



War on Christmas

Fieldwork Dates: 5th - 6th December 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1268 adults. Fieldwork was undertaken between 5th - 6th December 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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War on Christmas

US_nat Sample: 5th - 6th December 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GEW_q1. To what extent, if at all, do you enjoy celebrating Christmas?

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Enjoy a lot	48%	44%	52%	49%	47%	48%	54%	51%	48%	42%	48%	47%	50%	42%	46%
			A				I				*	*	*	*	
Enjoy somewhat	24%	25%	24%	26%	26%	22%	23%	22%	23%	30%	24%	23%	23%	30%	25%
										G	*	*	*	*	
Enjoy a little	14%	16%	12%	11%	14%	16%	16%	16%	13%	13%	14%	14%	15%	10%	16%
											*	*	*	*	
Don't enjoy at all	8%	9%	7%	7%	8%	8%	5%	8%	8%	9%	8%	5%	7%	10%	7%
											*	*	*	*	
Not applicable - I don't celebrate Christmas	6%	7%	5%	6%	6%	6%	2%	4%	8%	6%	5%	10%	5%	8%	5%
									F.G			J*	*	*	

Which ONE, if any, of the following seasonal greetings do you prefer in each of the following situations? Please select one option on each row.

GEW_q2_1. Prefer to say to others

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Merry Christmas	64%	65%	63%	54%	62%	74%	60%	68%	68%	58%	68%	51%	59%	62%	66%
				C		C.D		I	I		K	*	*	*	
Happy Holidays	27%	25%	29%	32%	28%	22%	34%	23%	22%	34%	24%	38%	31%	27%	25%
			E				G.H			G.H		J*	*	*	
Other	2%	3%	2%	3%	3%	2%	1%	3%	3%	2%	2%	4%	1%	4%	2%
											*	*	*	*	
Don't know	7%	7%	6%	10%	7%	3%	5%	7%	8%	6%	6%	7%	9%	6%	8%
			E		E						*	*	*	*	

GEW_q2_2. Prefer to receive

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Merry Christmas	66%	67%	65%	54%	67%	75%	61%	69%	69%	61%	69%	56%	62%	59%	69%
				C		C.D					K	*	*	*	
Happy Holidays	22%	20%	24%	27%	21%	18%	29%	17%	18%	27%	20%	34%	22%	24%	20%
			E				G.H			G.H		J*	*	*	
Other	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%	5%	1%
											*	*	*	*	
Don't know	10%	11%	9%	16%	9%	5%	8%	11%	10%	10%	9%	7%	15%	12%	11%
			D.E		E						*	*	*	*	

To what extent do you approve or disapprove of the following displays on public grounds? Please select on option on each row.

GEW_q3_1. Christmas-related scenes (e.g., Jesus, Santa, reindeer, etc.)

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Strongly approve	56%	54%	58%	44%	54%	68%	54%	61%	58%	50%	60%	43%	54%	46%	60%
				C		C.D		I			K.M	*	*	*	Q
Somewhat approve	15%	15%	15%	19%	16%	11%	19%	14%	12%	17%	13%	21%	19%	17%	14%
			E		E		H				J*	*	*	*	
Neither approve nor disapprove	18%	17%	18%	23%	20%	12%	18%	14%	18%	21%	17%	27%	14%	23%	17%
			E		E						J.L*	*	*	*	
Somewhat disapprove	5%	5%	5%	6%	3%	5%	4%	4%	4%	7%	5%	2%	2%	9%	3%
											*	*	*	K.L*	

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US_nat Sample: 5th - 6th December 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GEW_q1. To what extent, if at all, do you enjoy celebrating Christmas?

