

American Views on Christmas



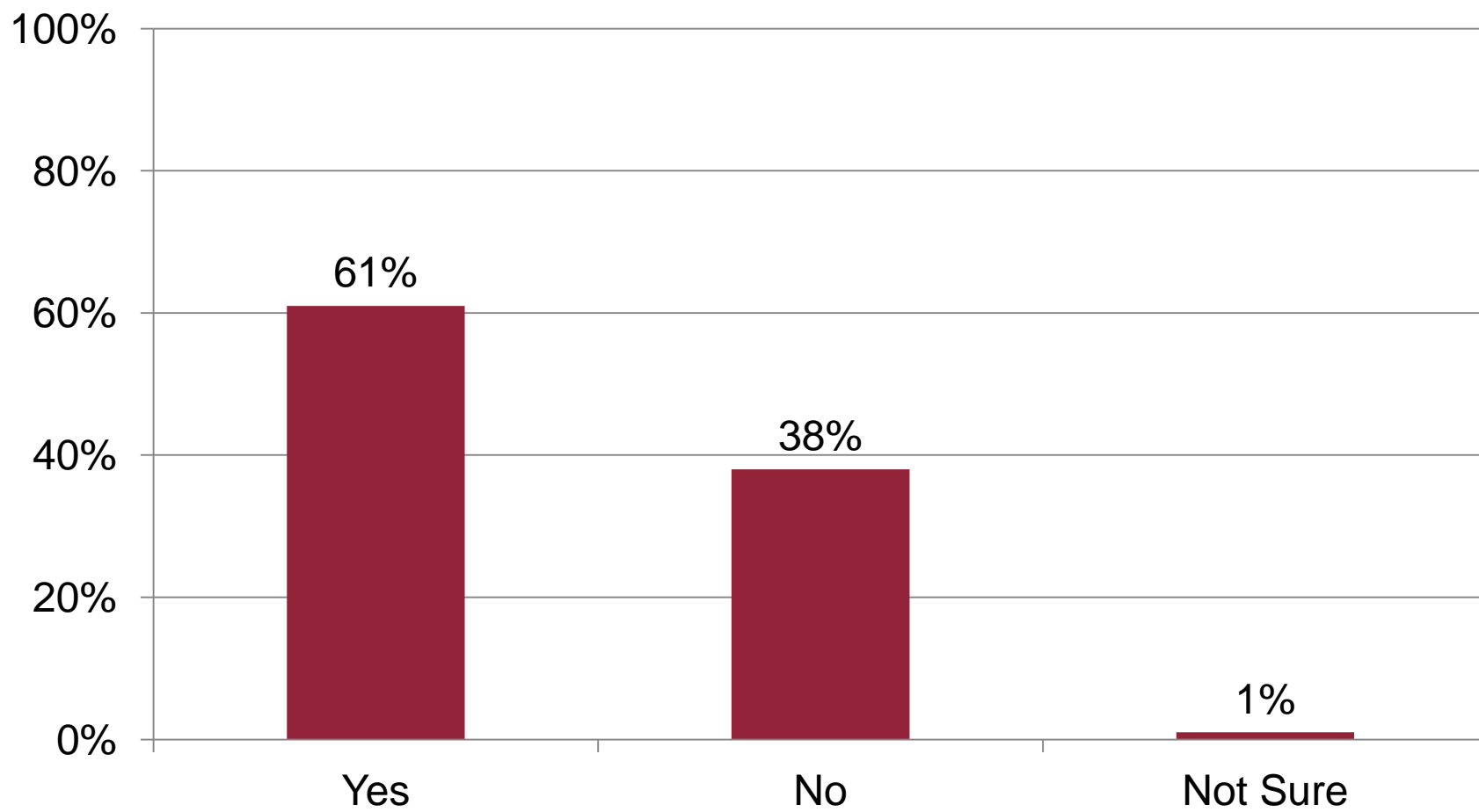
Phone Survey of 1,000 Americans

Methodology

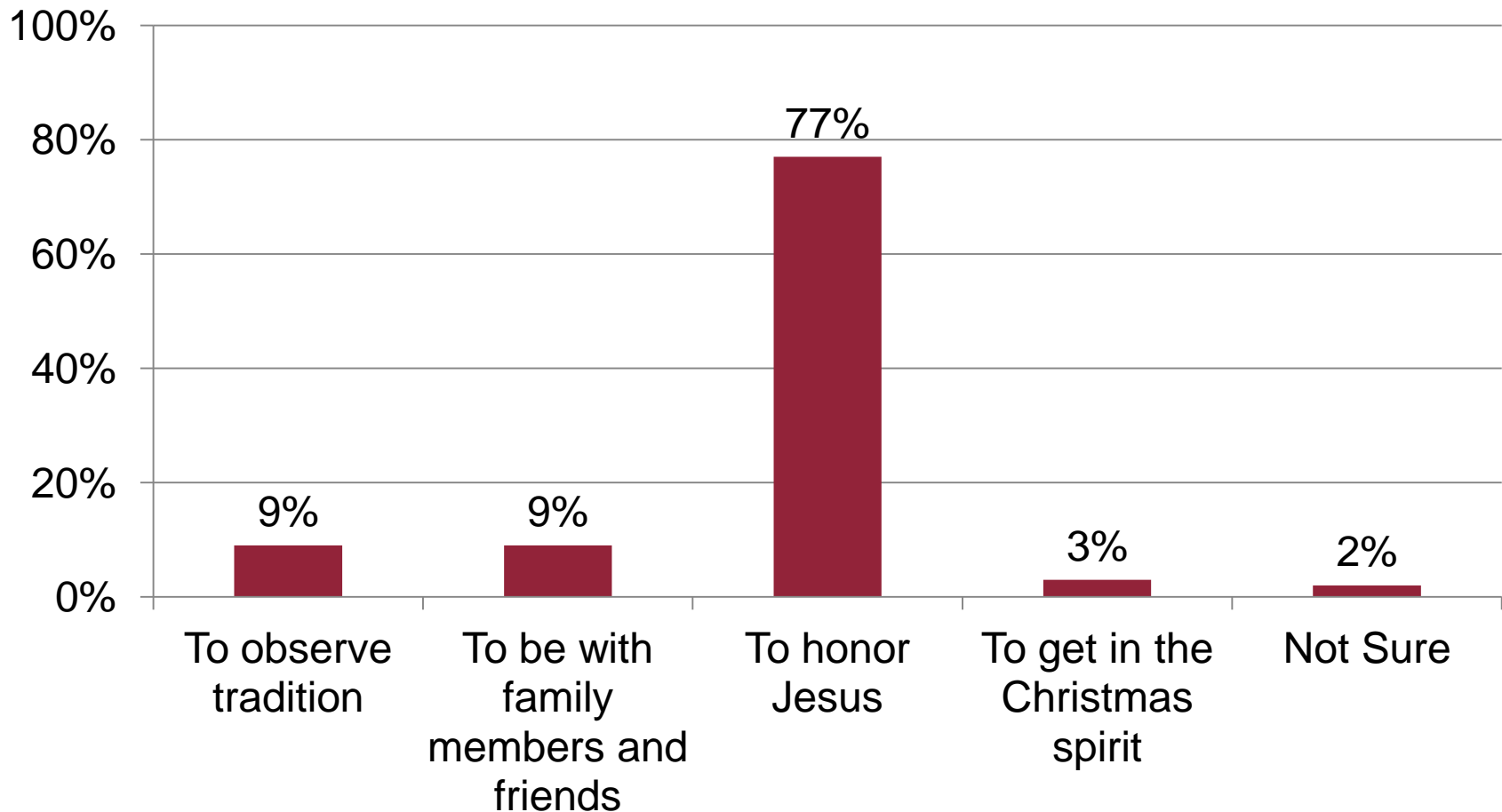
- ❑ The phone survey of Americans was conducted September 14-28, 2015
- ❑ The calling utilized Random Digit Dialing. 50% of completes were among landlines and 50% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.6\%$
- ❑ Margins of error are higher in sub-groups

