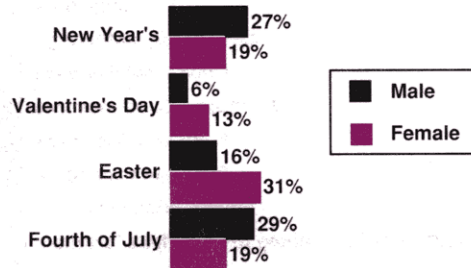
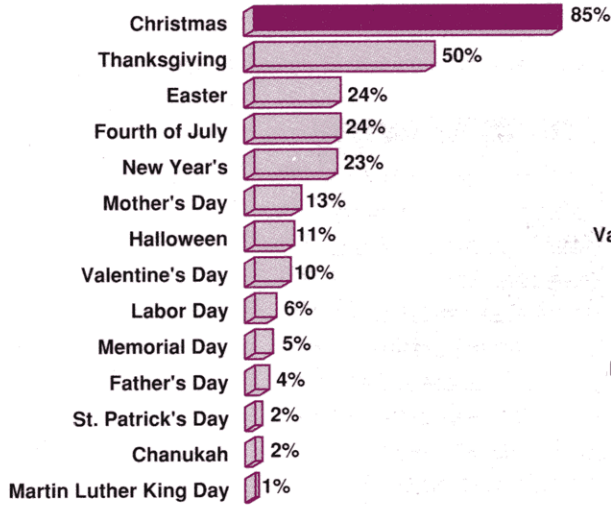




# Christmas: For Most of Us, It's the Favorite

**Question:** Please read down the list [of holidays] and tell me which two or three are your favorites.



percent saying

Christmas	
<b>Age</b>	
18-29	88%
30-44	84
45-59	83
60+	83
<b>Gender, Ages 18-49</b>	
Male	85
Female	85
<b>Household income</b>	
Less than \$15,000	83
\$15,000-less than \$30,000	83
\$30,000-less than \$50,000	87
\$50,000 or more	84
\$75,000 or more	81

percent saying

Christmas	
<b>Education</b>	
Less than high school	86%
High school graduate	86
Some college	83
College graduate	82
<b>Occupation</b>	
Executive professional	82
White collar	83
Blue collar	87

Source: Survey by Roper Starch Worldwide, August 12-26, 1995.

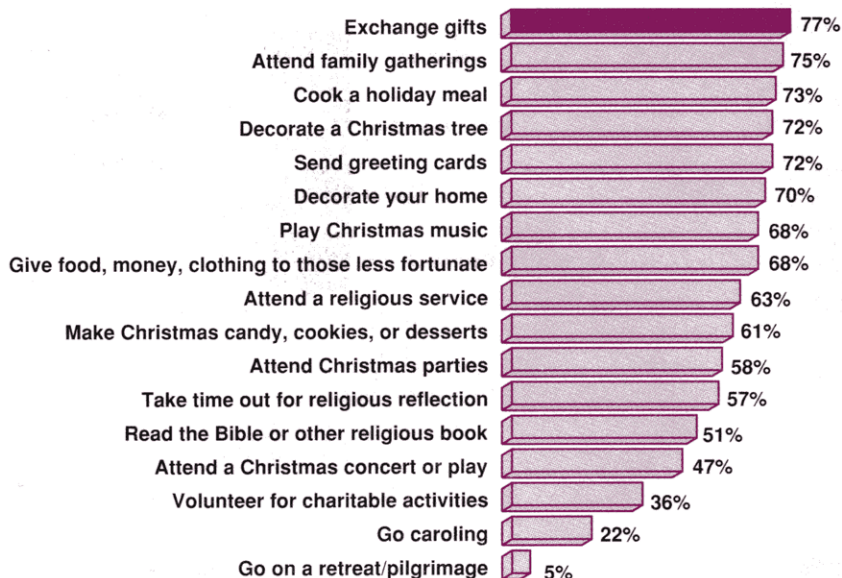


# Christmas: We Celebrate It in Many Ways

**Question:** Which holiday is the most significant Christian holiday to you personally?

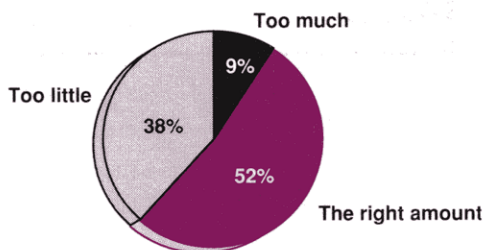


**Question:** Which of the following activities, if any, do you participate usually in during the Christmas season...?

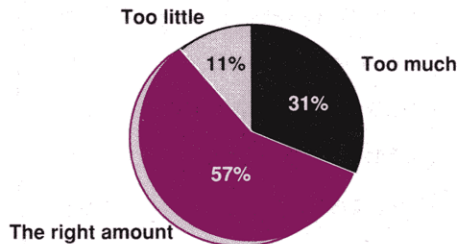


**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

**Question:** ...[W]ould you say that over the Christmas season you hear too much, the right amount, or too little religious Christmas music?