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Enjoy a lot	48%	49%	51%	50%	51%	53% **	48%	54% *	44%	41% *	54% Y	45%	42%	49%	58% Z,AA
Enjoy somewhat	24%	26% Q	24%	16%	24%	26% **	20%	18% *	26%	26% *	27%	23%	24%	28% AB	20%
Enjoy a little	14%	13%	12%	14%	15%	5% **	15%	17% *	12%	15% *	10%	16% X	18% AC	13%	12%
Don't enjoy at all	8%	8%	6%	12%	6%	9% **	13%	2% R	9%	12% *	5%	9% X	9%	6%	5%
Not applicable - I don't celebrate Christmas	6%	5%	8%	7%	4%	7% **	4%	9% *	9% R	5% *	4%	7%	7%	4%	6%

Which ONE, if any, of the following seasonal greetings do you prefer in each of the following situations? Please select one option on each row.

GEW_q2_1. Prefer to say to others

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Merry Christmas	64%	65%	64%	58%	70% V	65% **	68%	82% V,W*	52%	60% *	68%	63%	58%	67%	65% Z
Happy Holidays	27%	27%	26%	38% N,O,P	22%	22% **	27%	17% *	35% R,U	35% R*	24%	28%	29%	26% AC	29% AC
Other	2%	4%	1%	1%	1%	5% **	1%	2% *	5% R,T	-	2%	3%	4%	1%	2%
Don't know	7%	5%	9%	3%	7%	7% **	4%	-	8%	5% *	6%	7%	9%	5%	5%

GEW_q2_2. Prefer to receive

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Merry Christmas	66%	66%	63%	59%	72% V	63% **	70% V	82% V*	53%	64% *	69%	65%	61%	71%	65% Z
Happy Holidays	22%	22%	23%	31% N	18%	25% **	24%	14% *	28% R	28% *	21%	23%	23% AC	21% AC	26% AC
Other	2%	5% N	2%	1%	2%	- **	1%	2% *	5% R,T	-	1%	3%	3%	1%	1%
Don't know	10%	8%	12%	9%	9%	12% **	6%	2% *	13% T	9% *	9%	10%	13% AA	7%	8%

To what extent do you approve or disapprove of the following displays on public grounds? Please select on option on each row.

GEW_q3_1. Christmas-related scenes (e.g., Jesus, Santa, reindeer, etc.)

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Strongly approve	56%	56%	54%	47%	61% V	59% **	63% V	69% V*	44%	58% *	57%	56%	52%	61%	51% Z,AB
Somewhat approve	15%	15%	16%	19%	15% V	16% **	15%	6% *	16%	14% *	20% Y	13%	16% AC	14% AC	18% AC
Neither approve nor disapprove	18%	19% Q	21% Q	10%	15%	15% **	14%	16% *	25% R,T	16% *	19%	19%	21% AC	16% AC	16% AC
Somewhat disapprove	5%	5%	5%	10% N,O	3%	3% **	4%	4% *	8% R	2% *	2%	6% X	4%	5%	5%

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War on Christmas

US_nat Sample: 5th - 6th December 2018



Total	
	Prefer not to say
	AC

GEW_q1. To what extent, if at all, do you enjoy celebrating Christmas?

Unweighted base	1266	172
Base: All US adults	1256	164
Enjoy a lot	48%	48%
Enjoy somewhat	24%	24%
Enjoy a little	14%	9%
Don't enjoy at all	8%	12%
Not applicable - I don't celebrate Christmas	6%	6%
		AA AB

Which ONE, if any, of the following seasonal greetings do you prefer in each of the following situations? Please select one option on each row.

GEW_q2_1. Prefer to say to others

Unweighted base	1266	172
Base: All US adults	1256	164
Merry Christmas	64%	73%
Happy Holidays	27%	19%
Other	2%	2%
Don't know	7%	6%
		Z

GEW_q2_2. Prefer to receive

Unweighted base	1266	172
Base: All US adults	1256	164
Merry Christmas	66%	71%
Happy Holidays	22%	14%
Other	2%	5%
Don't know	10%	10%
		AA AB

To what extent do you approve or disapprove of the following displays on public grounds? Please select on option on each row.

GEW_q3_1. Christmas-related scenes (e.g., Jesus, Santa, reindeer, etc.)

