

# TallahasseeVoices

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“Merry Christmas” vs.  
“Happy Holidays”  
12-5-2005

\*TallahasseeVoices is a pro bono Internet survey panel sponsored by Kerr & Downs Research and The Tallahassee Democrat. There were 828 responses to the survey sent out on December 5, 2005. Panel results have been weighted to reflect the demographics of Leon County and results are representative of all local residents who have access to the Internet at home, work, or school.

# Government should celebrate Christmas

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- 89% believe that City/County governments should have Christmas trees
- 83% believe that City/County governments should play Christmas music
- 83% believe that City/County governments should display snowmen
- 81% believe that City/County governments should have Christmas displays

# The President's Christmas Tree

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- 7 out of 10 residents believe the tree that the President of the U.S. lights should be called the Nation's Christmas tree

# Greetings People Use

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- 37% of local residents wish others a Merry Christmas
- 36% of local residents wish others different greetings for different people
- 23% of local residents wish others a Happy Holidays

# Live and Let Live

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- 9% of Christians said they would be offended if not wished a Merry Christmas
- 5% of non-Christians said they would be offended if wished a Merry Christmas

# Retail Implications

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- 42% of Tallahassee residents believe that retailers should reference Christmas
- 40% of Tallahassee residents believe that retailers should reference “holidays”
- 9% of Tallahassee residents have boycotted a retailer that *does not* reference Christmas,
- 2% of Tallahassee residents have boycotted a retailer that *does* reference Christmas

# Public Schools

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- 63% believe that public schools should have Christmas celebrations

# Christmas under fire?

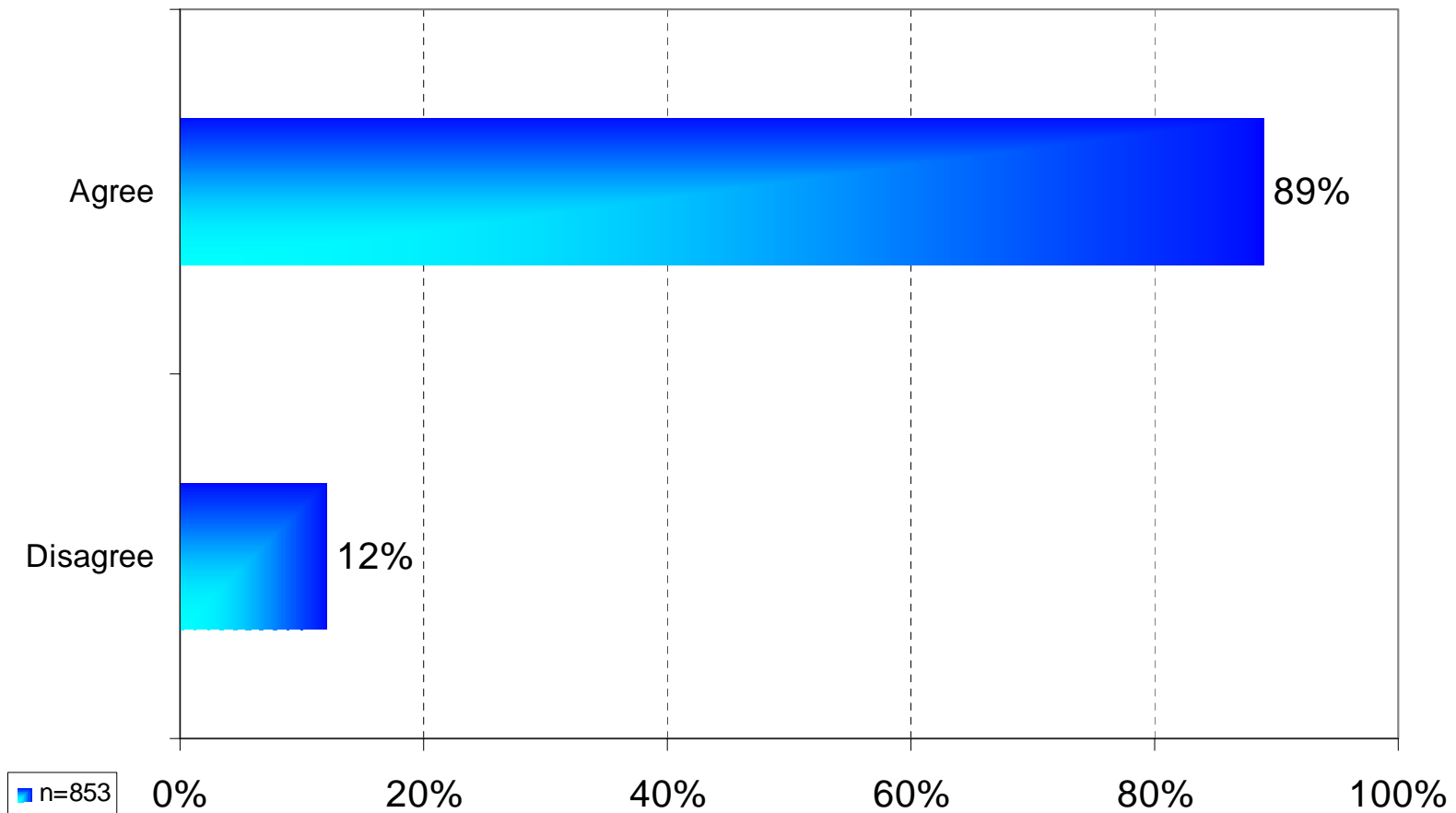
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- 44% of Tallahassee residents do not believe that Christmas is under fire
- 34% of Tallahassee residents believe that secularist have declared war on Christmas