**Question:** ...Would you say that you hear too much, the right amount, or too little non-religious Christmas music over the Christmas season?

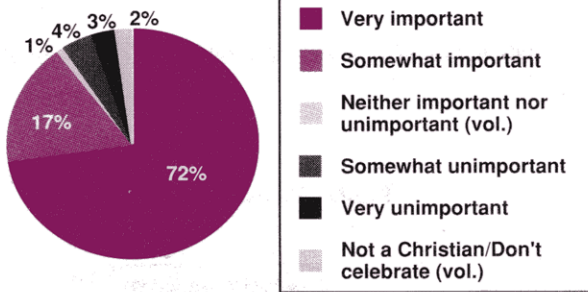


**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.



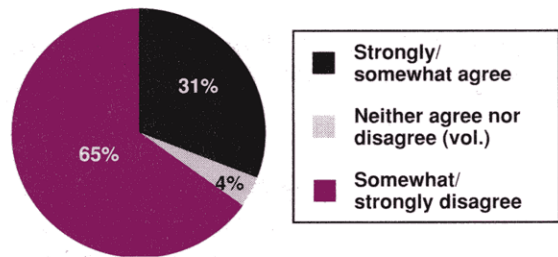
# Christmas: On the Religious Dimension We Show Commitment—and Anxiety

**Question:** How important is celebrating the birth of Jesus to you personally...very important, somewhat important, somewhat unimportant, or very unimportant?



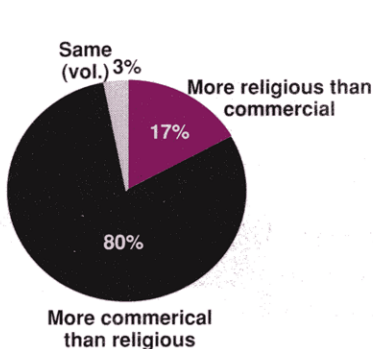
**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

**Question:** ...[T]ell me if you strongly agree, somewhat agree or strongly disagree with [the following statement]...My family and I focus on the material aspects of Christmas rather than the religious or spiritual aspects.



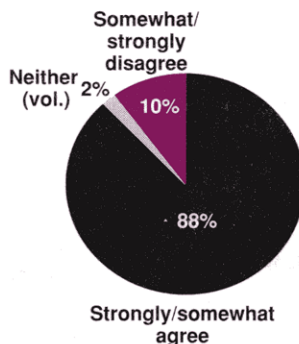
**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

**Question:** ...Do you think...[Christmas] is a more religious than commercial holiday or more commercial than religious?



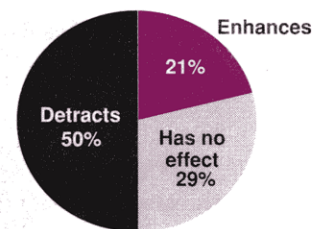
**Source:** Survey by Opinion Dynamics for Fox News, March 19-20, 1997.

**Question:** ...[T]ell me if you strongly agree, somewhat agree or strongly disagree with [the following statement]... Most Americans focus on the material aspects of Christmas rather than the religious or spiritual aspects.



**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

**Question:** In your opinion, does the Santa Claus tradition and gift giving enhance the religious celebration of Christmas, have no effect on it, or detract from the religious celebration of Christmas?

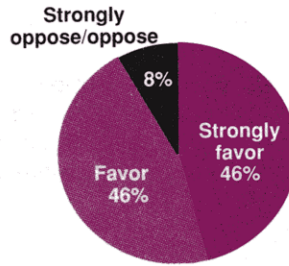


**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.



# Christmas: Yes to Governmental Recognition

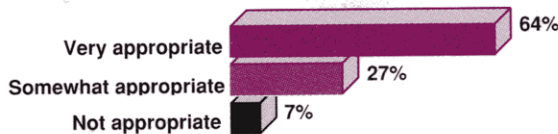
**Question:** ...For each... [proposal], please tell me whether you strongly favor, favor, oppose, or strongly oppose it....Allowing Christmas nativity scenes and Christmas carols in public schools during the holidays.



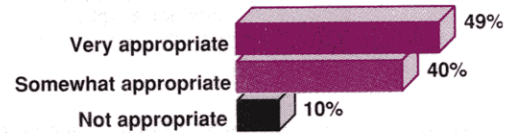
**Source:** Survey by Princeton Survey Research Associates for the Pew Research Center, May 31-June 9, 1996.

**Question:** In which of the following places, if any, do you think it is appropriate to have Christmas decorations? [If appropriate] Is it very or somewhat appropriate...?

