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?

- Christmas: 72%
- Thanksgiving: 8%
- Independence Day: 3%
- New Year's Day: 2%
- Easter: 2%


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

- It is a strongly religious holiday: 40%
- Somewhat religious: 39%
- Not too religious: 20%

Note: Sample—people who celebrate Christmas. 1% said they celebrate Hanukkah, 4% said they celebrate both.


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

- Yes, usually put up a tree for Christmas: 90%
- Yes, usually put up a real tree: 52%

Note: Sample—people who celebrate Christmas.


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

- Usually leave all or most/about half of my Christmas shopping for the "last minute": 30%
- Some A little/hone Don't know: 18% 51% 1%

Note: Sample—people who celebrate Christmas. Fifty-six percent say they enjoy shopping for Christmas gifts a great deal or a fair amount.


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

- Will spend ... dollars on Christmas gifts this year:
  - Less than $50: 2%
  - $50-99: 2%
  - $100-249: 15%
  - $250-499: 25%
  - $500 or above: 41%

Note: Sample—people who celebrate Christmas.


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:
  - Opened presents on Christmas Day: 68%
  - Received a present you really like: 56%
  - Watched a Christmas special on television: 39%
  - Watched a football game on television: 31%
  - Went to or had a party: 19%
  - Assembled a toy: 13%
  - Let's some food out for Santa Claus: 10%
  - Saw Santa Claus: 8%
  - Didn't get the gift you most wanted: 6%
  - Had to go to work: 5%
  - Went caroling: 2%
  - Were alone: 2%

Note: Selected responses shown. In an October 1989 Gallup survey, 8% 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 Gallup Organization (Piper Reports 89-2), January 7-21, 1989.