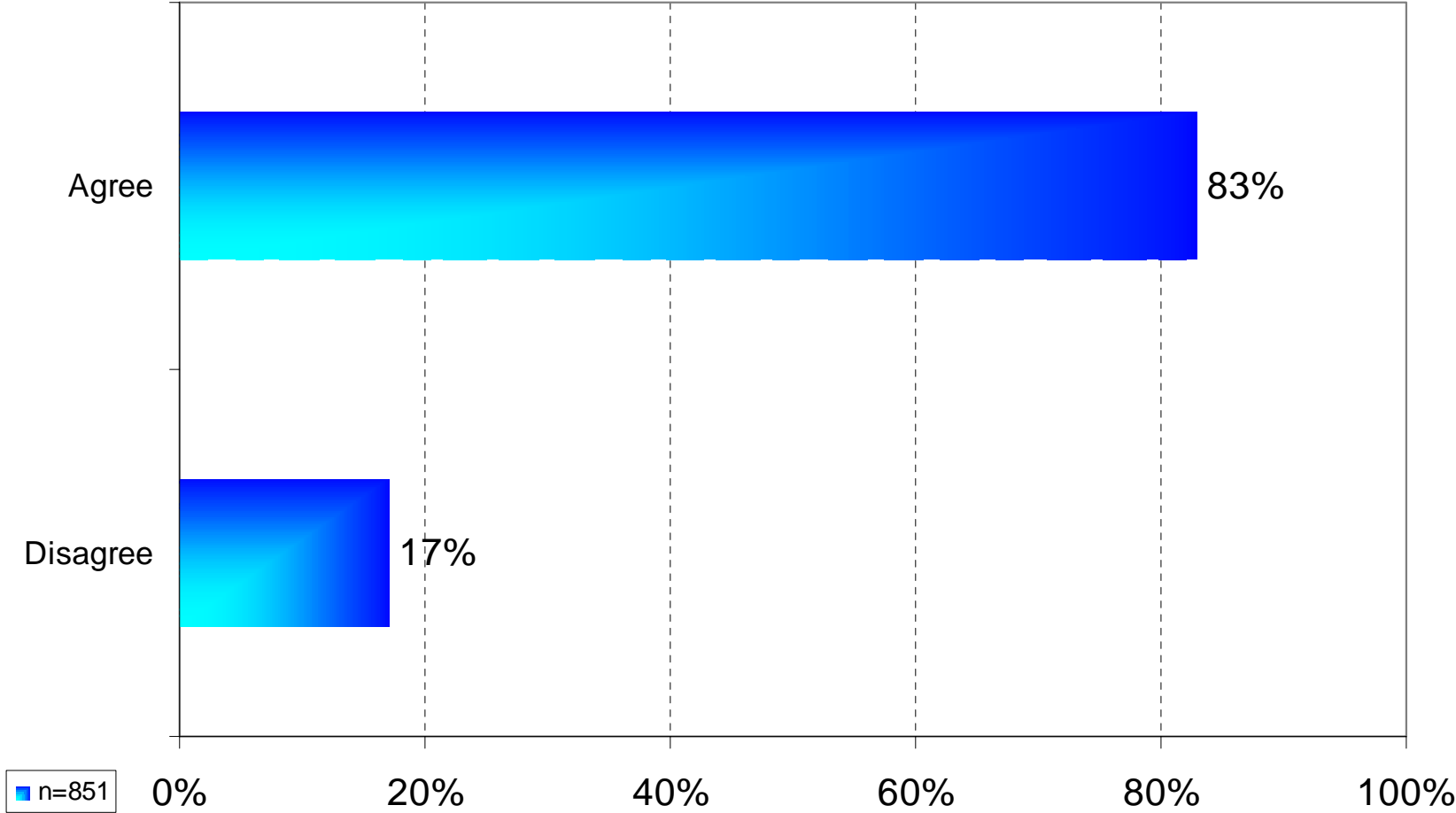
# City/County governments should have Christmas trees:

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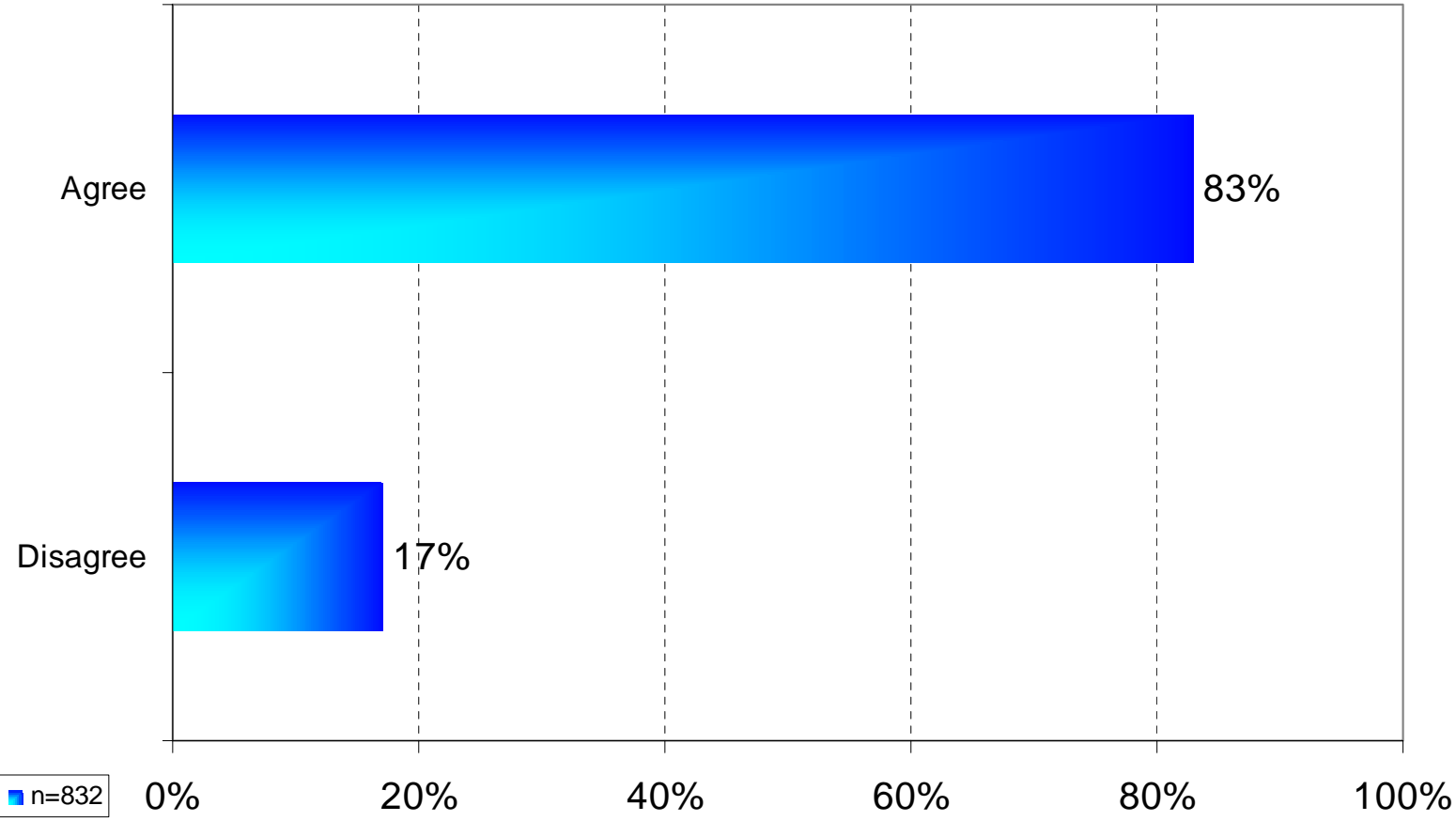


