

American Views on Christmas

A SURVEY OF 1,005 AMERICANS

Lifeway research

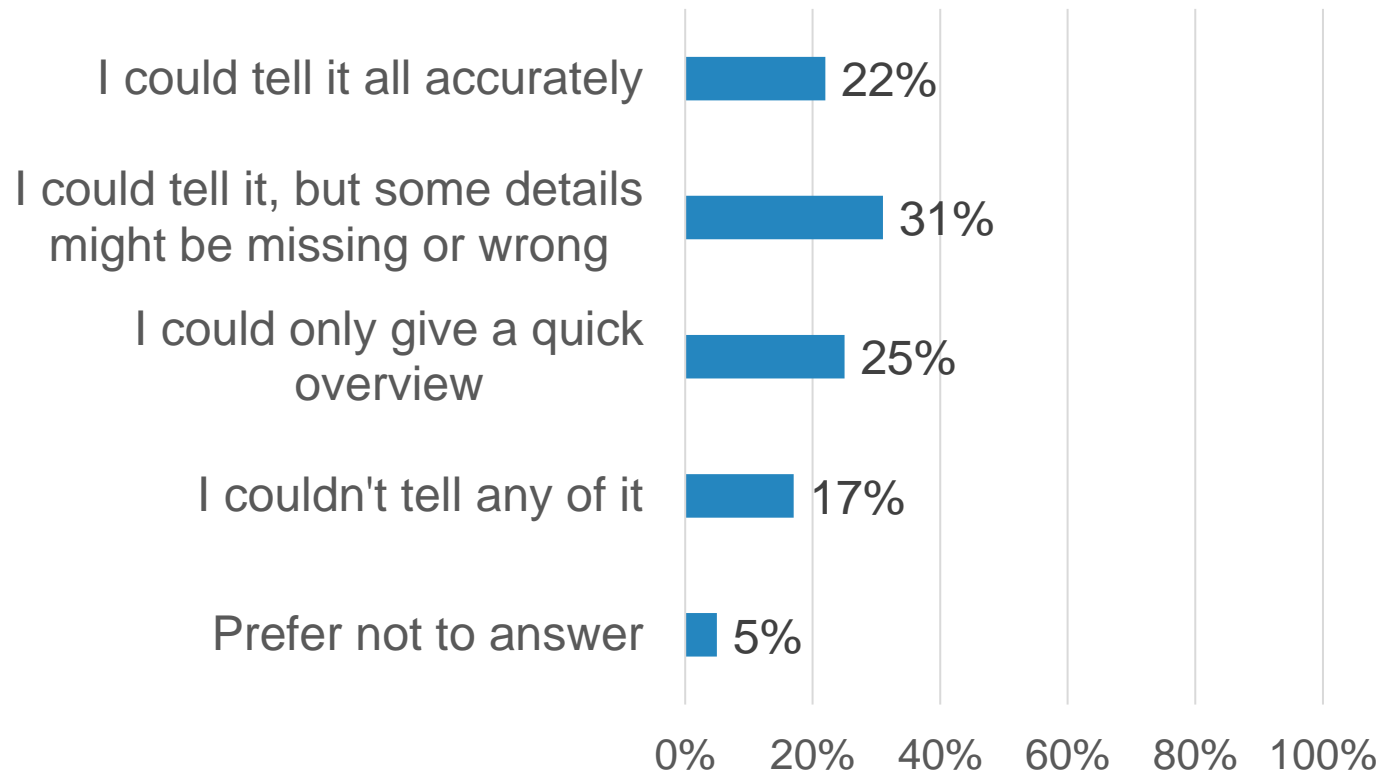
Methodology

- The online survey of 1,005 Americans was conducted September 3-14, 2021 using a national pre-recruited panel
- Quotas and slight weights were used to balance gender, age, region, ethnicity, education, and religion to more accurately reflect the population
- The completed sample is 1,005 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.3\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

