

GALLUP NEWS SERVICE

DECEMBER WAVE

-- FINAL TOPLINE --

Timberline: 937614
GAL 053
Princeton Job #: 25-12-014

December 1-15, 2025

Results are based on telephone interviews conducted December 1-15, 2025, with a random sample of –1,016— adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –514—national adults in Form A and the sample of –502— national adults in Form B, the margin of sampling error is ± 6 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, party identification, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Party identification targets are based on the average of the three most recent Gallup polls. Population density targets are based on the 2020 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

Thinking about the Christmas holiday season,

19. Do you celebrate Christmas?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2025 Dec 1-15	88	12	--
2024 Dec 2-18	90	10	*
2019 Dec 2-15	93	7	*
2010 Dec 10-12	95	5	*
2008 Dec 12-14	93	7	--
2005 Dec 16-18	96	4	*
2003 Dec 11-14	95	5	--
2000 Dec 2-4	96	4	*
1994 Dec 16-18	96	4	*

31. *(Asked of those who celebrate Christmas)* Do you, or does your family, do each of the following as part of its celebration of Christmas, or not? How about – [ITEMS A-C READ IN ORDER, THEN ITEMS D-J READ IN RANDOM ORDER]?

COMBINED RESULTS (Q.23/24): BASED ON NATIONAL ADULTS

<i>2025 Dec 1-15</i> <i>Sorted by “yes”</i>	<u>Yes</u>	<u>No ^</u>	<u>No opinion</u>
Exchange gifts	84	16	--
Get together with family or friends on Christmas Eve or Christmas Day	83	16	*
Put up a Christmas tree	79	20	*
Put up Christmas decorations other than a Christmas tree	79	21	*
Watch holiday themed movies	76	24	*
Make holiday cookies or desserts	71	28	*
Display decorations with a religious meaning, such as a Nativity scene	48	52	*
Send holiday cards	45	55	*
Attend religious services on Christmas Eve or Christmas Day	41	59	*
Attend a holiday concert or play	38	62	*

^ Includes those who do not celebrate Christmas from Q. 19

Q.31 (HOLIDAY CELEBRATIONS) CONTINUED

FULL RESULTS AND TRENDS

A. Put up a Christmas tree

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	79	8	12	*
2010 Dec 10-12	88	7	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	90	9	--	*
2010 Dec 10-12	92	8	--	*

B. Put up Christmas decorations other than a Christmas tree

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	79	9	12	*
2010 Dec 10-12	87	8	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	89	11	--	*
2010 Dec 10-12	91	9	--	*

C. Display decorations with a religious meaning, such as a Nativity scene

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	48	40	12	*
2010 Dec 10-12	65	30	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	54	45	--	1
2010 Dec 10-12	68	31	--	*

D. Exchange gifts

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	84	4	12	--
2010 Dec 10-12	93	3	5	--
Adults who celebrate Christmas				
2025 Dec 1-15	96	4	--	--
2010 Dec 10-12	97	3	--	--

Q.31 (HOLIDAY CELEBRATIONS) CONTINUED

E. Get together with family or friends on Christmas Eve or Christmas Day

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	83	4	12	*
2010 Dec 10-12	93	2	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	95	5	--	*
2010 Dec 10-12	97	3	--	*

F. Attend a holiday concert or play

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	38	50	12	*
2010 Dec 10-12	56	40	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	43	57	--	*
2010 Dec 10-12	58	41	--	*

G. Attend religious services on Christmas Eve or Christmas Day

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	41	47	12	*
2010 Dec 10-12	62	33	5	*
Adults who celebrate Christmas				
2025 Dec 1-15	47	53	--	*
2010 Dec 10-12	65	35	--	*

H. Send holiday cards

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	45	43	12	*
Adults who celebrate Christmas				
2025 Dec 1-15	52	48	--	*

Q.31 (HOLIDAY CELEBRATIONS) CONTINUED

I. Watch holiday-themed movies

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	76	12	12	*
Adults who celebrate Christmas				
2025 Dec 1-15	86	14	--	*

J. Make holiday cookies or desserts

	<u>Yes, do</u>	<u>No, do not</u>	<u>Don't Celebrate</u>	<u>No opinion</u>
National adults				
2025 Dec 1-15	71	16	12	*
Adults who celebrate Christmas				
2025 Dec 1-15	81	19	--	*