# City/County governments should have Christmas music:

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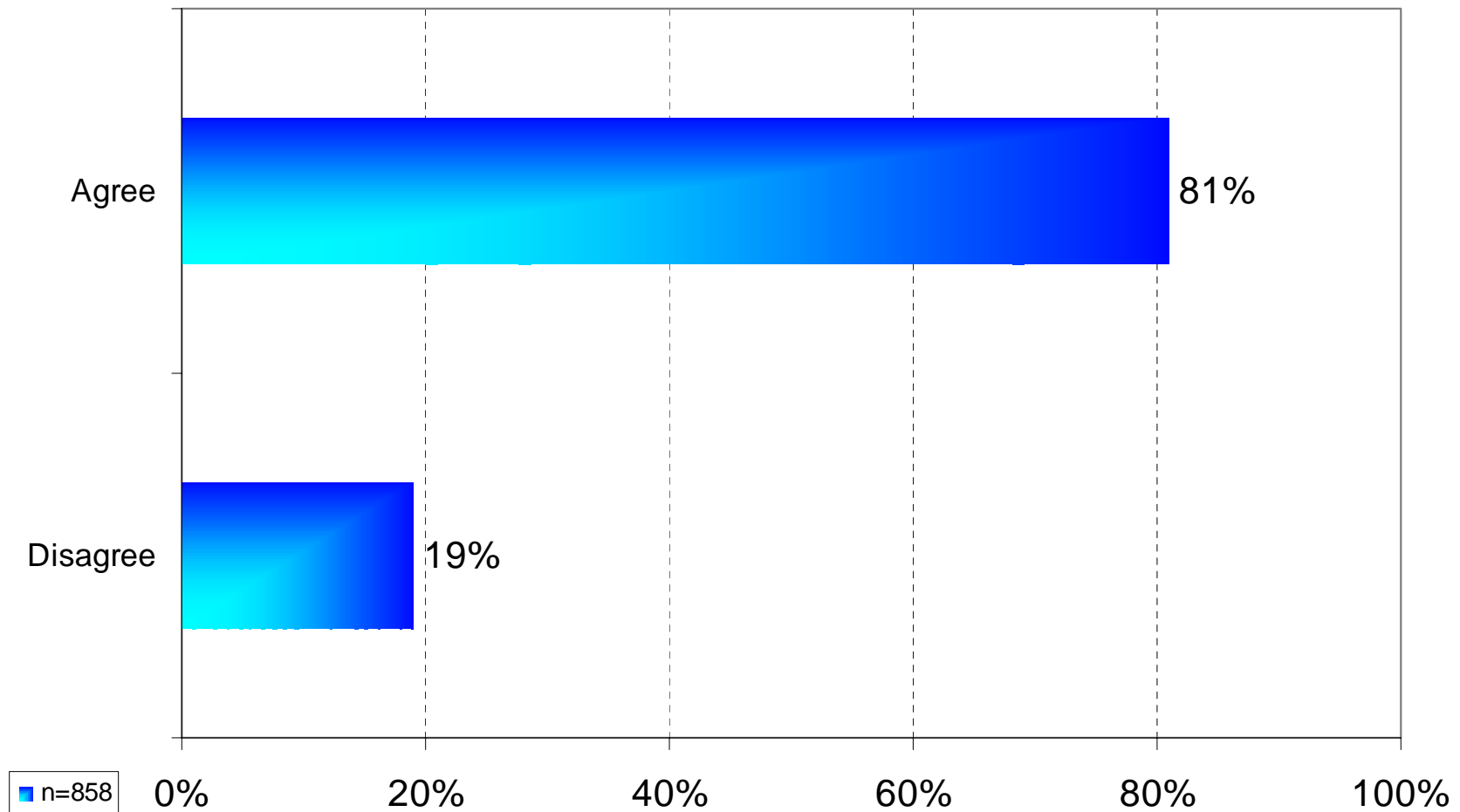