Unweighted base	1266	172
Base: All US adults	1256	164
Strongly approve	56%	65%
Somewhat approve	15%	9%
Neither approve nor disapprove	18%	16%
Somewhat disapprove	5%	5%
		Z AB

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War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Strongly disapprove	3%	4%	2%	2%	3%	4%	4%	4%	2%	5%	4%	1%	1%	3%	1%
Don't know	3%	5%	2%	5%	3%	1%	1%	3%	6%	1%	1%	6%	9%	2%	5%
		B		E					F,I			J*	J*	*	O,P

GEW_q3_2. Secular scenes (e.g., Snowmen, gift boxes, etc.)

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1266	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Strongly approve	52%	47%	58%	49%	51%	56%	56%	59%	51%	44%	58%	37%	43%	51%	50%
Somewhat approve	19%	20%	19%	21%	19%	18%	19%	16%	20%	21%	18%	23%	19%	25%	19%
Neither approve nor disapprove	22%	26%	19%	23%	24%	20%	22%	19%	19%	31%	20%	29%	28%	20%	23%
Somewhat disapprove	2%	2%	2%	1%	2%	3%	2%	1%	3%	2%	2%	3%	1%	-	2%
Strongly disapprove	1%	1%	1%	0%	1%	1%	0%	2%	1%	1%	1%	1%	-	3%	1%
Don't know	3%	5%	2%	6%	3%	1%	1%	3%	6%	1%	1%	8%	9%	2%	6%
		B		E					F,G,I			J*	J*	*	O,P

To what extent do you agree or disagree with each of the following statements? Please select an option on each row.

GEW_q4_1. There is a "War on Christmas" happening in the US

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1266	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Strongly agree	20%	24%	16%	10%	19%	29%	17%	22%	21%	19%	22%	12%	20%	12%	22%
Somewhat agree	19%	19%	18%	15%	19%	21%	19%	20%	17%	20%	19%	17%	17%	17%	18%
Neither agree nor disagree	21%	17%	24%	22%	24%	17%	22%	13%	24%	22%	17%	31%	31%	23%	25%
Somewhat disagree	7%	6%	8%	9%	6%	7%	7%	11%	6%	6%	8%	8%	3%	8%	6%
Strongly disagree	26%	27%	25%	31%	26%	23%	29%	27%	24%	28%	29%	23%	15%	32%	17%
Don't know	7%	7%	8%	13%	7%	3%	7%	7%	9%	5%	5%	13%	14%	8%	11%
				D,E	E							J*	J*	*	O,P,Q

GEW_q4_2. I like learning about holiday traditions and celebrations from various cultures

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1266	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Strongly agree	31%	27%	35%	36%	30%	27%	35%	29%	25%	38%	30%	30%	33%	36%	25%
Somewhat agree	31%	29%	33%	28%	30%	33%	31%	28%	33%	30%	31%	27%	28%	36%	26%
Neither agree nor disagree	24%	27%	21%	21%	27%	25%	23%	25%	24%	24%	24%	23%	26%	18%	30%
Somewhat disagree	7%	8%	6%	6%	7%	7%	6%	9%	9%	3%	7%	10%	4%	3%	7%
Strongly disagree	5%	6%	4%	2%	4%	7%	4%	6%	4%	4%	5%	5%	2%	3%	6%
Don't know	3%	4%	2%	6%	3%	1%	2%	2%	5%	1%	2%	5%	7%	3%	6%
				D,E					I			J*	J*	*	O,P,Q

GEW_q4_3. No other religion has their religious holidays attacked or persecuted to the same extent Christians do

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
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War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Strongly disapprove	3%	3%	3%	12%	3%	4%	2%	5%	4%	7%	2%	4%	2%	1%	8%
		N		N.O.P		**		*	*						Z,AA
Don't know	3%	2%	1%	2%	4%	4%	2%	-	3%	2%	4%	5%	2%	2%	
						**		*	*			AA,AB			

GEW_q3_2. Secular scenes (e.g., Snowmen, gift boxes, etc.)

