

American Views on Christmas

Survey of 1,200 Americans

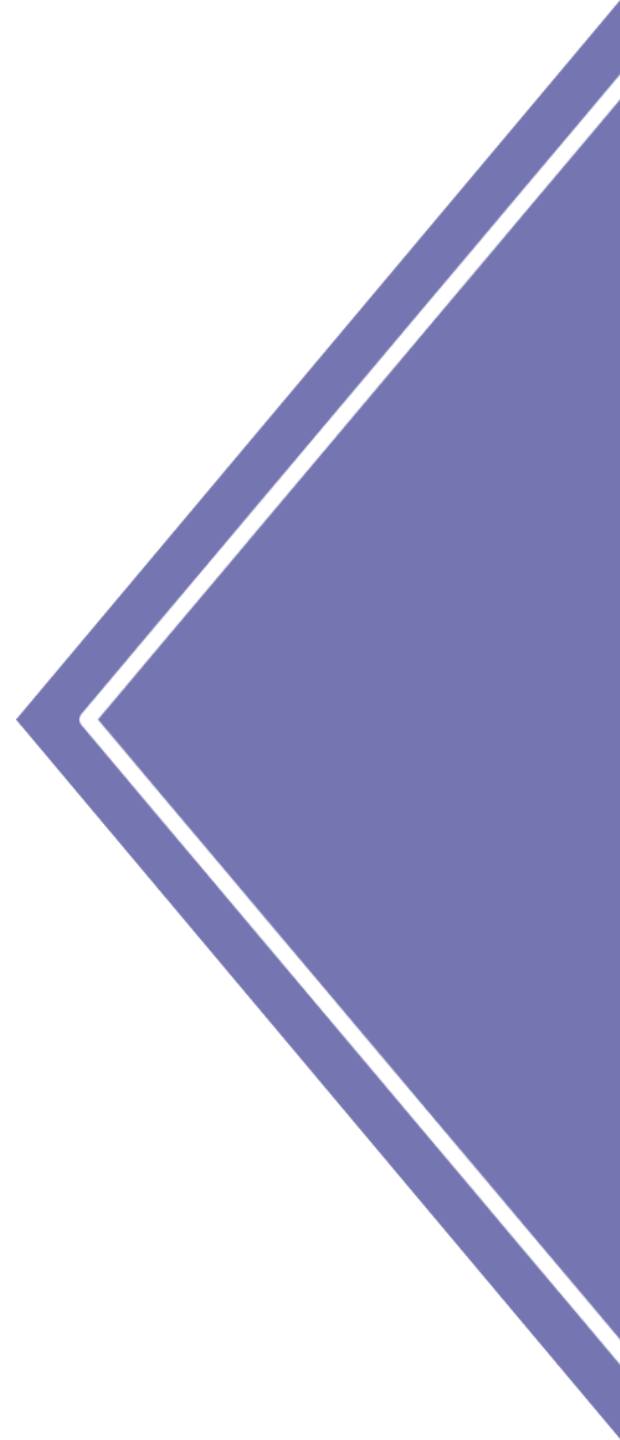
Methodology

- The online survey of 1,200 Americans was conducted September 9-23, 2020 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 sample includes an over-sample of Americans with Evangelical Beliefs providing additional reliability for breakouts of this group. Totals for all Americans reduce these responses to their correct proportion through weighting
- The completed sample is 1,200 surveys
- The sample provides 95% confidence that the sampling error from the panel does not exceed $\pm 3.2\%$ This margin of error accounts for the effect of weighting
- Margins of error are higher in sub-groups

