PRRI December 2016 Survey
Total = 1,004 (389 Landline, 615 Cell phone)
December 7 – 11, 2016

Q.1 In general, how often, if ever, do you talk about politics or current events with your family? **[READ IN ORDER]**

43	Often
30	Sometimes
17	Rarely
10	Never
*	Don't know/Refused (VOL.)
100	Total

Q.2 After the presidential election, did you block, unfriend, or stop following someone on a social networking site because of what they posted about politics?

13	Yes
82	No
4	Do not have social network account (VOL.)
1	Don't know/Refused (VOL.)
100	Total

Q.3 This past Thanksgiving, did you or any of your family members argue about politics or the recent presidential election?

16	Yes, did argue
84	No, did not argue
1	Did not celebrate Thanksgiving (VOL.)
0	Don't know/Refused (VOL.)
100	Total

Q.4 This holiday season, have you decided to spend less time with certain family members because of their political views?

5	Yes
94	No
*	Don't know/Refused (VOL.)
100	Total

Q.5   Which of the following holidays are you celebrating this December? **[READ IN ORDER]**

[INTERVIEWER INSTRUCTION: ACCEPT MULTIPLE RESPONSES]

Dec. 2016	Dec. 2013	
89	90	Christmas
4	9	Advent
3	5	Hanukkah
3	3	Winter solstice
1	2	Kwanzaa
3	4	Some other holiday
4	4	Not celebrating any holiday (VOL.)
1	*	Don't know/Refused (VOL.)

Note: Multiple responses accepted. Numbers do not add up to 100 percent.

IF CELEBRATES CHRISTMAS OR ADVENT (Q5=1, Q5=2), ASK [N=908]:
Q.6   Thinking of the way you personally celebrate Christmas, is it a strongly religious holiday, somewhat religious, or not too religious?

Dec. 2016	Dec. 2013	Dec. 2010[1]	Dec. 2005[2]	
43	42	51	49	Strongly religious
29	31	31	32	Somewhat religious
27	26	17	19	Not too religious
*	1	*	*	Don't know/Refused (VOL.)
100	100	100	100	Total

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[1] Gallup/USA Today Poll, December 2010. Question was asked only of those who celebrate Christmas.

[2] Gallup/CNN/USA Today Poll, December 2005. Question was asked only of those who celebrate Christmas.

ASK ALL:

Q.7   Thinking about when you were a child, how, if at all, did your family celebrate Christmas? Was it a strongly religious holiday for your family, somewhat religious, or not too religious?

Dec. 2016	Dec. 2013	
40	39	Strongly religious
31	31	Somewhat religious
27	26	Not too religious
2	3	Did not celebrate (VOL.)
1	1	Don't know/Refused (VOL.)
100	100	Total

Q.8   Do you think stores and businesses should greet their customers with 'Happy Holidays' or 'Seasons Greetings' instead of 'Merry Christmas' out of respect for people of different faiths, or not?

Dec. 2016	Dec. 2013	Dec. 2010	
47	49	44	Yes, should
46	43	49	No, should not
7	8	7	Don't know/Refused (VOL.)
100	100	100	Total

Survey Methodology

The survey was designed and conducted by PRRI. The survey was made possible by generous grants from the Nathan Cummings Foundation and the Ford Foundation. Results of the survey were based on bilingual (Spanish and English) RDD telephone interviews conducted between December 7, 2016, and December 11, 2016, by professional interviewers under the direction of SSRS. Interviews were conducted among a random sample of 1,004 adults 18 years of age or older living in the United States (615 respondents were interviewed on a cell phone). The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection is based on stratified, single-stage, random-digit-dialing (RDD) sample of landline telephone households and randomly generated cell phone numbers. The sample is designed to represent the total U.S. adult population and includes respondents from all 50 states, including Hawaii and Alaska. The landline and cell phone samples are provided by Marketing Systems Group.

The weighting is accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics are balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density and telephone usage. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey. All other weighting parameters are derived from an analysis of the U.S. Census Bureau's May 2016 Current Population Survey.

The sample weighting is accomplished using an iterative proportional fitting (IFP) process that simultaneously balances the distributions of all variables. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The margin of error for the survey is +/- 3.6 percentage points at the 95% level of confidence. The design effect for the survey is 1.4. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context and order effects.

Appendix

Table 1. Demographic, Political, Religious, and Issue Subgroup Sample Sizes
(All figures are unweighted)

	General Public
Total Sample	1,004
Male	517
Female	487
Republican	264
Independent	358
Democrat	297
White, non-Hispanic	641
Black, non-Hispanic	113
Hispanic	121
Age 18-29	163
30-49	276
50-64	282
65+	282
White evangelical Protestant	177
White mainline Protestant	133
Non-white Protestant	133
Catholic	198
White Catholic	*121*
Religiously unaffiliated	227