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Strongly approve	52%	55%	53%	54%	52%	59%	51%	55%	51%	59%	53%	52%	47%	54%	56%
						**		*	*						Z
Somewhat approve	19%	18%	23%	18%	20%	11%	24%	22%	16%	18%	21%	18%	22%	20%	17%
						**		*	*						AC
Neither approve nor disapprove	22%	21%	23%	20%	21%	23%	23%	19%	26%	18%	23%	22%	22%	21%	23%
						**		*	*						
Somewhat disapprove	2%	2%	-	5%	2%	-	-	4%	3%	2%	1%	3%	2%	2%	2%
				P		**		T*	*			X			
Strongly disapprove	1%	2%	-	1%	1%	-	1%	-	1%	1%	1%	1%	1%	2%	0%
						**		*	*						
Don't know	3%	2%	1%	2%	4%	8%	2%	-	3%	2%	3%	4%	6%	2%	2%
						**		*	*				AA,AB		

To what extent do you agree or disagree with each of the following statements? Please select an option on each row.

GEW_q4_1. There is a "War on Christmas" happening in the US

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Strongly agree	20%	18%	18%	21%	25%	14%	28%	18%	10%	17%	19%	20%	17%	17%	24%
					V	**	V	*	*						Z
Somewhat agree	19%	19%	21%	13%	22%	6%	18%	33%	14%	13%	23%	17%	17%	22%	16%
					V	**		T,V,W*	*	Y					
Neither agree nor disagree	21%	18%	18%	15%	20%	38%	20%	20%	20%	26%	25%	19%	25%	21%	14%
					**	**	*	*	*	Y			AB	AB	
Somewhat disagree	7%	8%	9%	6%	6%	6%	8%	7%	9%	9%	6%	8%	7%	7%	7%
					**	**	*	*	*						
Strongly disagree	26%	30%	32%	41%	21%	28%	22%	19%	37%	26%	21%	29%	22%	27%	36%
		N	N	N.O		**	*	*	R,T,U	*		X			Z,AA,AC
Don't know	7%	6%	3%	4%	7%	9%	4%	2%	10%	10%	7%	8%	12%	5%	2%
						**		*	T	*			AA,AB		

GEW_q4_2. I like learning about holiday traditions and celebrations from various cultures

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Strongly agree	31%	32%	36%	41%	28%	48%	31%	31%	35%	34%	34%	29%	28%	31%	37%
			N	N		**	*	*	R	*					Z
Somewhat agree	31%	31%	37%	36%	33%	7%	36%	34%	25%	40%	29%	32%	28%	36%	32%
			N	V		**	V	*	*	V*					AC
Neither agree nor disagree	24%	22%	17%	17%	26%	28%	18%	21%	25%	18%	25%	24%	26%	21%	21%
						**	*	*	*	*					
Somewhat disagree	7%	8%	7%	3%	6%	6%	10%	12%	8%	3%	6%	7%	8%	5%	5%
						**	*	*	*	*					
Strongly disagree	5%	5%	3%	2%	4%	8%	5%	2%	5%	1%	4%	5%	4%	6%	4%
						**	*	*	*	*					
Don't know	3%	1%	0%	1%	3%	4%	1%	-	3%	4%	2%	4%	6%	1%	0%
						**		*	*	*			AA,AB		

GEW_q4_3. No other religion has their religious holidays attacked or persecuted to the same extent Christians do

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
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YouGov Omnibus

War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Prefer not to say
Strongly disapprove	3%	4%
Don't know	3%	2%

GEW_q3_2. Secular scenes (e.g., Snowmen, gift boxes, etc.)

	1266	172
Unweighted base	1266	164
Base: All US adults	1266	164
Strongly approve	52%	57%
Somewhat approve	19%	12%
Neither approve nor disapprove	22%	26%
Somewhat disapprove	2%	2%
Strongly disapprove	1%	-
Don't know	3%	3%

To what extent do you agree or disagree with each of the following statements? Please select on option on each row.

