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"A Christmas Story" and "It's a Wonderful Life" Top List of Favorite Holiday Films

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

It's becoming a holiday tradition of its very own. Once again, *A Christmas Story* and *It's a Wonderful Life* battle it out as Americans' favorite holiday movie. But, could little Ralphie be on his way to outdistancing himself from Capra's classic?

According to this Marist Poll, 26% of adults nationally cite *A Christmas Story* as their favorite holiday movie. *It's a Wonderful Life* is preferred by 24%. *Miracle on 34th Street* warms the hearts of 16% while 13% enjoy watching Bing Crosby and Rosemary Clooney croon in *White Christmas*. An additional 13% say *A Christmas Carol* is their favorite holiday flick, and 9% are unsure.

When Marist last asked this question in 2010, 24% of U.S. residents said *It's a Wonderful Life* was their choice for classic holiday movie compared with 23% for *A Christmas Story*. *Miracle on 34th Street* received 22% while 13% said *A Christmas Carol* was their holiday staple. 12% most enjoyed *White Christmas*, and 5% were unsure.

There is an age gap. Nearly four in ten adults under 45 years old -- 39% -- currently prefer *A Christmas Story* while 31% of Americans 45 and older say *It's a Wonderful Life* is their favorite holiday film.

While 29% of men choose *A Christmas Story*, there is less of a consensus among women. 24% of women most fondly think of *It's a Wonderful Life* compared with 22% who feel the same about *A Christmas Story*.

Two Holiday Classics Tie for Favorite Animated Holiday Flick

Despite a new addition to the list, two traditional movies take top honors as Americans' favorite animated holiday movie. Once again, *Rudolph, the Red-Nosed Reindeer* -- 24% --

and *A Charlie Brown Christmas* -- 24% -- tie for first place. *How the Grinch Stole Christmas* -- 19% -- retains third place while a new addition this year, *The Polar Express*, follows with 11%. *Santa Claus is Comin' to Town* is the favorite animated holiday movie of 8% compared with *Frosty the Snowman* which is the pick of 6% of adults nationally. Seven percent are unsure.

When Marist last reported this question in December of 2010, *Rudolph, the Red-Nosed Reindeer* -- 26% -- and *A Charlie Brown Christmas* -- 26% -- also vied for holiday 'toon supremacy. One in four adults -- 25% -- chose *How the Grinch Stole Christmas. Frosty the Snowman was picked by 9% while Santa Claus is Comin' to Town* sledded into the hearts of 8%. Five percent were unsure.

While more than four in ten residents under the age of 30 -- 42% -- view *How the Grinch Stole Christmas* as their favorite animated holiday movie, there is little agreement among the older generations. Among those 30 to 44, *A Charlie Brown* Christmas -- 27% -- and Rudolph*, the Red-Nosed Reindeer* -- 25% -- are the top selections. However, *Rudolph* -- 28% -- dashes to the head of the pack among those 45 to 59. *A Charlie Brown Christmas* -- 27% -- kicks a holiday field goal with those 60 and older.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,246 Adults

This survey of 1,246 adults was conducted December 4th through December 6th, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within ±2.8 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample

		National Adults
		Col %
National Adults		100%
Gender	Men	49%
	Women	51%
Age	Under 45	37%
	45 or older	63%
Age	18 to 29	17%
	30 to 44	20%
	45 to 59	32%
	60 or older	32%
Race	White	70%
	African American	11%
	Latino	12%
	Other	6%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than $50,000	50%
	$50,000 or more	50%
Education	Not college graduate	62%
	College graduate	38%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults. Interviews conducted December 4th through December 6th, 2012, N=1246 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.