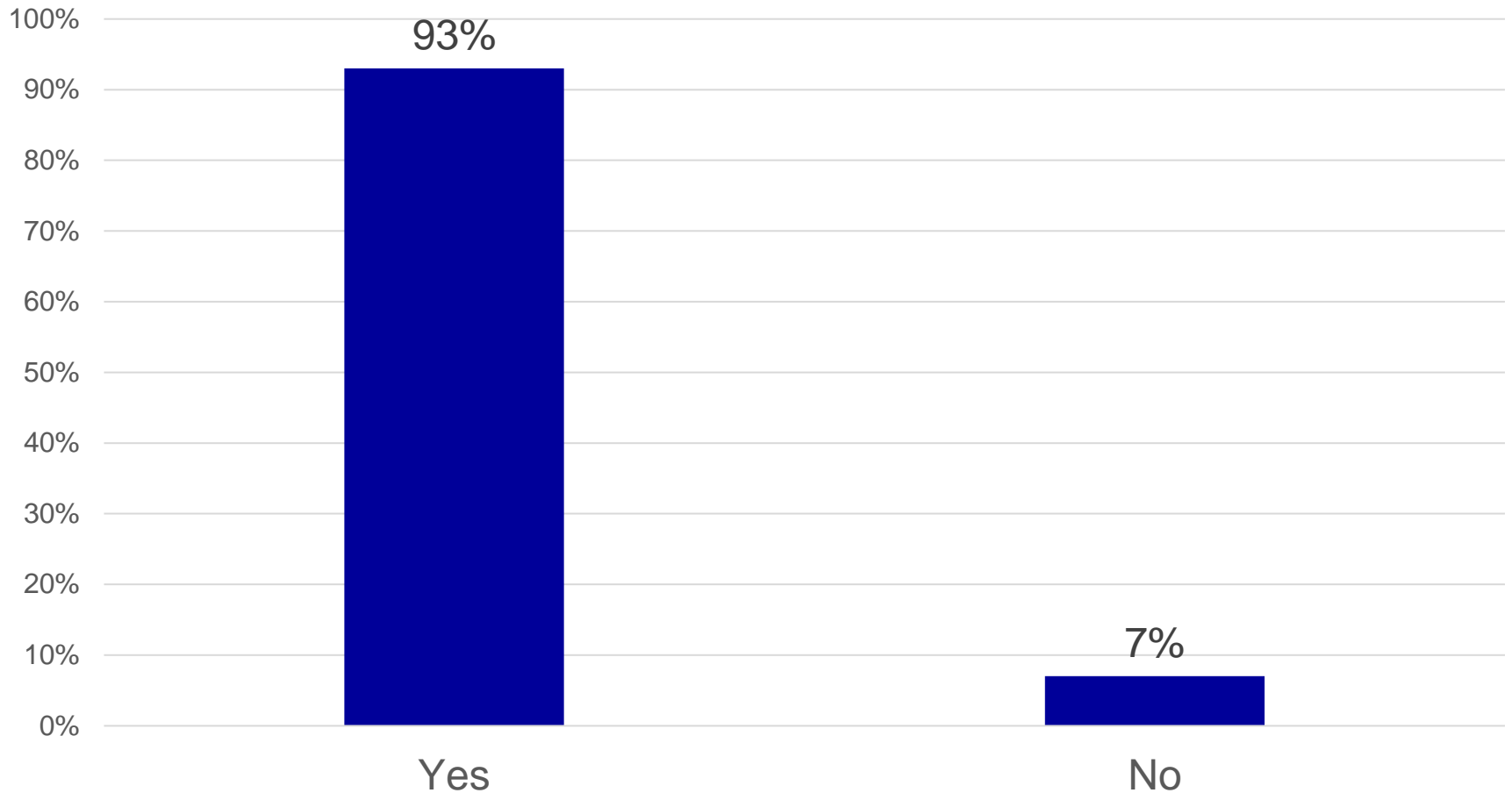
Definitions

- **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 select, 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