GEW_q4_1. There is a "War on Christmas" happening in the US

	1266	172
Unweighted base	1266	164
Base: All US adults	1266	164
Strongly agree	20%	30%
Somewhat agree	19%	17%
Neither agree nor disagree	21%	17%
Somewhat disagree	7%	7%
Strongly disagree	26%	22%
Don't know	7%	7%

GEW_q4_2. I like learning about holiday traditions and celebrations from various cultures

	1266	172
Unweighted base	1266	164
Base: All US adults	1266	164
Strongly agree	31%	29%
Somewhat agree	31%	25%
Neither agree nor disagree	24%	31%
Somewhat disagree	7%	10%
Strongly disagree	5%	3%
Don't know	3%	3%

GEW_q4_3. No other religion has their religious holidays attacked or persecuted to the same extent Christians do

	1266	172
Unweighted base	1266	164

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US_nat Sample: 5th - 6th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Strongly agree	25%	28%	22%	15%	24%	34%	23%	27%	27%	22%	28%	11%	24%	24%	29%
		B	C			C.D					K	*	K*	K*	O.P
Somewhat agree	17%	16%	17%	19%	17%	16%	14%	17%	16%	22%	16%	20%	20%	9%	18%
											*	*	*	*	
Neither agree nor disagree	22%	20%	23%	24%	23%	19%	24%	18%	23%	21%	17%	35%	27%	27%	25%
											J*	J*	*	Q	
Somewhat disagree	6%	5%	8%	5%	6%	8%	8%	8%	6%	4%	7%	5%	5%	5%	6%
											*	*	*	*	
Strongly disagree	22%	22%	23%	25%	24%	19%	25%	25%	18%	26%	26%	17%	9%	25%	11%
								H	H	H	K.L	*	*	L*	
Don't know	7%	8%	7%	12%	6%	4%	7%	5%	10%	5%	4%	13%	15%	10%	11%
			D.E					G	G	G	J*	J*	J*	J*	O.P.Q

GEW_q4_4. I'm generally careful to acknowledge that not everyone celebrates Christmas

Unweighted base	1193	527	666	347	361	485	222	278	436	257	854	119	143	77	424
Base: All US adults	1185	582	602	360	370	454	219	266	441	258	789	140	181	75	499
Strongly agree	29%	24%	33%	28%	28%	30%	35%	25%	26%	31%	29%	36%	21%	29%	27%
			A				G.H				L*	*	*	*	
Somewhat agree	31%	29%	33%	35%	30%	30%	32%	36%	31%	27%	32%	27%	28%	40%	28%
								I			*	*	*	*	
Neither agree nor disagree	23%	24%	22%	21%	29%	20%	20%	21%	26%	23%	22%	23%	30%	13%	25%
					C.E						*	M*	*	*	
Somewhat disagree	7%	8%	7%	7%	7%	8%	6%	8%	6%	10%	8%	9%	4%	7%	7%
											*	*	*	*	
Strongly disagree	7%	11%	4%	4%	6%	12%	6%	9%	7%	8%	8%	2%	10%	9%	8%
		B				C.D					*	K*	*	*	
Don't know	2%	3%	1%	6%	1%	1%	1%	1%	4%	1%	1%	2%	8%	2%	4%
		B		D.E					F.G.I			*	J*	*	O.P

To what extent are you more or less likely to purchase items from a retailer if their seasonal branding/logos have any of the following? Please select one option on each row.

GEW_q5_1. Christian (e.g., items say "Merry Christmas"; use nativity scenes, crosses, etc.)

