

## National Tracking Poll

Project: 171109

N Size: 2800 Adults

Margin of Error:  $\pm 2\%$

November 16-19, 2017

### Topline Report

Question	Response	Frequency	Percentage
BRD1	<i>Which of the following comes closer to your view, even if neither is exactly right?</i>		
	I consider Christmas a religious holiday.	1803	64%
	I consider Christmas a secular holiday.	628	22%
	Don't Know / No Opinion	369	13%
BRD2	<i>If you had to choose one, how would you most prefer businesses greet their customers with during the holiday season?</i>		
	Happy holidays	779	28%
	Merry Christmas	1669	60%
	Don't Know / No Opinion	352	13%
BRD3_1	<i>If a business greets you with either of the following, are you more or less likely to frequent that business? Happy holidays</i>		
	Much more likely to frequent	551	20%
	Somewhat more likely to frequent	377	13%
	Neither more nor less likely to frequent	1188	42%
	Somewhat less likely to frequent	190	7%
	Much less likely to frequent	182	7%
	Don't Know / No Opinion	312	11%
BRD3_2	<i>If a business greets you with either of the following, are you more or less likely to frequent that business? Merry Christmas</i>		
	Much more likely to frequent	1129	40%
	Somewhat more likely to frequent	383	14%
	Neither more nor less likely to frequent	914	33%
	Somewhat less likely to frequent	48	2%
	Much less likely to frequent	45	2%
	Don't Know / No Opinion	281	10%
BRD4_1	<i>If a business uses either of the following in advertisements, would that make you more or less likely to shop there? Happy holidays</i>		
	Much more likely to shop there	529	19%
	Somewhat more likely to shop there	390	14%
	Neither more nor less likely to shop there	1225	44%
	Somewhat less likely to shop there	189	7%
	Much less likely to shop there	169	6%
	Don't Know / No Opinion	298	11%

Question	Response	Frequency	Percentage
BRD4_2	<i>If a business uses either of the following in advertisements, would that make you more or less likely to shop there? Merry Christmas</i>		
	Much more likely to shop there	1104	39%
	Somewhat more likely to shop there	408	15%
	Neither more nor less likely to shop there	941	34%
	Somewhat less likely to shop there	49	2%
	Much less likely to shop there	30	1%
	Don't Know / No Opinion	269	10%
BRD5	<i>Do you think it is appropriate or inappropriate for store employees to say, Merry Christmas to customers, or do you not care either way?</i>		
	Appropriate	1440	51%
	Inappropriate	226	8%
	Don't care either way	900	32%
	Don't Know / No Opinion	234	8%
BRD6	<i>Do you think it is appropriate or inappropriate for store employees to say, Happy Holidays to customers, or do you not care either way?</i>		
	Appropriate	1082	39%
	Inappropriate	402	14%
	Dont care either way	1051	38%
	Don't Know / No Opinion	265	9%
BRD7	<i>Do you think it is appropriate or inappropriate for stores and businesses to use Merry Christmas in their advertising, or do you not care either way?</i>		
	Appropriate	1430	51%
	Inappropriate	219	8%
	Dont care either way	908	32%
	Don't Know / No Opinion	244	9%
BRD8	<i>Do you think it is appropriate or inappropriate for stores and businesses to use Happy Holidays in their advertising, or do you not care either way?</i>		
	Appropriate	1044	37%
	Inappropriate	437	16%
	Dont care either way	1060	38%
	Don't Know / No Opinion	258	9%
BRD9	<i>Do you support or oppose stores or businesses displaying nativity scenes or other Christian symbols in their stores during the holiday season?</i>		
	Strongly support	1322	47%
	Somewhat support	571	20%
	Somewhat oppose	197	7%
	Strongly oppose	106	4%
	Don't Know / No Opinion	604	22%

