

# American Views on Christmas

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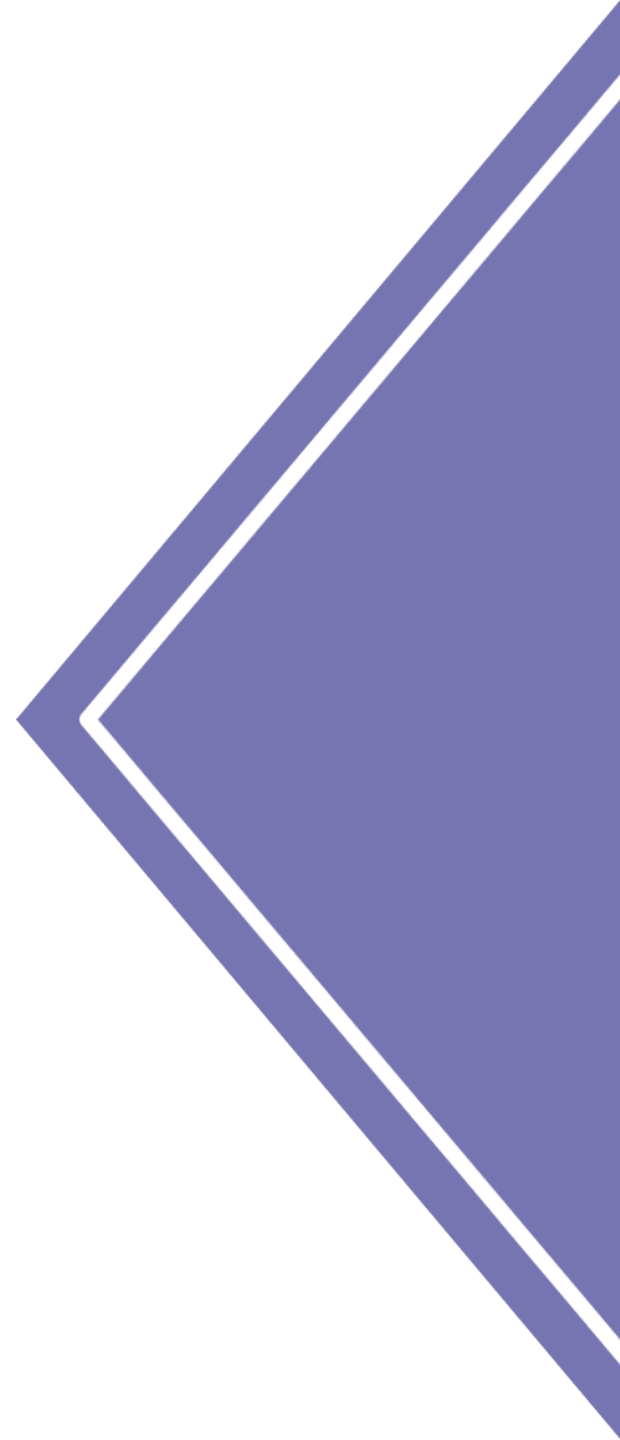
Representative Survey of American