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Much more likely	28%	27%	28%	18%	26%	36%	26%	26%	32%	22%	29%	26%	26%	19%	33%
						C			I		*	*	*	*	
Somewhat more likely	17%	16%	17%	22%	15%	14%	17%	16%	16%	18%	15%	21%	22%	14%	17%
				D.E							*	*	*	*	
No more or less likely	37%	38%	36%	32%	42%	37%	40%	41%	32%	38%	38%	38%	30%	42%	32%
					C			H			*	*	*	*	
Somewhat less likely	6%	5%	7%	8%	6%	4%	5%	7%	6%	6%	7%	3%	2%	12%	4%
				E							*	*	*	K.L*	
Much less likely	7%	6%	7%	9%	6%	5%	8%	5%	6%	9%	7%	6%	5%	6%	3%
				E							*	*	*	*	
Don't know	6%	7%	5%	10%	6%	3%	4%	5%	8%	7%	5%	6%	14%	6%	10%
				E							*	J*	*	*	

GEW_q5_2. Secular (e.g., items say "Happy Holidays"; use images of Snowmen, gift boxes, etc.)

Unweighted base	1266	567	699	368	384	514	228	288	475	275	897	135	150	84	448
Base: All US adults	1256	624	632	383	392	481	225	276	481	275	829	156	190	82	526
Much more likely	16%	13%	18%	20%	16%	12%	16%	13%	18%	14%	14%	20%	20%	15%	18%
				E							*	*	*	*	
Somewhat more likely	17%	16%	18%	23%	17%	13%	17%	16%	15%	22%	14%	23%	24%	21%	17%
				E						H		J*	J*	*	

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War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Strongly agree	25%	23%	21%	21%	32%	16%	24%	33%	16%	15%	26%	25%	21%	24%	26%
Somewhat agree	17%	17%	17%	13%	18%	2%	21%	9%	15%	19%	22%	15%	16%	21%	13%
Neither agree nor disagree	22%	21%	18%	14%	20%	40%	24%	28%	22%	24%	23%	21%	26%	21%	18%
Somewhat disagree	6%	6%	7%	7%	6%	3%	7%	15%	6%	10%	6%	7%	6%	8%	6%
Strongly disagree	22%	28%	31%	40%	19%	24%	21%	13%	31%	24%	18%	24%	18%	21%	35%
Don't know	7%	5%	4%	4%	6%	14%	4%	1%	11%	9%	6%	8%	12%	5%	1%

GEW_q4_4. I'm generally careful to acknowledge that not everyone celebrates Christmas

Unweighted base	1193	420	226	123	615	24	127	38	321	68	371	822	412	358	261
Base: All US adults	1185	378	199	108	607	24	119	36	329	71	373	812	438	361	231
Strongly agree	29%	27%	30%	36%	26%	32%	33%	30%	31%	34%	25%	30%	28%	26%	32%
Somewhat agree	31%	34%	31%	34%	32%	29%	32%	32%	29%	34%	33%	30%	32%	30%	34%
Neither agree nor disagree	23%	22%	25%	16%	22%	20%	19%	15%	27%	25%	27%	21%	25%	26%	15%
Somewhat disagree	7%	8%	6%	7%	8%	4%	8%	14%	7%	4%	8%	7%	5%	8%	11%
Strongly disagree	7%	7%	7%	6%	9%	11%	8%	9%	5%	-	6%	8%	6%	9%	8%
Don't know	2%	1%	-	1%	3%	4%	-	-	2%	4%	1%	3%	5%	0%	1%

To what extent are you more or less likely to purchase items from a retailer if their seasonal branding/logos have any of the following? Please select one option on each row.

GEW_q5_1. Christian (e.g., items say "Merry Christmas"; use nativity scenes, crosses, etc.)