		National Adults					
		Which one of the following is your favorite classic holiday or Christmas movie?					
		A Christmas Story	It's a Wonderful Life	Miracle on 34th Street	White Christmas	A Christmas Carol	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Adults		26%	24%	16%	13%	13%	9%
Region	Northeast	23%	23%	16%	16%	13%	10%
	Midwest	30%	19%	17%	13%	15%	6%
	South	28%	23%	18%	10%	13%	7%
	West	20%	30%	11%	16%	9%	14%
Household Income	Less than $50,000	23%	22%	17%	14%	16%	8%
	$50,000 or more	30%	27%	14%	12%	11%	6%
Education	Not college graduate	26%	19%	17%	15%	12%	10%
	College graduate	26%	31%	13%	10%	14%	5%
Age	Under 45	39%	13%	14%	6%	16%	12%
	45 or older	16%	31%	18%	18%	11%	7%
Age	18 to 29	40%	9%	10%	8%	19%	13%
	30 to 44	39%	17%	17%	4%	14%	10%
	45 to 59	21%	36%	16%	12%	11%	4%
	60 or older	11%	25%	20%	24%	11%	9%
Race	White	25%	28%	14%	14%	14%	5%
	Non-white	28%	15%	19%	11%	12%	14%
Gender	Men	29%	23%	12%	10%	15%	10%
	Women	22%	24%	19%	16%	11%	8%
Interview Type	Landline	25%	26%	15%	13%	13%	7%
	Cell Phone	28%	18%	17%	12%	12%	13%

Marist Poll National Adults Split Sample: Interviews conducted December 4th through December 6th, 2012, N=611 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

	National Adults					
	Which one of the following is your favorite classic holiday or Christmas movie?					
	It's a Wonderful Life	A Christmas Story	Miracle on 34th Street	White Christmas	A Christmas Carol	Unsure
	Row %	Row %	Row %	Row %	Row %	Row %
December 21, 2012	24%	26%	16%	13%	13%	9%
December 21, 2010	24%	23%	22%	12%	13%	5%
December 22, 2009	26%	21%	18%	14%	14%	7%
December 22, 2008	19%	17%	9%	7%	6%	6%
Marist Poll National Adults. Totals may not add to 100 due to rounding.						

		National Adults						
		Which one of the following is your favorite animated holiday or Christmas movie or cartoon?						
		Rudolph the Red Nose Reindeer	A Charlie Brown Christmas	How the Grinch Stole Christmas	Polar Express	Santa Claus is Comin' to Town	Frosty the Snowman	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		24%	24%	19%	11%	8%	6%	7%
Region	Northeast	25%	17%	27%	15%	6%	6%	4%
	Midwest	30%	22%	27%	6%	6%	5%	5%
	South	27%	27%	13%	7%	11%	9%	7%
	West	14%	28%	14%	19%	8%	4%	13%
Household Income	Less than $50,000	22%	26%	20%	10%	7%	7%	7%
	$50,000 or more	25%	24%	20%	12%	9%	5%	5%
Education	Not college graduate	25%	23%	21%	11%	8%	7%	5%
	College graduate	22%	25%	16%	12%	9%	5%	11%
Age	Under 45	22%	23%	28%	11%	7%	6%	3%
	45 or older	25%	25%	15%	11%	8%	7%	9%
Age	18 to 29	19%	19%	42%	11%	4%	3%	2%
	30 to 44	25%	27%	15%	11%	10%	8%	4%
	45 to 59	28%	22%	21%	12%	7%	5%	4%
	60 or older	22%	27%	9%	10%	9%	8%	14%
Race	White	25%	22%	20%	12%	7%	7%	7%
	Non-white	23%	28%	18%	10%	10%	6%	5%
Gender	Men	23%	26%	17%	10%	9%	5%	9%
	Women	25%	22%	21%	12%	7%	7%	5%
Interview Type	Landline	23%	26%	18%	12%	8%	6%	8%
	Cell Phone	29%	18%	22%	8%	9%	8%	6%

Marist Poll National Adults Split Sample: Interviews conducted December 4th through December 6th, 2012, N=635 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

	National Adults						
	Which one of the following is your favorite animated holiday or Christmas movie or cartoon?						
	Rudolph the Red-Nosed Reindeer	A Charlie Brown Christmas	How the Grinch Stole Christmas	Frosty the Snowman	Polar Express	Santa Claus is Comin' to Town	Unsure
	Row %	Row %	Row %	Row %	Row %	Row %	Row %
December 21, 2012	24%	24%	19%	11%	8%	6%	7%
December 21, 2010	26%	26%	25%	9%	NA	8%	5%
December 22, 2009	26%	26%	25%	11%	NA	6%	6%
December 22, 2008	30%	24%	17%	10%	NA	3%	NA
Marist Poll National Adults. Totals may not add to 100 due to rounding.							