Movies — The Santa Clause

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	68%	66%	70%	59%	79%	75%	55%	73%	60%	61%	*
No	32%	34%	30%	41%	21%	25%	45%	27%	40%	39%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,095)	(503)	(592)	(263)	(295)	(325)	(212)	(713)	(143)	(172)	(67)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	68%	66%	65%	74%	66%	71%	71%	70%	64%	57%	69%	71%	70%
No	32%	34%	35%	26%	34%	29%	29%	30%	36%	43%	31%	29%	30%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,095)	(360)	(419)	(316)	(414)	(382)	(420)	(314)	(260)	(178)	(236)	(424)	(257)

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6K. Seen Holiday Movies — Miracle on 34th Street

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	67%	66%	38%	60%	72%	90%	69%	73%	56%	*
No	34%	33%	34%	62%	40%	28%	10%	31%	27%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,097)	(487)	(610)	(272)	(285)	(323)	(217)	(723)	(123)	(178)	(73)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	66%	65%	61%	73%	72%	72%	69%	66%	68%	58%	67%	68%	68%
No	34%	35%	39%	27%	28%	28%	31%	34%	32%	42%	33%	32%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(365)	(405)	(327)	(412)	(411)	(408)	(334)	(261)	(186)	(227)	(414)	(270)

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6L. Seen Holiday Movies — The Nightmare Before Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	59%	64%	74%	70%	61%	42%	61%	62%	76%	*
No	38%	41%	36%	26%	30%	39%	58%	39%	38%	24%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,123)	(520)	(603)	(284)	(280)	(347)	(212)	(735)	(140)	(176)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	71%	62%	52%	66%	51%	65%	65%	57%	58%	65%	62%	60%
No	38%	29%	38%	48%	34%	49%	35%	35%	43%	42%	35%	38%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,123)	(357)	(437)	(329)	(406)	(405)	(406)	(328)	(278)	(189)	(255)	(428)	(251)

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6M. Seen Holiday Movies — Scrooge

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	63%	66%	35%	57%	80%	77%	65%	64%	63%	*
No	36%	37%	34%	65%	43%	20%	23%	35%	36%	37%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,091)	(503)	(588)	(263)	(297)	(326)	(205)	(722)	(131)	(169)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	57%	63%	73%	64%	74%	67%	64%	61%	53%	74%	66%	60%
No	36%	43%	37%	27%	36%	26%	33%	36%	39%	47%	26%	34%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,091)	(361)	(416)	(314)	(398)	(400)	(406)	(302)	(285)	(194)	(231)	(423)	(243)

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6N. Seen Holiday Movies — Christmas Vacation

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	62%	61%	41%	61%	81%	58%	70%	33%	63%	*
No	38%	38%	39%	59%	39%	19%	42%	30%	67%	37%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,090)	(513)	(577)	(276)	(294)	(317)	(203)	(699)	(151)	(165)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	60%	51%	77%	65%	75%	59%	68%	68%	55%	73%	57%	65%
No	38%	40%	49%	23%	35%	25%	41%	32%	32%	45%	27%	43%	35%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,090)	(360)	(409)	(321)	(395)	(390)	(402)	(301)	(270)	(184)	(224)	(435)	(247)

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60. Seen Holiday Movies — Gremlins

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	61%	61%	47%	55%	78%	57%	61%	66%	64%	*
No	39%	39%	39%	53%	45%	22%	43%	39%	34%	36%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,117)	(526)	(591)	(284)	(298)	(306)	(229)	(731)	(133)	(169)	(84)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	59%	62%	63%	58%	62%	64%	60%	60%	60%	59%	62%	63%
No	39%	41%	38%	37%	42%	38%	36%	40%	40%	40%	41%	38%	37%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,117)	(375)	(436)	(306)	(427)	(400)	(405)	(306)	(288)	(191)	(237)	(416)	(273)

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6P. Seen Holiday Movies — The Polar Express

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	62%	54%	69%	72%	57%	63%	56%	65%	59%	62%	*
No	38%	46%	31%	28%	43%	37%	44%	35%	41%	38%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,094)	(502)	(592)	(253)	(290)	(341)	(210)	(714)	(145)	(165)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	62%	64%	59%	64%	64%	66%	60%	63%	63%	53%	61%	69%	56%
No	38%	36%	41%	36%	36%	34%	40%	37%	37%	47%	39%	31%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,094)	(353)	(434)	(307)	(409)	(379)	(420)	(291)	(278)	(203)	(228)	(406)	(257)

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6Q. Seen Holiday Movies — Edward Scissorhands

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	57%	65%	44%	67%	69%	62%	63%	56%	67%	*
No	39%	43%	35%	56%	33%	31%	38%	37%	44%	33%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,107)	(522)	(585)	(277)	(301)	(312)	(217)	(702)	(128)	(195)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	68%	55%	61%	64%	59%	66%	68%	50%	53%	59%	63%	68%
No	39%	32%	45%	39%	36%	41%	34%	32%	50%	47%	41%	37%	32%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(384)	(421)	(302)	(440)	(382)	(412)	(310)	(277)	(199)	(224)	(434)	(250)

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6R. Seen Holiday Movies — Frozen

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	63%	52%	72%	80%	69%	56%	48%	62%	69%	61%	*
No	37%	48%	28%	20%	31%	44%	52%	38%	31%	39%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,076)	(491)	(585)	(270)	(293)	(320)	(193)	(688)	(134)	(194)	(60)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	63%	71%	60%	57%	67%	58%	64%	58%	68%	61%	68%	62%	60%
No	37%	29%	40%	43%	33%	42%	36%	42%	32%	39%	32%	38%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,076)	(347)	(407)	(322)	(382)	(408)	(421)	(296)	(254)	(179)	(220)	(421)	(256)

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6S. Seen Holiday Movies — Scrooged

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	55%	55%	54%	25%	47%	70%	68%	56%	56%	56%	*
No	45%	45%	46%	75%	53%	30%	32%	44%	44%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,142)	(524)	(618)	(268)	(316)	(328)	(230)	(748)	(140)	(177)	(77)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	55%	49%	55%	60%	57%	60%	56%	57%	50%	46%	56%	56%	57%
No	45%	51%	45%	40%	43%	40%	44%	43%	50%	54%	44%	44%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,142)	(382)	(430)	(330)	(427)	(408)	(410)	(328)	(299)	(188)	(258)	(441)	(255)

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6T. Seen Holiday Movies — Jack Frost

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	52%	60%	57%	55%	61%	48%	53%	63%	65%	*
No	44%	48%	40%	43%	45%	39%	52%	47%	37%	35%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,083)	(522)	(561)	(263)	(279)	(326)	(215)	(683)	(152)	(177)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	56%	54%	55%	59%	49%	57%	63%	55%	50%	46%	59%	56%	60%
No	44%	46%	45%	41%	51%	43%	37%	45%	50%	54%	41%	44%	40%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,083)	(350)	(423)	(310)	(399)	(387)	(395)	(319)	(260)	(185)	(232)	(427)	(239)

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6U. Seen Holiday Movies — Santa Claus: The Movie

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	56%	50%	61%	52%	56%	63%	48%	55%	62%	62%	*
No	44%	50%	39%	48%	44%	37%	52%	45%	38%	38%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,106)	(526)	(580)	(270)	(296)	(312)	(228)	(708)	(139)	(173)	(86)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	56%	56%	52%	60%	55%	61%	58%	58%	54%	49%	53%	60%	56%
No	44%	44%	48%	40%	45%	39%	42%	42%	46%	51%	47%	40%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,106)	(375)	(418)	(313)	(415)	(402)	(425)	(297)	(276)	(187)	(246)	(412)	(261)

6V. Seen Holiday Movies — White Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	51%	47%	54%	32%	35%	51%	82%	55%	54%	40%	*
No	49%	53%	46%	68%	65%	49%	18%	45%	46%	60%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,120)	(510)	(610)	(275)	(288)	(330)	(227)	(741)	(135)	(167)	(77)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	51%	49%	46%	57%	58%	63%	48%	54%	54%	50%	53%	47%	56%
No	49%	51%	54%	43%	42%	37%	52%	46%	46%	50%	47%	53%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,120)	(382)	(411)	(327)	(430)	(396)	(424)	(333)	(258)	(179)	(251)	(436)	(254)

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6W. Seen Holiday Movies — Bad Santa

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	50%	48%	36%	59%	59%	37%	49%	54%	47%	*
No	51%	50%	52%	64%	41%	41%	63%	51%	46%	53%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,121)	(525)	(596)	(270)	(307)	(326)	(218)	(721)	(144)	(173)	(83)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	55%	41%	53%	49%	51%	51%	55%	45%	38%	57%	48%	54%
No	51%	45%	59%	47%	51%	49%	49%	45%	55%	62%	43%	52%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,121)	(359)	(442)	(320)	(422)	(392)	(430)	(306)	(285)	(200)	(235)	(453)	(233)

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6X. Seen Holiday Movies — Jingle All the Way

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	50%	49%	35%	59%	56%	44%	47%	57%	56%	*
No	50%	50%	51%	65%	41%	44%	56%	53%	43%	44%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,123)	(522)	(601)	(272)	(304)	(314)	(233)	(733)	(139)	(182)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	48%	47%	54%	48%	54%	56%	51%	45%	44%	51%	52%	48%
No	50%	52%	53%	46%	52%	46%	44%	49%	55%	56%	49%	48%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,123)	(353)	(428)	(342)	(388)	(417)	(414)	(316)	(288)	(185)	(246)	(440)	(252)

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6Y. Seen Holiday Movies — The Muppet Christmas Carol

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	49%	44%	53%	44%	58%	54%	37%	51%	54%	41%	*
No	51%	56%	47%	56%	42%	46%	63%	49%	46%	59%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,107)	(473)	(634)	(263)	(337)	(297)	(210)	(701)	(150)	(176)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	49%	49%	49%	49%	54%	49%	47%	46%	54%	49%	52%	50%	46%
No	51%	51%	51%	51%	46%	51%	53%	54%	46%	51%	48%	50%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,107)	(366)	(443)	(298)	(402)	(394)	(416)	(331)	(261)	(196)	(227)	(423)	(261)

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6Z. Seen Holiday Movies — Christmas with the Kranks

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	42%	36%	48%	36%	49%	47%	37%	46%	35%	38%	*
No	58%	64%	52%	64%	51%	53%	63%	54%	65%	62%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,118)	(528)	(590)	(299)	(301)	(303)	(215)	(735)	(126)	(192)	(65)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	42%	36%	39%	54%	37%	54%	45%	43%	40%	37%	49%	42%	42%
No	58%	64%	61%	46%	63%	46%	55%	57%	60%	63%	51%	58%	58%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,118)	(354)	(455)	(309)	(418)	(392)	(432)	(320)	(261)	(198)	(234)	(421)	(265)

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6AA. Seen Holiday Movies — Little Women

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	21%	53%	32%	38%	31%	53%	35%	41%	39%	*
No	62%	79%	47%	68%	62%	69%	47%	65%	59%	61%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,148)	(546)	(602)	(291)	(326)	(322)	(209)	(727)	(157)	(189)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	48%	29%	36%	48%	42%	35%	36%	41%	35%	39%	34%	44%
No	62%	52%	71%	64%	52%	58%	65%	64%	59%	65%	61%	66%	56%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,148)	(388)	(421)	(339)	(430)	(407)	(444)	(323)	(287)	(194)	(255)	(430)	(269)

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6AB. Seen Holiday Movies — Love Actually

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	38%	27%	47%	35%	44%	38%	33%	40%	23%	37%	*
No	62%	73%	53%	65%	56%	62%	67%	60%	77%	63%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,049)	(486)	(563)	(254)	(275)	(322)	(198)	(667)	(136)	(164)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	38%	44%	34%	36%	43%	36%	34%	38%	47%	38%	40%	36%	38%
No	62%	56%	66%	64%	57%	64%	66%	62%	53%	62%	60%	64%	62%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,049)	(358)	(392)	(299)	(396)	(389)	(403)	(296)	(258)	(173)	(244)	(397)	(235)

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6AC. Seen Holiday Movies — The Holiday

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	27%	39%	33%	44%	29%	27%	32%	44%	36%	*
No	67%	73%	61%	67%	56%	71%	73%	68%	56%	64%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(542)	(580)	(275)	(307)	(301)	(239)	(738)	(138)	(172)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	33%	38%	27%	36%	37%	37%	33%	32%	40%	32%	33%	33%	36%
No	67%	62%	73%	64%	63%	63%	67%	68%	60%	68%	67%	67%	64%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(389)	(420)	(313)	(422)	(404)	(418)	(314)	(281)	(194)	(252)	(421)	(255)

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6AD. Seen Holiday Movies — Klaus

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	33%	29%	37%	39%	36%	35%	24%	29%	46%	52%	*
No	67%	71%	63%	61%	64%	65%	76%	71%	54%	48%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,105)	(543)	(562)	(269)	(312)	(299)	(225)	(735)	(133)	(162)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	33%	35%	30%	36%	33%	33%	37%	34%	33%	35%	31%	34%	34%
No	67%	65%	70%	64%	67%	67%	63%	66%	67%	65%	69%	66%	66%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,105)	(353)	(431)	(321)	(411)	(392)	(426)	(308)	(274)	(186)	(237)	(423)	(259)

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6AE. Seen Holiday Movies — Shazam!