Question	Response	Frequency	Percentage
BRD10	<i>Do you approve or disapprove of a company publicly affiliating with a religion, or do you not care either way?</i>		
	Strongly approve	764	27%
	Somewhat approve	422	15%
	Somewhat disapprove	257	9%
	Strongly disapprove	189	7%
	Don't care either way	801	29%
	Don't Know / No Opinion	367	13%
BRD11	<i>If a business or company is publicly affiliated with a religion, does that make you more or less likely to shop there generally?</i>		
	Much more likely to shop there	547	20%
	Somewhat more likely to shop there	372	13%
	Neither more nor less likely to shop there	1111	40%
	Somewhat less likely to shop there	186	7%
	Much less likely to shop there	129	5%
	Don't Know / No Opinion	455	16%
BRD12	<i>If a business or company is publicly affiliated with a religion, does that make you more or less likely to do your holiday shopping there?</i>		
	Much more likely to shop there	544	19%
	Somewhat more likely to shop there	369	13%
	Neither more nor less likely to shop there	1129	40%
	Somewhat less likely to shop there	170	6%
	Much less likely to shop there	123	4%
	Don't Know / No Opinion	464	17%
BRD14_1	<i>Do you support or oppose each of the following religious symbols being displayed on taxpayer-funded public land? The Nativity scene</i>		
	Strongly support	1188	42%
	Somewhat support	500	18%
	Somewhat oppose	238	9%
	Strongly oppose	246	9%
	Don't Know / No Opinion	628	22%
BRD14_4	<i>Do you support or oppose each of the following religious symbols being displayed on taxpayer-funded public land? A Cross</i>		
	Strongly support	1209	43%
	Somewhat support	498	18%
	Somewhat oppose	233	8%
	Strongly oppose	267	10%
	Don't Know / No Opinion	593	21%

Question	Response	Frequency	Percentage
BRD14_5	<i>Do you support or oppose each of the following religious symbols being displayed on taxpayer-funded public land? The Ten Commandments</i>		
	Strongly support	1216	43%
	Somewhat support	442	16%
	Somewhat oppose	231	8%
	Strongly oppose	296	11%
	Don't Know / No Opinion	615	22%
BRD14_6	<i>Do you support or oppose each of the following religious symbols being displayed on taxpayer-funded public land? Hanukah Menorah</i>		
	Strongly support	756	27%
	Somewhat support	591	21%
	Somewhat oppose	261	9%
	Strongly oppose	277	10%
	Don't Know / No Opinion	916	33%
BRD14_7	<i>Do you support or oppose each of the following religious symbols being displayed on taxpayer-funded public land? Dreidels</i>		
	Strongly support	632	23%
	Somewhat support	475	17%
	Somewhat oppose	253	9%
	Strongly oppose	267	10%
	Don't Know / No Opinion	1173	42%
BRD15	<i>How much have you seen, read or heard about recent court cases that found cross-shaped monuments on public land to be unconstitutional?</i>		
	A lot	421	15%
	Some	702	25%
	Not much	645	23%
	Nothing at all	1032	37%
BRD16	<i>And do you approve or disapprove of the recent court rulings that found cross-shaped monuments on public land to be unconstitutional?</i>		
	Strongly approve of the ruling	440	16%
	Somewhat approve of the ruling	345	12%
	Somewhat disapprove of the ruling	384	14%
	Strongly disapprove of the ruling	778	28%
	Don't Know / No Opinion	853	30%

Question	Response	Frequency	Percentage
BRD17	<i>When considering a candidate who is running for public office, how important is the candidates religious affiliation to your vote?</i>		
	Very important	596	21%
	Somewhat important	639	23%
	Not too important	552	20%
	Not at all important	592	21%
	Don't Know / No Opinion	422	15%
BRD18_1	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter?</i> <i>Mormon</i>		
	Much more likely to support	301	11%
	Somewhat more likely to support	245	9%
	Neither more nor less likely to support	1156	41%
	Somewhat less likely to support	252	9%
	Much less likely to support	302	11%
	Don't Know / No Opinion	544	19%
BRD18_4	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter?</i> <i>Muslim</i>		
	Much more likely to support	275	10%
	Somewhat more likely to support	144	5%
	Neither more nor less likely to support	959	34%
	Somewhat less likely to support	300	11%
	Much less likely to support	600	21%
	Don't Know / No Opinion	522	19%
BRD18_5	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter?</i> <i>Catholic</i>		
	Much more likely to support	494	18%
	Somewhat more likely to support	386	14%
	Neither more nor less likely to support	1153	41%
	Somewhat less likely to support	136	5%
	Much less likely to support	136	5%
	Don't Know / No Opinion	496	18%