# City/County governments should have snowmen on display:

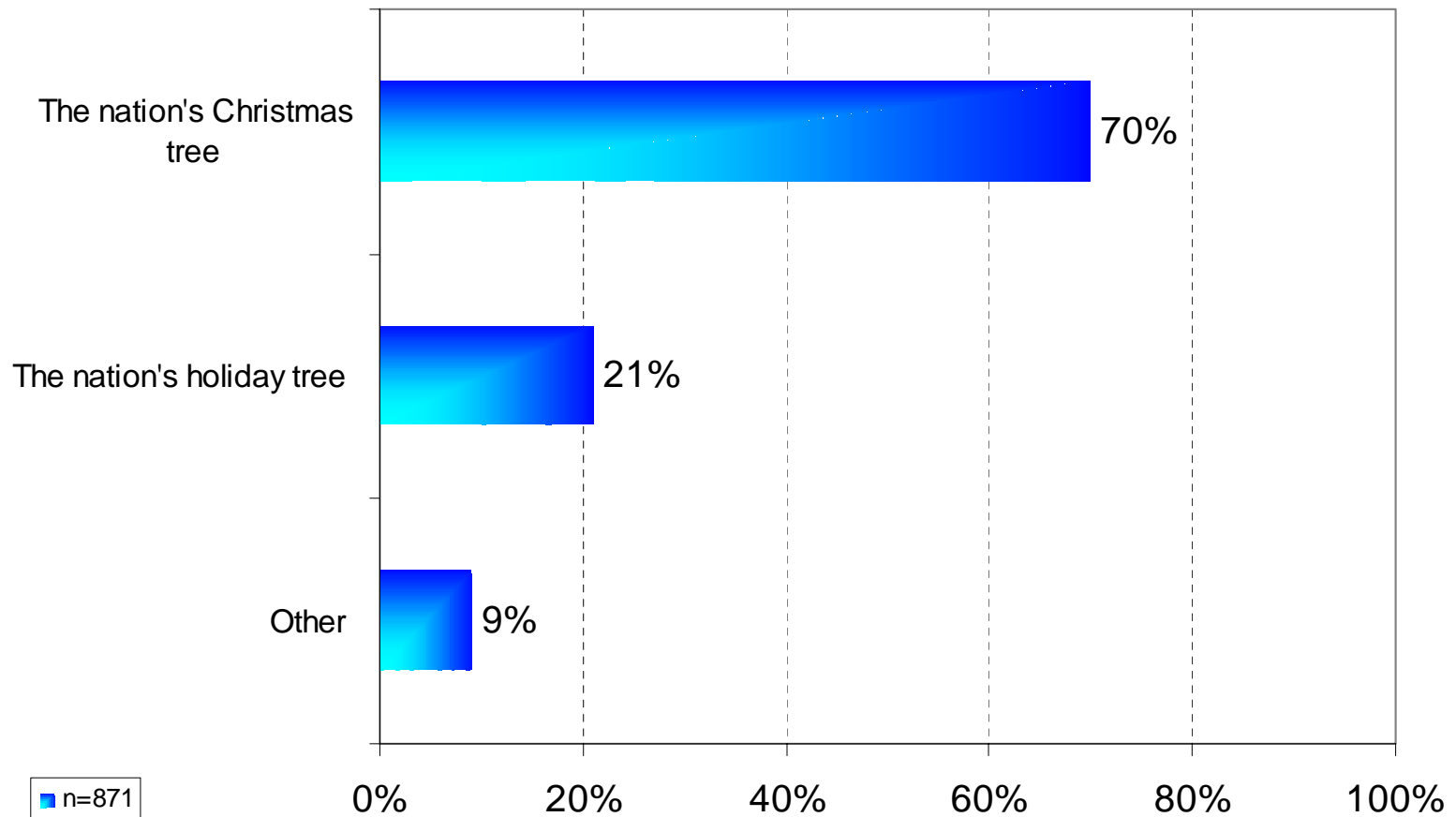


# City/County governments should have Christmas displays:

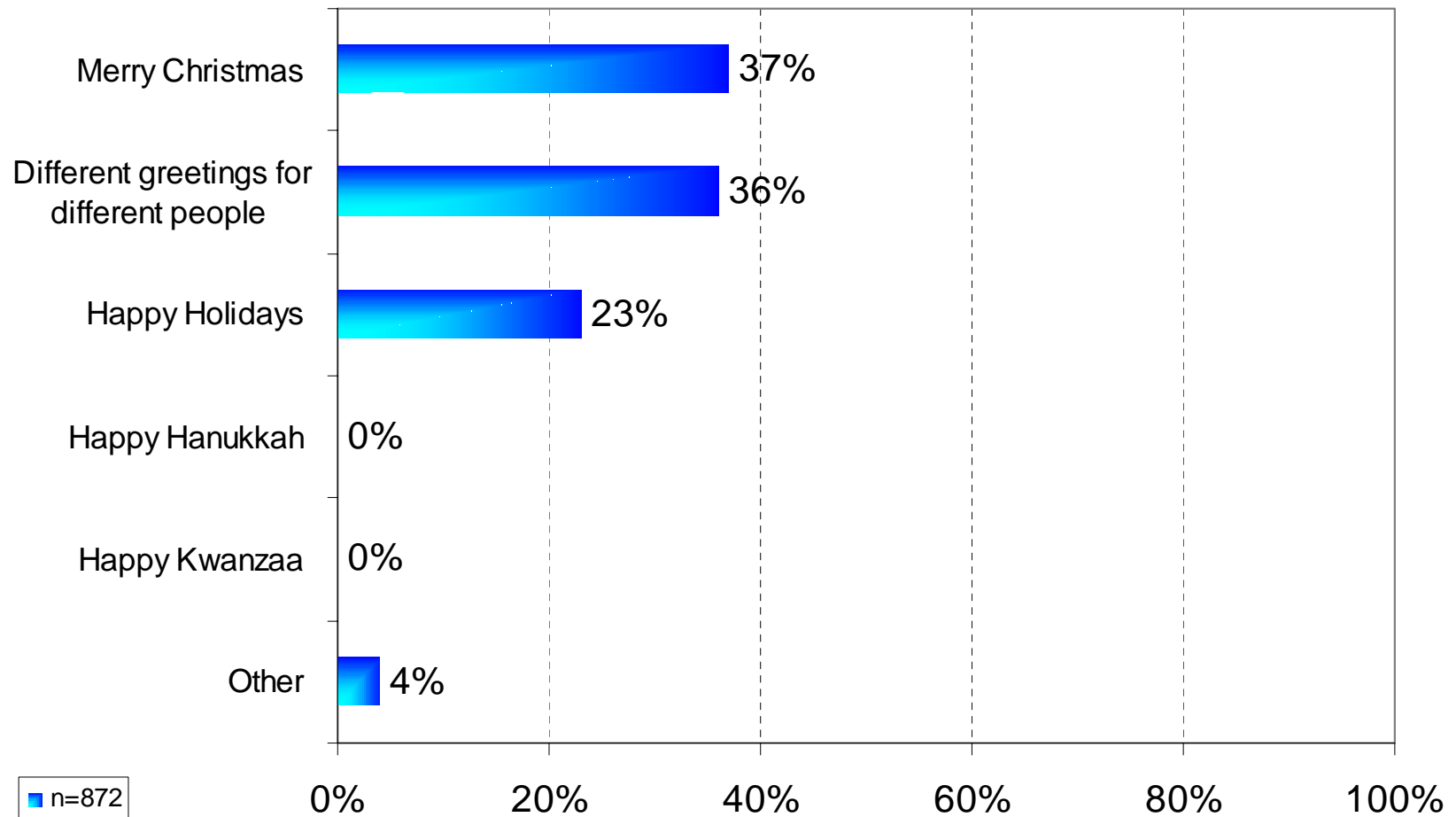
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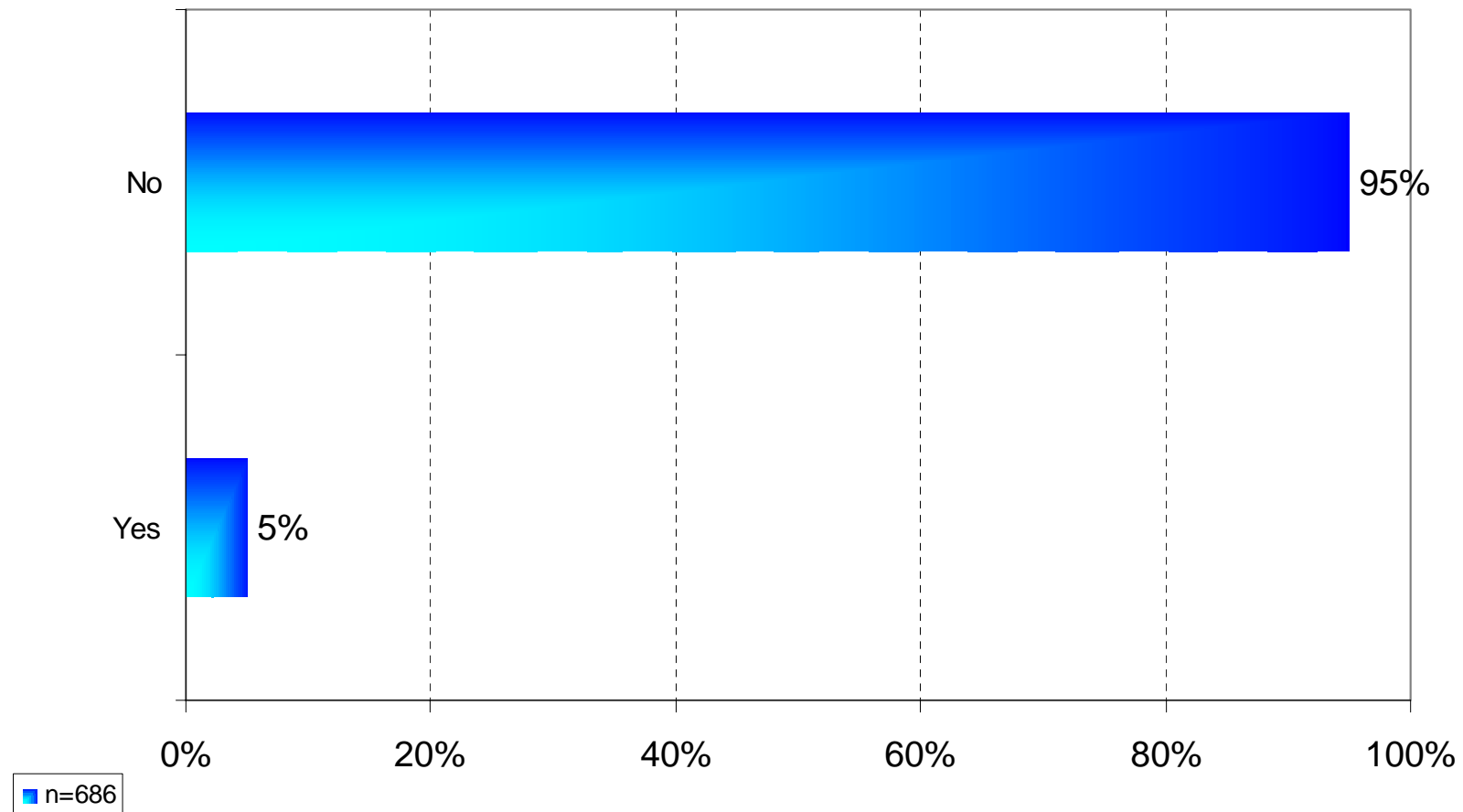
# The tree that the President of the US lights each year should be called:



# When you greet people this time of year, do you say:

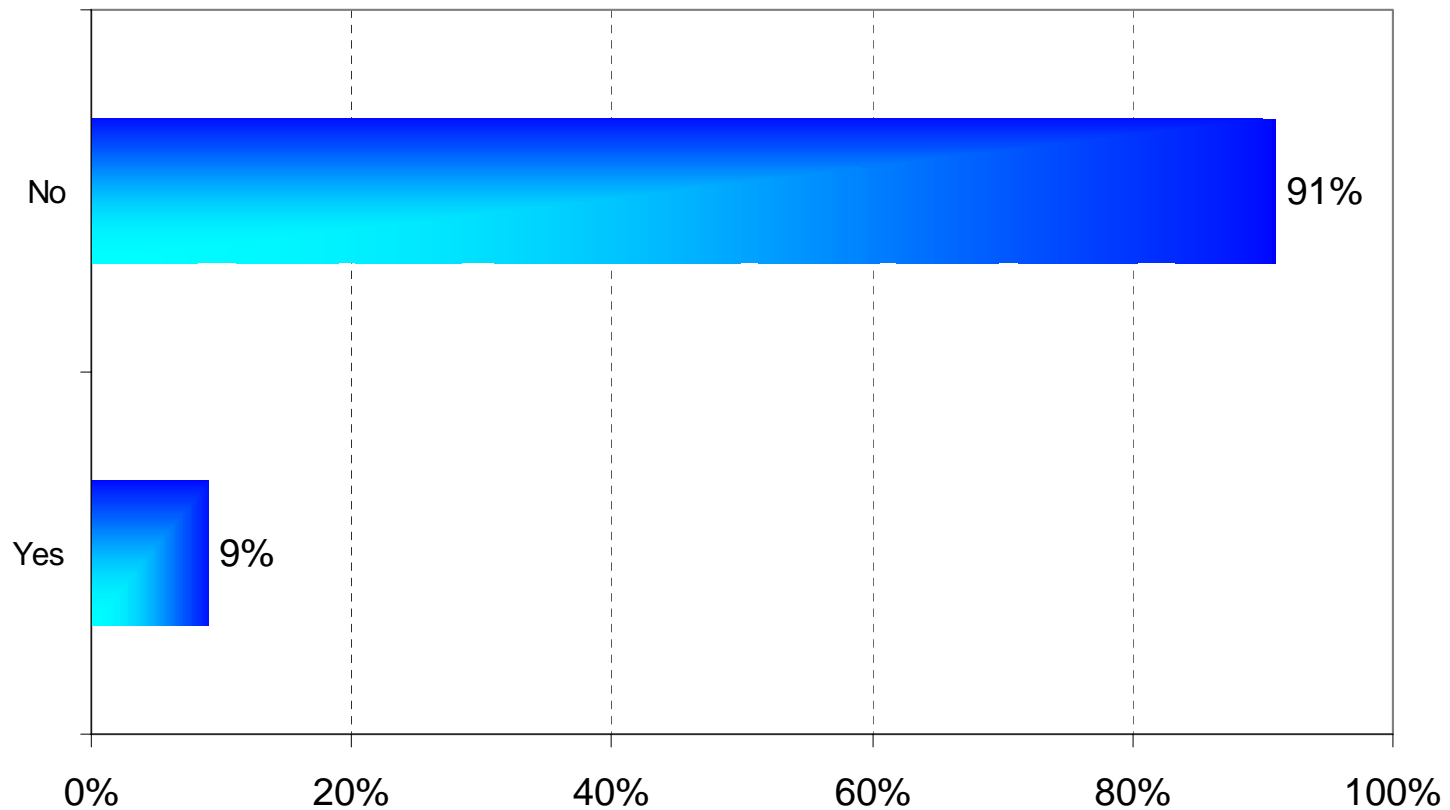


# Are you offended when someone wishes you Merry Christmas rather than Happy Holidays or some other greeting?\*



\* This question for Jewish, Muslim, Hindu, Buddhists, Chinese traditionalists, and Non religious only,