# Methodology

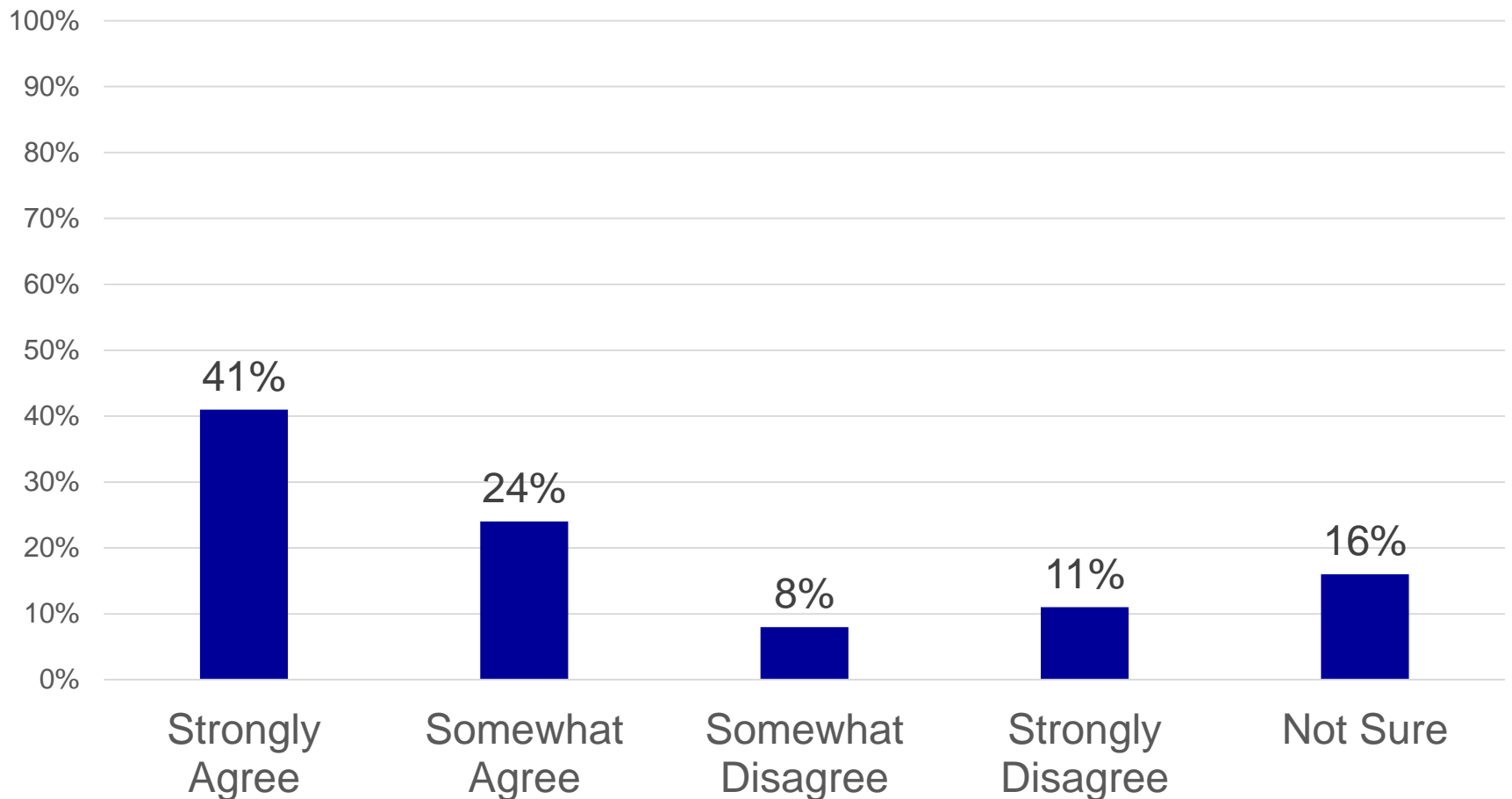
LifeWay Research conducted the study September 21-23, 2018. The survey was conducted using the web-enabled KnowledgePanel®, a probability-based panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Ipsos (formerly GfK) provides at no cost a laptop and ISP connection.

Sample stratification and base weights were used for gender, age, race/ethnicity, region, metro/non-metro, home ownership, education, and income to reflect the most recent US Census data. Study specific weights included for gender by age, race/ethnicity, region, and education to reflect GSS 2016 data. The completed sample is 1,004 surveys. The sample provides 95 percent confidence that the sampling error does not exceed plus or minus 3 percentage points. Margins of error are higher in sub-groups.