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	31%	36%	27%	42%	33%	36%	14%	28%	49%	34%	*
No	69%	64%	73%	58%	67%	64%	86%	72%	51%	66%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,073)	(491)	(582)	(252)	(290)	(315)	(216)	(695)	(139)	(170)	(69)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	34%	33%	27%	32%	29%	31%	32%	32%	23%	24%	37%	35%
No	69%	66%	67%	73%	68%	71%	69%	68%	68%	77%	76%	63%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,073)	(362)	(409)	(302)	(398)	(376)	(410)	(295)	(264)	(192)	(211)	(416)	(254)

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6AF. Seen Holiday Movies — Deck the Halls

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	31%	29%	33%	26%	38%	31%	28%	30%	35%	36%	*
No	69%	71%	67%	74%	62%	69%	72%	70%	65%	64%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,068)	(502)	(566)	(263)	(286)	(304)	(215)	(676)	(152)	(168)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	31%	29%	27%	38%	31%	37%	34%	33%	31%	32%	24%	35%	30%
No	69%	71%	73%	62%	69%	63%	66%	67%	69%	68%	76%	65%	70%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,068)	(353)	(412)	(303)	(400)	(382)	(408)	(303)	(254)	(184)	(229)	(405)	(250)

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6AG. Seen Holiday Movies — Fred Claus

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	28%	32%	29%	31%	33%	25%	28%	35%	43%	*
No	70%	72%	68%	71%	69%	67%	75%	72%	65%	57%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(507)	(607)	(292)	(299)	(308)	(215)	(727)	(139)	(176)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	34%	23%	35%	31%	35%	31%	31%	30%	25%	28%	31%	35%
No	70%	66%	77%	65%	69%	65%	69%	69%	70%	75%	72%	69%	65%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(353)	(446)	(315)	(409)	(400)	(398)	(316)	(278)	(203)	(238)	(419)	(254)

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6AH. Seen Holiday Movies — The Christmas Chronicles

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	28%	29%	45%	31%	26%	15%	26%	26%	43%	*
No	71%	72%	71%	55%	69%	74%	85%	74%	74%	57%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,080)	(518)	(562)	(258)	(292)	(317)	(213)	(690)	(132)	(180)	(78)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	29%	34%	25%	28%	23%	31%	25%	32%	35%	22%	27%	33%	26%
No	71%	66%	75%	72%	77%	69%	75%	68%	65%	78%	73%	67%	74%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,080)	(331)	(423)	(326)	(384)	(386)	(420)	(303)	(251)	(185)	(222)	(423)	(250)

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6A1. Seen Holiday Movies — Last Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	27%	23%	31%	29%	38%	25%	16%	23%	43%	36%	*
No	73%	77%	69%	71%	62%	75%	84%	77%	57%	64%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,087)	(519)	(568)	(268)	(290)	(318)	(211)	(698)	(149)	(171)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	27%	31%	22%	29%	28%	31%	27%	25%	36%	26%	23%	29%	29%
No	73%	69%	78%	71%	72%	69%	73%	75%	64%	74%	77%	71%	71%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,087)	(351)	(422)	(314)	(421)	(379)	(398)	(314)	(279)	(192)	(228)	(422)	(245)

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6AJ. Seen Holiday Movies — Four Christmases

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	28%	24%	32%	30%	33%	30%	17%	28%	32%	26%	*
No	72%	76%	68%	70%	67%	70%	83%	72%	68%	74%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,077)	(515)	(562)	(278)	(283)	(301)	(215)	(693)	(150)	(164)	(70)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	28%	31%	24%	30%	30%	30%	23%	30%	38%	29%	22%	29%	32%
No	72%	69%	76%	70%	70%	70%	77%	70%	62%	71%	78%	71%	68%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,077)	(345)	(420)	(312)	(405)	(384)	(419)	(295)	(259)	(175)	(231)	(424)	(247)

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6AK. Seen Holiday Movies — A Bad Moms Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	23%	26%	35%	33%	20%	13%	21%	31%	32%	*
No	75%	77%	74%	65%	67%	80%	87%	79%	69%	68%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,125)	(516)	(609)	(271)	(299)	(325)	(230)	(713)	(157)	(181)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	25%	25%	23%	24%	22%	27%	22%	24%	30%	19%	25%	24%
No	75%	75%	75%	77%	76%	78%	73%	78%	76%	70%	81%	75%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,125)	(370)	(438)	(317)	(424)	(390)	(439)	(319)	(267)	(199)	(240)	(432)	(254)

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6AL. Seen Holiday Movies — Red One

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	25%	27%	23%	27%	25%	26%	20%	24%	24%	27%	*
No	75%	73%	77%	73%	75%	74%	80%	76%	76%	73%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,097)	(519)	(578)	(262)	(309)	(324)	(202)	(695)	(150)	(189)	(63)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	25%	25%	23%	27%	23%	27%	24%	24%	27%	23%	21%	26%	27%
No	75%	75%	77%	73%	77%	73%	76%	76%	73%	77%	79%	74%	73%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,097)	(355)	(431)	(311)	(411)	(394)	(410)	(324)	(263)	(179)	(226)	(437)	(255)

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6AM. Seen Holiday Movies — Meet Me in St. Louis

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	24%	21%	26%	16%	16%	19%	45%	25%	23%	21%	*
No	76%	79%	74%	84%	84%	81%	55%	75%	77%	79%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,087)	(499)	(588)	(258)	(288)	(320)	(221)	(711)	(143)	(164)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	24%	24%	21%	26%	26%	28%	18%	30%	26%	27%	22%	23%	24%
No	76%	76%	79%	74%	74%	72%	82%	70%	74%	73%	78%	77%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,087)	(366)	(397)	(324)	(405)	(394)	(404)	(315)	(257)	(197)	(239)	(395)	(256)

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6AN. Seen Holiday Movies — Silver Linings Playbook

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	19%	24%	19%	32%	21%	14%	23%	20%	19%	*
No	79%	81%	76%	81%	68%	79%	86%	77%	80%	81%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,124)	(539)	(585)	(277)	(300)	(320)	(227)	(721)	(143)	(175)	(85)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	21%	25%	18%	23%	25%	24%	15%	24%	31%	21%	21%	20%	25%
No	79%	75%	82%	77%	75%	76%	85%	76%	69%	79%	79%	80%	75%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,124)	(381)	(427)	(316)	(422)	(389)	(420)	(317)	(275)	(183)	(236)	(443)	(262)

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6AO. Seen Holiday Movies — Serendipity

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	18%	21%	14%	26%	21%	17%	19%	22%	24%	*
No	81%	82%	79%	86%	74%	79%	83%	81%	78%	76%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,111)	(521)	(590)	(275)	(318)	(305)	(213)	(733)	(138)	(165)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	19%	16%	24%	22%	24%	17%	19%	27%	22%	16%	20%	20%
No	81%	81%	84%	76%	78%	76%	83%	81%	73%	78%	84%	80%	80%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,111)	(365)	(437)	(309)	(402)	(393)	(424)	(308)	(273)	(198)	(240)	(429)	(244)

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6AP. Seen Holiday Movies — Office Christmas Party

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	22%	16%	18%	20%	24%	11%	19%	23%	18%	*
No	81%	78%	84%	82%	80%	76%	89%	81%	77%	82%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,114)	(517)	(597)	(278)	(296)	(327)	(213)	(713)	(154)	(171)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	19%	19%	13%	26%	22%	24%	18%	18%	27%	16%	17%	18%	24%
No	81%	81%	87%	74%	78%	76%	82%	82%	73%	84%	83%	82%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,114)	(369)	(441)	(304)	(418)	(375)	(426)	(300)	(278)	(181)	(236)	(430)	(267)

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6AQ. Seen Holiday Movies — Noelle

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	18%	18%	17%	26%	20%	14%	12%	14%	30%	22%	*
No	82%	82%	83%	74%	80%	86%	88%	86%	70%	78%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,113)	(551)	(562)	(262)	(320)	(324)	(207)	(723)	(134)	(180)	(76)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	18%	18%	18%	16%	16%	18%	15%	21%	22%	18%	16%	22%	13%
No	82%	82%	82%	84%	84%	82%	85%	79%	78%	82%	84%	78%	87%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,113)	(345)	(445)	(323)	(404)	(392)	(427)	(303)	(279)	(196)	(242)	(418)	(257)

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6AR. Seen Holiday Movies — The Christmas Train

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	20%	15%	19%	18%	12%	22%	16%	19%	22%	*
No	83%	80%	85%	81%	82%	88%	78%	84%	81%	78%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,099)	(502)	(597)	(256)	(294)	(326)	(223)	(705)	(143)	(171)	(80)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	17%	18%	13%	21%	19%	19%	16%	19%	19%	16%	17%	17%	18%
No	83%	82%	87%	79%	81%	81%	84%	81%	81%	84%	83%	83%	82%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,099)	(369)	(414)	(316)	(412)	(399)	(412)	(308)	(278)	(190)	(238)	(417)	(254)

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6AS. Seen Holiday Movies — The Princess Switch

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	13%	20%	28%	19%	13%	9%	13%	20%	26%	*
No	83%	87%	80%	72%	81%	87%	91%	87%	80%	74%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,102)	(484)	(618)	(274)	(309)	(297)	(222)	(723)	(134)	(174)	(71)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	17%	19%	14%	18%	13%	19%	17%	18%	19%	17%	18%	19%	12%
No	83%	81%	86%	82%	87%	81%	83%	82%	81%	83%	82%	81%	88%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,102)	(367)	(425)	(310)	(403)	(388)	(433)	(303)	(262)	(180)	(251)	(419)	(252)

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6AT. Seen Holiday Movies — A Christmas Prince

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	17%	13%	21%	24%	23%	14%	9%	16%	24%	17%	*
No	83%	87%	79%	76%	77%	86%	91%	84%	76%	83%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,074)	(503)	(571)	(249)	(296)	(320)	(209)	(694)	(144)	(165)	(71)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	17%	22%	13%	18%	20%	17%	15%	16%	23%	21%	17%	18%	15%
No	83%	78%	87%	82%	80%	83%	85%	84%	77%	79%	83%	82%	85%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,074)	(353)	(417)	(304)	(410)	(373)	(416)	(304)	(257)	(185)	(220)	(410)	(259)

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6AU. Seen Holiday Movies — Arthur Christmas

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	14%	19%	30%	21%	11%	8%	12%	27%	28%	*
No	84%	86%	81%	70%	79%	89%	92%	88%	73%	72%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,089)	(526)	(563)	(255)	(292)	(328)	(214)	(709)	(141)	(173)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	16%	20%	14%	15%	19%	13%	17%	16%	14%	11%	18%	20%	13%
No	84%	80%	86%	85%	81%	87%	83%	84%	86%	89%	82%	80%	87%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,089)	(366)	(407)	(316)	(413)	(390)	(401)	(314)	(263)	(189)	(250)	(418)	(232)

