



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted December 11-12, 2024

1 Is Christmas one of our nation's most important holidays, least important, or somewhere in between?*

- 58% Most important
- 7% Least important
- 32% Somewhere in between
- 3% Not sure

Total			
	Most important	Least important	Net
December 11-12, 2024	58%	7%	+51
December 13-15, 2022*	58%	9%	+49

Source: RMG Research, Inc.

*1,200 Registered Voters



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2 Which of the following holidays will you personally celebrate this year?*

- 91% Christmas
- 7% Hanukkah
- 2% Kwanzaa
- 5% None of the above
- 1% Not sure

Total				
	Christmas	Hanukkah	Kwanzaa	None of the above
December 11-12, 2024	91%	7%	2%	5%
December 13-15, 2022*	86%	2%	2%	7%

Source: RMG Research, Inc.

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3a [Among all voters] Will you celebrate Christmas primarily as a religious holiday or a secular holiday?*

- 9% Not asked, not celebrating
- 31% Religious
- 23% Secular
- 33% Both equally
- 4% Not sure

3b [Among those celebrating Christmas] Will you celebrate Christmas primarily as a religious holiday or a secular holiday?*

- 34% Religious
- 25% Secular
- 36% Both equally
- 5% Not sure

Total				
	Religious	Secular	Both equally	Not sure
December 11-12, 2024	34%	25%	36%	5%
December 13-15, 2022*	33%	24%	40%	4%

Source: RMG Research, Inc.

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4a [Among all voters] To celebrate Christmas, how likely is it that you will do each of the following?*

Among all voters				
	Not asked, not celebrating	Very/Somewhat likely	Not very/Not at all likely	Net
Have a family Christmas meal	9%	84%	6%	+78
Give presents to friends and family	9%	84%	6%	+78
Give money or gifts to charity	9%	61%	25%	+36
Travel to visit family	9%	55%	34%	+21
Sing Christmas Carols	9%	50%	39%	+11
Attend church	9%	47%	40%	+7

Source: RMG Research, Inc.

Have a family Christmas meal

- 9% Not asked, not celebrating
- 70% Very likely
- 14% Somewhat likely
- 4% Not very likely
- 2% Not at all likely
- 1% Not sure



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4a [Among all voters] To celebrate Christmas, how likely is it that you will do each of the following?*

Give presents to friends and family

9%	Not asked, not celebrating
68%	Very likely
16%	Somewhat likely
4%	Not very likely
2%	Not at all likely
1%	Not sure

Give money or gifts to charity

9%	Not asked, not celebrating
27%	Very likely
34%	Somewhat likely
14%	Not very likely
11%	Not at all likely
6%	Not sure

Travel to visit family

9%	Not asked, not celebrating
35%	Very likely
20%	Somewhat likely
16%	Not very likely
18%	Not at all likely
3%	Not sure



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4a [Among all voters] To celebrate Christmas, how likely is it that you will do each of the following?*

Sing Christmas Carols

9%	Not asked, not celebrating
24%	Very likely
26%	Somewhat likely
17%	Not very likely
22%	Not at all likely
3%	Not sure

Attend church on Christmas Eve or Christmas Day

9%	Not asked, not celebrating
28%	Very likely
19%	Somewhat likely
16%	Not very likely
24%	Not at all likely
3%	Not sure



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4b* [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?

Among those celebrating Christmas			
	Very/Somewhat likely	Not very/Not at all likely	Net
Have a family Christmas meal	93%	6%	+87
Give presents to friends and family	92%	7%	+85
Give money or gifts to charity	66%	27%	+39
Travel to visit family	59%	37%	+22
Sing Christmas Carols	54%	43%	+11
Attend church	52%	45%	+7

Source: RMG Research, Inc.

Have a family Christmas meal

- 77% Very likely
- 16% Somewhat likely
- 4% Not very likely
- 2% Not at all likely
- 1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	93%	6%	+87
December 13-15, 2022*	91%	8%	+83

Source: RMG Research, Inc.

