

ARI Christmas Survey
December 2 – 4, 2019

Now we have a few questions for you about the holidays

(ARI 2014)

Q1. We're nearing December 25... Which of the following names do you prefer for this time of year?

Christmas
Holiday Season

Q2 And do you celebrate Christmas?

Yes
No

Q3 There are a number of holidays that take place during this season, have you celebrated, or will you celebrate any of the following this year? Pick as many as apply.

[Fixed, exclusive] No, not celebrating or observing any of these

Kwanza
Diwali
Chinese New Year
Winter Solstice
Hanukkah
Other, specify _____

([Gallup, 1988](#) - religious 27%, festive 43%, both 28%, neither 3%)

Q4 When you think about this holiday season, do you consider this occasion primarily a religious celebration or something that is generally more of a festive and fun occasion?

Primarily religious
Primarily festive/fun
Both equally
Neither

Q5. And as the holidays approach, would you say this time of year is something that you are...

Really looking forward to
A little excited about
Don't really care about it
Dreading

[If dreading]

Q5a And what is it that makes you dread the holiday season?

[MULTI-CHOICE]

Too much work/busy

Creates stress/anxiety

Family conflict/too much time with family

Too expensive

Get lonely/miss people

Other, specify _____

([Gallup 1953](#) – 65% agree, 35% disagree)

Q6. Some people say Christmas is losing its real meaning. Do you agree with this or not?

Strongly agree

Agree

Disagree

Strongly disagree

[If yes to Christmas in Q2]

([Gallup 1990](#) – 40% real, 45% fake, 13% no tree)

Q7. In order to celebrate Christmas, do you plan to...

Set up a real Christmas tree

Set up an artificial Christmas tree

Have no Christmas tree

([Angus Reid 1995](#))

Q8 People follow all sorts of different traditions at Christmas time. We'd like to get an idea of the kinds of things people do. This Christmas, will you:

Please select all that apply

Have a nativity scene in your home

Go to church

Donate to a charitable organization

Have a family dinner

Hang stockings at your home

Put up Christmas lights

Send out cards to friends/family ([EnviroNics, 1983](#))

Attend a workplace party

[Anchor, exclusive] None of these

(Angus Reid 1995)

Q9 This Christmas, do you think you personally will be spending more money this year than last, will you spend about the same, or will you be spending less money this year than you did last Christmas?

Spending more
About the same
Spending less
Not sure yet

([Gallup 1994](#) – 37% yes, 63% no)

Q10. Finally, do you believe in Santa Claus?

Yes
No

[If no]

Q11. And at what age did you stop believing in Santa Clause, to the best of your recollection?

5 or younger
6
7
8
9
10
11
12
13
14
15 or older