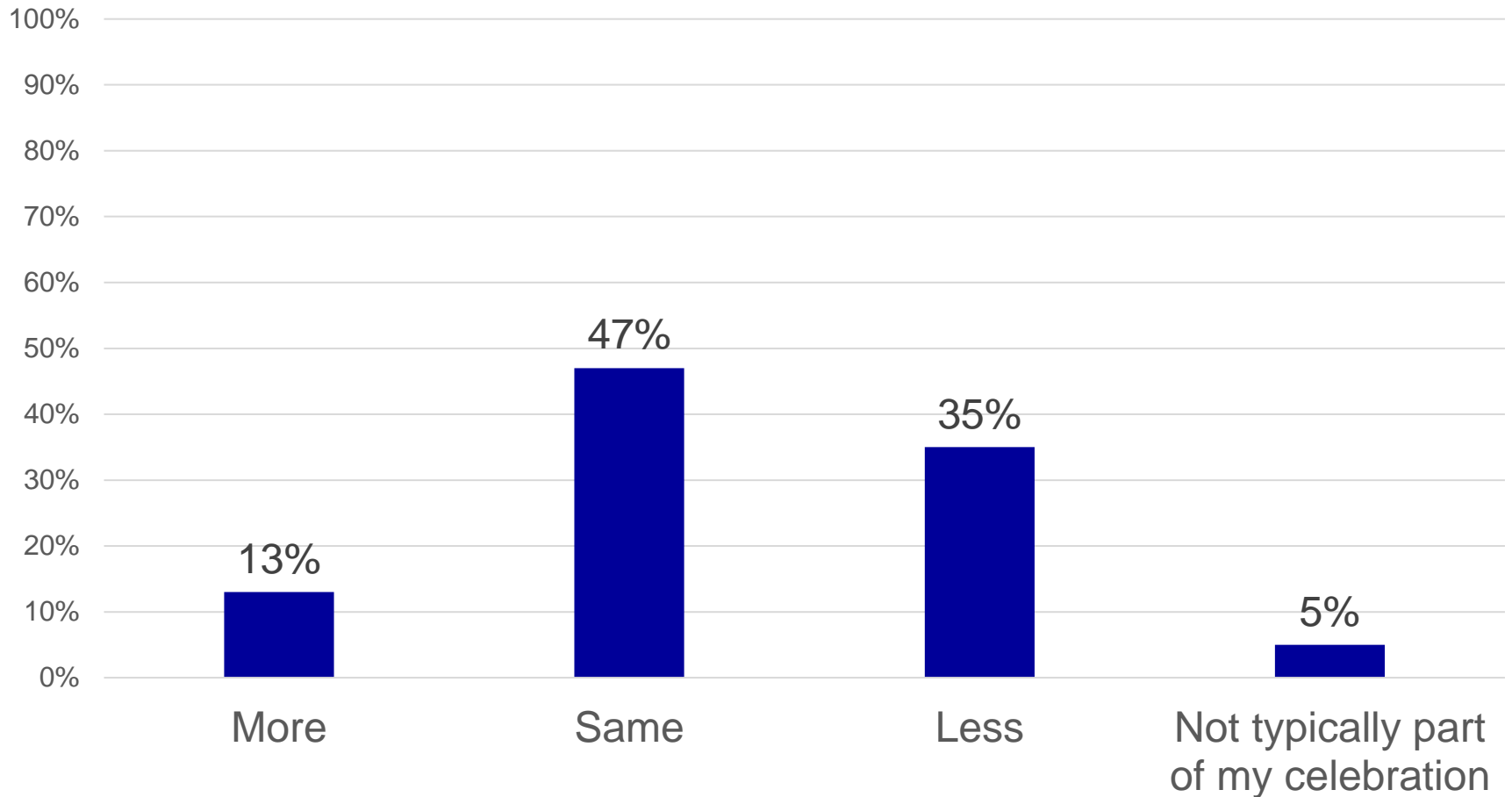
Survey Responses