# Are you offended when someone wishes you Happy Holidays rather than Merry Christmas?

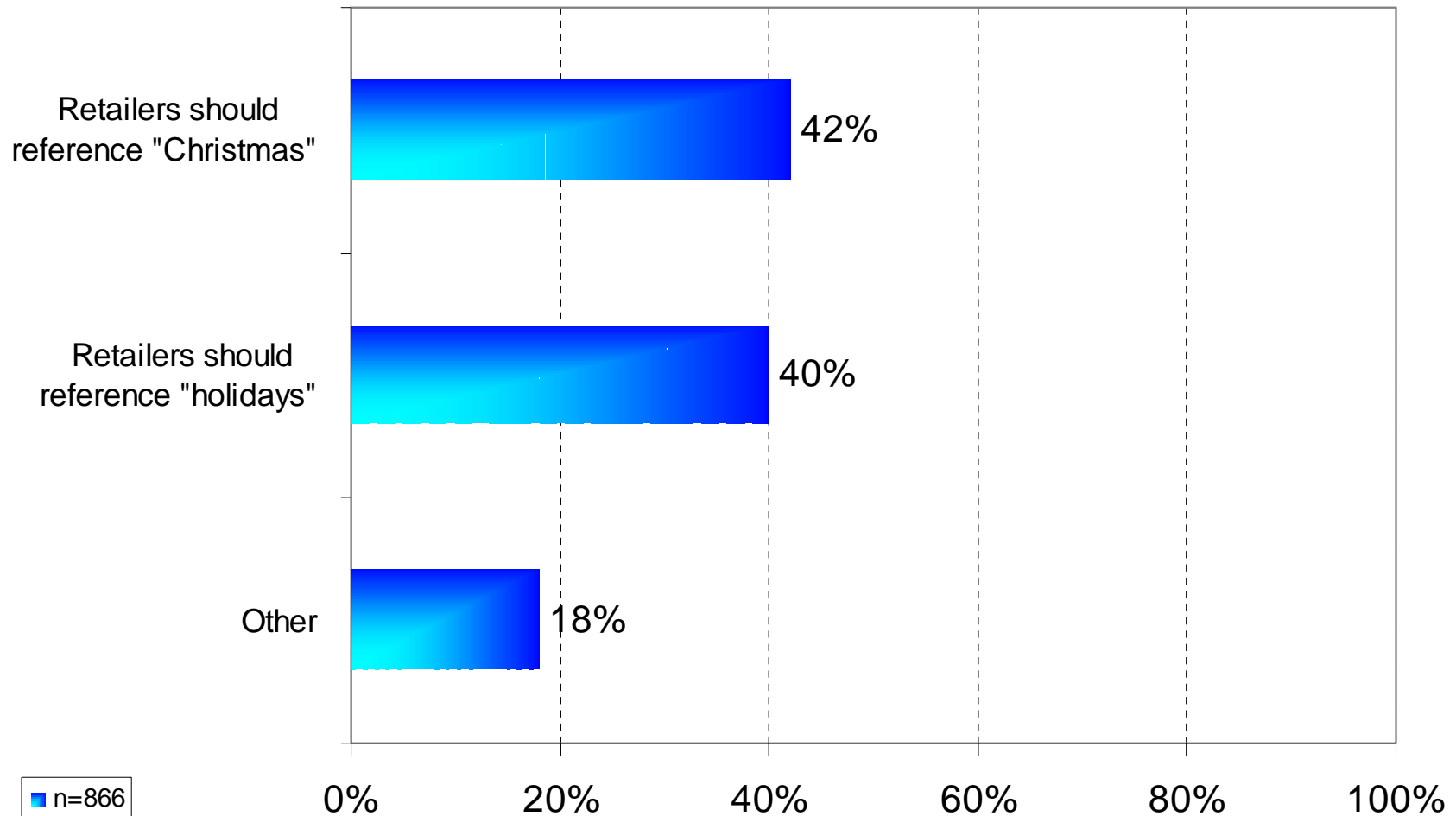


■ n=679

\* This question for Christians only,



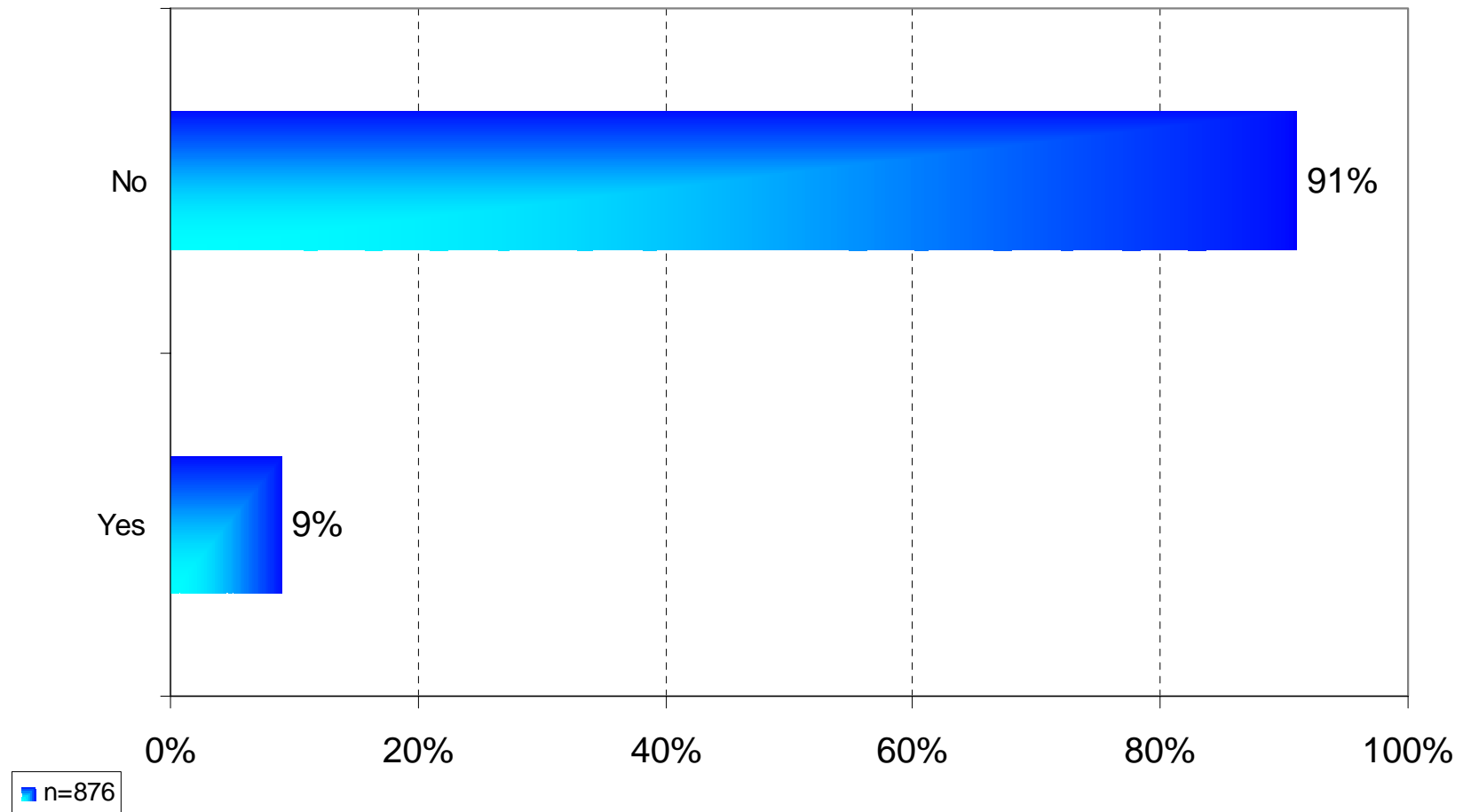
# Retailers should:\*



\* Some people believe that retailers should make reference to "Christmas" in their