Definitions

- **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

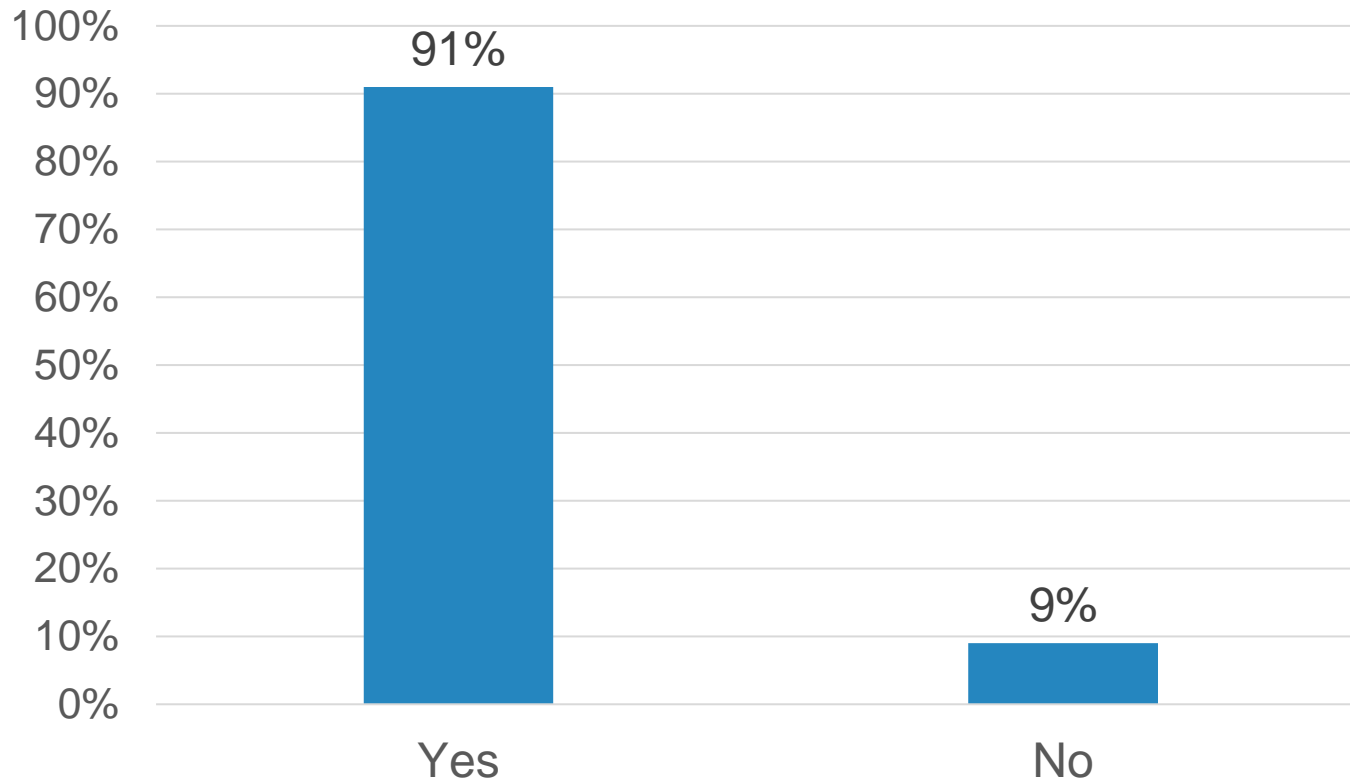
53% say they could tell the Christmas story, with 31% saying they may not get all the details correct



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Q43: "How much of the Christmas story found in the Bible could you tell from memory?" n=1,005

9 out of 10 say they celebrate Christmas



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Q48: "Do you celebrate Christmas?" n= 1,005

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Worship Service Attendance

Evangelical Beliefs

Significant Differences

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

GENDER	AGE	ETHNICITY	REGION	EDUCATION
Male	18-34	White	Northeast	High School graduate or less
Female	35-49	African American	Midwest	Some college
	50-64	Hispanic	South	Bachelor's Degree
	65+	Other Ethnicities	West	Graduate Degree

Note: Region is defined by the US Census locations

Significant Statistical Differences

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

RELIGION	WORSHIP SERVICE ATTENDANCE AMONG CHRISTIANS	EVANGELICAL BELIEFS
Catholic	Less than once a month	Yes
Protestant	1 to 3 times a month	No
Other Religions	4 or more times a month	
Unaffiliated		

“How much of the Christmas story found in the Bible could you tell from memory?”

- Those age 65+ (38%) are more likely to select “I could tell it, but some details might be missing or wrong” than those 35-49 (28%)
- African Americans (29%) are more likely to select “I could tell it all accurately” than Hispanics (18%)
- Those in the Midwest (34%) and South (33%) are more likely to select “I could tell it, but some details might be missing or wrong” than those in the Northeast (24%)
- Those with a Bachelor’s Degree (26%) or a Graduate Degree (35%) are more likely to select “I could tell it all accurately” than those who are High School Graduates or less (18%) or with some college (19%)
- Religiously Unaffiliated are the least likely to select “I could tell it all accurately” (10%)
- Christians who attend a worship service 1 to 3 times a month (24%) and 4 or more times a month (45%) are more likely to select “I could tell it all accurately” than Christians who attend less than once a month (13%)
- Those with evangelical beliefs are more likely to select “I could tell it all accurately” than those without evangelical beliefs (46% v. 15%)

“Do you celebrate Christmas?”

- Females are more likely to select “Yes” than males (94% v. 89%)
- Other Ethnicities are the most likely to select “No” (23%)
- Those in the Midwest (94%) are more likely to select “Yes” than those in the Northeast (88%)
- Those who are High School Graduates or less (94%) are more likely to Agree than those with some college (88%) or a Graduate Degree (89%)
- Catholics (99%) and Protestants (97%) are more likely to select “Yes” than Other Religions (74%) and Religiously Unaffiliated (82%)
- Those with evangelical beliefs are more likely to select “Yes” than those without evangelical beliefs (95% v. 90%)

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