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6AV. Seen Holiday Movies — Holidate

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	13%	13%	21%	17%	11%	4%	11%	19%	21%	*
No	87%	87%	87%	79%	83%	89%	96%	89%	81%	79%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,099)	(499)	(600)	(286)	(298)	(307)	(208)	(713)	(145)	(169)	(72)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	15%	13%	12%	13%	13%	11%	16%	17%	18%	9%	16%	9%
No	87%	85%	87%	88%	87%	87%	89%	84%	83%	82%	91%	84%	91%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,099)	(366)	(422)	(311)	(415)	(388)	(396)	(314)	(270)	(199)	(222)	(417)	(261)

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6AW. Seen Holiday Movies — Spirited

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	13%	14%	13%	23%	18%	12%	2%	12%	19%	21%	*
No	87%	86%	87%	77%	82%	88%	98%	88%	81%	79%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,099)	(506)	(593)	(281)	(285)	(313)	(220)	(721)	(131)	(167)	(80)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	13%	18%	10%	13%	14%	14%	13%	12%	18%	11%	12%	14%	16%
No	87%	82%	90%	87%	86%	86%	87%	88%	82%	89%	88%	86%	84%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,099)	(368)	(414)	(317)	(413)	(396)	(423)	(290)	(274)	(186)	(243)	(409)	(261)

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6AX. Seen Holiday Movies — The Holdovers

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	12%	10%	13%	18%	13%	9%	10%	10%	11%	26%	*
No	88%	90%	87%	82%	87%	91%	90%	90%	89%	74%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,056)	(481)	(575)	(237)	(293)	(322)	(204)	(680)	(123)	(178)	(75)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	12%	20%	8%	8%	18%	11%	8%	16%	15%	7%	7%	14%	16%
No	88%	80%	92%	92%	82%	89%	92%	84%	85%	93%	93%	86%	84%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,056)	(355)	(408)	(293)	(410)	(370)	(407)	(279)	(275)	(187)	(222)	(391)	(256)

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6AY. Seen Holiday Movies — Love Hard

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	11%	10%	12%	23%	15%	7%	0%	8%	18%	21%	*
No	89%	90%	88%	77%	85%	93%	100%	92%	82%	79%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,075)	(513)	(562)	(239)	(312)	(329)	(195)	(690)	(134)	(176)	(75)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	11%	15%	10%	9%	10%	11%	8%	14%	14%	14%	6%	10%	16%
No	89%	85%	90%	91%	90%	89%	92%	86%	86%	86%	94%	90%	84%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,075)	(352)	(421)	(302)	(420)	(378)	(421)	(305)	(252)	(167)	(233)	(411)	(264)

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6AZ. Seen Holiday Movies — Hot Frosty

Have you ever seen the following movie? If the movie is part of a franchise or has remakes, please say yes if you have seen any version of it.

Respondents were asked about a random sample of 28 of the 52 movies

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	10%	8%	12%	19%	14%	6%	4%	9%	16%	16%	*
No	90%	92%	88%	81%	86%	94%	96%	91%	84%	84%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,127)	(522)	(605)	(270)	(296)	(335)	(226)	(744)	(140)	(169)	(74)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	10%	14%	8%	9%	12%	9%	11%	8%	13%	11%	7%	10%	13%
No	90%	86%	92%	91%	88%	91%	89%	92%	87%	89%	93%	90%	87%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,127)	(375)	(421)	(331)	(424)	(416)	(417)	(327)	(280)	(214)	(239)	(414)	(260)

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7A. Opinions on Christmas Movies — Home Alone

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	56%	54%	58%	52%	64%	56%	50%	54%	60%	60%	*
Like it	36%	41%	30%	39%	29%	38%	35%	37%	31%	33%	*
Dislike it	4%	2%	6%	6%	2%	3%	8%	5%	3%	4%	*
Hate it	0%	0%	1%	0%	0%	0%	2%	0%	2%	1%	*
Not sure	4%	2%	5%	3%	5%	3%	5%	4%	4%	1%	*
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(976)	(445)	(531)	(232)	(265)	(281)	(198)	(632)	(136)	(140)	(68)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	56%	60%	47%	62%	52%	60%	55%	61%	56%	54%	54%	60%	49%
Like it	36%	31%	42%	33%	37%	34%	37%	31%	35%	33%	36%	34%	40%
Dislike it	4%	5%	4%	3%	7%	4%	3%	5%	5%	6%	3%	2%	8%
Hate it	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	1%	0%
Not sure	4%	4%	7%	1%	4%	2%	5%	3%	3%	6%	5%	3%	3%
Totals	100%	101%	100%	99%	101%	100%	100%	101%	100%	99%	99%	100%	100%
Unweighted N	(976)	(328)	(361)	(287)	(380)	(360)	(376)	(276)	(239)	(168)	(207)	(384)	(217)

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7B. Opinions on Christmas Movies — A Charlie Brown Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	52%	45%	58%	50%	41%	56%	58%	49%	64%	63%	*
Like it	39%	44%	36%	44%	43%	37%	37%	42%	33%	29%	*
Dislike it	4%	5%	3%	2%	10%	3%	2%	5%	1%	2%	*
Hate it	1%	2%	0%	1%	2%	2%	0%	0%	1%	3%	*
Not sure	3%	4%	2%	4%	4%	2%	3%	4%	0%	3%	*
Totals	99%	100%	99%	101%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(880)	(399)	(481)	(191)	(214)	(305)	(170)	(582)	(100)	(139)	(59)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	52%	55%	49%	53%	56%	51%	56%	48%	50%	57%	51%	56%	42%
Like it	39%	39%	40%	40%	36%	41%	36%	44%	40%	38%	45%	35%	43%
Dislike it	4%	4%	5%	4%	6%	3%	4%	4%	6%	2%	3%	5%	6%
Hate it	1%	0%	2%	2%	0%	2%	2%	1%	0%	0%	0%	1%	3%
Not sure	3%	2%	5%	2%	2%	3%	2%	3%	4%	3%	1%	3%	5%
Totals	99%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(880)	(299)	(332)	(249)	(344)	(326)	(346)	(252)	(201)	(150)	(207)	(325)	(198)

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7C. Opinions on Christmas Movies — Rudolph the Red-Nosed Reindeer

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	49%	36%	59%	41%	31%	63%	48%	47%	61%	55%	*
Like it	44%	55%	35%	52%	54%	30%	48%	44%	37%	40%	*
Dislike it	3%	3%	4%	3%	6%	3%	2%	4%	0%	2%	*
Hate it	2%	3%	0%	2%	2%	2%	1%	1%	1%	2%	*
Not sure	3%	4%	2%	2%	7%	1%	2%	3%	1%	1%	*
Totals	101%	101%	100%	100%	100%	99%	101%	99%	100%	100%	*
Unweighted N	(909)	(395)	(514)	(193)	(233)	(279)	(204)	(620)	(108)	(124)	(57)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	49%	56%	39%	53%	49%	49%	55%	48%	42%	58%	51%	45%	46%
Like it	44%	38%	52%	40%	43%	43%	38%	47%	48%	37%	42%	48%	42%
Dislike it	3%	3%	4%	3%	4%	2%	1%	3%	6%	1%	5%	2%	6%
Hate it	2%	0%	2%	3%	0%	3%	3%	1%	0%	1%	0%	2%	3%
Not sure	3%	3%	3%	2%	4%	3%	3%	2%	4%	3%	2%	3%	4%
Totals	101%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(909)	(292)	(367)	(250)	(353)	(312)	(373)	(253)	(200)	(131)	(209)	(371)	(198)

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7D. Opinions on Christmas Movies — Die Hard

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	48%	51%	45%	41%	50%	46%	53%	46%	*	46%	*
Like it	41%	39%	43%	48%	40%	43%	36%	42%	*	42%	*
Dislike it	6%	5%	7%	4%	7%	5%	6%	7%	*	5%	*
Hate it	2%	3%	1%	5%	1%	2%	1%	1%	*	4%	*
Not sure	3%	2%	5%	2%	2%	4%	5%	4%	*	2%	*
Totals	100%	100%	101%	100%	100%	100%	101%	100%	*	99%	*
Unweighted N	(778)	(382)	(396)	(133)	(203)	(269)	(173)	(507)	(99)	(120)	(52)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	48%	51%	45%	49%	46%	53%	51%	43%	48%	43%	53%	47%	48%
Like it	41%	39%	43%	40%	42%	37%	40%	44%	44%	52%	38%	38%	42%
Dislike it	6%	5%	6%	5%	7%	3%	4%	6%	5%	3%	5%	7%	5%
Hate it	2%	2%	2%	1%	1%	2%	1%	4%	1%	2%	1%	3%	1%
Not sure	3%	3%	3%	4%	3%	5%	4%	3%	2%	0%	3%	5%	3%
Totals	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(778)	(255)	(285)	(238)	(300)	(291)	(284)	(214)	(206)	(121)	(175)	(305)	(177)

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7E. Opinions on Christmas Movies — Frosty the Snowman

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	35%	47%	46%	32%	46%	40%	41%	52%	40%	*
Like it	49%	52%	46%	44%	52%	46%	55%	50%	43%	52%	*
Dislike it	5%	6%	4%	5%	10%	4%	2%	5%	2%	3%	*
Hate it	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	*
Not sure	3%	5%	2%	5%	6%	2%	3%	3%	4%	3%	*
Totals	100%	99%	99%	101%	100%	99%	100%	99%	101%	99%	*
Unweighted N	(877)	(396)	(481)	(193)	(216)	(288)	(180)	(570)	(116)	(122)	(69)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	49%	32%	47%	42%	44%	47%	39%	40%	40%	44%	46%	34%
Like it	49%	44%	54%	48%	48%	49%	47%	52%	48%	53%	47%	47%	52%
Dislike it	5%	5%	7%	3%	5%	4%	3%	5%	6%	3%	7%	5%	4%
Hate it	1%	0%	0%	2%	0%	2%	2%	0%	0%	0%	0%	0%	2%
Not sure	3%	2%	6%	1%	5%	2%	2%	4%	5%	4%	2%	2%	7%
Totals	100%	100%	99%	101%	100%	101%	101%	100%	99%	100%	100%	100%	99%
Unweighted N	(877)	(302)	(340)	(235)	(352)	(305)	(329)	(248)	(213)	(142)	(192)	(331)	(212)

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7F. Opinions on Christmas Movies — A Christmas Carol

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	41%	41%	41%	39%	39%	40%	45%	40%	*	46%	*
Like it	49%	48%	49%	50%	48%	48%	49%	51%	*	46%	*
Dislike it	4%	4%	4%	2%	6%	5%	2%	3%	*	2%	*
Hate it	0%	0%	0%	1%	0%	0%	0%	0%	*	1%	*
Not sure	6%	7%	5%	8%	6%	6%	3%	6%	*	6%	*
Totals	100%	100%	99%	100%	99%	99%	99%	100%	*	101%	*
Unweighted N	(845)	(374)	(471)	(194)	(209)	(252)	(190)	(566)	(95)	(128)	(56)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	41%	41%	39%	43%	42%	45%	41%	40%	45%	49%	33%	44%	39%
Like it	49%	48%	51%	47%	47%	46%	48%	50%	48%	44%	53%	49%	49%
Dislike it	4%	4%	2%	6%	3%	5%	6%	3%	3%	3%	8%	2%	5%
Hate it	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	1%
Not sure	6%	6%	8%	3%	7%	3%	4%	6%	4%	4%	5%	6%	7%
Totals	100%	99%	100%	99%	99%	99%	100%	99%	100%	100%	99%	102%	101%
Unweighted N	(845)	(293)	(306)	(246)	(333)	(323)	(326)	(237)	(211)	(135)	(189)	(335)	(186)

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7G. Opinions on Christmas Movies — Elf

