

PRRI/RNS December 2010 Survey
December 9-12, 2010
N= 1,015

Q.1 Which of the following holidays are you celebrating this December? [READ IN ORDER]

[INTERVIEWER INSTRUCTION: ACCEPT MULTIPLE RESPONSES]

96	Christmas
5	Hanukkah
2	Kwanzaa
1	Al Hijrah [al hij-ruh'], the Muslim New Year
2	None of these
1	Some other holiday [VOL.--SPECIFY]
6	Advent (VOL.)
*	Don't know/Refused (VOL.)
	Total

Q.2 Thinking about your immediate and extended family...
Are any of them celebrating a different holiday than you this December?

10	Yes
90	No
<u>1</u>	Don't know/Refused (VOL.)
100	Total

[IF Q2=1 'YES'], ASK:

Q.3 Do they celebrate?

[INTERVIEWER INSTRUCTION: ACCEPT MULTIPLE RESPONSES]

2	Christmas
4	Hanukkah
2	Kwanzaa
1	Al Hijrah [al hij-ruh'], the Muslim New Year
1	None of these
1	Some other holiday [VOL.--SPECIFY]
*	Advent (VOL.)
*	Don't know/Refused (VOL.)
	Total

[IF Q1=1 OR Q1=3], ASK:

Q.4 When you celebrate Christmas please tell me whether you usually do any of the following during the holidays. First, does your family [INSERT; RANDOMIZE]?

a. Attend religious services on Christmas Eve or Christmas Day

66	Yes
34	No
_	Don't know/Refused (VOL.)
100	Total

b. Watch Christmas movies like "It's a wonderful Life" or "A Christmas Story"

83	Yes
17	No
_	Don't know/Refused (VOL.)
100	Total

c. Light advent candles

26	Yes
73	No
<u>1</u>	Don't know/Refused (VOL.)
100	Total

d. Read the Christmas story from the Bible

40	Yes
60	No
<u>*</u>	Don't know/Refused (VOL.)
100	Total

e. Read the story: "Twas the Night before Christmas"

43	Yes
57	No
<u>*</u>	Don't know/Refused (VOL.)
100	Total

f. Sing Christmas carols

59	Yes
41	No
<u>*</u>	Don't know/Refused (VOL.)
100	Total

Q.5 Do you think stores and businesses should greet their customers with 'Happy Holidays' or 'Seasons Greetings' instead of 'Merry Christmas' out of respect for people of different faiths, or not?

44	Yes, Should
49	No, should not
<u>7</u>	Don't know/Refused (VOL.)
100	Total

Note: Numbers may not add to 100% due to rounding

Methodology

The survey was designed and conducted by Public Religion Research Institute. Results of the survey were based on RDD telephone interviews conducted between December 9, 2010 and December 12, 2010 by professional interviewers under the direction of Opinion Research Corporation. Interviews were conducted among a random sample of 1,015 adults 18 years of age or older living in private households in the continental United States.

The final sample was weighted to four different parameters—age, sex, geographic region, and race—to ensure reliable and accurate representation of the total adult population.

The margin of error for the survey is +/- 3.0 percentage points at the 95% level of confidence. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.