

## Saint Leo University Polling Institute: Christmas and Holidays, Plus New Year's Resolutions, November 2017 results

**Poll conducted:** November 19 to 24, 2017 (Thanksgiving week)

**National sample size:** 1,000 respondents, including 295 Catholics

**Florida sample size:** 500 respondents

### Christmas/Holidays

Please indicate if you plan to celebrate Christmas during the upcoming holidays.

Possible answers	National - %	National Catholics - %	Florida - %
Yes	85.2	94.6	84.0
No	10.4	2.7	11.0
Unsure	4.4	2.7	5.0

Respondents who celebrate Christmas were asked further questions.

Which of the following seasonal traditions or activities are your favorites? Please indicate all that apply? (Results are presented in declining order based on frequency of mention nationally.)

Favorite Seasonal Traditions	National - %	National Catholics - %	Florida - %
Seeing family / family gatherings	75.2	78.1	75.5
Giving presents	64.7	60.6	62.9
Christmas music	54.1	53.0	55.0
Decorating the Christmas tree	48.1	48.7	49.3
Opening presents	44.7	42.3	43.8
Decorating	43.0	47.3	44.5
Wrapping presents	42.4	41.9	44.8
Receiving / giving holiday greetings such as "Merry Christmas" in written or conversational form	38.3	36.6	41.0
Time off to relax	34.0	28.0	35.4
Christmas shows	30.8	31.5	30.2
Attending Christmas church services	30.4	33.3	30.2
Buying the Christmas tree	25.2	25.4	25.2
Black Friday shopping (day after Thanksgiving)	19.7	17.6	22.4
Receiving Christmas bonuses	15.8	14.7	18.3
Visits to Santa with kids	15.1	18.6	13.3
Receiving an annual holiday "brag" letter	5.8	6.1	5.2
Sending an annual holiday "brag" letter	3.5	4.7	3.6

Which of the following seasonal traditions or activities do you find most annoying, if any? Please indicate all that apply. (Results are presented in in declining order by national findings.)

<b>Most Annoying Seasonal Traditions</b>	<b>National - %</b>	<b>National Catholics - %</b>	<b>Florida - %</b>
Commercialization of the season	42.4	36.9	43.8
The early start for the Christmas season	38.3	38.7	38.8
The annual holiday "brag" letter	33.3	34.4	33.6
The expense or cost of the season	32.3	29.0	28.8
The anxiety the season produces	26.3	25.4	21.9
Matching holiday outfits	26.1	28.3	31.9
Re-gifting	21.7	23.3	29.3
Christmas sweaters	21.2	22.6	30.0
Christmas commercials	20.5	20.8	19.8
Christmas music	13.8	15.1	10.2
Buying presents	13.7	16.5	12.4
Wrapping presents	13.6	15.1	14.3
Decorating the house	10.6	12.2	9.0
Seeing family / family gatherings	8.9	10.8	7.6
Christmas shows on TV	8.7	8.2	7.9
Trimming the Christmas tree	8.3	10.0	6.7
Buying the Christmas tree	8.1	9.7	9.0
Christmas shows	5.0	3.9	4.8
Holiday greetings such as "Merry Christmas" in written or conversational form	4.1	3.9	3.6

Would you say your concern over the security of personal data (such as financial accounts, credit cards and Social Security numbers) during this holiday season is...higher or lower than in 2016? Respondents were able offered seven relative levels of concern to identify which best reflected their feelings.