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	44%	37%	50%	42%	50%	47%	33%	41%	*	51%	*
Like it	40%	43%	37%	40%	37%	39%	44%	41%	*	39%	*
Dislike it	10%	12%	8%	9%	8%	9%	15%	11%	*	7%	*
Hate it	3%	5%	2%	3%	4%	4%	1%	3%	*	2%	*
Not sure	3%	4%	3%	5%	1%	2%	7%	4%	*	1%	*
Totals	100%	101%	100%	99%	100%	101%	100%	100%	*	100%	*
Unweighted N	(798)	(346)	(452)	(189)	(241)	(236)	(132)	(528)	(95)	(128)	(47)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	44%	48%	41%	43%	45%	47%	42%	47%	42%	34%	41%	50%	46%
Like it	40%	42%	40%	38%	40%	40%	38%	40%	42%	46%	43%	36%	38%
Dislike it	10%	7%	11%	11%	8%	9%	12%	8%	11%	15%	8%	8%	10%
Hate it	3%	1%	4%	5%	2%	3%	4%	3%	2%	1%	7%	2%	4%
Not sure	3%	1%	5%	4%	4%	2%	4%	2%	3%	4%	2%	4%	2%
Totals	100%	99%	101%	101%	99%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(798)	(269)	(281)	(248)	(302)	(289)	(305)	(209)	(205)	(134)	(167)	(327)	(170)

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7H. Opinions on Christmas Movies — Miracle on 34th Street

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	37%	54%	33%	30%	48%	60%	47%	*	39%	*
Like it	42%	46%	38%	48%	50%	38%	37%	42%	*	42%	*
Dislike it	6%	9%	3%	12%	10%	6%	1%	6%	*	9%	*
Hate it	2%	3%	1%	0%	2%	3%	1%	1%	*	2%	*
Not sure	5%	5%	5%	7%	8%	5%	1%	4%	*	8%	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(715)	(322)	(393)	(101)	(172)	(249)	(193)	(487)	(80)	(108)	(40)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	45%	41%	51%	48%	52%	52%	42%	42%	39%	46%	54%	36%
Like it	42%	46%	43%	36%	42%	37%	37%	45%	43%	47%	41%	38%	45%
Dislike it	6%	5%	6%	8%	3%	6%	4%	8%	9%	7%	8%	4%	9%
Hate it	2%	0%	2%	2%	1%	2%	2%	0%	2%	0%	1%	1%	4%
Not sure	5%	4%	8%	2%	6%	3%	5%	5%	5%	7%	5%	3%	6%
Totals	101%	100%	100%	99%	100%	100%	100%	100%	101%	100%	101%	100%	100%
Unweighted N	(715)	(232)	(249)	(234)	(278)	(291)	(274)	(217)	(177)	(113)	(156)	(274)	(172)

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7I. Opinions on Christmas Movies — The Grinch

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	39%	46%	48%	45%	43%	33%	39%	*	57%	*
Like it	47%	47%	48%	39%	47%	50%	53%	50%	*	38%	*
Dislike it	3%	4%	3%	3%	5%	2%	4%	4%	*	3%	*
Hate it	1%	1%	1%	1%	1%	1%	1%	1%	*	0%	*
Not sure	6%	9%	3%	9%	2%	4%	8%	6%	*	1%	*
Totals	99%	100%	101%	100%	100%	100%	99%	100%	*	99%	*
Unweighted N	(819)	(364)	(455)	(200)	(223)	(258)	(138)	(518)	(94)	(141)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	45%	43%	40%	43%	43%	47%	40%	44%	38%	35%	53%	35%
Like it	47%	46%	44%	52%	42%	50%	46%	49%	46%	54%	56%	36%	53%
Dislike it	3%	4%	4%	2%	6%	3%	3%	4%	4%	4%	4%	4%	2%
Hate it	1%	1%	0%	2%	1%	2%	1%	2%	0%	1%	0%	1%	2%
Not sure	6%	5%	8%	4%	8%	2%	4%	5%	5%	4%	5%	6%	7%
Totals	99%	101%	99%	100%	100%	100%	101%	100%	99%	101%	100%	100%	99%
Unweighted N	(819)	(263)	(316)	(240)	(299)	(309)	(318)	(228)	(195)	(134)	(184)	(315)	(186)

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7J. Opinions on Christmas Movies — It's a Wonderful Life

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	43%	42%	44%	26%	39%	41%	56%	45%	*	*	*
Like it	48%	49%	47%	56%	47%	51%	40%	46%	*	*	*
Dislike it	4%	4%	5%	10%	7%	3%	2%	5%	*	*	*
Hate it	1%	2%	0%	2%	0%	1%	1%	1%	*	*	*
Not sure	4%	4%	4%	6%	7%	3%	2%	4%	*	*	*
Totals	100%	101%	100%	100%	100%	99%	101%	101%	*	*	*
Unweighted N	(739)	(344)	(395)	(112)	(176)	(251)	(200)	(523)	(79)	(89)	(48)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	43%	41%	38%	50%	46%	52%	46%	44%	38%	32%	48%	46%	41%
Like it	48%	52%	47%	45%	44%	41%	47%	50%	50%	54%	42%	46%	53%
Dislike it	4%	4%	7%	2%	6%	3%	2%	2%	8%	5%	6%	3%	5%
Hate it	1%	0%	2%	1%	0%	1%	2%	0%	0%	2%	1%	1%	0%
Not sure	4%	3%	6%	3%	4%	3%	3%	4%	4%	7%	4%	5%	0%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	101%	101%	99%
Unweighted N	(739)	(249)	(262)	(228)	(294)	(297)	(271)	(217)	(197)	(122)	(181)	(268)	(168)

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7K. Opinions on Christmas Movies — The Nightmare Before Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	44%	48%	52%	50%	44%	*	41%	*	62%	*
Like it	42%	45%	39%	40%	37%	43%	*	44%	*	30%	*
Dislike it	6%	6%	7%	2%	8%	8%	*	8%	*	4%	*
Hate it	2%	1%	2%	2%	3%	1%	*	2%	*	3%	*
Not sure	4%	5%	4%	4%	2%	3%	*	5%	*	1%	*
Totals	100%	101%	100%	100%	100%	99%	*	100%	*	100%	*
Unweighted N	(719)	(320)	(399)	(207)	(201)	(220)	(91)	(464)	(87)	(130)	(38)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	51%	45%	41%	46%	36%	55%	37%	38%	39%	35%	54%	50%
Like it	42%	40%	43%	43%	43%	45%	34%	48%	47%	51%	52%	32%	40%
Dislike it	6%	5%	7%	8%	5%	12%	6%	8%	5%	5%	6%	7%	6%
Hate it	2%	1%	2%	2%	1%	1%	1%	2%	2%	0%	2%	2%	2%
Not sure	4%	4%	4%	6%	4%	6%	3%	5%	7%	5%	5%	5%	2%
Totals	100%	101%	101%	100%	99%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(719)	(255)	(288)	(176)	(279)	(215)	(265)	(218)	(167)	(108)	(178)	(276)	(157)

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7L. Opinions on Christmas Movies — Christmas Vacation

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	46%	50%	43%	43%	50%	46%	45%	46%	*	45%	*
Like it	45%	43%	46%	48%	42%	45%	45%	45%	*	48%	*
Dislike it	5%	4%	6%	4%	4%	5%	5%	5%	*	3%	*
Hate it	1%	1%	2%	1%	1%	2%	1%	2%	*	1%	*
Not sure	3%	3%	3%	4%	2%	2%	3%	2%	*	3%	*
Totals	100%	101%	100%	100%	99%	100%	99%	100%	*	100%	*
Unweighted N	(689)	(327)	(362)	(131)	(178)	(252)	(128)	(496)	(61)	(101)	(31)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	46%	47%	42%	50%	41%	54%	47%	41%	52%	49%	43%	46%	48%
Like it	45%	42%	48%	44%	45%	40%	45%	49%	41%	45%	50%	44%	40%
Dislike it	5%	4%	7%	3%	6%	3%	5%	6%	3%	4%	4%	3%	8%
Hate it	1%	2%	2%	0%	3%	1%	2%	1%	1%	1%	2%	2%	1%
Not sure	3%	5%	2%	2%	5%	1%	2%	3%	2%	1%	1%	4%	4%
Totals	100%	100%	101%	99%	100%	99%	101%	100%	99%	100%	100%	99%	101%
Unweighted N	(689)	(216)	(229)	(244)	(248)	(288)	(241)	(206)	(184)	(109)	(162)	(263)	(155)

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7M. Opinions on Christmas Movies — The Polar Express

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	39%	50%	45%	44%	44%	49%	42%	*	54%	*
Like it	39%	41%	37%	34%	41%	41%	39%	42%	*	31%	*
Dislike it	9%	11%	8%	15%	8%	8%	4%	10%	*	12%	*
Hate it	2%	3%	2%	4%	3%	1%	2%	2%	*	0%	*
Not sure	4%	6%	3%	2%	4%	5%	7%	4%	*	3%	*
Totals	99%	100%	100%	100%	100%	99%	101%	100%	*	100%	*
Unweighted N	(711)	(296)	(415)	(183)	(178)	(227)	(123)	(470)	(91)	(110)	(40)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	49%	41%	47%	44%	45%	54%	42%	39%	42%	43%	50%	40%
Like it	39%	38%	40%	39%	42%	39%	34%	36%	46%	43%	37%	37%	40%
Dislike it	9%	8%	11%	8%	8%	10%	5%	14%	11%	10%	7%	9%	9%
Hate it	2%	3%	3%	1%	3%	2%	2%	3%	2%	2%	4%	1%	4%
Not sure	4%	3%	5%	5%	3%	4%	5%	5%	2%	3%	8%	2%	7%
Totals	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(711)	(231)	(276)	(204)	(271)	(250)	(281)	(184)	(178)	(116)	(152)	(286)	(157)

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7N. Opinions on Christmas Movies — The Santa Clause

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	38%	31%	44%	37%	45%	38%	30%	37%	*	40%	*
Like it	49%	54%	45%	42%	46%	51%	57%	50%	*	47%	*
Dislike it	5%	7%	3%	6%	4%	7%	2%	6%	*	5%	*
Hate it	1%	1%	1%	2%	1%	0%	1%	0%	*	2%	*
Not sure	7%	7%	6%	12%	4%	4%	10%	7%	*	5%	*
Totals	100%	100%	99%	99%	100%	100%	100%	100%	*	99%	*
Unweighted N	(736)	(325)	(411)	(161)	(234)	(229)	(112)	(497)	(88)	(115)	(36)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	38%	39%	32%	44%	39%	44%	45%	34%	33%	37%	32%	38%	44%
Like it	49%	48%	51%	48%	44%	49%	44%	55%	53%	54%	52%	50%	42%
Dislike it	5%	5%	7%	4%	7%	4%	3%	5%	8%	3%	6%	6%	4%
Hate it	1%	0%	1%	1%	1%	0%	1%	0%	2%	1%	0%	0%	2%
Not sure	7%	8%	9%	4%	9%	4%	7%	5%	4%	6%	10%	6%	7%
Totals	100%	100%	100%	101%	100%	101%	100%	99%	100%	101%	100%	100%	99%
Unweighted N	(736)	(247)	(263)	(226)	(277)	(265)	(289)	(220)	(169)	(104)	(166)	(283)	(183)

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70. Opinions on Christmas Movies — White Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	48%	40%	55%	*	41%	46%	57%	49%	*	*	*
Like it	43%	49%	39%	*	46%	48%	38%	44%	*	*	*
Dislike it	4%	5%	3%	*	5%	3%	3%	3%	*	*	*
Hate it	0%	0%	1%	*	1%	0%	0%	0%	*	*	*
Not sure	4%	6%	2%	*	7%	3%	1%	3%	*	*	*
Totals	99%	100%	100%	*	100%	100%	99%	99%	*	*	*
Unweighted N	(587)	(257)	(330)	(96)	(117)	(188)	(186)	(419)	(69)	(68)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	48%	49%	44%	52%	45%	53%	47%	53%	44%	*	48%	51%	45%
Like it	43%	42%	48%	41%	46%	39%	45%	39%	46%	*	41%	43%	47%
Dislike it	4%	5%	5%	3%	5%	3%	4%	4%	6%	*	4%	4%	3%
Hate it	0%	1%	1%	0%	0%	0%	0%	0%	1%	*	0%	1%	0%
Not sure	4%	4%	3%	4%	3%	4%	3%	4%	3%	*	7%	1%	4%
Totals	99%	101%	101%	100%	99%	99%	99%	100%	100%	*	100%	100%	99%
Unweighted N	(587)	(192)	(198)	(197)	(222)	(254)	(210)	(185)	(144)	(93)	(147)	(206)	(141)