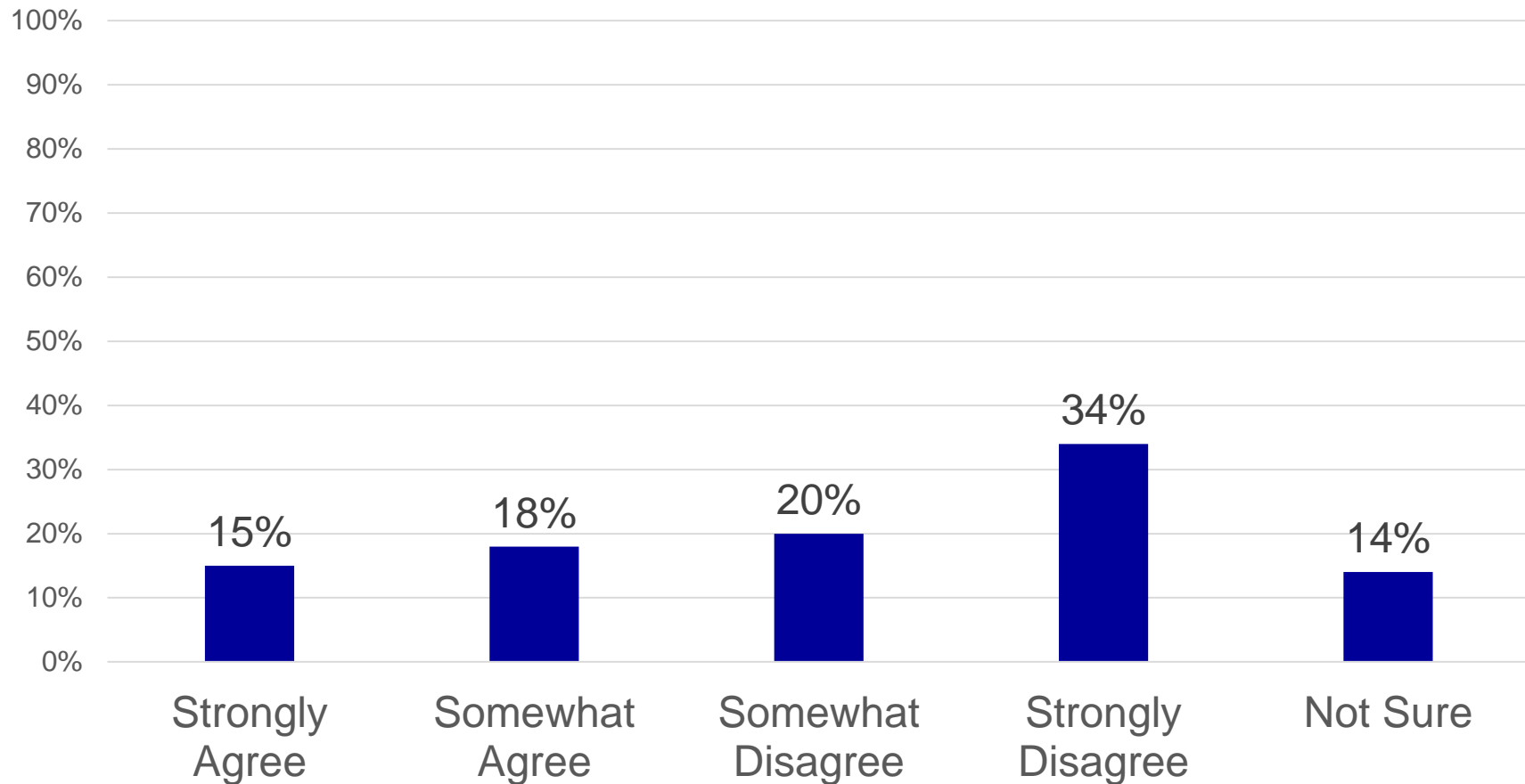
# Survey Responses



