

1. Children - 10 and Younger

Do you have any children who are age 10 or younger?

Asked of those with children under 18

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	66%	65%	67%	91%	76%	38%	—	68%	61%	60%	73%
No	34%	35%	33%	9%	24%	62%	100%	32%	39%	40%	27%
Totals (Unweighted N)	100% (269)	100% (108)	100% (161)	100% (48)	100% (137)	100% (79)	100% (5)	100% (143)	100% (47)	100% (56)	100% (23)

	Political Variables - Party ID (3 category)				Demographics - Family Income (3 category)				Demographics - Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	66%	65%	64%	69%	68%	63%	53%	75%	68%	67%	67%	59%
No	34%	35%	36%	31%	32%	37%	47%	25%	32%	33%	33%	41%
Totals (Unweighted N)	100% (269)	100% (99)	100% (104)	100% (66)	100% (129)	100% (94)	100% (23)	100% (23)	100% (49)	100% (43)	100% (123)	100% (54)

2. Children Believe

Do any of your children believe in Santa Claus?

Asked of those with children under 18

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, at least one of them currently believes	54%	52%	55%	77%	53%	44%	—	56%	42%	65%	29%
No, but at least one of them used to believe	29%	31%	27%	1%	28%	44%	84%	32%	22%	21%	40%
No, and none of them ever did	13%	15%	12%	11%	15%	11%	16%	10%	32%	7%	13%
Not sure	5%	2%	6%	11%	5%	1%	—	2%	3%	6%	18%
Totals (Unweighted N)	100% (270)	100% (108)	100% (162)	100% (48)	100% (137)	100% (80)	100% (5)	100% (143)	100% (48)	100% (56)	100% (23)

	Political Variables - Party ID (3 category)				Demographics - Family Income (3 category)				Demographics - Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes, at least one of them currently believes	54%	54%	54%	53%	57%	50%	31%	65%	55%	69%	49%	55%
No, but at least one of them used to believe	29%	29%	29%	28%	27%	32%	52%	10%	28%	15%	32%	29%
No, and none of them ever did	13%	14%	11%	16%	11%	16%	15%	12%	9%	16%	13%	14%
Not sure	5%	4%	6%	3%	5%	2%	2%	14%	8%	—	6%	3%
Totals (Unweighted N)	100% (270)	100% (100)	100% (104)	100% (66)	100% (130)	100% (94)	100% (23)	100% (23)	100% (49)	100% (43)	100% (123)	100% (55)

3. Ever Believe

Did you ever believe in Santa Clause?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	75%	76%	73%	66%	71%	80%	80%	81%	68%	67%	45%
No	20%	19%	20%	28%	25%	14%	15%	14%	24%	28%	44%
Not sure	5%	4%	7%	7%	4%	6%	6%	4%	8%	6%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(485)	(514)	(186)	(249)	(396)	(168)	(671)	(119)	(129)	(80)

	Political Variables - Party ID (3 category)				Demographics - Family Income (3 category)				Demographics - Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	75%	71%	75%	79%	73%	81%	76%	66%	76%	72%	77%	72%
No	20%	23%	19%	17%	21%	16%	17%	26%	18%	22%	18%	22%
Not sure	5%	5%	6%	4%	6%	3%	7%	8%	6%	6%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(375)	(385)	(239)	(470)	(293)	(105)	(131)	(199)	(203)	(383)	(214)

4. Age Stopped Believing

At what age did you stop believing in Santa Claus?

Asked of those who ever believed in Santa Claus

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
median	9	9	10	9	10	9	9	9	10	10	9

	Political Variables - Party ID (3 category)			Demographics - Family Income (3 category)				Demographics - Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
median	9	10	9	9	10	9	9	9	10	10	10	9

5. Never Believe

Do you think it is okay for children to believe in Santa Claus?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	84%	87%	81%	75%	82%	88%	89%	88%	70%	85%	71%
No	9%	8%	10%	17%	10%	6%	3%	6%	17%	12%	18%
Not sure	7%	5%	9%	8%	9%	5%	7%	6%	13%	4%	11%
Totals (Unweighted N)	100% (996)	100% (483)	100% (513)	100% (184)	100% (248)	100% (396)	100% (168)	100% (671)	100% (118)	100% (128)	100% (79)

	Political Variables - Party ID (3 category)				Demographics - Family Income (3 category)				Demographics - Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	84%	85%	80%	90%	82%	91%	85%	76%	84%	86%	84%	83%
No	9%	11%	10%	5%	10%	5%	8%	13%	8%	9%	10%	8%
Not sure	7%	4%	10%	5%	8%	4%	7%	11%	9%	5%	6%	9%
Totals (Unweighted N)	100% (996)	100% (374)	100% (384)	100% (238)	100% (468)	100% (293)	100% (104)	100% (131)	100% (199)	100% (202)	100% (381)	100% (214)

6. Age Should Stop Believing

At what age do you think children should stop believing in Santa Claus?

Asked of those who think it is okay for children to believe in Santa Claus

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
median	10	10	10	10	10	10	10	10	10	10	11

	Political Variables - Party ID (3 category)			Demographics - Family Income (3 category)				Demographics - Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
median	10	10	10	10	10	10	10	10	10	10	10	10

7. Told No Santa

Have you ever told anyone who believed in Santa Claus that Santa didn't exist?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	16%	18%	15%	23%	21%	13%	8%	12%	30%	15%	32%
No	75%	73%	77%	61%	68%	83%	86%	79%	65%	73%	57%
Not sure	9%	9%	8%	16%	10%	5%	6%	8%	6%	12%	11%
Totals (Unweighted N)	100% (995)	100% (484)	100% (511)	100% (186)	100% (247)	100% (395)	100% (167)	100% (669)	100% (117)	100% (129)	100% (80)

	Political Variables - Party ID (3 category)				Demographics - Family Income (3 category)				Demographics - Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	16%	21%	15%	13%	17%	14%	14%	22%	13%	17%	17%	18%
No	75%	72%	76%	76%	74%	78%	82%	65%	77%	76%	75%	71%
Not sure	9%	8%	9%	10%	9%	8%	4%	13%	10%	7%	8%	11%
Totals (Unweighted N)	100% (995)	100% (374)	100% (383)	100% (238)	100% (467)	100% (292)	100% (105)	100% (131)	100% (197)	100% (203)	100% (381)	100% (214)

Interviewing Dates	December 18 - 21, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.156 to 4.079, with a mean of one and a standard deviation of 0.836.
Number of respondents	1000
Margin of error	± 4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.