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7P. Opinions on Christmas Movies — Frozen

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	30%	44%	35%	37%	43%	*	35%	*	39%	*
Like it	48%	52%	45%	46%	51%	44%	*	50%	*	47%	*
Dislike it	7%	9%	5%	12%	4%	8%	*	8%	*	7%	*
Hate it	2%	2%	2%	2%	1%	1%	*	1%	*	4%	*
Not sure	5%	6%	4%	5%	7%	3%	*	6%	*	3%	*
Totals	101%	99%	100%	100%	100%	99%	*	100%	*	100%	*
Unweighted N	(693)	(276)	(417)	(216)	(203)	(183)	(91)	(426)	(92)	(133)	(42)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	39%	35%	44%	37%	38%	43%	36%	34%	31%	28%	50%	34%
Like it	48%	49%	49%	45%	49%	49%	44%	49%	56%	59%	51%	41%	49%
Dislike it	7%	7%	8%	5%	9%	7%	6%	8%	5%	3%	10%	5%	10%
Hate it	2%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	3%
Not sure	5%	4%	6%	4%	3%	4%	5%	5%	4%	4%	10%	3%	3%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%
Unweighted N	(693)	(252)	(251)	(190)	(259)	(244)	(277)	(179)	(173)	(104)	(149)	(276)	(164)

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7Q. Opinions on Christmas Movies — Edward Scissorhands

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	33%	41%	44%	48%	36%	22%	31%	*	51%	*
Like it	47%	48%	47%	35%	41%	50%	60%	51%	*	42%	*
Dislike it	7%	7%	7%	8%	4%	9%	6%	7%	*	4%	*
Hate it	2%	1%	2%	2%	2%	1%	3%	2%	*	0%	*
Not sure	7%	11%	3%	11%	5%	5%	8%	8%	*	3%	*
Totals	100%	100%	100%	100%	100%	101%	99%	99%	*	100%	*
Unweighted N	(674)	(294)	(380)	(117)	(207)	(222)	(128)	(431)	(75)	(127)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	40%	36%	35%	33%	34%	45%	30%	35%	21%	34%	43%	41%
Like it	47%	46%	47%	49%	52%	46%	43%	53%	47%	64%	44%	44%	46%
Dislike it	7%	6%	7%	8%	6%	11%	5%	8%	9%	6%	9%	6%	6%
Hate it	2%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%	3%	0%
Not sure	7%	7%	7%	6%	7%	8%	5%	7%	8%	7%	12%	4%	7%
Totals	100%	100%	99%	100%	99%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(674)	(250)	(235)	(189)	(282)	(223)	(268)	(201)	(148)	(103)	(134)	(272)	(165)

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7R. Opinions on Christmas Movies — Santa Claus: The Movie

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	35%	43%	37%	44%	44%	31%	39%	*	40%	*
Like it	48%	50%	46%	47%	44%	49%	53%	49%	*	43%	*
Dislike it	4%	4%	3%	3%	4%	3%	5%	5%	*	4%	*
Hate it	1%	1%	0%	0%	1%	2%	0%	1%	*	0%	*
Not sure	8%	9%	7%	13%	7%	3%	11%	7%	*	13%	*
Totals	101%	99%	99%	100%	100%	101%	100%	101%	*	100%	*
Unweighted N	(648)	(284)	(364)	(151)	(186)	(195)	(116)	(396)	(91)	(114)	(47)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	40%	40%	39%	40%	41%	41%	44%	38%	35%	*	42%	38%	40%
Like it	48%	46%	48%	50%	45%	50%	44%	47%	55%	*	48%	47%	48%
Dislike it	4%	2%	5%	4%	4%	4%	2%	7%	3%	*	3%	6%	1%
Hate it	1%	1%	1%	1%	0%	1%	0%	1%	1%	*	0%	1%	1%
Not sure	8%	10%	8%	6%	10%	4%	9%	7%	5%	*	7%	8%	10%
Totals	101%	99%	101%	101%	100%	100%	99%	100%	99%	*	100%	100%	100%
Unweighted N	(648)	(219)	(232)	(197)	(228)	(253)	(255)	(178)	(160)	(93)	(145)	(258)	(152)

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7S. Opinions on Christmas Movies — The Muppet Christmas Carol

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	43%	39%	45%	36%	46%	43%	*	43%	*	*	*
Like it	46%	47%	46%	49%	43%	46%	*	47%	*	*	*
Dislike it	5%	6%	5%	3%	6%	7%	*	6%	*	*	*
Hate it	1%	2%	1%	0%	2%	3%	*	1%	*	*	*
Not sure	5%	6%	4%	12%	4%	2%	*	2%	*	*	*
Totals	100%	100%	101%	100%	101%	101%	*	99%	*	*	*
Unweighted N	(541)	(206)	(335)	(112)	(178)	(167)	(84)	(349)	(77)	(81)	(34)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	43%	54%	36%	39%	47%	41%	47%	50%	36%	*	43%	43%	43%
Like it	46%	39%	50%	48%	47%	49%	44%	38%	50%	*	48%	46%	40%
Dislike it	5%	3%	6%	7%	4%	4%	2%	5%	7%	*	6%	4%	7%
Hate it	1%	2%	0%	3%	0%	3%	3%	1%	0%	*	0%	0%	5%
Not sure	5%	2%	8%	3%	2%	3%	4%	6%	6%	*	2%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	*	99%	99%	99%
Unweighted N	(541)	(187)	(210)	(144)	(211)	(191)	(203)	(153)	(140)	(96)	(123)	(200)	(122)

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7T. Opinions on Christmas Movies — Scrooged

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	30%	41%	*	29%	37%	38%	32%	*	*	*
Like it	50%	55%	46%	*	57%	50%	47%	53%	*	*	*
Dislike it	6%	7%	5%	*	7%	5%	7%	6%	*	*	*
Hate it	0%	0%	0%	*	0%	0%	0%	0%	*	*	*
Not sure	8%	7%	8%	*	7%	8%	8%	9%	*	*	*
Totals	100%	99%	100%	*	100%	100%	100%	100%	*	*	*
Unweighted N	(602)	(286)	(316)	(80)	(150)	(226)	(146)	(394)	(74)	(95)	(39)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	44%	29%	36%	38%	42%	40%	35%	35%	*	30%	43%	25%
Like it	50%	43%	51%	55%	48%	49%	47%	53%	50%	*	61%	44%	55%
Dislike it	6%	6%	6%	6%	7%	4%	6%	3%	8%	*	4%	8%	5%
Hate it	0%	1%	0%	0%	0%	1%	0%	1%	0%	*	0%	0%	1%
Not sure	8%	5%	14%	3%	6%	4%	6%	9%	7%	*	5%	4%	14%
Totals	100%	99%	100%	100%	99%	100%	99%	101%	100%	*	100%	99%	100%
Unweighted N	(602)	(194)	(220)	(188)	(225)	(229)	(220)	(181)	(152)	(85)	(143)	(240)	(134)

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7U. Opinions on Christmas Movies — Gremlins

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	37%	28%	32%	38%	35%	21%	30%	*	*	*
Like it	54%	50%	58%	51%	57%	53%	56%	55%	*	*	*
Dislike it	6%	5%	7%	7%	1%	8%	8%	6%	*	*	*
Hate it	3%	2%	3%	4%	1%	1%	6%	3%	*	*	*
Not sure	5%	6%	4%	5%	3%	4%	8%	5%	*	*	*
Totals	100%	100%	100%	99%	100%	101%	99%	99%	*	*	*
Unweighted N	(650)	(302)	(348)	(126)	(173)	(220)	(131)	(436)	(80)	(93)	(41)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	39%	31%	27%	38%	33%	37%	26%	31%	32%	33%	30%	35%
Like it	54%	46%	57%	59%	43%	59%	49%	57%	56%	61%	47%	56%	53%
Dislike it	6%	5%	5%	9%	8%	4%	10%	5%	4%	4%	9%	6%	5%
Hate it	3%	4%	2%	2%	4%	1%	0%	6%	4%	2%	1%	4%	3%
Not sure	5%	5%	6%	3%	6%	3%	4%	7%	5%	2%	10%	3%	4%
Totals	100%	99%	101%	100%	99%	100%	100%	101%	100%	101%	100%	99%	100%
Unweighted N	(650)	(210)	(252)	(188)	(239)	(241)	(257)	(178)	(161)	(102)	(142)	(245)	(161)

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7V. Opinions on Christmas Movies — Scrooge

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	30%	26%	34%	19%	28%	34%	32%	30%	*	24%	*
Like it	56%	61%	51%	56%	57%	56%	55%	56%	*	70%	*
Dislike it	5%	5%	5%	4%	4%	6%	4%	6%	*	3%	*
Hate it	0%	0%	0%	0%	0%	0%	0%	0%	*	0%	*
Not sure	9%	7%	10%	20%	11%	5%	8%	9%	*	3%	*
Totals	100%	99%	100%	99%	100%	101%	99%	101%	*	100%	*
Unweighted N	(694)	(317)	(377)	(107)	(162)	(261)	(164)	(469)	(83)	(101)	(41)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	30%	33%	27%	32%	34%	34%	30%	32%	33%	29%	33%	33%	22%
Like it	56%	50%	54%	62%	45%	58%	56%	55%	53%	59%	49%	57%	61%
Dislike it	5%	6%	6%	3%	7%	3%	7%	4%	4%	5%	9%	3%	3%
Hate it	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Not sure	9%	11%	14%	2%	14%	5%	7%	10%	10%	7%	9%	7%	13%
Totals	100%	100%	101%	99%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(694)	(210)	(260)	(224)	(243)	(280)	(271)	(190)	(173)	(102)	(171)	(278)	(143)

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7W. Opinions on Christmas Movies — Bad Santa

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	34%	34%	35%	41%	30%	*	30%	*	*	*
Like it	49%	50%	48%	39%	48%	53%	*	50%	*	*	*
Dislike it	11%	10%	12%	20%	4%	12%	*	14%	*	*	*
Hate it	2%	1%	2%	0%	3%	1%	*	1%	*	*	*
Not sure	5%	5%	5%	7%	4%	4%	*	5%	*	*	*
Totals	101%	100%	101%	101%	100%	100%	*	100%	*	*	*
Unweighted N	(551)	(252)	(299)	(101)	(181)	(187)	(82)	(344)	(84)	(87)	(36)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	32%	34%	36%	33%	33%	38%	22%	41%	*	26%	36%	40%
Like it	49%	55%	50%	40%	53%	44%	44%	61%	42%	*	47%	48%	48%
Dislike it	11%	9%	7%	17%	8%	16%	10%	11%	13%	*	17%	10%	9%
Hate it	2%	2%	1%	1%	3%	2%	1%	2%	2%	*	1%	1%	2%
Not sure	5%	2%	8%	5%	3%	4%	6%	4%	3%	*	8%	5%	2%
Totals	101%	100%	100%	99%	100%	99%	99%	100%	101%	*	99%	100%	101%
Unweighted N	(551)	(193)	(190)	(168)	(205)	(192)	(222)	(168)	(129)	(80)	(124)	(225)	(122)

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7X. Opinions on Christmas Movies — Jack Frost