Question	Response	Frequency	Percentage
BRD18_6	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Jewish</i>		
	Much more likely to support	382	14%
	Somewhat more likely to support	342	12%
	Neither more nor less likely to support	1268	45%
	Somewhat less likely to support	129	5%
	Much less likely to support	147	5%
	Don't Know / No Opinion	533	19%
BRD18_7	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Atheist</i>		
	Much more likely to support	324	12%
	Somewhat more likely to support	191	7%
	Neither more nor less likely to support	871	31%
	Somewhat less likely to support	255	9%
	Much less likely to support	642	23%
	Don't Know / No Opinion	518	18%
BRD18_8	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Agnostic</i>		
	Much more likely to support	298	11%
	Somewhat more likely to support	229	8%
	Neither more nor less likely to support	990	35%
	Somewhat less likely to support	268	10%
	Much less likely to support	390	14%
	Don't Know / No Opinion	625	22%
BRD18_9	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Hindu</i>		
	Much more likely to support	280	10%
	Somewhat more likely to support	181	6%
	Neither more nor less likely to support	1178	42%
	Somewhat less likely to support	238	9%
	Much less likely to support	348	12%
	Don't Know / No Opinion	576	21%

Question	Response	Frequency	Percentage
BRD18_10	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Buddhist</i>		
	Much more likely to support	302	11%
	Somewhat more likely to support	245	9%
	Neither more nor less likely to support	1155	41%
	Somewhat less likely to support	213	8%
	Much less likely to support	306	11%
	Don't Know / No Opinion	578	21%
BRD18_11	<i>Does knowing a candidate who is running for public office has the following background make you more or less likely to vote for them, or does it not matter? Christian</i>		
	Much more likely to support	870	31%
	Somewhat more likely to support	374	13%
	Neither more nor less likely to support	928	33%
	Somewhat less likely to support	101	4%
	Much less likely to support	74	3%
	Don't Know / No Opinion	453	16%
BRD19	<i>Generally, do you believe a candidates religious affiliation affects their job performance while in office, or not?</i>		
	Yes	1152	41%
	No	1001	36%
	Don't Know / No Opinion	647	23%
BRD20	<i>Which of the following comes closest to your view even if none are exactly right?A candidate who is not religious can carry out their duties in office...</i>		
	More effectively than someone who is religious	479	17%
	Less effectively than someone who is religious	483	17%
	Just as effectively as someone who is religious	1261	45%
	Don't Know / No Opinion	577	21%
BRD21	<i>If a candidate running for public office supports the separation of church and state, does that make you more or less likely to vote for him or her?</i>		
	Much more likely to vote for him or her	664	24%
	Somewhat more likely to vote for him or her	613	22%
	Somewhat less likely to vote for him or her	283	10%
	Much less likely to vote for him or her	182	6%
	Don't Know / No Opinion	1058	38%

Question	Response	Frequency	Percentage
BRD22_1	<i>How religious do you find each of the following people to be? President Barack Obama</i>		
	Very religious	487	17%
	Somewhat religious	749	27%
	Not too religious	396	14%
	Not religious at all	452	16%
	Don't Know / No Opinion	715	26%
BRD22_4	<i>How religious do you find each of the following people to be? President Donald Trump</i>		
	Very religious	441	16%
	Somewhat religious	530	19%
	Not too religious	412	15%
	Not religious at all	702	25%
	Don't Know / No Opinion	715	26%
BRD22_5	<i>How religious do you find each of the following people to be? President Bill Clinton</i>		
	Very religious	341	12%
	Somewhat religious	525	19%
	Not too religious	543	19%
	Not religious at all	615	22%
	Don't Know / No Opinion	776	28%
BRD22_6	<i>How religious do you find each of the following people to be? Secretary Hillary Rodham Clinton</i>		
	Very religious	337	12%
	Somewhat religious	524	19%
	Not too religious	497	18%
	Not religious at all	642	23%
	Don't Know / No Opinion	801	29%
BRD22_7	<i>How religious do you find each of the following people to be? Vice President Joe Biden</i>		
	Very religious	465	17%
	Somewhat religious	744	27%
	Not too religious	431	15%
	Not religious at all	281	10%
	Don't Know / No Opinion	878	31%
BRD22_8	<i>How religious do you find each of the following people to be? Vice President Mike Pence</i>		
	Very religious	906	32%
	Somewhat religious	562	20%
	Not too religious	250	9%
	Not religious at all	200	7%
	Don't Know / No Opinion	882	32%



