



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted December 15-16, 2025

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

56% Most important
8% Least important
32% Somewhere in between
4% Not sure

Total			
	Most important	Least important	Net
December 15-16, 2025	56%	8%	+48
December 11-12, 2024	58%	7%	+51
December 13-15, 2022*	58%	9%	+49
Source: Napolitan News Service			

*1,200 Registered Voters



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

85% Christmas
7% Hanukkah
3% Kwanzaa
9% None of the above
2% Not sure

Total				
	Christmas	Hanukkah	Kwanzaa	None of the above
December 15-16, 2025	85%	7%	3%	9%
December 11-12, 2024	91%	7%	2%	5%
December 13-15, 2022*	86%	2%	2%	7%
Source: Napolitan News Service				

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

14% Not asked, not celebrating
35% Religious
22% Secular
25% Both equally
3% Not sure

Total				
	Religious	Secular	Both equally	Not sure
December 15-16, 2025	35%	22%	25%	3%
December 11-12, 2024	31%	23%	33%	4%
Source: Napolitan News Service				



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

41% Religious
26% Secular
29% Both equally
4% Not sure

Total				
	Religious	Secular	Both equally	Not sure
December 15-16, 2025	41%	26%	29%	4%
December 11-12, 2024	34%	25%	36%	5%
December 13-15, 2022*	33%	24%	40%	4%
Source: Napolitan News Service				

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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			
	Very/Somewhat likely	Not very/Not at all likely	Net
Have a family Christmas meal	76%	9%	+67
Give presents to friends and family	74%	11%	+63
Give money or gifts to charity	46%	34%	+12
Travel to visit family	47%	36%	+11
Attend church	42%	41%	+1
Sing Christmas Carols	39%	44%	-5
Source: Napolitan News Service			

Have a family Christmas meal

14% Not asked, not celebrating
57% Very likely
19% Somewhat likely
6% Not very likely
3% Not at all likely
1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	76%	9%	+67
December 11-12, 2024	84%	6%	+78
Source: Napolitan News Service			

Conducted by RMG Research, Inc. December 15-16, 2025
Margin of Sampling Error: +/- 3.1 percentage points



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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

14% Not asked, not celebrating
54% Very likely
20% Somewhat likely
7% Not very likely
4% Not at all likely
1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	74%	11%	+63
December 11-12, 2024	84%	6%	+78
Source: Napolitan News Service			



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

Give money or gifts to charity

14% Not asked, not celebrating
22% Very likely
24% Somewhat likely
17% Not very likely
17% Not at all likely
5% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	46%	34%	+12
December 11-12, 2024	61%	25%	+36
Source: Napolitan News Service			



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

Travel to visit family

14% Not asked, not celebrating
27% Very likely
20% Somewhat likely
13% Not very likely
23% Not at all likely
2% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	47%	36%	+11
December 11-12, 2024	55%	34%	+21
Source: Napolitan News Service			



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

Attend church on Christmas Eve or Christmas Day

14% Not asked, not celebrating
25% Very likely
17% Somewhat likely
13% Not very likely
28% Not at all likely
3% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	42%	41%	+1
December 11-12, 2024	47%	41%	+6
Source: Napolitan News Service			



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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

14% Not asked, not celebrating
21% Very likely
18% Somewhat likely
17% Not very likely
27% Not at all likely
2% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	39%	44%	-5
December 11-12, 2024	50%	39%	+11
Source: Napolitan News Service			



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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	89%	10%	+79
Give presents to friends and family	87%	12%	+75
Give money or gifts to charity	54%	40%	+14
Travel to visit family	55%	43%	+12
Attend church	50%	47%	+3
Sing Christmas Carols	47%	51%	-4
Source: Napolitan News Service			

Have a family Christmas meal

67% Very likely
22% Somewhat likely
7% Not very likely
3% Not at all likely
1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	89%	10%	+79
December 11-12, 2024	93%	6%	+87
December 13-15, 2022*	91%	8%	+83
Source: Napolitan News Service			

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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

63% Very likely
24% Somewhat likely
8% Not very likely
4% Not at all likely
1% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	87%	12%	+75
December 11-12, 2024	92%	7%	+85
December 13-15, 2022*	93%	6%	+87
Source: Napolitan News Service			

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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

26% Very likely
28% Somewhat likely
20% Not very likely
20% Not at all likely
6% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	54%	40%	+14
December 11-12, 2024	66%	27%	+39
December 13-15, 2022*	67%	28%	+39
Source: Napolitan News Service			

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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

32% Very likely
23% Somewhat likely
16% Not very likely
27% Not at all likely
2% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	55%	43%	+12
December 11-12, 2024	59%	37%	+22
December 13-15, 2022*	56%	37%	+19
Source: Napolitan News Service			

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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

30% Very likely
20% Somewhat likely
15% Not very likely
32% Not at all likely
3% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	50%	47%	+3
December 11-12, 2024	52%	45%	+7
December 13-15, 2022*	53%	44%	+9
Source: Napolitan News Service			

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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

25% Very likely
22% Somewhat likely
20% Not very likely
31% Not at all likely
3% Not sure

Total			
	Very/Somewhat likely	Not very/Not at all likely	Net
December 15-16, 2025	47%	51%	-4
December 11-12, 2024	54%	43%	+11
December 13-15, 2022*	48%	49%	-1
Source: Napolitan News Service			

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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.	78%	7%	+71
Jesus Christ was the Son of God.	76%	12%	+64
Mary was a virgin when she gave birth to Jesus Christ.	72%	14%	+58
The main elements of the Christmas story really happened.	62%	15%	+47
Source: Napolitan News Service			

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

78% True
7% False
15% Not sure

Total			
	True	False	Net
December 15-16, 2025	78%	7%	+71
December 11-12, 2024	79%	8%	+71
December 13-15, 2022*	77%	9%	+68
Source: Napolitan News Service			

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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.

76% True
12% False
12% Not sure

Total			
	True	False	Net
December 15-16, 2025	76%	12%	+64
December 11-12, 2024	75%	13%	+62
December 13-15, 2022*	75%	11%	+64
Source: Napolitan News Service			

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

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

72% True
14% False
15% Not sure

Total			
	True	False	Net
December 15-16, 2025	72%	14%	+58
December 11-12, 2024	68%	17%	+51
December 13-15, 2022*	69%	16%	+53
Source: Napolitan News Service			

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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.

62% True
15% False
23% Not sure

Total			
	True	False	Net
December 15-16, 2025	62%	15%	+47
December 11-12, 2024	64%	16%	+48
December 13-15, 2022*	67%	14%	+53
Source: Napolitan News Service			

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Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on December 15-16, 2025. 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.

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