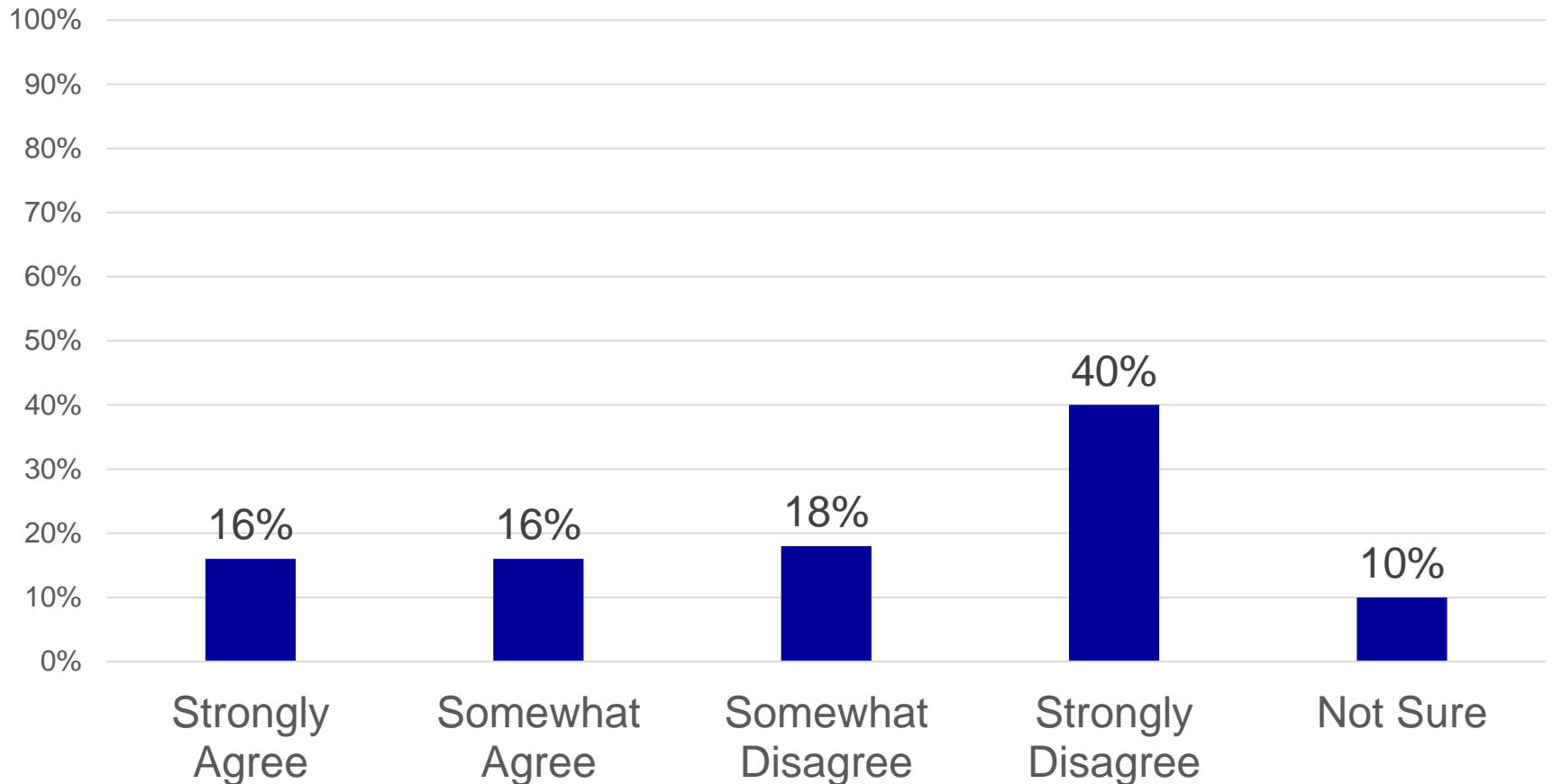
# 65% say that Christmas should be more about Jesus



