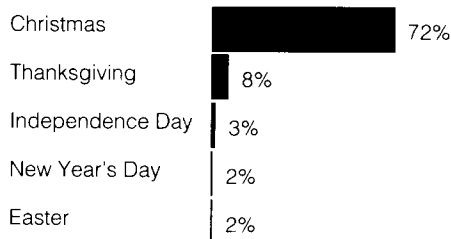


HOLIDAY CHEER

St. Nick has been spotted by eight percent of Americans... Christmas green—trees and dollars—abounds... More than half of Americans attend church as part of their celebration of Christmas.

Question: **What is your favorite holiday?**



Source: Survey by the Gallup Organization, October 12-15, 1989.

Question: **Thinking of the way you personally celebrate Christmas, is it a strongly religious holiday, somewhat religious, or not too religious?**

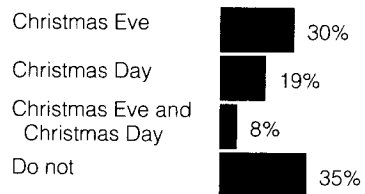
The way personally celebrate Christmas



Note: Sample=people who celebrate Christmas (90%). 1% said they celebrate Hanukkah, 4% said they celebrate both.
Source: Survey by the Gallup Organization, October 12-15, 1989.

Question: **Do you usually attend church on Christmas Eve, on Christmas Day, or don't you usually attend church as part of Christmas?**

Usually attend church on...

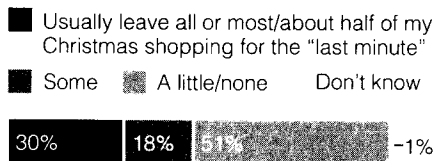


Question: **Do you usually put up a Christmas tree in your home?**
Question: **Is it usually a real Christmas tree or an artificial tree?**



Note: Sample=people who celebrate Christmas.
Source: Survey by the Gallup Organization, October 12-15, 1989.

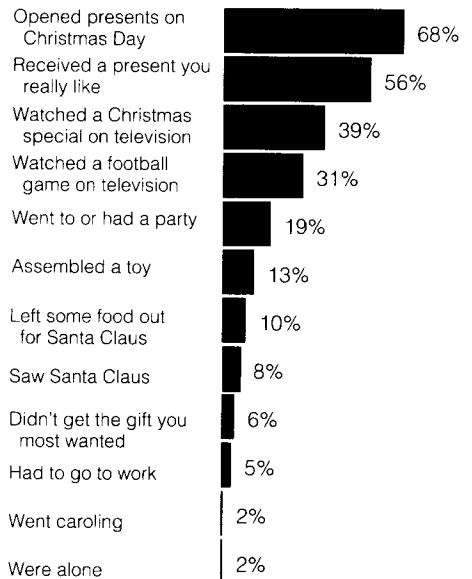
Question: **How much of your Christmas shopping do you usually leave for the "last minute"? Would you say...**



Note: Sample=people who celebrate Christmas. Fifty-six percent say they enjoy shopping for Christmas gifts a great deal or a fair amount.
Source: Survey by the Gallup Organization, October 12-15, 1989.

Question: **Here is a list of things some people have told us they did over Christmas—that is either on Christmas Eve or Christmas Day. (Card shown respondent) Would you please read down that list and call off the letters of all the things you did, if any, over Christmas?**

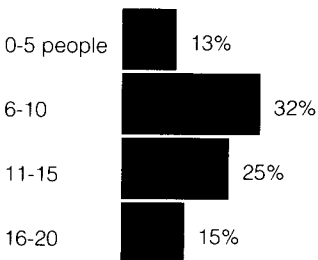
Did over Christmas



Note: Selected responses shown. In an October 1989 Gallup survey, 82% said they usually give gifts or assistance to the poor during the holidays, 72% prepare a special dinner for Christmas Eve or Christmas Day, and 51% said they bake Christmas cookies.
Source: Survey by the Roper Organization (Roper Reports 89-2), January 7-21, 1989.

Question: **For how many people, if any, do you plan to buy Christmas gifts this year? Just your best guess.**

This year, plan to buy Christmas gifts for...



Note: Sample=people who celebrate Christmas.
Source: Survey by the Gallup Organization, October 12-15, 1989.

Question: **Roughly how much money do you think you will spend on Christmas gifts this year?**

Will spend ... dollars on Christmas gifts this year