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	26%	35%	27%	35%	36%	22%	27%	*	34%	*
Like it	53%	55%	52%	60%	40%	50%	68%	56%	*	52%	*
Dislike it	5%	4%	6%	2%	12%	4%	2%	6%	*	4%	*
Hate it	2%	3%	2%	1%	3%	3%	2%	2%	*	2%	*
Not sure	8%	11%	6%	10%	11%	7%	6%	9%	*	8%	*
Totals	99%	99%	101%	100%	101%	100%	100%	100%	*	100%	*
Unweighted N	(600)	(269)	(331)	(144)	(161)	(189)	(106)	(360)	(97)	(109)	(34)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	35%	29%	29%	33%	31%	38%	28%	24%	*	25%	32%	30%
Like it	53%	53%	55%	52%	52%	51%	47%	57%	61%	*	57%	55%	48%
Dislike it	5%	5%	3%	7%	5%	7%	4%	9%	4%	*	7%	4%	4%
Hate it	2%	1%	2%	4%	2%	4%	2%	1%	2%	*	2%	2%	4%
Not sure	8%	5%	11%	8%	8%	7%	10%	5%	10%	*	9%	6%	13%
Totals	99%	99%	100%	100%	100%	100%	101%	100%	101%	*	100%	99%	99%
Unweighted N	(600)	(189)	(225)	(186)	(195)	(218)	(248)	(171)	(127)	(80)	(132)	(244)	(144)

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7Y. Opinions on Christmas Movies — Jingle All the Way

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	29%	24%	33%	38%	27%	26%	28%	23%	*	*	*
Like it	56%	60%	52%	38%	56%	60%	62%	62%	*	*	*
Dislike it	5%	6%	5%	8%	9%	5%	1%	6%	*	*	*
Hate it	1%	0%	1%	1%	0%	1%	0%	1%	*	*	*
Not sure	9%	9%	9%	14%	8%	8%	9%	8%	*	*	*
Totals	100%	99%	100%	99%	100%	100%	100%	100%	*	*	*
Unweighted N	(567)	(260)	(307)	(107)	(190)	(170)	(100)	(354)	(84)	(99)	(30)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	29%	42%	23%	24%	39%	27%	28%	27%	36%	*	22%	35%	25%
Like it	56%	45%	55%	66%	47%	60%	55%	60%	51%	*	62%	50%	57%
Dislike it	5%	4%	10%	3%	5%	4%	7%	2%	7%	*	8%	4%	4%
Hate it	1%	0%	0%	1%	0%	2%	0%	1%	0%	*	1%	1%	0%
Not sure	9%	9%	12%	6%	10%	7%	9%	10%	6%	*	6%	10%	14%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	*	99%	100%	100%
Unweighted N	(567)	(172)	(211)	(184)	(178)	(223)	(220)	(162)	(140)	(78)	(129)	(245)	(115)

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7Z. Opinions on Christmas Movies — Little Women

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	28%	40%	32%	40%	35%	38%	38%	*	*	*
Like it	49%	49%	49%	51%	45%	50%	52%	49%	*	*	*
Dislike it	7%	11%	5%	9%	7%	8%	5%	6%	*	*	*
Hate it	0%	0%	1%	0%	1%	0%	1%	0%	*	*	*
Not sure	7%	12%	5%	8%	8%	8%	4%	7%	*	*	*
Totals	100%	100%	100%	100%	101%	101%	100%	100%	*	*	*
Unweighted N	(449)	(135)	(314)	(105)	(127)	(107)	(110)	(272)	(63)	(80)	(34)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	37%	34%	38%	39%	40%	41%	34%	37%	*	36%	41%	28%
Like it	49%	48%	48%	52%	45%	50%	49%	53%	50%	*	50%	47%	53%
Dislike it	7%	8%	6%	7%	8%	5%	5%	5%	7%	*	9%	7%	7%
Hate it	0%	0%	1%	0%	1%	0%	0%	0%	0%	*	0%	0%	2%
Not sure	7%	6%	12%	3%	7%	5%	6%	9%	7%	*	5%	5%	11%
Totals	100%	99%	101%	100%	100%	100%	101%	101%	101%	*	100%	100%	101%
Unweighted N	(449)	(187)	(133)	(129)	(199)	(166)	(168)	(129)	(117)	(71)	(102)	(161)	(115)

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7AA. Opinions on Christmas Movies — Love Actually

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	38%	30%	43%	*	37%	31%	*	39%	*	*	*
Like it	47%	46%	47%	*	44%	53%	*	44%	*	*	*
Dislike it	6%	11%	4%	*	5%	5%	*	7%	*	*	*
Hate it	3%	5%	1%	*	7%	1%	*	3%	*	*	*
Not sure	6%	9%	5%	*	7%	9%	*	7%	*	*	*
Totals	100%	101%	100%	*	100%	99%	*	100%	*	*	*
Unweighted N	(406)	(154)	(252)	(95)	(117)	(128)	(66)	(264)	(40)	(71)	(31)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	38%	49%	25%	38%	40%	35%	43%	34%	37%	*	*	52%	*
Like it	47%	38%	56%	48%	46%	51%	43%	51%	47%	*	*	38%	*
Dislike it	6%	8%	6%	5%	7%	8%	3%	5%	10%	*	*	5%	*
Hate it	3%	1%	2%	6%	2%	2%	1%	6%	2%	*	*	0%	*
Not sure	6%	5%	10%	4%	5%	5%	10%	4%	4%	*	*	4%	*
Totals	100%	101%	99%	101%	100%	101%	100%	100%	100%	*	*	99%	*
Unweighted N	(406)	(159)	(132)	(115)	(170)	(146)	(133)	(118)	(127)	(57)	(95)	(155)	(99)

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7AB. Opinions on Christmas Movies — Christmas with the Kranks

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	29%	35%	29%	32%	31%	*	28%	*	*	*
Like it	47%	47%	46%	39%	43%	52%	*	48%	*	*	*
Dislike it	11%	12%	9%	19%	13%	5%	*	12%	*	*	*
Hate it	3%	6%	1%	4%	0%	6%	*	2%	*	*	*
Not sure	7%	6%	9%	10%	12%	5%	*	9%	*	*	*
Totals	101%	100%	100%	101%	100%	99%	*	99%	*	*	*
Unweighted N	(489)	(190)	(299)	(119)	(142)	(144)	(84)	(339)	(45)	(90)	(15)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	40%	27%	33%	41%	35%	39%	34%	24%	*	30%	31%	39%
Like it	47%	40%	50%	48%	44%	45%	48%	44%	48%	*	45%	50%	43%
Dislike it	11%	15%	6%	11%	10%	11%	5%	17%	11%	*	19%	9%	6%
Hate it	3%	1%	5%	2%	1%	2%	2%	0%	7%	*	0%	3%	4%
Not sure	7%	4%	12%	6%	5%	6%	6%	5%	10%	*	6%	8%	8%
Totals	101%	100%	100%	100%	101%	99%	100%	100%	100%	*	100%	101%	100%
Unweighted N	(489)	(133)	(186)	(170)	(158)	(212)	(197)	(149)	(103)	(76)	(120)	(179)	(114)

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7AC. Opinions on Christmas Movies — Klaus

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	35%	37%	*	39%	38%	*	33%	*	*	*
Like it	49%	50%	48%	*	51%	50%	*	50%	*	*	*
Dislike it	5%	7%	4%	*	2%	2%	*	7%	*	*	*
Hate it	0%	0%	0%	*	0%	0%	*	0%	*	*	*
Not sure	10%	7%	12%	*	9%	9%	*	9%	*	*	*
Totals	100%	99%	101%	*	101%	99%	*	99%	*	*	*
Unweighted N	(374)	(166)	(208)	(97)	(117)	(106)	(54)	(227)	(57)	(70)	(20)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	37%	38%	34%	35%	32%	35%	33%	*	*	*	38%	*
Like it	49%	46%	47%	53%	49%	54%	48%	51%	*	*	*	49%	*
Dislike it	5%	6%	3%	7%	6%	6%	4%	9%	*	*	*	5%	*
Hate it	0%	0%	0%	0%	0%	0%	0%	0%	*	*	*	0%	*
Not sure	10%	11%	12%	6%	10%	7%	13%	6%	*	*	*	7%	*
Totals	100%	100%	100%	100%	100%	99%	100%	99%	*	*	*	99%	*
Unweighted N	(374)	(123)	(137)	(114)	(139)	(138)	(154)	(112)	(87)	(61)	(82)	(142)	(89)

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7AD. Opinions on Christmas Movies — The Holiday

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	24%	42%	*	32%	*	*	33%	*	*	*
Like it	51%	61%	45%	*	52%	*	*	56%	*	*	*
Dislike it	3%	4%	3%	*	4%	*	*	3%	*	*	*
Hate it	1%	2%	0%	*	0%	*	*	0%	*	*	*
Not sure	10%	10%	10%	*	13%	*	*	9%	*	*	*
Totals	100%	101%	100%	*	101%	*	*	101%	*	*	*
Unweighted N	(394)	(153)	(241)	(96)	(129)	(97)	(72)	(239)	(63)	(72)	(20)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	35%	40%	25%	39%	42%	37%	34%	32%	41%	*	*	41%	*
Like it	51%	51%	51%	52%	44%	54%	52%	56%	47%	*	*	48%	*
Dislike it	3%	4%	1%	4%	5%	2%	3%	3%	4%	*	*	1%	*
Hate it	1%	0%	2%	0%	0%	0%	2%	0%	0%	*	*	2%	*
Not sure	10%	4%	21%	6%	9%	7%	9%	9%	7%	*	*	9%	*
Totals	100%	99%	100%	101%	100%	100%	100%	100%	99%	*	*	101%	*
Unweighted N	(394)	(148)	(128)	(118)	(150)	(156)	(141)	(109)	(115)	(65)	(76)	(155)	(98)

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7AE. Opinions on Christmas Movies — The Christmas Chronicles

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	36%	27%	46%	28%	*	*	*	32%	*	*	*
Like it	48%	53%	42%	52%	*	*	*	53%	*	*	*
Dislike it	5%	3%	8%	8%	*	*	*	4%	*	*	*
Hate it	0%	0%	0%	0%	*	*	*	0%	*	*	*
Not sure	11%	17%	4%	12%	*	*	*	10%	*	*	*
Totals	100%	100%	100%	100%	*	*	*	99%	*	*	*
Unweighted N	(300)	(139)	(161)	(110)	(92)	(67)	(31)	(179)	(39)	(63)	(19)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	36%	35%	*	*	*	39%	39%	*	*	*	*	44%	*
Like it	48%	50%	*	*	*	44%	42%	*	*	*	*	48%	*
Dislike it	5%	6%	*	*	*	5%	10%	*	*	*	*	3%	*
Hate it	0%	0%	*	*	*	0%	0%	*	*	*	*	0%	*
Not sure	11%	8%	*	*	*	11%	10%	*	*	*	*	5%	*
Totals	100%	99%	*	*	*	99%	101%	*	*	*	*	100%	*
Unweighted N	(300)	(106)	(99)	(95)	(92)	(117)	(100)	(92)	(78)	(39)	(57)	(131)	(73)

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7AF. Opinions on Christmas Movies — Red One

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	39%	46%	*	*	*	*	33%	*	*	*
Like it	43%	47%	38%	*	*	*	*	51%	*	*	*
Dislike it	7%	6%	8%	*	*	*	*	7%	*	*	*
Hate it	3%	1%	4%	*	*	*	*	2%	*	*	*
Not sure	6%	7%	4%	*	*	*	*	6%	*	*	*
Totals	101%	100%	100%	*	*	*	*	99%	*	*	*
Unweighted N	(284)	(141)	(143)	(79)	(84)	(84)	(37)	(173)	(42)	(55)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	43%	*	*	35%	42%	*	*	*	*	*	53%	*
Like it	43%	44%	*	*	51%	41%	*	*	*	*	*	38%	*
Dislike it	7%	7%	*	*	8%	11%	*	*	*	*	*	3%	*
Hate it	3%	2%	*	*	1%	2%	*	*	*	*	*	1%	*
Not sure	6%	5%	*	*	5%	4%	*	*	*	*	*	5%	*
Totals	101%	101%	*	*	100%	100%	*	*	*	*	*	100%	*
Unweighted N	(284)	(101)	(99)	(84)	(102)	(105)	(96)	(85)	(76)	(40)	(52)	(119)	(73)