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4b [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?*

Give presents to friends and family

- 75% Very likely
- 17% Somewhat likely
- 5% Not very likely
- 2% Not at all likely
- 1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	92%	7%	+85
December 13-15, 2022*	93%	6%	+87

Source: RMG Research, Inc.

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4b [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?*

Give money or gifts to charity

- 29% Very likely
- 37% Somewhat likely
- 15% Not very likely
- 12% Not at all likely
- 6% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	66%	27%	+39
December 13-15, 2022*	67%	28%	+39

Source: RMG Research, Inc.

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4b [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?*

Travel to visit family

- 38% Very likely
- 21% Somewhat likely
- 18% Not very likely
- 19% Not at all likely
- 3% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	59%	37%	+22
December 13-15, 2022*	56%	37%	+19

Source: RMG Research, Inc.

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4b [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?*

Sing Christmas Carols

- 26% Very likely
- 28% Somewhat likely
- 19% Not very likely
- 24% Not at all likely
- 3% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	54%	43%	+11
December 13-15, 2022*	48%	49%	-1

Source: RMG Research, Inc.

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4b [Among those celebrating Christmas] To celebrate Christmas, how likely is it that you will do each of the following?*

Attend church on Christmas Eve or Christmas Day

- 31% Very likely
- 21% Somewhat likely
- 18% Not very likely
- 27% Not at all likely
- 4% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 11-12, 2024	52%	45%	+7
December 13-15, 2022*	53%	44%	+9

Source: RMG Research, Inc.

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5 Please let me know if each of the following statements is true or false:*

Total			
	True	False	Net
The man known to history as Jesus Christ actually existed and walked the earth.	79%	8%	+71
Jesus Christ was the Son of God.	75%	13%	+62
Mary was a virgin when she gave birth to Jesus Christ.	68%	17%	+51
The main elements of the Christmas story really happened.	64%	16%	+48

Source: RMG Research, Inc.

The man known to history as Jesus Christ actually existed and walked the earth.

79% True
8% False
13% Not sure

Total			
	True	False	Net
December 11-12, 2024	79%	8%	+71
December 13-15, 2022*	77%	9%	+68

Source: RMG Research, Inc.

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Margin of Sampling Error: +/- 3.1 percentage points



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5 Please let me know if each of the following statements is true or false:*

Jesus Christ was the Son of God.

75% True
13% False
12% Not sure

Total			
	True	False	Net
December 11-12, 2024	75%	13%	+62
December 13-15, 2022*	75%	11%	+64
Source: RMG Research, Inc.			

*1,200 Registered Voters

Mary was a virgin when she gave birth to Jesus Christ.

68% True
17% False
15% Not sure

Total			
	True	False	Net
December 11-12, 2024	68%	17%	+51
December 13-15, 2022*	69%	16%	+53
Source: RMG Research, Inc.			

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5* Please let me know if each of the following statements is true or false:

The main elements of the Christmas story, including the star of Bethlehem, angels appearing to shepherds, and the visit of the magi, really happened.

64% True
16% False
20% Not sure

Total			
	True	False	Net
December 11-12, 2024	64%	16%	+48
December 13-15, 2022*	67%	14%	+53
Source: RMG Research, Inc.			

*1,200 Registered Voters

6* Okay, do you plan to do any Christmas or holiday gift shopping this year?

81% Yes
13% No
6% Not sure

Total			
	Yes	No	Net
December 11-12, 2024	81%	13%	+68
November 27, 2023	75%	18%	+57
November 20, 2023	79%	14%	+65
November 6-7, 2023	80%	13%	+67
RMG Research, Inc.			

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7a [Among all voters] Compared to last year, will you spend more or less on Christmas and holiday gifts this year?*

- 19% Not asked, not shopping
- 21% More than last year
- 45% About the same as last year
- 16% Less than last year
- 0% Not sure

7b [Among those who say yes] Compared to last year, will you spend more or less on Christmas and holiday gifts this year?*

- 25% More than last year
- 55% About the same as last year
- 19% Less than last year
- 0% Not sure

Total				
	More than last year	About the same as last year	Less than last year	Not sure
December 11-12, 2024	25%	55%	19%	0%
November 27, 2023	15%	53%	31%	1%
November 20, 2023	18%	52%	28%	1%
November 6-7, 2023	16%	54%	28%	2%

RMG Research, Inc.