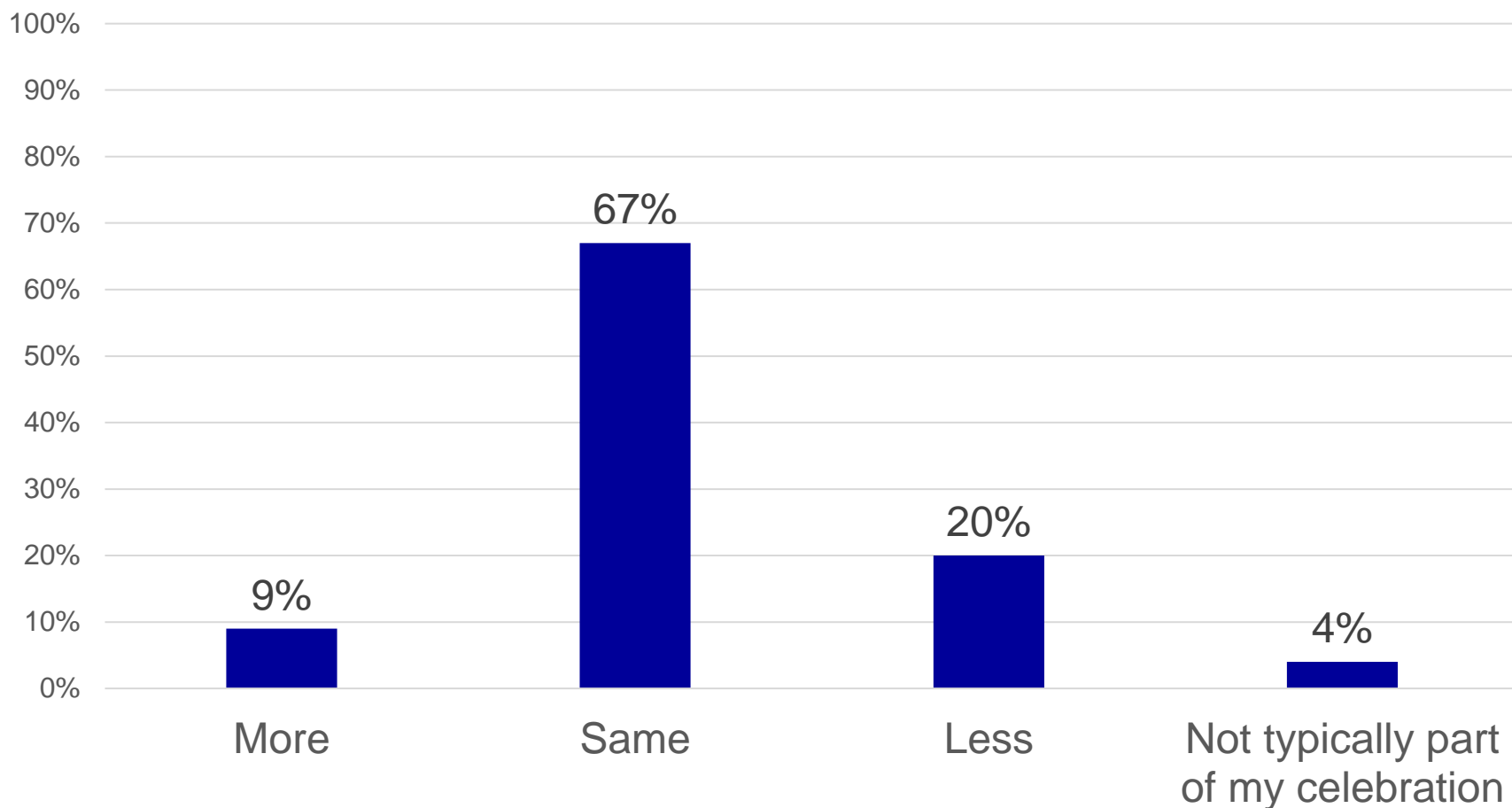
93% of American adults say they celebrate Christmas



