

PRRI December 2013 Survey
December 4–12, 2013
N = 1,056

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

[INTERVIEWER INSTRUCTION: ACCEPT MULTIPLE RESPONSES]

- 90 Christmas
- 9 Advent
- 5 Hanukkah
- 3 Winter solstice
- 2 Kwanzaa, OR
- 4 Some other holiday
- 4 Not celebrating any holiday (VOL.)
- * Don't know/Refused (VOL.)

IF CELEBRATES CHRISTMAS OR ADVENT (Q1=1, Q1=2), ASK (N=957):

Q.2 Thinking of the way you personally celebrate Christmas, is it a strongly religious holiday, somewhat religious, or not too religious?

<u>Dec. 2013</u>	<u>Dec. 2010</u> ¹	<u>Dec. 2005</u> ²	
42	51	49	Strongly religious
31	31	32	Somewhat religious
26	17	19	Not too religious
<u>1</u>	<u>*</u>	<u>*</u>	Don't know/Refused (VOL.)
100	100	100	Total

¹ Gallup/USA Today Poll, December 2010. Question was asked only of those who celebrate Christmas.

² Gallup/CNN/USA Today Poll, December 2005. Question was asked only of those who celebrate Christmas.

ASK ALL:

Q.3 Thinking about when you were a child, how, if at all, did your family celebrate Christmas? Was it a strongly religious holiday for your family, somewhat religious, or not too religious?

39	Strongly religious
31	Somewhat religious
26	Not too religious
3	Did not celebrate (VOL.)
<u>1</u>	Don't know/Refused (VOL.)
100	Total

IF CELEBRATES CHRISTMAS OR ADVENT (Q1=1, Q1=2), ASK (N=957):

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

Dec.	Dec.	
<u>2013</u>	<u>2010</u>	
59	66	Yes
40	34	No
<u>1</u>	*	Don't know/Refused (VOL.)
100	100	Total

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

Dec.	Dec.	
<u>2013</u>	<u>2010</u>	
79	83	Yes
20	17	No
<u>1</u>	*	Don't know/Refused (VOL.)
100	100	Total

c. Read the Christmas story from the Bible

Dec.	Dec.	
<u>2013</u>	<u>2010</u>	
36	40	Yes
63	60	No
*	*	Don't know/Refused (VOL.)
100	100	Total

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

Dec. <u>2013</u>	Dec. <u>2010</u>	
36	43	Yes
63	57	No
<u>1</u>	<u>*</u>	Don't know/Refused (VOL.)
100	100	Total

e. Give to charity or volunteer to help those less fortunate

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

f. Shop for gifts at retail stores on Black Friday

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

ASK ALL:

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?

Dec. <u>2013</u>	Dec. <u>2010</u>	
49	44	Yes, should
43	49	No, should not
<u>8</u>	<u>7</u>	Don't know/Refused (VOL.)
100	100	Total

Q.6 Do you believe the story of Christmas—that is, the Virgin birth, the angelic proclamation to the Shepherds, the Star of Bethlehem, and the Wise Men from the East—is historically accurate, or is it a theological story to affirm faith in Jesus Christ?

Dec. <u>2013</u>	Dec. <u>2004</u> ³	
49	67	Historically accurate
40	24	Theological story
<u>11</u>	<u>9</u>	Don't know/Refused (VOL.)
100	100	Total

Q.7 Roughly how much money do you think you personally will spend on Christmas and holiday gifts this year (2013)?

12	Less than \$100
16	\$100 to \$249
13	\$250 to \$499
20	\$500 to \$999
15	\$1,000 to \$1,999
10	More than \$2,000
<u>14</u>	Don't know/Refused (VOL.)
100	Total

\$914 Average

Q.8 How long do you think it will take to pay off your Christmas and holiday bills?
[READ IN ORDER]

66	Less than a month
12	One to two months
6	Three to six months
3	Six months to a year
*	More than one year (VOL.)
<u>12</u>	Don't know/Refused (VOL.)
100	Total

³ Princeton Survey Research Associates International/Newsweek Poll, December 2004.

Q.9 Thinking about the amount you are planning to spend on Christmas and holiday gifts this year, how much stress do you feel about this level of spending? Would you say you feel a lot of stress, a little stress, or no stress at all about this amount of spending?

10	A lot of stress
29	A Little stress
60	No stress at all
<u>1</u>	Don't know/Refused (VOL.)
100	Total

Survey Methodology

The survey was designed and conducted by Public Religion Research Institute. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between December 4, 2013 and December 12, 2013 by professional interviewers under the direction of Social Science Research Solutions (SSRS). No interviews were conducted between December 5 and December 9, 2013. Interviews were conducted among a random sample of 1,056 adults 18 years of age or older in the continental United States (433 respondents were interviewed on a cell phone).

The final sample was weighted to six different parameters—age, sex, geographic region, race, education and telephone usage⁴—to ensure reliable and accurate representation of the total adult population.

The margin of error for the survey is +/- 3.1 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.

⁴ Telephone usage refers to whether respondents have only a landline telephone, only a cell phone or both types and the frequency with which they use each type.