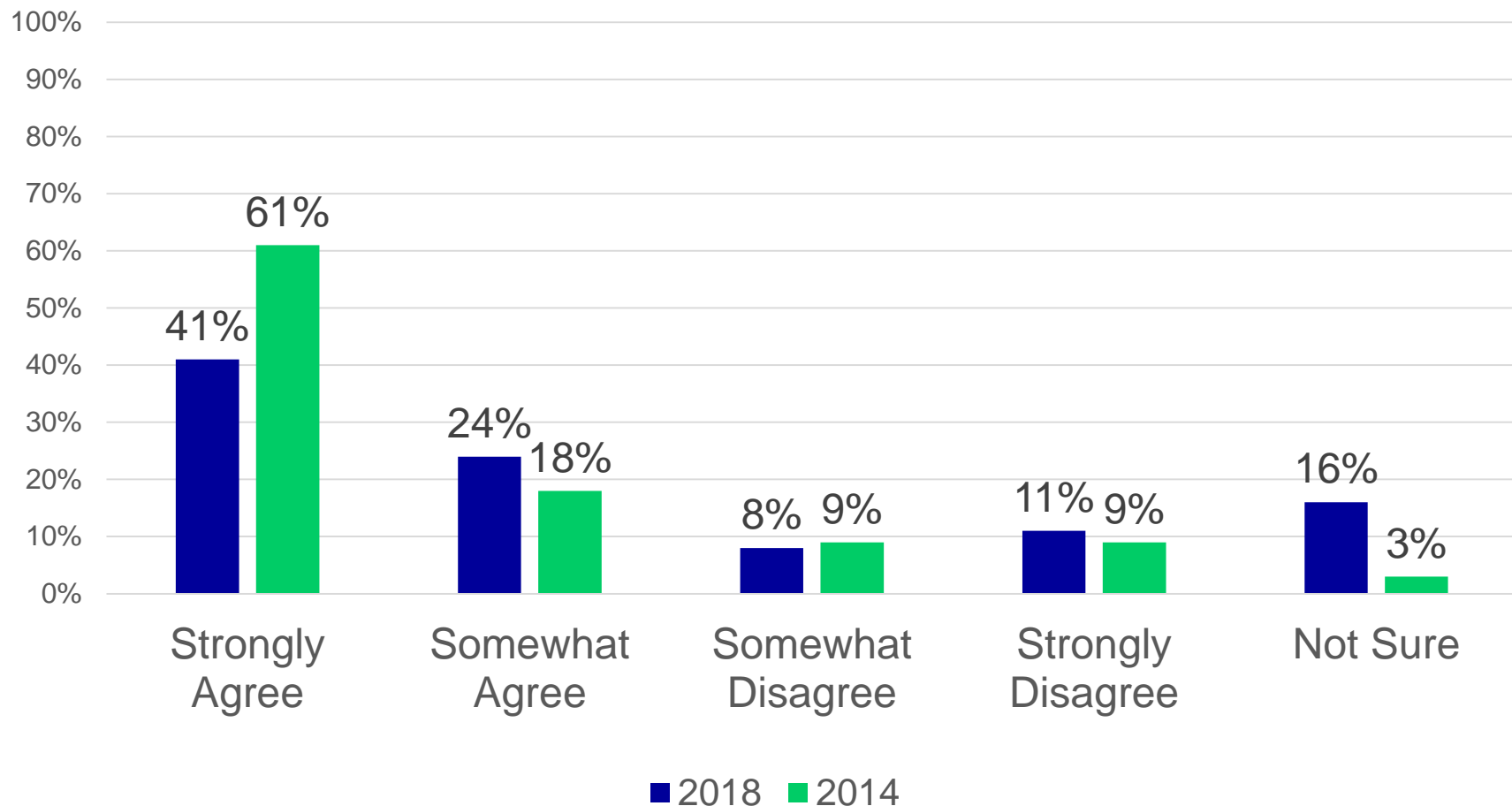
# 33% say that it is offensive when people say X-Mas instead of Christmas