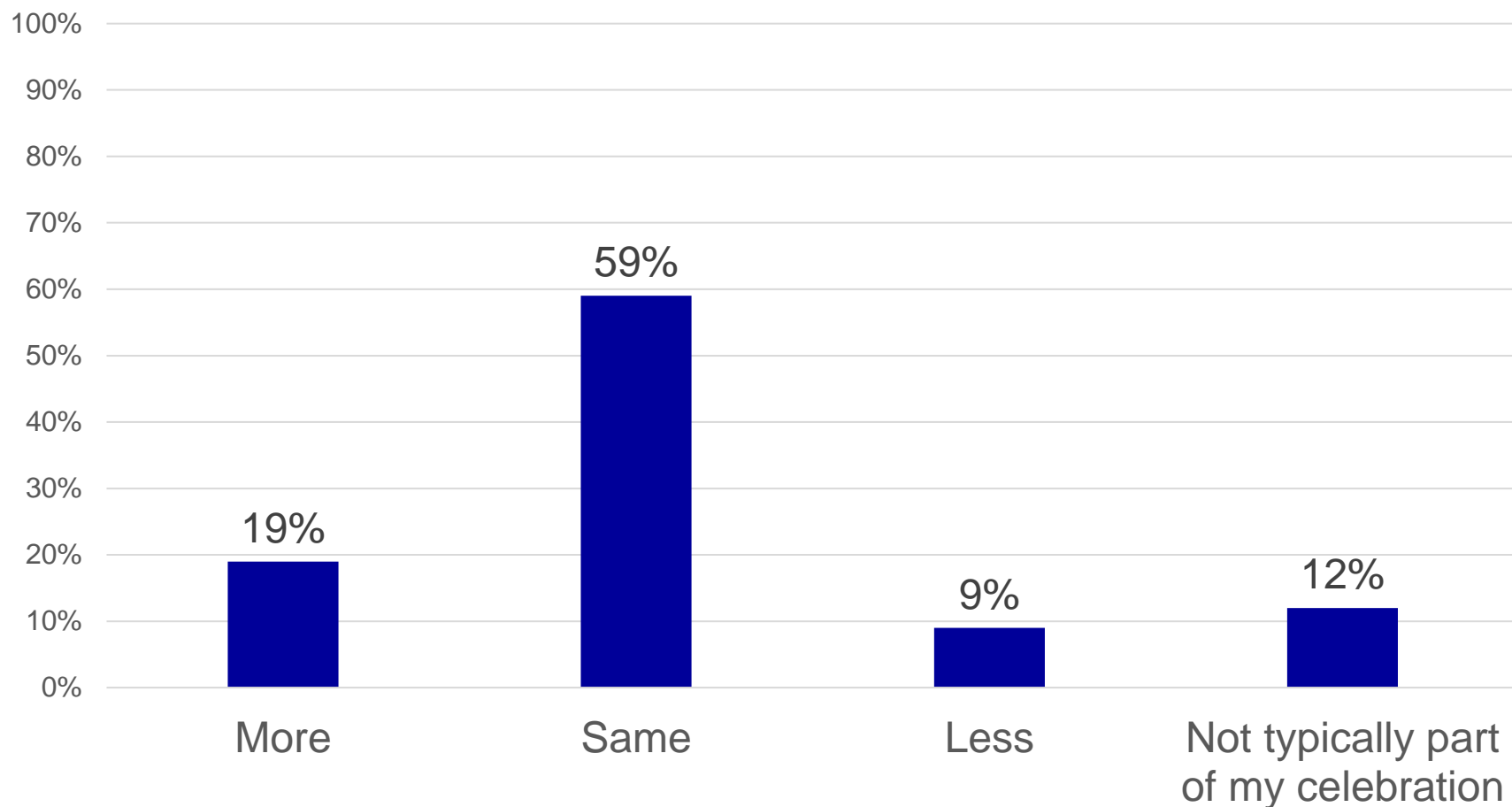
35% expect COVID-19 will lead to less visiting with family at Christmas