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7AG. Opinions on Christmas Movies — Four Christmases

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	41%	39%	*	44%	*	*	32%	*	*	*
Like it	49%	44%	53%	*	45%	*	*	59%	*	*	*
Dislike it	6%	9%	3%	*	5%	*	*	4%	*	*	*
Hate it	0%	0%	0%	*	0%	*	*	0%	*	*	*
Not sure	5%	6%	5%	*	6%	*	*	5%	*	*	*
Totals	99%	100%	100%	*	100%	*	*	100%	*	*	*
Unweighted N	(316)	(130)	(186)	(85)	(101)	(91)	(39)	(206)	(45)	(51)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	49%	45%	25%	38%	27%	46%	*	*	*	*	40%	*
Like it	49%	44%	42%	63%	51%	59%	45%	*	*	*	*	50%	*
Dislike it	6%	3%	8%	6%	2%	7%	4%	*	*	*	*	7%	*
Hate it	0%	0%	0%	0%	0%	0%	0%	*	*	*	*	0%	*
Not sure	5%	5%	5%	6%	9%	6%	5%	*	*	*	*	3%	*
Totals	99%	101%	100%	100%	100%	99%	100%	*	*	*	*	100%	*
Unweighted N	(316)	(111)	(103)	(102)	(124)	(125)	(107)	(91)	(94)	(46)	(68)	(126)	(76)

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7AH. Opinions on Christmas Movies — A Bad Moms Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	39%	29%	47%	47%	34%	*	*	38%	*	*	*
Like it	43%	46%	40%	33%	52%	*	*	46%	*	*	*
Dislike it	10%	13%	8%	13%	3%	*	*	9%	*	*	*
Hate it	0%	1%	0%	0%	1%	*	*	0%	*	*	*
Not sure	8%	11%	5%	7%	11%	*	*	8%	*	*	*
Totals	100%	100%	100%	100%	101%	*	*	101%	*	*	*
Unweighted N	(292)	(121)	(171)	(100)	(100)	(63)	(29)	(161)	(51)	(67)	(13)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	39%	42%	40%	*	43%	*	33%	*	*	*	*	41%	*
Like it	43%	49%	30%	*	48%	*	39%	*	*	*	*	45%	*
Dislike it	10%	5%	14%	*	5%	*	14%	*	*	*	*	10%	*
Hate it	0%	0%	1%	*	0%	*	0%	*	*	*	*	1%	*
Not sure	8%	3%	15%	*	3%	*	13%	*	*	*	*	3%	*
Totals	100%	99%	100%	*	99%	*	99%	*	*	*	*	100%	*
Unweighted N	(292)	(110)	(106)	(76)	(114)	(91)	(107)	(85)	(81)	(65)	(52)	(113)	(62)

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7AI. Opinions on Christmas Movies — Meet Me in St. Louis

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	38%	30%	43%	*	*	*	40%	36%	*	*	*
Like it	46%	54%	40%	*	*	*	43%	51%	*	*	*
Dislike it	5%	7%	4%	*	*	*	4%	3%	*	*	*
Hate it	0%	0%	0%	*	*	*	0%	0%	*	*	*
Not sure	12%	10%	13%	*	*	*	12%	10%	*	*	*
Totals	101%	101%	100%	*	*	*	99%	100%	*	*	*
Unweighted N	(263)	(110)	(153)	(46)	(48)	(68)	(101)	(182)	(31)	(39)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	38%	*	*	*	44%	40%	*	*	*	*	*	*	*
Like it	46%	*	*	*	42%	48%	*	*	*	*	*	*	*
Dislike it	5%	*	*	*	5%	5%	*	*	*	*	*	*	*
Hate it	0%	*	*	*	0%	0%	*	*	*	*	*	*	*
Not sure	12%	*	*	*	9%	7%	*	*	*	*	*	*	*
Totals	101%	*	*	*	100%	100%	*	*	*	*	*	*	*
Unweighted N	(263)	(94)	(80)	(89)	(100)	(111)	(78)	(88)	(66)	(49)	(58)	(95)	(61)

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7AJ. Opinions on Christmas Movies — Last Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	32%	25%	38%	*	34%	*	*	28%	*	*	*
Like it	48%	56%	42%	*	44%	*	*	51%	*	*	*
Dislike it	4%	4%	4%	*	4%	*	*	5%	*	*	*
Hate it	0%	0%	0%	*	0%	*	*	0%	*	*	*
Not sure	15%	15%	15%	*	18%	*	*	16%	*	*	*
Totals	99%	100%	99%	*	100%	*	*	100%	*	*	*
Unweighted N	(316)	(133)	(183)	(94)	(110)	(85)	(27)	(171)	(72)	(61)	(12)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	32%	39%	26%	*	37%	31%	30%	*	36%	*	*	46%	*
Like it	48%	46%	46%	*	49%	54%	51%	*	48%	*	*	38%	*
Dislike it	4%	4%	3%	*	2%	4%	1%	*	7%	*	*	3%	*
Hate it	0%	0%	0%	*	0%	1%	1%	*	0%	*	*	1%	*
Not sure	15%	11%	25%	*	13%	11%	17%	*	10%	*	*	13%	*
Totals	99%	100%	100%	*	101%	101%	100%	*	101%	*	*	101%	*
Unweighted N	(316)	(119)	(103)	(94)	(120)	(118)	(106)	(86)	(104)	(54)	(54)	(131)	(77)

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7AK. Opinions on Christmas Movies — Deck the Halls

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	24%	31%	*	27%	26%	*	19%	*	*	*
Like it	50%	53%	48%	*	53%	51%	*	55%	*	*	*
Dislike it	6%	8%	5%	*	7%	6%	*	8%	*	*	*
Hate it	1%	0%	1%	*	0%	0%	*	1%	*	*	*
Not sure	14%	14%	15%	*	14%	17%	*	17%	*	*	*
Totals	99%	99%	100%	*	101%	100%	*	100%	*	*	*
Unweighted N	(351)	(156)	(195)	(77)	(110)	(103)	(61)	(214)	(58)	(60)	(19)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	41%	15%	29%	26%	27%	30%	32%	*	*	*	34%	*
Like it	50%	41%	58%	51%	48%	46%	53%	45%	*	*	*	45%	*
Dislike it	6%	5%	8%	6%	6%	7%	4%	7%	*	*	*	5%	*
Hate it	1%	1%	0%	1%	0%	1%	1%	1%	*	*	*	1%	*
Not sure	14%	11%	18%	14%	19%	18%	12%	15%	*	*	*	15%	*
Totals	99%	99%	99%	101%	99%	99%	100%	100%	*	*	*	100%	*
Unweighted N	(351)	(108)	(129)	(114)	(121)	(141)	(141)	(102)	(83)	(59)	(64)	(148)	(80)

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7AL. Opinions on Christmas Movies — Shazam!

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	25%	24%	27%	42%	*	16%	*	17%	*	*	*
Like it	52%	54%	49%	47%	*	58%	*	57%	*	*	*
Dislike it	12%	11%	13%	3%	*	18%	*	12%	*	*	*
Hate it	3%	4%	2%	6%	*	0%	*	4%	*	*	*
Not sure	8%	7%	10%	2%	*	8%	*	9%	*	*	*
Totals	100%	100%	101%	100%	*	100%	*	99%	*	*	*
Unweighted N	(343)	(189)	(154)	(109)	(98)	(105)	(31)	(191)	(70)	(67)	(15)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	25%	29%	22%	*	25%	30%	27%	*	*	*	*	30%	*
Like it	52%	50%	56%	*	50%	54%	51%	*	*	*	*	53%	*
Dislike it	12%	12%	10%	*	15%	5%	12%	*	*	*	*	8%	*
Hate it	3%	3%	4%	*	3%	1%	1%	*	*	*	*	3%	*
Not sure	8%	6%	8%	*	7%	10%	9%	*	*	*	*	6%	*
Totals	100%	100%	100%	*	100%	100%	100%	*	*	*	*	100%	*
Unweighted N	(343)	(128)	(133)	(82)	(125)	(110)	(139)	(90)	(85)	(55)	(52)	(140)	(96)

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7AM. Opinions on Christmas Movies — Fred Claus

What is your opinion of the following movie?

Among people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	27%	26%	27%	*	*	*	*	20%	*	*	*
Like it	57%	55%	59%	*	*	*	*	61%	*	*	*
Dislike it	7%	7%	8%	*	*	*	*	9%	*	*	*
Hate it	1%	1%	0%	*	*	*	*	1%	*	*	*
Not sure	8%	11%	5%	*	*	*	*	10%	*	*	*
Totals	100%	100%	99%	*	*	*	*	101%	*	*	*
Unweighted N	(340)	(144)	(196)	(88)	(98)	(97)	(57)	(211)	(44)	(72)	(13)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	27%	30%	25%	25%	30%	24%	27%	*	*	*	*	31%	*
Like it	57%	52%	62%	58%	56%	57%	60%	*	*	*	*	57%	*
Dislike it	7%	9%	6%	8%	7%	9%	8%	*	*	*	*	4%	*
Hate it	1%	1%	0%	1%	1%	1%	1%	*	*	*	*	1%	*
Not sure	8%	8%	8%	8%	7%	8%	5%	*	*	*	*	7%	*
Totals	100%	100%	101%	100%	101%	99%	101%	*	*	*	*	100%	*
Unweighted N	(340)	(114)	(110)	(116)	(121)	(144)	(124)	(99)	(88)	(47)	(75)	(126)	(92)

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7AN. Opinions on Christmas Movies — Serendipity

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	35%	28%	41%	*	*	*	*	32%	*	*	*
Like it	51%	59%	46%	*	*	*	*	50%	*	*	*
Dislike it	6%	6%	5%	*	*	*	*	9%	*	*	*
Hate it	0%	0%	0%	*	*	*	*	0%	*	*	*
Not sure	7%	7%	7%	*	*	*	*	10%	*	*	*
Totals	99%	100%	99%	*	*	*	*	101%	*	*	*
Unweighted N	(236)	(105)	(131)	(44)	(82)	(70)	(40)	(146)	(34)	(42)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	35%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(236)	(83)	(74)	(79)	(92)	(94)	(80)	(58)	(82)	(41)	(42)	(99)	(54)

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7AO. Opinions on Christmas Movies — The Princess Switch

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	*	42%	*	*	*	*	31%	*	*	*
Like it	45%	*	45%	*	*	*	*	57%	*	*	*
Dislike it	10%	*	9%	*	*	*	*	7%	*	*	*
Hate it	1%	*	0%	*	*	*	*	2%	*	*	*
Not sure	5%	*	5%	*	*	*	*	4%	*	*	*
Totals	101%	*	101%	*	*	*	*	101%	*	*	*
Unweighted N	(201)	(76)	(125)	(80)	(64)	(37)	(20)	(108)	(30)	(47)	(16)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	40%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	45%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	10%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(201)	(78)	(65)	(58)	(62)	(79)	(73)	(61)	(51)	(33)	(46)	(78)	(44)

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7AP. Opinions on Christmas Movies — A Christmas Prince

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	40%	*	39%	*	*	*	*	36%	*	*	*
Like it	44%	*	42%	*	*	*	*	50%	*	*	*
Dislike it	8%	*	10%	*	*	*	*	7%	*	*	*
Hate it	1%	*	0%	*	*	*	*	0%	*	*	*
Not sure	8%	*	9%	*	*	*	*	7%	*	*	*
Totals	101%	*	100%	*	*	*	*	100%	*	*	*
Unweighted N	(199)	(80)	(119)	(65)	(71)	(44)	(19)	(115)	(35)	(37)	(12)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	40%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	44%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	8%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	8%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(199)	(85)	(59)	(55)	(81)	(65)	(63)	(53)	(66)	(42)	(38)	(77)	(42)