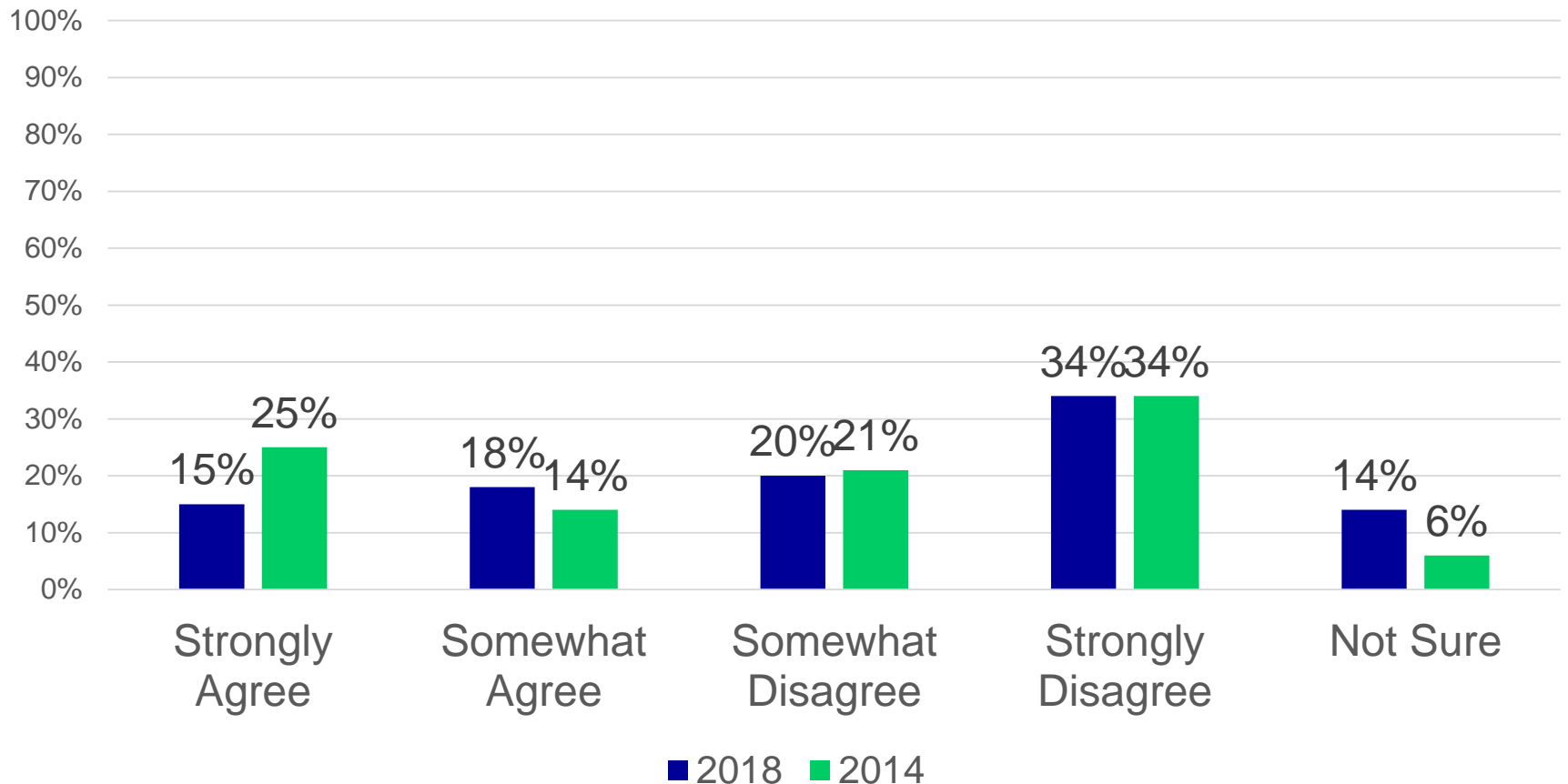
# 32% say it is offensive when people say Happy Holidays instead of Merry Christmas