Concern Over Security	National 2016 - %	National 2017 - %	National Catholics 2017 - %	Florida 2016 - %	Florida 2017 - %
Significantly higher than last year	11.2	11.4	11.8	15.1	17.1
Higher than last year	20.1	19.2	22.2	21.0	14.5
The same as last year and high	33.7	32.3	35.5	31.4	33.1
<b>High or higher</b>	<b>65.0</b>	<b>62.9</b>	<b>69.5</b>	<b>67.5</b>	<b>64.7</b>
The same as last year and low	28.4	29.0	23.3	26.3	26.7
Lower than last year	0.8	2.1	2.2	1.5	2.9
Significantly lower than last year	0.8	0.5	0.0	0.2	0.2
<b>Low and lower</b>	<b>30.0</b>	<b>31.1</b>	<b>25.5</b>	<b>28.0</b>	<b>29.6</b>
Unsure	5.2	5.5	5.0	4.5	5.5

How do you view Christmas today? Would you say ...?

Cultural / Religious?	National - %	National Catholics - %	Florida - %
All cultural	10.2	14.0	11.7
Mostly cultural	32.9	32.3	31.4
<b>Combined: All / mostly cultural</b>	<b>43.1</b>	<b>46.3</b>	<b>43.1</b>
Evenly cultural and religious	31.3	33.0	34.3
Mostly religious	11.4	10.8	9.0
All religious	3.9	3.6	3.6
<b>Combined: All / mostly religious</b>	<b>15.3</b>	<b>14.4</b>	<b>12.6</b>
None of these	6.3	4.3	5.5
Unsure	4.0	2.2	4.5

At what age, in your view is it appropriate for parents to tell their kids the truth about Santa? Respondents were asked to enter an age.

The answer was calculated from the most frequently occurring responses: **8.95 years in the national sample and 8.69 among Florida residents.** (Calculations were limited to national and Florida data for this question.)

Which one of the following is your preferred holiday greeting?

Choice of greetings	National - %	National Catholics - %	Florida - %
Merry Christmas	72.3	79.2	75.7
Happy Holidays	20.5	15.1	18.3
Season's Greetings	3.6	2.5	3.8
None of these	1.1	1.4	0.5
Other	0.7	0.4	1.0
Unsure	1.8	1.4	0.7

Thinking about any holiday anxiety you might have, compared to other times of year, would you say your own levels during the season are ... (with the possible selections shown in the table).

Holiday Anxiety Levels	National - %	National Catholics - %	Florida - %
Significantly less	7.5	10.0	8.6
Somewhat less	8.0	7.9	7.9
<b>Total: Less</b>	<b>15.5</b>	<b>17.9</b>	<b>16.5</b>
No change in levels	50.4	50.2	50.0
Somewhat more	23.0	22.2	23.4
Significantly more	8.7	9.3	8.1
<b>Total: More</b>	<b>31.7</b>	<b>31.5</b>	<b>31.5</b>

How often would you say you have to "pretend happiness" during the holiday season?

Possible responses	National - %	National Catholics - %	Florida - %
Often	10.2	14.7	9.5
Sometimes	28.9	33.7	27.9
<b>Combined: Often &amp; Sometimes</b>	<b>39.1</b>	<b>48.4</b>	<b>37.4</b>
Seldom	29.1	24.7	26.7
Never	30.3	25.1	32.6
<b>Combined: Seldom &amp; Never</b>	<b>59.4</b>	<b>49.8</b>	<b>59.3</b>

How strongly would you agree or disagree with the following statement: "I enjoy Christmas but am usually glad when it is over"?

Agreement levels	National - %	National Catholics - %	Florida - %
Strongly agree	21.0	25.4	21.9
Somewhat agree	41.0	41.2	38.8
<b>Combined: Strongly &amp; Somewhat agree</b>	<b>62.0</b>	<b>66.6</b>	<b>60.7</b>
Somewhat disagree	22.9	21.9	21.0
Strongly disagree	12.8	10.4	16.2
<b>Combined: Strongly &amp; Somewhat disagree</b>	<b>35.7</b>	<b>32.3</b>	<b>37.2</b>

When does the Christmas holiday season begin for you? (As choices were offered chronologically, the most frequent response is indicated here by shading.)