YouGov Survey: Holiday Movies

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7AQ. Opinions on Christmas Movies — Office Christmas Party

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	30%	37%	*	*	*	*	30%	*	*	*
Like it	51%	54%	47%	*	*	*	*	54%	*	*	*
Dislike it	8%	9%	8%	*	*	*	*	10%	*	*	*
Hate it	1%	1%	1%	*	*	*	*	0%	*	*	*
Not sure	6%	6%	7%	*	*	*	*	6%	*	*	*
Totals	99%	100%	100%	*	*	*	*	100%	*	*	*
Unweighted N	(224)	(116)	(108)	(59)	(70)	(72)	(23)	(134)	(33)	(43)	(14)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	8%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	6%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(224)	(77)	(71)	(76)	(86)	(87)	(74)	(61)	(78)	(38)	(45)	(80)	(61)

YouGov Survey: Holiday Movies

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7AR. Opinions on Christmas Movies — The Christmas Train

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	32%	42%	*	*	*	*	37%	*	*	*
Like it	49%	48%	50%	*	*	*	*	51%	*	*	*
Dislike it	6%	8%	4%	*	*	*	*	6%	*	*	*
Hate it	0%	0%	0%	*	*	*	*	0%	*	*	*
Not sure	8%	12%	4%	*	*	*	*	5%	*	*	*
Totals	100%	100%	100%	*	*	*	*	99%	*	*	*
Unweighted N	(209)	(109)	(100)	(63)	(59)	(38)	(49)	(113)	(36)	(47)	(13)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	49%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	8%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(209)	(77)	(62)	(70)	(82)	(79)	(76)	(59)	(58)	(37)	(40)	(78)	(54)

YouGov Survey: Holiday Movies

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7AS. Opinions on Christmas Movies — Silver Linings Playbook

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	28%	28%	29%	*	*	*	*	27%	*	*	*
Like it	47%	45%	48%	*	*	*	*	44%	*	*	*
Dislike it	9%	6%	12%	*	*	*	*	10%	*	*	*
Hate it	4%	6%	3%	*	*	*	*	6%	*	*	*
Not sure	12%	15%	9%	*	*	*	*	13%	*	*	*
Totals	100%	100%	101%	*	*	*	*	100%	*	*	*
Unweighted N	(259)	(113)	(146)	(62)	(93)	(71)	(33)	(174)	(22)	(46)	(17)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	28%	37%	*	*	38%	*	*	*	*	*	*	30%	*
Like it	47%	43%	*	*	41%	*	*	*	*	*	*	47%	*
Dislike it	9%	9%	*	*	9%	*	*	*	*	*	*	10%	*
Hate it	4%	0%	*	*	0%	*	*	*	*	*	*	0%	*
Not sure	12%	11%	*	*	12%	*	*	*	*	*	*	12%	*
Totals	100%	100%	*	*	100%	*	*	*	*	*	*	99%	*
Unweighted N	(259)	(107)	(80)	(72)	(116)	(89)	(79)	(77)	(88)	(41)	(51)	(103)	(64)

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7AT. Opinions on Christmas Movies — Noelle

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	31%	*	33%	*	*	*	*	24%	*	*	*
Like it	55%	*	53%	*	*	*	*	60%	*	*	*
Dislike it	3%	*	2%	*	*	*	*	6%	*	*	*
Hate it	1%	*	0%	*	*	*	*	1%	*	*	*
Not sure	9%	*	12%	*	*	*	*	9%	*	*	*
Totals	99%	*	100%	*	*	*	*	100%	*	*	*
Unweighted N	(196)	(96)	(100)	(64)	(67)	(43)	(22)	(111)	(35)	(39)	(11)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	31%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	55%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	3%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	9%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(196)	(64)	(79)	(53)	(65)	(72)	(68)	(51)	(64)	(38)	(40)	(81)	(37)

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7AU. Opinions on Christmas Movies — Arthur Christmas

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	*	37%	*	*	*	*	20%	*	*	*
Like it	44%	*	40%	*	*	*	*	53%	*	*	*
Dislike it	10%	*	11%	*	*	*	*	8%	*	*	*
Hate it	1%	*	0%	*	*	*	*	2%	*	*	*
Not sure	12%	*	11%	*	*	*	*	17%	*	*	*
Totals	100%	*	99%	*	*	*	*	100%	*	*	*
Unweighted N	(198)	(93)	(105)	(76)	(65)	(40)	(17)	(101)	(45)	(42)	(10)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	44%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	10%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	12%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(198)	(77)	(67)	(54)	(81)	(57)	(72)	(62)	(42)	(28)	(45)	(88)	(37)

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7AV. Opinions on Christmas Movies — The Holdovers

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	45%	*	*	*	*	*	*	*	*	*	*
Like it	43%	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(141)	(65)	(76)	(44)	(43)	(36)	(18)	(85)	(16)	(34)	(6)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	45%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	43%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	6%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	0%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	5%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	99%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(141)	(72)	(43)	(26)	(74)	(44)	(33)	(47)	(53)	(21)	(19)	(62)	(39)

YouGov Survey: Holiday Movies

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7AW. Opinions on Christmas Movies — Love Hard

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	42%	*	*	*	*	*	*	*	*	*	*
Like it	45%	*	*	*	*	*	*	*	*	*	*
Dislike it	5%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(121)	(53)	(68)	(55)	(49)	(16)	(1)	(56)	(24)	(36)	(5)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	42%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	45%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	5%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(121)	(52)	(43)	(26)	(40)	(46)	(38)	(41)	(35)	(24)	(14)	(46)	(37)

YouGov Survey: Holiday Movies

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7AX. Opinions on Christmas Movies — Holidate

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	33%	*	*	*	*	*	*	*	*	*	*
Like it	47%	*	*	*	*	*	*	*	*	*	*
Dislike it	11%	*	*	*	*	*	*	*	*	*	*
Hate it	2%	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(159)	(71)	(88)	(64)	(54)	(32)	(9)	(82)	(25)	(45)	(7)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	33%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	47%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	11%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	2%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(159)	(63)	(53)	(43)	(57)	(56)	(44)	(53)	(50)	(28)	(30)	(70)	(31)

YouGov Survey: Holiday Movies

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7AY. Opinions on Christmas Movies — Spirited

What is your opinion of the following movie?

Among people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	34%	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*
Dislike it	8%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(175)	(86)	(89)	(76)	(48)	(41)	(10)	(94)	(32)	(40)	(9)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	34%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	51%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	8%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	7%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	101%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(175)	(74)	(66)	(35)	(74)	(59)	(63)	(42)	(56)	(29)	(32)	(72)	(42)

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7AZ. Opinions on Christmas Movies — Hot Frosty

What is your opinion of the following movie?

Among people who say they have seen each movie

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Love it	37%	*	*	*	*	*	*	*	*	*	*
Like it	50%	*	*	*	*	*	*	*	*	*	*
Dislike it	10%	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(58)	(78)	(59)	(48)	(22)	(7)	(76)	(23)	(36)	(1)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Love it	37%	*	*	*	*	*	*	*	*	*	*	*	*
Like it	50%	*	*	*	*	*	*	*	*	*	*	*	*
Dislike it	10%	*	*	*	*	*	*	*	*	*	*	*	*
Hate it	1%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*	*	*
Totals	100%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(136)	(64)	(39)	(33)	(61)	(43)	(53)	(34)	(40)	(33)	(21)	(49)	(33)

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8A. Is It a Christmas Movie — The Nightmare Before Christmas

And would you say this movie should be considered a Christmas movie, or not?

Asked of people who say they have seen each movie

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	73%	78%	69%	82%	76%	67%	*	72%	*	75%	*
No	15%	12%	17%	11%	18%	18%	*	14%	*	19%	*
Not sure	12%	10%	13%	7%	6%	15%	*	13%	*	6%	*
Totals	100%	100%	99%	100%	100%	100%	*	99%	*	100%	*
Unweighted N	(716)	(319)	(397)	(207)	(200)	(219)	(90)	(464)	(85)	(129)	(38)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	73%	78%	74%	66%	74%	70%	77%	70%	74%	81%	75%	71%	70%
No	15%	12%	14%	20%	14%	21%	14%	14%	19%	11%	14%	17%	15%
Not sure	12%	9%	12%	14%	12%	10%	10%	16%	7%	8%	10%	12%	15%
Totals	100%	99%	100%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(716)	(252)	(288)	(176)	(277)	(215)	(263)	(218)	(166)	(108)	(177)	(275)	(156)

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8B. Is It a Christmas Movie — Die Hard

And would you say this movie should be considered a Christmas movie, or not?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	44%	47%	40%	44%	53%	44%	34%	45%	37%	43%	*
No	45%	47%	42%	37%	37%	47%	53%	42%	48%	53%	*
Not sure	12%	6%	17%	20%	10%	9%	14%	13%	16%	4%	*
Totals	101%	100%	99%	101%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(781)	(382)	(399)	(133)	(203)	(270)	(175)	(509)	(100)	(120)	(52)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	44%	43%	45%	42%	47%	50%	43%	43%	43%	46%	44%	43%	42%
No	45%	44%	41%	49%	41%	41%	44%	44%	48%	44%	39%	48%	45%
Not sure	12%	13%	14%	9%	12%	9%	13%	13%	8%	10%	17%	9%	13%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(781)	(258)	(285)	(238)	(303)	(291)	(285)	(214)	(207)	(122)	(175)	(306)	(178)

YouGov Survey: Holiday Movies

December 5 - 11, 2025 - 2,230 U.S. adult citizens



8C. Is It a Christmas Movie — Gremlins

And would you say this movie should be considered a Christmas movie, or not?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	36%	36%	36%	37%	55%	34%	20%	34%	*	*	*
No	51%	46%	55%	47%	33%	56%	62%	53%	*	*	*
Not sure	13%	18%	9%	16%	12%	10%	18%	14%	*	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	101%	*	*	*
Unweighted N	(651)	(302)	(349)	(126)	(173)	(221)	(131)	(437)	(81)	(92)	(41)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	36%	38%	36%	33%	41%	35%	35%	32%	41%	34%	33%	36%	41%
No	51%	50%	47%	56%	45%	54%	49%	56%	48%	51%	56%	52%	42%
Not sure	13%	12%	17%	11%	14%	10%	16%	12%	12%	15%	10%	12%	17%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	99%	100%	100%
Unweighted N	(651)	(210)	(252)	(189)	(239)	(241)	(258)	(178)	(160)	(102)	(143)	(246)	(160)

YouGov Survey: Holiday Movies

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8D. Is It a Christmas Movie — Frozen

And would you say this movie should be considered a Christmas movie, or not?

Asked of people who say they have seen each movie

	Gender			Age (4 category)				Race (4 category)					
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other		
Yes	35%	34%	35%	34%	36%	29%	*	30%	*	49%	*		
No	54%	54%	53%	58%	56%	57%	*	58%	*	39%	*		
Not sure	12%	11%	12%	9%	9%	14%	*	12%	*	13%	*		
Totals	101%	99%	100%	101%	101%	100%	*	100%	*	101%	*		
Unweighted N	(694)	(276)	(418)	(216)	(203)	(184)	(91)	(427)	(92)	(133)	(42)		
	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	37%	34%	33%	37%	35%	38%	40%	26%	35%	27%	36%	39%
No	54%	52%	53%	56%	53%	53%	48%	48%	66%	61%	58%	52%	46%
Not sure	12%	10%	13%	11%	9%	11%	14%	12%	8%	3%	15%	11%	15%
Totals	101%	99%	100%	100%	99%	99%	100%	100%	100%	99%	100%	99%	100%
Unweighted N	(694)	(252)	(252)	(190)	(259)	(244)	(278)	(179)	(173)	(104)	(150)	(276)	(164)

YouGov Survey: Holiday Movies

December 5 - 11, 2025 - 2,230 U.S. adult citizens



Interviewing Dates	December 5 - 8, 2025 December 8 - 11, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.539, with a mean of one and a standard deviation of 0.875.
Number of respondents	2,230
Margin of error	± 2.8 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	71 questions not reported.