# “Christmas should be more about Jesus.” - 2018 compared to 2014

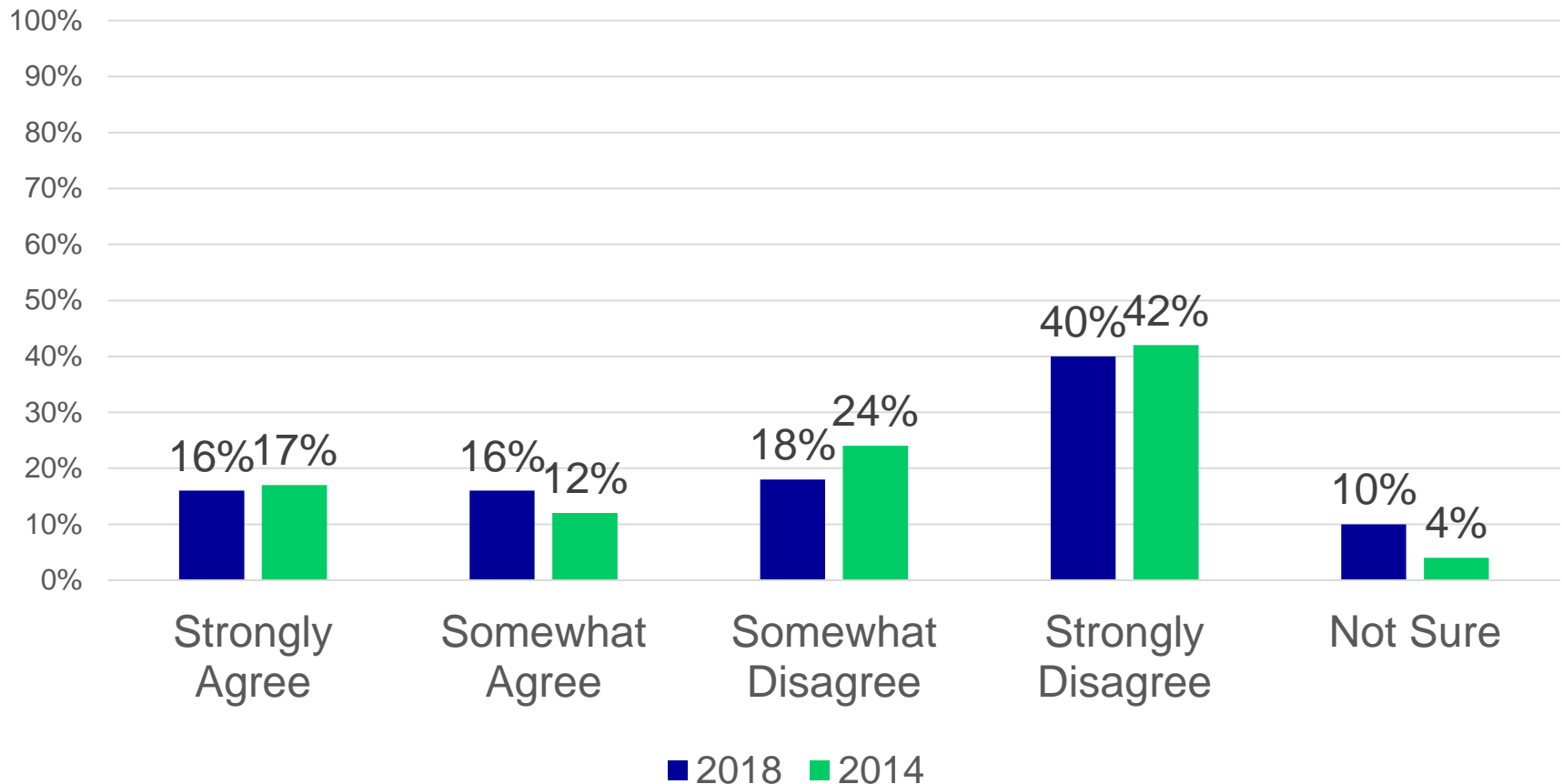


# “It is offensive when people say X-Mas instead of Christmas.” - 2018 compared to 2014





# “It is offensive when people say Happy Holidays instead of Merry Christmas.” – 2018 compared to 2014



# Significant Differences

Gender

Region

Age

Ethnicity

Education Level

Religion

Denomination

Evangelical Beliefs

Worship Service Attendance

# Significant Statistical Differences

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

| Gender | Region    | Age   | Ethnicity           | Education                    |
|--------|-----------|-------|---------------------|------------------------------|
| Male   | Northeast | 18-34 | White, Non-Hispanic | High School graduate or less |
| Female | Midwest   | 35-49 | Black, Non-Hispanic | Some college                 |
|        | South     | 50-64 | Hispanic            | Bachelor's Degree            |
|        | West      | 65+   | Other Ethnicities   | Graduate Degree              |

Note: Region is defined by US Census locations

# Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religion, denomination, evangelical beliefs, and worship service attendance.

| Religion       | Denomination           | Evangelical Beliefs | Worship Service Attendance |
|----------------|------------------------|---------------------|----------------------------|
| Christian      | Catholic               | Yes                 | Once a week or more        |
| Other Religion | Evangelical/Protestant | No                  | Once or twice a month      |
| Non-religious  |                        |                     | A few times a year         |
|                |                        |                     | Once a year or less        |
|                |                        |                     | Never                      |

# “Christmas should be more about Jesus.”

- Those in the West are the least likely to Agree (58%)
- Those age 50-64 (73%) and 65+ (73%) are more likely to Agree than those 18-34 (54%) and 35-49 (62%)
- Black, Non-Hispanics (73%) are more likely to Agree than Hispanics (59%) and Other Ethnicities (52%)