marketing, advertising, displays, etc. Other people believe that retailers should make reference to "holidays" rather than Christmas. With which group are you more likely to agree?

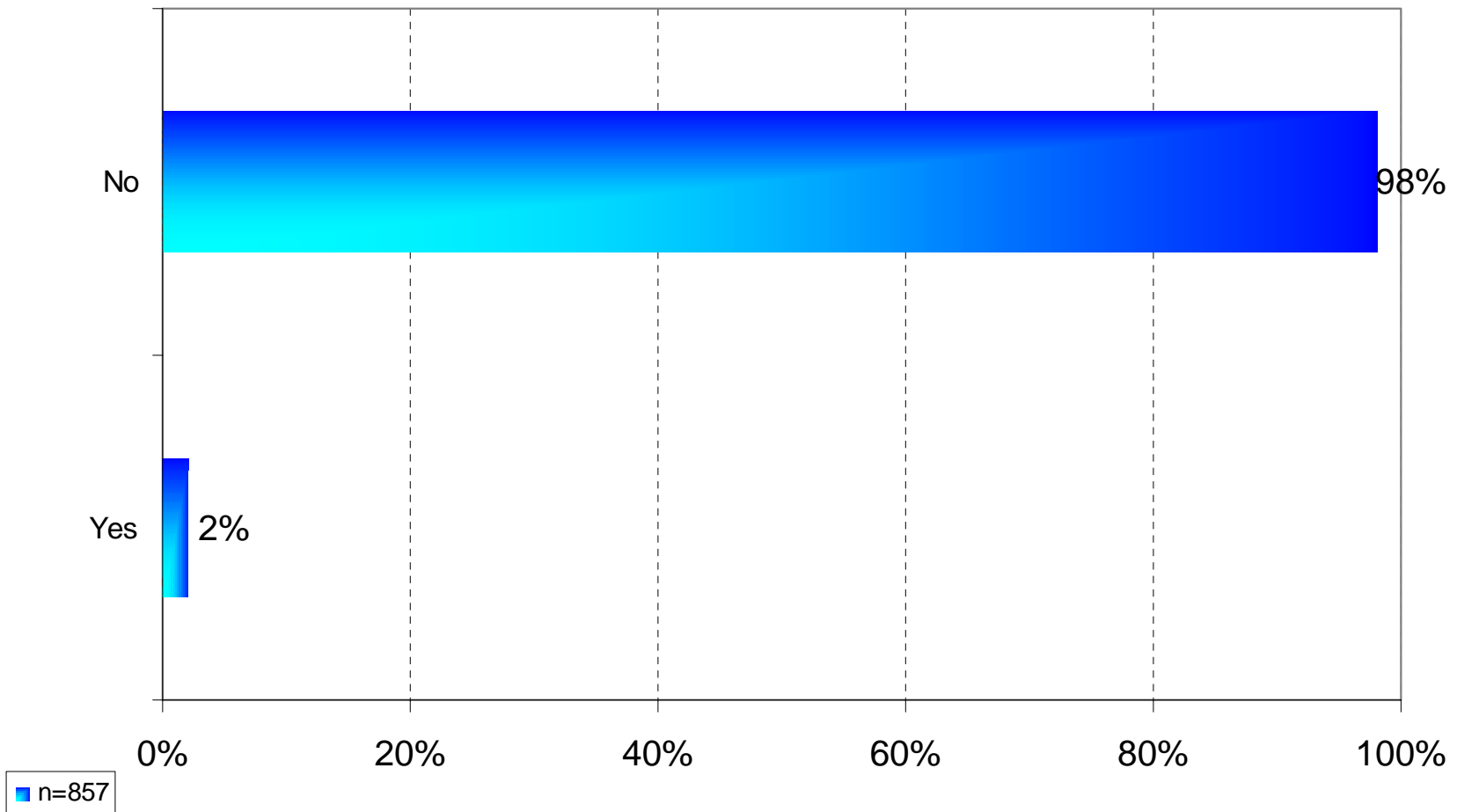
# Have you boycotted a retailer that does **not** reference Christmas in its marketing, advertising, displays, etc?