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8a [Among all voters] How much of your Christmas or holiday shopping have you completed so far?*

- 19% Not asked, not shopping
- 10% None, I have not started holiday shopping
- 14% A little
- 16% About half
- 27% Most of my holiday shopping is finished
- 13% I am completely finished shopping for the holidays
- 0% Not sure

8b [Among those who say yes] How much of your Christmas or holiday shopping have you completed so far?*

- 13% None, I have not started holiday shopping
- 18% A little
- 20% About half
- 33% Most of my holiday shopping is finished
- 16% I am completely finished shopping for the holidays
- 0% Not sure

Total						
	None, I have not started	A little	About half	Most is finished	Completely finished	Not sure
December 11-12, 2024	13%	18%	20%	33%	16%	0%
November 27, 2023	24%	30%	22%	20%	4%	0%
November 20, 2023	32%	33%	18%	11%	5%	0%
November 6-7, 2023	46%	37%	13%	3%	0%	1%
RMG Research, Inc.						

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9 In terms of your daily life, how important is your faith or religion?*

- 47% Very important
- 27% Somewhat important
- 9% Not very important
- 16% Not at all important
- 1% Not sure

Total			
	Very/ Somewhat important	Not very/ Not at all important	Net
December 11-12, 2024	74%	25%	+49
October 9, 2024	72%	26%	+46
March 20-21, 2024	76%	22%	+54
March 30-31, 2023	71%	27%	+44
April 5-6, 2022	76%	23%	+53

Source: RMG Research, Inc.



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10 Which of the following best describes your faith or religion?*

- 12% Evangelical Christian
- 18% Bible-believing Christian
- 17% Protestant
- 21% Catholic
- 3% Jewish
- 2% Muslim
- 6% Atheist
- 20% None of the above

Totals						
	Evangelical Christian	Bible-believing Christian	Protestant	Catholic	Atheist	None of the above
December 11-12, 2024	12%	18%	17%	21%	6%	20%
October 9, 2024	13%	17%	18%	21%	8%	18%
March 20-21, 2024	12%	21%	21%	21%	6%	16%
June 5-6, 2023	11%	16%	14%	21%	7%	23%
May 31-June 1, 2023	9%	17%	16%	25%	6%	23%
December 13-15, 2022	9%	22%	15%	20%	6%	24%
April 5-6, 2022	10%	25%	13%	20%	6%	26%

Source: RMG Research, Inc.

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11 Generally speaking, how often do you attend church, synagogue, or other religious services?*

- 6% More than once a week
- 24% Once a week
- 12% A couple of times a month
- 7% Once a month
- 50% Rarely or never
- 1% Not sure

Total					
	More than once a week	Once a week	A couple of times a month	Once a month	Rarely or never
December 11-12, 2024	6%	24%	12%	7%	50%
October 9, 2024	8%	22%	10%	7%	52%
March 20-21, 2024	9%	23%	12%	6%	49%
March 30-31, 2023	8%	23%	12%	8%	48%
April 5-6, 2022	11%	13%	10%	11%	53%

Source: RMG Research, Inc.



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12a [Among all voters] Have you had a transformational experience in which you accepted Jesus into your heart?*

- 31% Not asked, not Christian
- 44% Yes
- 19% No
- 6% Not sure

12b [Among those who say Evangelical Christian, Bible-believing Christian, Protestant, or Catholic] Have you had a transformational experience in which you accepted Jesus into your heart?*

- 64% Yes
- 28% No
- 9% Not sure

Total			
	Yes	No	Net
December 11-12, 2024	64%	28%	+36
March 20-21, 2024	63%	26%	+37
Source: RMG Research, Inc.			



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Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on December 11-12, 2024. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.