- Those who are High School Graduates or less (69%) are more likely to Agree than those with a Bachelor’s Degree (59%) or a Graduate Degree (55%)
- Christians (81%) are likely to Agree than Other Religions (35%) and Non-religious (28%)
- Evangelicals/Protestants are more likely to Agree than Catholics (87% v. 74%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (97% v. 59%)
- Those who never attend a worship service are the least likely to Agree (41%)

# “It is offensive when people say X-Mas instead of Christmas.”

- Those in the Midwest (40%) are more likely to Agree than those in the Northeast (25%) and West (29%)
- Those age 18-34 are least likely to agree (21%)
- White, Non-Hispanics (36%) and Black, Non-Hispanics (34%) are more likely to Agree than Other Ethnicities (20%)
- Those with a Graduate Degree (17%) are least likely to Agree
- Christians (42%) are more likely to Agree than Other Religions (21%) and Non-religious (9%)
- Evangelicals/Protestants are more likely to Agree than Catholics (47% v. 34%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (59% v. 27%)
- Those who never attend a worship service are the least likely to Agree (15%)

# “It is offensive when people say Happy Holidays instead of Merry Christmas.”

- Those in the Midwest (36%) and South (36%) are more likely to Agree than those in the West (26%)
- Those age 50-64 (43%) and 65+ (41%) are more likely to Agree than those 18-34 (22%) and 35-49 (22%)
- White, Non-Hispanics are the most likely to Agree (38%)
- Those who are High School Graduates or less (35%) or with some college (37%) are more likely to Agree than those with a Bachelor's Degree (24%) or with a Graduate Degree (24%)
- Christians (40%) are more likely to Agree than Other Religions (12%) and Non-religious (15%)
- Evangelicals/Protestants are more likely to Agree than Catholics (47% v. 32%)
- Those with evangelical beliefs are more likely to Agree than those without evangelical beliefs (65% v. 26%)
- Those who attend a worship service once a week or more (47%) are more likely to Agree than those who attend a few times a year (32%), once a year or less (23%), or never attend (21%)

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