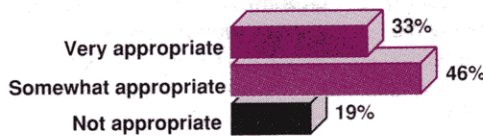
## Churches



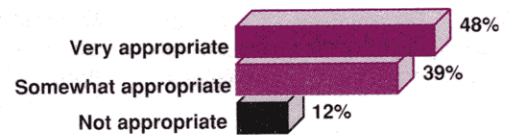
## Public Schools



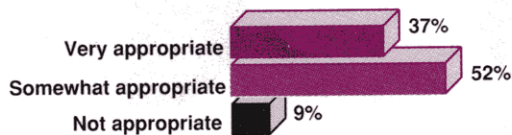
## Government Buildings



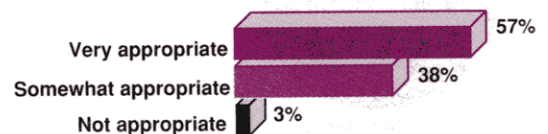
## Public Parks



## Office Buildings



## Stores



**Source:** Survey by the Tarrance Group & Lake Research for *US News & World Report*/Bozell Worldwide, November 6-10, 1996.



## Christmas: How Old Were You When You Stopped Believing in Santa Claus?



	Never believed	Stopped believing at age [specified]...	Still believe	Don't know/Refused
Everyone	4%	76%	9%	11%
18-29 years of age	5%	82%	4%	9%
64+ years of age	4%	77%	6%	13%

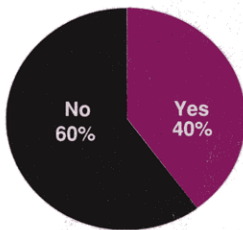
Source: Survey by the Tarrence Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

## Are Snoopy and Garfield Part of Your Celebration?

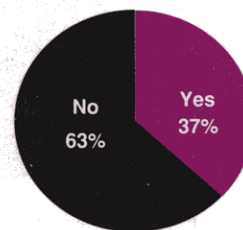
Question: Which of the following, if any, do you or other members of your household do for your dog [cat]...?

### Hang Christmas Stockings for Pet?

Asked of respondents who own a dog, but not a cat (26%)

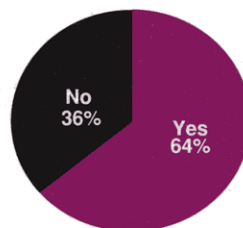


Asked of respondents who own one or more cats (31%)

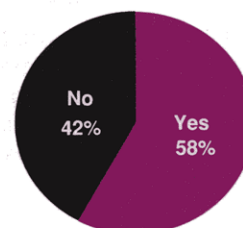


### Give Pet Toys or Presents?

Asked of respondents who own a dog, but not a cat (26%)



Asked of respondents who own one or more cats (31%)



Source: Survey by the Gallup Organization for *CNN/USA Today*, August 23-25, 1996.



**At Years End:**

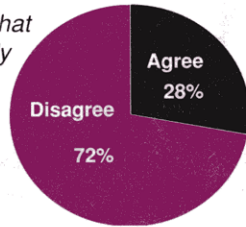
# Christmas: For Too Many, It's a Lonely Time

**Question:** ...[P]lease tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each [statement]...

## Christmas Can Be a Lonely Time of the Year for Me

percent saying "strongly/somewhat agree"

percent saying "strongly/somewhat agree" and "somewhat/strongly disagree" combined



### By Gender

Male	26%
Female	27%

### By Race

White	26%
Non-White	28%

### By Income

Less than \$30,000	32%
\$30,000-\$60,000	26%
\$60,000+	17%

### By Age

18-29	19%
30-39	23%
40-49	25%
50-64	34%
65+	35%

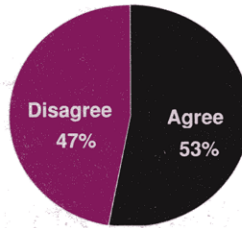
### By Marital status

Married	19%
Single/Divorced/Widowed	39%

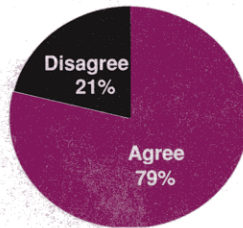
### Kids Under 18 Yrs. of Age

Yes	20%
No	31%

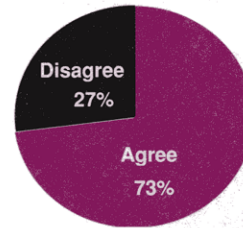
## Christmas Can Be Very Stressful for Me



## Christmas Brings Out the Best in People

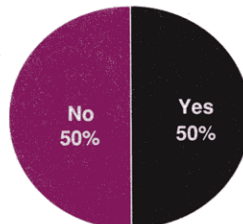


## Christmas Rejuvenates Me



Source: Survey by the Tarrance Group & Lake Research for *US News & World Report/Bozell Worldwide*, November 6-10, 1996.

Question: [The following are situations that might cause people to feel anxious. Please tell me if you are likely to feel anxious in these situations.] Are you likely to feel anxious...during the Christmas and New Year holiday season?



Source: Survey by the Gallup Organization for *US News and World Report/CNN/IBM*, November 16-19, 1995.