

USA TODAY/GALLUP POLL

DECEMBER WAVE 1

-- FINAL TOPLINE --

Timberline: 927615
G: 603
Princeton Job #: 10-12-022

Jeff Jones, Lydia Saad
December 10-12, 2010

Note: Q.3-7, 9-10, 32-40 should be cited as a Gallup poll.

Results are based on telephone interviews conducted December 10-12, 2010 with a random sample of –1,019— adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the sample of – 840—Internet users, one can say, the maximum margin of sampling error is ± 4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

23. Do you celebrate Christmas?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2010 Dec 10-12	95	4	*
2008 Dec 12-14	93	7	--
2005 Dec 16-18	96	4	*
2003 Dec 11-14	95	5	--
2000 Dec 2-4	96	4	*
1994 Dec 16-18	96	4	*

24. *(Asked of those who celebrate Christmas)* Do you, or does your family, do each of the following as part of its celebration of Christmas, or not? How about – [ITEMS A-C READ IN ORDER, THEN ITEMS D-I READ IN RANDOM ORDER]?

COMBINED RESULTS (Q.23/24): BASED ON NATIONAL ADULTS

2010 Dec 10-12
Sorted by "yes"

	<u>Yes</u>	<u>No ^</u>	<u>No opinion</u>
D. Exchange gifts	93	8	--
E. Get together with family or friends on Christmas Eve or Christmas Day	93	7	*
A. Put up a Christmas tree	88	12	*
B. Put up Christmas decorations other than a Christmas tree	87	14	*
H. Take time to reflect on the birth of Christ	78	23	*
F. Go to Christmas parties	74	27	*
C. Display decorations with a religious meaning, such as a Nativity scene	65	35	*
I. Attend religious services on Christmas Eve or Christmas Day	62	39	*
G. Attend a Christmas concert or play	56	45	*

^ Includes those who do not celebrate Christmas from Q. 23

25. *(Asked of those who celebrate Christmas)* Thinking of the way you personally celebrate Christmas, is it a strongly religious holiday, somewhat religious or not too religious?

BASED ON -970—ADULTS WHO CELEBRATE CHRISTMAS; ± 4 PCT PTS

	<u>Strongly religious</u>	<u>Somewhat religious</u>	<u>Not too religious</u>	<u>No opinion</u>
2010 Dec 10-12	51	31	17	*
2005 Dec 16-18	49	32	19	*
1989 Oct 12-15	40	39	20	1