

navigator*

Thursday, December 21st

Happy Holidays!



Credit: Amelia Martin/Shutterstock

Candy Canes Are Viewed Favorably by Nearly Three in Five Americans, While Views of Candy Corn Are Mixed

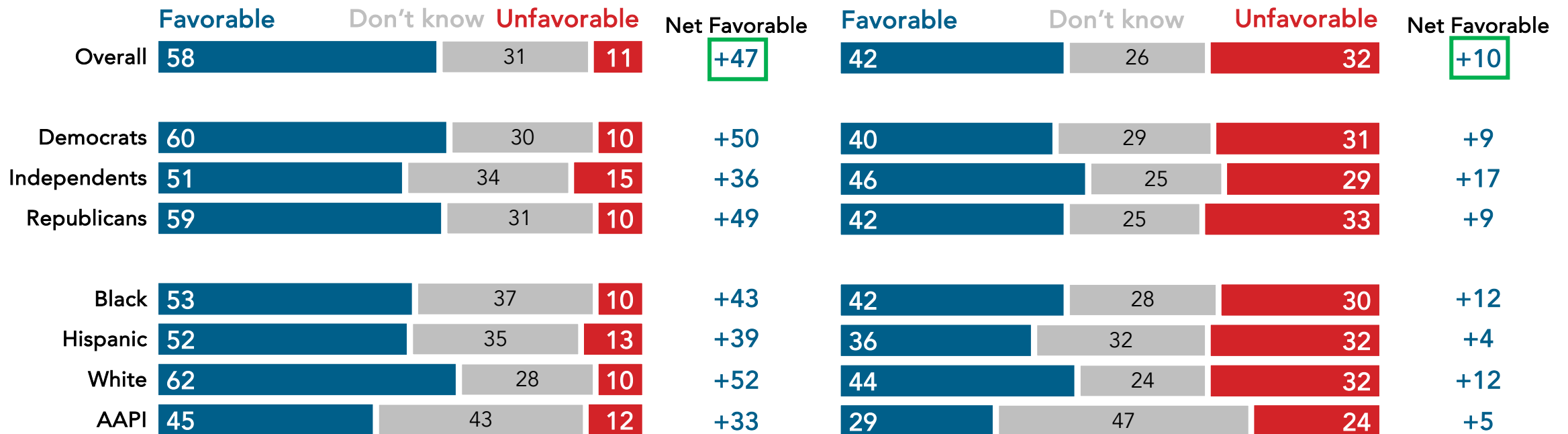
Majorities view candy canes favorably across party lines and racial groups, while candy corn is not viewed favorably by a majority of any partisan or racial group.

- Non-college women (66% favorable), non-MAGA Republicans (66%), Republican women (65%), white evangelical Christians (64%), and seniors (64% favorable) are some of the most favorable towards candy canes.

Please indicate how favorable or unfavorable you are to:

Candy canes.

(October 9) Please indicate how favorable or unfavorable you are to: Candy corn.



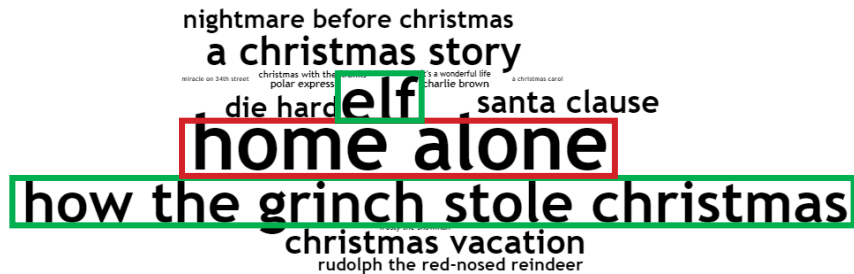
Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted November 30-December 4, 2023. For more info, visit navigatorresearch.org.

It's a Wonderful Life, White Christmas, Home Alone, A Christmas Story, Elf, How the Grinch Stole Christmas Are Holiday Favorites

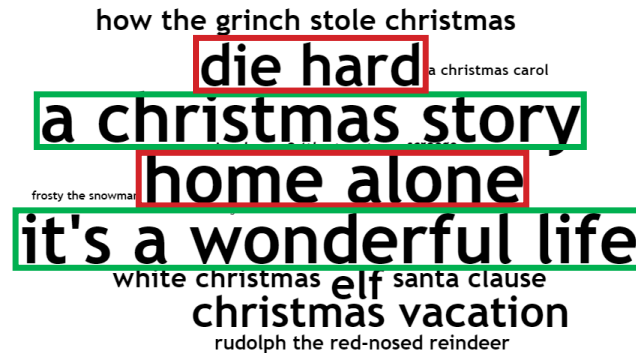
Seniors are most likely to mention *White Christmas*, *It's a Wonderful Life*, and *Home Alone* as holiday favorites, while those under 45 are most likely to say *Home Alone*, *Elf*, or *How the Grinch Stole Christmas*. Americans ages 45-64 help to settle the debate of whether *Die Hard* is a holiday movie, with the film coming in as one of the four most ranked: *It's a Wonderful Life*, *Home Alone*, and *A Christmas Story* are also top picks.

What is your favorite holiday movie?

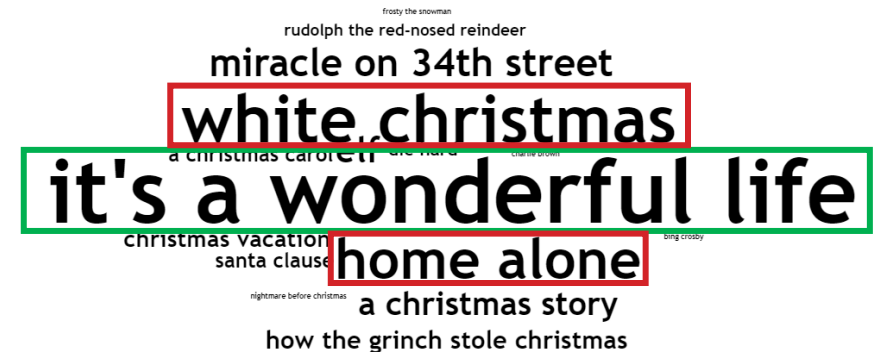
18-44



45-64



65+



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,000 registered voters from November 30-December 4, 2023. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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<http://navigatorresearch.org>

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