Survey Responses

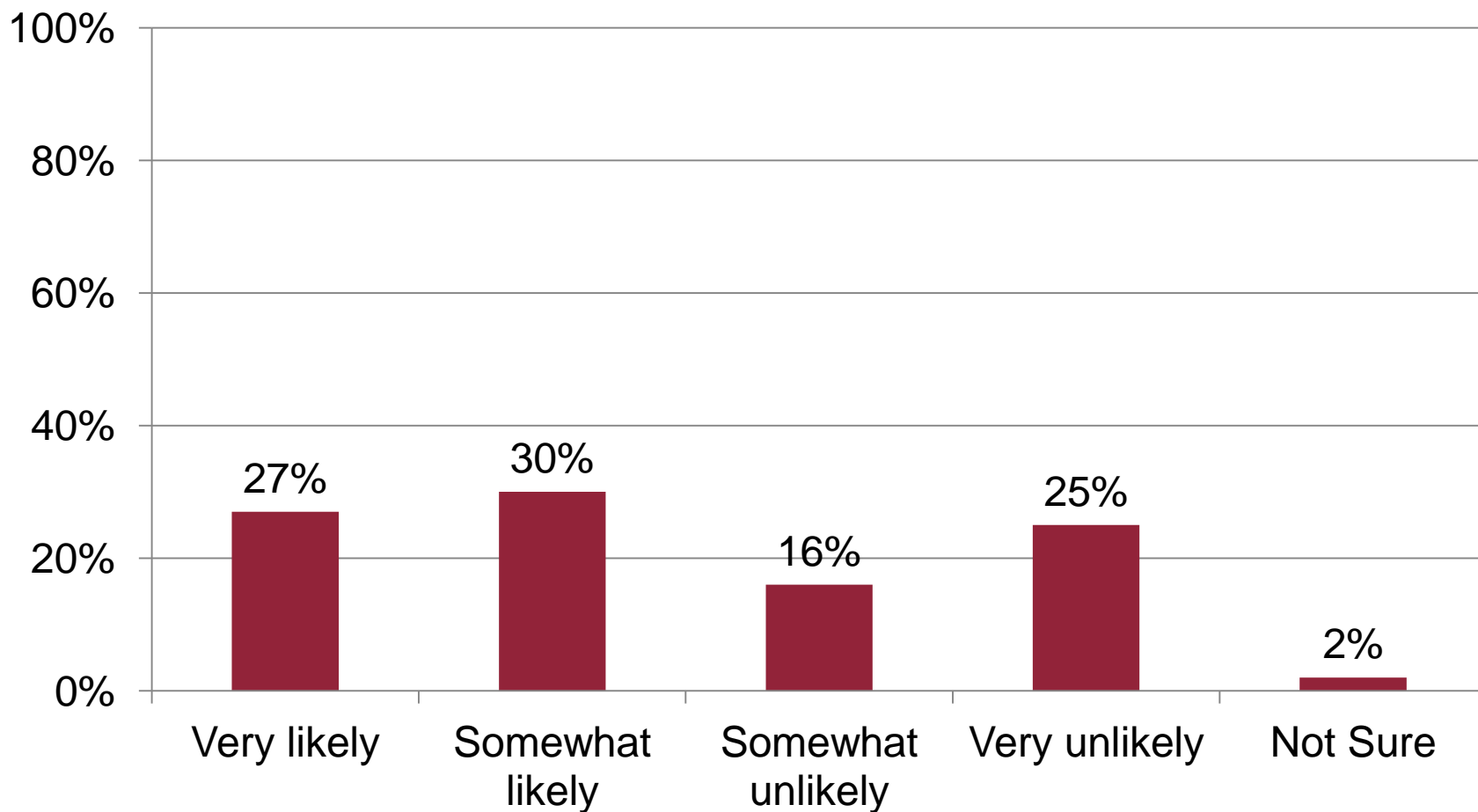
61% of adult Americans typically attend church at Christmastime



Among Americans who attend church at Christmastime, three-fourths do so to honor Jesus



Among Americans who do not attend church at Christmastime, the majority are at least somewhat likely to attend if invited



Significant Differences

Gender

Region

Age

Ethnicity

Education Level

Religious Preference

Catholic/Protestant

Self-identified Evangelical

Evangelical Beliefs

Religious Service Attendance

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among gender, region of the country, age, ethnicity, and education level.

Gender	Region	Age	Ethnicity	Education Level
Male	Northeast	18-24	White	High graduate or less
Female	Midwest	25-34	African American	Some college
	South	35-44	Hispanic	College graduate
	West	45-54	Other Ethnicities	Graduate degree
		55-64		
		65+		

Notes: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religious preference, denomination, Self-identified Evangelical Protestants, Evangelical Beliefs, and religious service attendance.

Religious Preference	Denomination	Self-Identified Evangelical Protestant	Evangelical Beliefs	Religious Service Attendance
Christian*	Protestant / Nondenominational	Yes	Yes	Once a week or more
Other Religions	Catholic	No / not sure	No	Once or twice a month
Nonreligious**				Only on religious holidays
				Rarely or never

*includes Catholic, Protestant, Nondenominational, and Orthodox

**includes Atheist, Agnostic, and No Preference

Evangelical Beliefs

- Evangelical Beliefs are defined using the NAE LifeWay Research Evangelical Beliefs Research Definition based on respondent beliefs
- Respondents are asked their level of agreement with four separate statements using a four-point, forced choice scale (strongly agree, somewhat agree, somewhat disagree, strongly disagree). Those who strongly agree with all four statements are categorized as having Evangelical Beliefs
 - The Bible is the highest authority for what I believe
 - It is very important for me personally to encourage non-Christians to trust Jesus Christ as their Savior
 - Jesus Christ's death on the cross is the only sacrifice that could remove the penalty of my sin
 - Only those who trust in Jesus Christ alone as their Savior receive God's free gift of eternal salvation

“Do you typically attend church at Christmastime?”