Possible responses	National - %	National Catholics - %	Florida
On or before Halloween	4.1	7.9	4.8
Between Halloween and Thanksgiving Day	16.2	16.5	15.5
On Black Friday – the day after Thanksgiving	39.4	37.3	41.4
Early to mid-December	23.9	19.4	23.8
Start of Advent	5.3	8.2	4.8
The week prior to Christmas Day	5.4	4.7	4.0
Christmas Eve / Christmas Day	1.9	2.9	2.9
Unsure	1.5	0.7	0.5
Varies each year	2.2	2.5	2.4

When does the holiday season end for you? (As the possible answers were listed chronologically, the most frequent response is indicated by shading.)

When does the Christmas holiday season end for you?	National - %	National Catholics - %	Florida - %
December 26 <sup>th</sup>	18.0	16.5	13.6
The week following Christmas	12.3	11.5	11.9
New Year's Eve / Day	45.5	38.6	51.7
Following the conclusion of the 12 <sup>th</sup> Day of Christmas	5.6	3.9	5.0
Feast of the Epiphany/Three Kings Day	12.3	26.9	12.9
Unsure	1.1	0.4	0.7
Varies each year	5.2	4.3	4.3

Do you find holiday greetings you receive...?

Possible feelings offered as responses	National - %	Florida - %
Very offensive	3.3	2.1
Somewhat offensive	2.5	2.1
<b>Combined: Very and Somewhat offensive</b>	<b>5.8</b>	<b>4.2</b>
Somewhat welcomed	14.9	12.4
Very welcomed	67.0	75.0
<b>Combined: Somewhat and Very welcomed</b>	<b>81.9</b>	<b>87.4</b>

Which **one** of the following, would you say, is your favorite holiday? (Asked of national and Florida respondents with the top choice indicated in shading.)

Favorite holiday choices	National	Florida
New Year's Eve/Day	8.4	8.4
Martin Luther King Jr's Birthday	1.7	0.6
Valentine's Day	2.3	4.0
Presidents Week (Lincoln/Washington Birthdays)	0.4	1.0
St. Patrick's Day	1.2	0.8
Easter	3.5	3.0
Memorial Day	2.5	0.6
July 4 <sup>th</sup>	9.0	9.6
Labor Day	0.8	0.6
Veterans Day	1.1	1.6
Columbus Day	0.2	0.4
Halloween	7.6	6.0
Thanksgiving	14.6	13.2
Christmas Eve/Day	33.6	39.8
None of these	6.3	5.8
Other	1.7	0.6
Unsure	5.2	4.0

## New Year's Resolutions

Will you be making any New Year's resolutions for 2017?

Possible choices	National - %	Florida - %
Yes	36.2	29.8
No	49.4	52.7
Unsure	14.4	17.5

If you are making resolutions, will they include any of the following? **Please indicate all that apply.** (Results for 2017 are shaded and results for 2016 are included for comparison.)

2017 New Year's Resolution(s)	National 2016 - %	National 2017 - %	Florida 2016 - %	Florida 2017 - %
Lose weight	61.8	55.7	54.7	52.5
Save more money	57.4	56.0	60.0	54.7
Travel more	34.2	29.5	37.6	34.3
Exercise more	32.4	27.2	37.6	23.2
Spend more time with family	26.8	26.5	32.4	25.4
Volunteer more time	23.9	14.4	20.0	13.8
Vacation more	23.2	29.9	29.4	24.3
Find a new job	20.2	27.5	23.5	27.1
Attend religious services or attend more often	18.4	13.8	21.2	11.0
Buy a new car / new house	15.8	19.8	19.4	18.2
Join a gym	12.9	14.8	14.1	13.3
Give more to charities	12.1	11.4	14.1	10.5
Drink less alcohol	8.1	8.7	5.9	7.2
Find a wife/husband – get married	7.0	11.7	12.4	12.2
Stop smoking	5.9	8.7	11.2	9.4
Spend less time with family	0.4	4.4	1.2	2.8