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QN19: Celebrate Christmas BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, celebrate	88%	87%	90%	92%	82%	85%	89%	89%	93%	86%	86%	95%	85%	88%	83%	89%	91%
No, do not	12%	13%	10%	8%	18%	15%	11%	11%	7%	14%	14%	5%	15%	12%	17%	11%	9%
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QN31A: Put up Christmas tree BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	90%	89%	91%	93%	86%	89%	93%	88%	88%	92%	91%	94%	90%	86%	85%	93%	93%
No, do not	9%	10%	9%	7%	14%	11%	7%	11%	12%	6%	9%	6%	9%	14%	14%	7%	7%
DON'T KNOW/REFUSED	0%	0%	0%	1%	-	-	0%	1%	-	1%	-	0%	0%	-	0%	-	0%
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QN31B: Put up Christmas decorations BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	89%	90%	90%	92%	85%	88%	88%	91%	91%	93%	85%	95%	86%	90%	85%	92%	93%
No, do not	11%	10%	10%	8%	15%	12%	12%	9%	9%	7%	15%	5%	14%	10%	15%	8%	7%
DON'T KNOW/REFUSED	0%	0%	0%	0%	-	-	-	0%	0%	0%	-	0%	-	0%	-	0%	-
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QN31C: Display decorations with Christmas meaning BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	54%	53%	56%	57%	49%	50%	52%	59%	52%	55%	56%	75%	50%	40%	55%	60%	53%
No, do not	45%	46%	44%	42%	51%	50%	47%	41%	48%	44%	43%	24%	49%	60%	44%	40%	47%
DON'T KNOW/REFUSED	0%	1%	0%	1%	0%	-	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%	-
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QN31D: Exchange gifts BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	96%	97%	95%	97%	94%	96%	97%	95%	95%	98%	96%	98%	96%	95%	93%	97%	99%
No, do not	4%	3%	5%	3%	6%	4%	3%	5%	5%	2%	4%	2%	4%	5%	7%	3%	1%

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QN31E: Get together with family or friends BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	95%	95%	94%	96%	92%	97%	93%	94%	94%	96%	94%	94%	95%	95%	92%	96%	97%
No, do not	5%	5%	6%	4%	8%	3%	7%	6%	6%	4%	6%	6%	5%	5%	8%	4%	3%
DON'T KNOW/REFUSED	0%	0%	-	0%	-	-	-	0%	0%	0%	-	0%	0%	-	0%	0%	-

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QN31F: Attend holiday concert or play BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	43%	42%	44%	45%	40%	32%	47%	47%	50%	46%	34%	50%	42%	38%	29%	48%	50%
No, do not	57%	57%	56%	54%	60%	68%	53%	53%	49%	54%	66%	50%	57%	62%	71%	51%	50%
DON'T KNOW/REFUSED	0%	0%	-	0%	-	-	-	0%	0%	-	-	0%	0%	-	-	0%	0%

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QN31G: Attend religious services BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	47%	45%	50%	45%	49%	42%	44%	52%	48%	54%	41%	52%	45%	45%	52%	45%	46%
No, do not	53%	55%	50%	54%	50%	58%	56%	47%	52%	46%	59%	47%	55%	55%	48%	55%	54%
DON'T KNOW/REFUSED	0%	1%	0%	0%	0%	-	-	1%	1%	0%	-	0%	0%	0%	0%	-	0%

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QN31H: Send holiday cards BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	52%	54%	50%	56%	43%	46%	48%	57%	57%	56%	43%	55%	51%	50%	43%	54%	54%
No, do not	48%	46%	50%	44%	56%	54%	52%	43%	43%	44%	57%	45%	49%	49%	57%	46%	46%
DON'T KNOW/REFUSED	0% -		0% -		0% -	-		0%	0% -		-	-	-	0% -	-		0%

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QN31I: Watch holiday themed movies BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	86%	85%	87%	88%	85%	88%	91%	81%	86%	89%	84%	90%	87%	81%	82%	87%	88%
No, do not	14%	15%	13%	12%	15%	12%	9%	19%	14%	11%	16%	10%	13%	19%	18%	13%	12%
DON'T KNOW/REFUSED	0%	0%	0%	0% -	-	-		0%	0%	0% -	-		0%	0% -		0% -	

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QN31J: Make holiday cookies or deserts BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes, do	81%	83%	79%	85%	74%	82%	86%	76%	81%	84%	78%	86%	83%	75%	72%	87%	86%
No, do not	19%	17%	20%	15%	26%	18%	14%	23%	19%	16%	21%	14%	17%	25%	28%	13%	14%
DON'T KNOW/REFUSED	0%	0%	1%	0% -	-	-		1%	0%	0%	0%	1%	0% -	-	0% -		-

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