- Females are more likely to select “Yes” than males (66% v 56%)
- Those in the Midwest (64%) and South (66%) are more likely to select “Yes” than those in the West (53%)
- Those in the South (66%) are more likely to select “Yes” than those in the Northeast (57%)
- Those age 35-44 (67%) and 65+ (68%) are more likely to select “Yes” than those 18-24 (53%) and 25-34 (55%)
- Christians (74%) are more likely to select “Yes” than Other Religions (39%) and Nonreligious (29%)
- Self-identified Evangelicals are more likely to select “Yes” (80% v 53%)
- Those with Evangelical Beliefs are more likely to select “Yes” (82% v 50%)
- Those who attend a religious service once a week or more are the most likely to select “Yes” (91%)
- Those who rarely or never attend a religious service are the least likely to select “Yes” (18%)

“For you personally, which of the following is the primary reason you attend church at Christmas time?”

By gender

- Males are more likely to select “to be with family members and friends” (12% v 7%)
- Females are more likely to select “to honor Jesus” (81% v 73%)

By region

- Those in the Northeast (16%) are more likely to select “to observe tradition” than those in the South (6%) and West (7%)
- Those in the West (14%) are more likely to select “to be with family members and friends” than those in the Northeast (5%)
- Those in the Midwest (79%) and South (81%) are more likely to select “to honor Jesus” than those in the Northeast (66%)
- Those in the Northeast are the most likely to select “to get in the Christmas spirit” (10%)

“For you personally, which of the following is the primary reason you attend church at Christmas time?” continued

By age

- Those age 45-54 (3%) are less likely to select “to observe tradition” than those 18-24 (14%), 25-34 (12%), 35-44 (9%), and 55-64 (10%)
- Those age 18-24 are the most likely to select “to be with family members and friends” (26%) and the least likely to select “to honor Jesus” (55%)

By ethnicity

- Hispanics are the most likely to select “to observe tradition” (20%)
- Other Ethnicities are the most likely to select “to be with family members and friends” (27%)
- Whites (82%) are more likely to select “to honor Jesus” than Hispanics (69%) and Other Ethnicities (60%)
- Other Ethnicities (11%) are more likely to select “to get in the Christmas spirit” than Whites (2%)

“For you personally, which of the following is the primary reason you attend church at Christmas time?” continued

By religious preference

- Nonreligious (20%) are more likely to select “to observe tradition” than Christians (7%)
- Nonreligious (27%) are more likely to select “to be with family members and friends” than Christians (6%)
- Christians (82%) are more likely to select “to honor Jesus” than Nonreligious (47%)

By Self-Identified Evangelical Protestant

- Self-identified Evangelicals are less likely to select “to observe tradition” (5% v 11%)
- Self-identified Evangelicals are less likely to select “to be with family members and friends” (6% v 11%)
- Self-identified Evangelicals are more likely to select “to honor Jesus” (84% v 73%)

“For you personally, which of the following is the primary reason you attend church at Christmas time?” continued

By Evangelical Beliefs

- Those with Evangelical Beliefs are less likely to select “to be with family members and friends” (4% v 14%)
- Those with Evangelical Beliefs are more likely to select “to honor Jesus” (86% v 70%)

“For you personally, which of the following is the primary reason you attend church at Christmas time?” continued

By religious service attendance

- Those who attend a religious service once a week or more are the least likely to select “to observe tradition” (4%)
- Those who attend a religious service only on religious holidays are the most likely to select “to be with family members and friends” (34%)
- Those who attend a religious service once a week or more are the least likely to select “to be with family members and friends” (4%)
- Those who attend a religious service once a week or more are the most likely to select “to honor Jesus” (88%)
- Those who attend a religious service once or twice a month (67%) are more likely to select “to honor Jesus” than those who attend only on religious holidays (40%)
- Those who attend a religious service only on religious holidays (9%) and rarely or never attend (13%) are more likely to select “to get in the Christmas spirit” than those who attend once a week or more (2%) and once or twice a month (1%)

“If someone you know invited you to attend church with them at Christmas time, how likely would you be to attend?”

- Females are more likely to attend than males (65% v 51%)
- African Americans (70%) and Hispanics (72%) are more likely to attend than Whites (53%) and Other Ethnicities (45%)
- High school graduates or less (62%) are more likely to attend than those with a graduate degree (39%)
- Christians (65%) are more likely to attend than Other Religions (40%) and Nonreligious (54%)

Note: Above percentages combine Very likely and Somewhat likely responses.

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