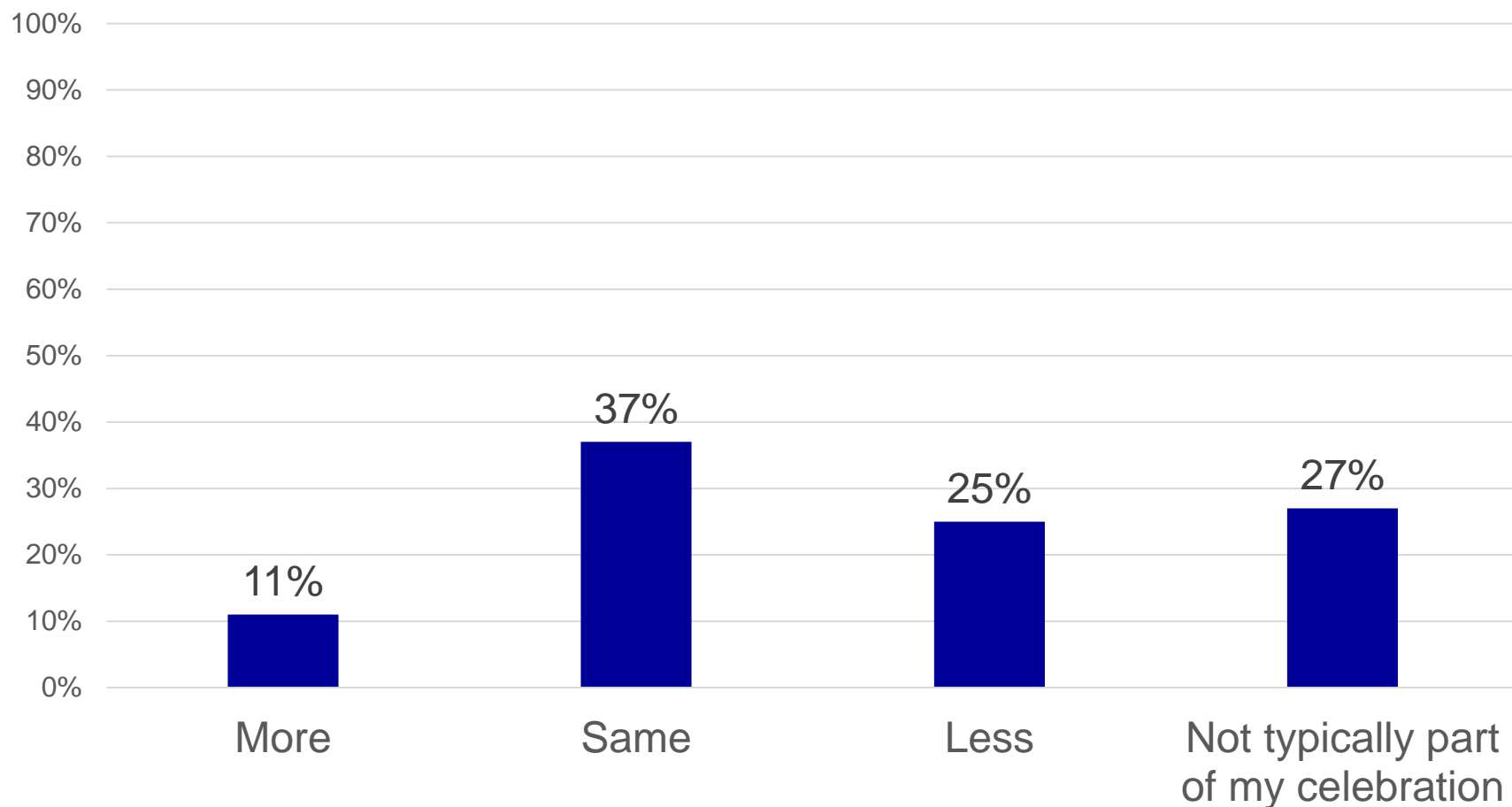
20% expect COVID-19 will lead to less gift giving in their celebration of Christmas



19% expect COVID-19 will lead to more spiritual reflection at Christmas



25% are less likely to attend a Christmas church service expect because of COVID-19



Among those typically celebrating by attending a Christmas church service: 15% more likely to attend, 50% same, 35% less likely to attend

Significant Differences

Gender

Age

Ethnicity

Region

Education Level

Religion

Worship Service Attendance

Evangelical Beliefs

Significant Statistical 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 US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among religion, worship service attendance among Christians, 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		

“Do you celebrate Christmas?”