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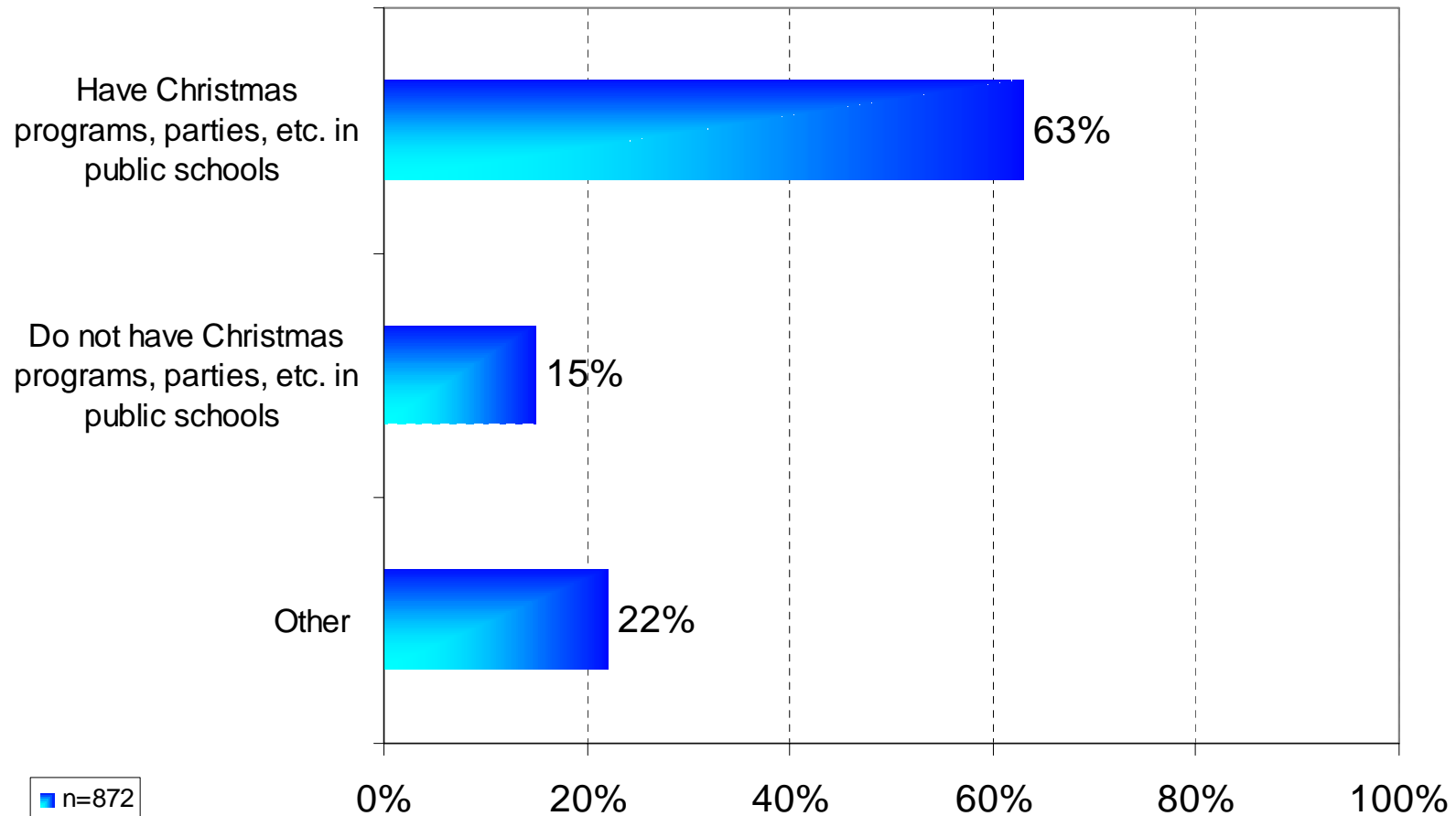


# Have you boycotted a retailer that **does** reference Christmas in its marketing, advertising, displays, etc?

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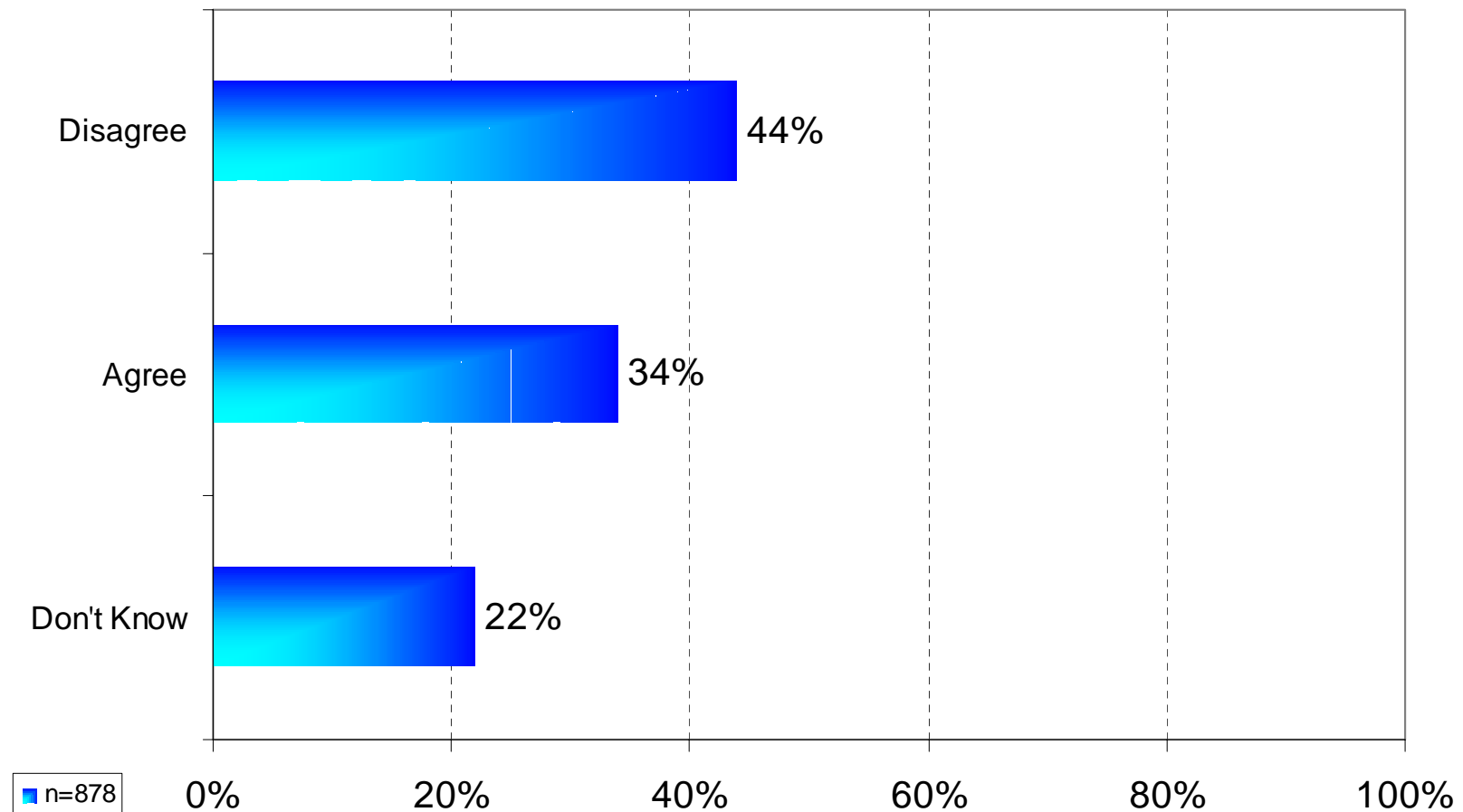
# Public Schools should:\*



\* Some people believe that public schools should have Christmas programs, parties, etc. because it is traditional and most students and parents do not object. Other people believe that public schools should not have programs, plays, parties, etc. that single out any religion. With which group are you more likely to agree?

# Do you agree or disagree that secularists have declared “War on Christmas?”

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# With which religion do you identify?