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Much more likely	28%	25%	25%	19%	34%	27%	29%	40%	16%	19%	28%	28%	28%	26%	28%
Somewhat more likely	17%	18%	15%	14%	16%	14%	14%	19%	18%	17%	20%	15%	18%	18%	12%
No more or less likely	37%	39%	45%	37%	35%	38%	41%	36%	39%	40%	38%	36%	31%	43%	41%
Somewhat less likely	6%	6%	6%	13%	4%	7%	5%	-	9%	10%	4%	7%	6%	4%	7%
Much less likely	7%	10%	7%	14%	4%	-	8%	2%	11%	7%	4%	8%	6%	5%	10%
Don't know	6%	4%	2%	3%	6%	15%	3%	2%	7%	7%	6%	6%	10%	3%	2%

GEW_q5_2. Secular (e.g., items say "Happy Holidays"; use images of Snowmen, gift boxes, etc.)

Unweighted base	1266	442	243	133	642	26	132	42	352	72	386	880	442	375	277
Base: All US adults	1256	398	216	117	632	26	124	39	361	74	388	869	470	377	245
Much more likely	16%	13%	17%	10%	14%	9%	15%	6%	19%	23%	17%	15%	20%	10%	17%
Somewhat more likely	17%	18%	12%	21%	16%	22%	15%	7%	19%	21%	22%	15%	16%	21%	15%

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US_nat Sample: 5th - 6th December 2018



	Total	Prefer not to say
Base: All US adults	1256	164
Strongly agree	25%	39%
Somewhat agree	17%	15%
Neither agree nor disagree	22%	16%
Somewhat disagree	6%	4%
Strongly disagree	22%	20%
Don't know	7%	7%
		AB

GEW_q4_4. I'm generally careful to acknowledge that not everyone celebrates Christmas

Unweighted base	1193	162
Base: All US adults	1185	154
Strongly agree	29%	31%
Somewhat agree	31%	29%
Neither agree nor disagree	23%	22%
Somewhat disagree	7%	8%
Strongly disagree	7%	7%
Don't know	2%	2%

To what extent are you more or less likely to purchase items from a retailer if their seasonal branding/logos have any of the following? Please select one option on each row.

GEW_q5_1. Christian (e.g., items say "Merry Christmas"; use nativity scenes, crosses, etc.)

Unweighted base	1266	172
Base: All US adults	1256	164
Much more likely	28%	30%
Somewhat more likely	17%	15%
No more or less likely	37%	32%
Somewhat less likely	6%	6%
Much less likely	7%	8%
Don't know	6%	9%
		AA AB

GEW_q5_2. Secular (e.g., items say "Happy Holidays"; use images of Snowmen, gift boxes, etc.)

Unweighted base	1266	172
Base: All US adults	1256	164
Much more likely	16%	14%
Somewhat more likely	17%	15%

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War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
No more or less likely	47%	48%	47%	40%	50% C	52% C	52%	51%	44%	46%	52% L	42% *	33% *	49% L*	42%
Somewhat less likely	7%	9%	6%	5%	7%	9%	7%	8%	7%	6%	9%	4% *	4% *	4% *	7%
Much less likely	6%	7%	6%	3%	5%	11% C.D	4%	8%	7%	6%	7%	5% *	4% *	5% *	6%
Don't know	6%	7%	5%	10% E	6%	4%	4%	5%	8%	7%	5%	7% *	14% J*	6% *	10% O.P

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*))

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US_nat Sample: 5th - 6th December 2018



	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
No more or less likely	47%	49%	58% N.O	47%	47%	39% **	54%	62% *	46%	44% *	44%	49%	44%	51%	52% Z
Somewhat less likely	7%	7%	6%	11%	8%	8% **	8%	13% *	6%	3% *	6%	7%	6%	7%	8%
Much less likely	6%	8%	5%	6%	9% V	8% **	4%	10% V*	3%	2% *	6%	7%	5%	7%	6%
Don't know	6%	4%	2%	5%	6%	15% **	4%	2% *	7%	7% *	5%	7%	10% AA,AB	3%	3%

Cell Contents (Col

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War on Christmas

US_nat Sample: 5th - 6th December 2018



	Total	Prefer not to say
No more or less likely	47%	43%
Somewhat less likely	7%	10%
Much less likely	6%	9%
Don't know	6%	10%

Cell Contents (Col