- Females are more likely to select “Yes” than Males (94% v. 91%)
- Those age 65+ are least likely to select “Yes” (87%)
- African Americans are the least likely to select “Yes” (86%)
- Those in the Midwest (95%) and West (95%) are more likely to select “Yes” than those in the South (90%)
- Those with Some College (95%) and a Bachelor’s Degree (95%) are more likely to select “Yes” than those who are High School Graduates or less (89%)
- Catholics (98%) and Protestants (95%) are more likely to select “Yes” than Other Religions (81%) and Unaffiliated (88%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month are the least likely to select “Yes” (93%)

“How do you expect COVID-19 to impact your celebration of Christmas? Visiting with family”

- Those age 18-34 are most likely to select “More” (19%)
- Those age 50-64 (43%) and 65+ (38%) are more likely to select “Less” than those 18-34 (28%)
- Hispanics (41%) and Other Ethnicities (47%) are the most likely to select “Less” than Whites (31%)
- Those in the South (38%) are more likely to select “Less” than those in the Northeast (29%)
- Those with a Graduate Degree (21%) are more likely to select “More” than those who are High School Graduates or less (11%) and who have Some College (12%)
- Other Religions are the most likely to select “More” (26%)
- Among those who identify as Christian, those who attend a Christian worship service 1 to 3 times a month (16%) are more likely to select “More” than those who attend less than once a month (8%)
- Those with evangelical beliefs are more likely to select “More” than those without evangelical beliefs (18% v. 12%)

“How do you expect COVID-19 to impact your celebration of Christmas? Giving gifts”

- Those age 50-64 (25%) are more likely to select “Less” than those 35-49 (17%)
- Hispanics (27%) are more likely to select “Less” than Whites (18%)
- Those with a Graduate Degree (14%) are more likely to select “More” than those a High School degree or less (8%) and with some college (8%)
- Catholics (27%) are more likely to select “Less” than Protestants (19%) and Unaffiliated (16%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month (4%) are less likely to select “More” than those who attend 1-3 times a month (11%) and 4 or more times a month (10%)
- Those with evangelical beliefs are more likely to select “More” than those without evangelical beliefs (15% v. 7%)

“How do you expect COVID-19 to impact your celebration of Christmas? Spiritual reflection”

- Males are more likely to select “Less” than Females (11% v. 7%)
- Those age 18-34 (12%) are more likely to select “Less” than those 65+ (5%)
- African Americans are the most likely to select “More” (31%)
- Those with a Bachelor’s Degree (12%) are more likely to select “Less” than those with some college (7%)
- Protestants are least likely to select “Less” (5%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month are the least likely to select “More” (15%)
- Those with evangelical beliefs are more likely to select “More” than those without evangelical beliefs (39% v. 14%)

“How do you expect COVID-19 to impact your celebration of Christmas? Likely to attend a Christmas church service”

- Those age 18-34 are most likely to select “More” (15%)
- Hispanics (35%) and Other Ethnicities (37%) are more likely to select “Less” than Whites (21%)
- Those with some college (13%) are more likely to select “More” than those who are High School Graduates or less (8%)
- Catholics are the most likely to select “Less” (36%)
- Among those who identify as Christian, those who attend a Christian worship service less than once a month are the most likely to select “Not typically part of my celebration” (35%)
- Those with evangelical beliefs are more likely to select “More” than those without evangelical beliefs (23% v. 8%)