Question	Response	Frequency	Percentage
BRD22_9	<i>How religious do you find each of the following people to be? First Lady Michelle Obama</i>		
	Very religious	499	18%
	Somewhat religious	759	27%
	Not too religious	374	13%
	Not religious at all	422	15%
	Don't Know / No Opinion	746	27%
BRD22_10	<i>How religious do you find each of the following people to be? First Lady Melania Trump</i>		
	Very religious	424	15%
	Somewhat religious	526	19%
	Not too religious	452	16%
	Not religious at all	478	17%
	Don't Know / No Opinion	919	33%
BRD23	<i>Do you ever attend religious institutions or services?</i>		
	Yes	1713	61%
	No	869	31%
	Don't Know / No Opinion	218	8%
BRD24	<i>How often do you attend the religious institution of your choice? (N=1,713)</i>		
	More than once a week	299	17%
	Once a week	553	32%
	Once a month	162	9%
	Once every few months	265	15%
	Once a year / for major holidays	309	18%
	Don't Know / No Opinion	125	7%
BRD25	<i>Do you find yourself attending the religious institution of your choice more or less often compared to three months ago? (N=1,713)</i>		
	Much more often than three months ago	318	19%
	Somewhat more often than three months ago	199	12%
	Neither more nor less likely than three months ago	831	49%
	Somewhat less often than three months ago	102	6%
	Much less often than three months ago	121	7%
	Don't Know / No Opinion	143	8%
BRD26	<i>Do you find yourself attending the religious institution of your choice more or less often compared to one year ago? (N=1,713)</i>		
	Much more often than one year ago	309	18%
	Somewhat more often than one year ago	224	13%
	Neither more nor less likely than one year ago	782	46%
	Somewhat less often than one year ago	116	7%
	Much less often than one year ago	131	8%
	Don't Know / No Opinion	151	9%

Question	Response	Frequency	Percentage
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*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2800	100%
xdemGender	Gender: Male	1348	48%
	Gender: Female	1452	52%
	N	2800	
age5	Age: 18-29	574	20%
	Age: 30-44	743	27%
	Age: 45-54	491	18%
	Age: 55-64	486	17%
	Age: 65+	506	18%
	N	2800	
xpid3	PID: Dem (no lean)	952	34%
	PID: Ind (no lean)	957	34%
	PID: Rep (no lean)	891	32%
	N	2800	
xpidGender	PID/Gender: Dem Men	420	15%
	PID/Gender: Dem Women	533	19%
	PID/Gender: Ind Men	402	14%
	PID/Gender: Ind Women	555	20%
	PID/Gender: Rep Men	526	19%
	PID/Gender: Rep Women	365	13%
	N	2800	
xdemTea	Tea Party: Supporter	851	30%
	Tea Party: Not Supporter	1929	69%
	N	2780	
xdemIdeo3	Ideo: Liberal (1-3)	1062	38%
	Ideo: Moderate (4)	600	21%
	Ideo: Conservative (5-7)	765	27%
	N	2428	
xeduc3	Educ: < College	1993	71%
	Educ: Bachelors degree	529	19%
	Educ: Post-grad	278	10%
	N	2800	
xdemInc3	Income: Under 50k	1749	62%
	Income: 50k-100k	769	27%
	Income: 100k+	282	10%
	N	2800	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	2227	80%
xdemHispBin	Ethnicity: Hispanic	419	15%
demBlackBin	Ethnicity: Afr. Am.	342	12%
demRaceOther	Ethnicity: Other	232	8%
xrelNet	Relig: Protestant	623	22%
	Relig: Roman Catholic	591	21%
	Relig: Ath./Agn./None	826	29%
	Relig: Something Else	456	16%
	N	2496	
xreligion1	Relig: Jewish	63	2%
xreligion2	Relig: Evangelical	836	30%
	Relig: Non-Evang. Catholics	679	24%
	N	1515	
xreligion3	Relig: All Christian	1515	54%
	Relig: All Non-Christian	1282	46%
	N	2797	
xdemUsr	Community: Urban	764	27%
	Community: Suburban	1101	39%
	Community: Rural	935	33%
	N	2800	
xdemEmploy	Employ: Private Sector	837	30%
	Employ: Government	238	9%
	Employ: Self-Employed	296	11%
	Employ: Homemaker	265	9%
	Employ: Student	100	4%
	Employ: Retired	536	19%
	Employ: Unemployed	264	9%
	Employ: Other	264	9%
	N	2800	
xdemMilHH1	Military HH: Yes	602	22%
	Military HH: No	2198	78%
	N	2800	
xnr1	RD/WT: Right Direction	1152	41%
	RD/WT: Wrong Track	1648	59%
	N	2800	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	665	24%
	Somewhat Approve	554	20%
	Somewhat Disapprove	341	12%
	Strongly Disapprove	1035	37%
	Dont Know / No Opinion	205	7%
	N	2800	
xnr3	#1 Issue: Economy	731	26%
	#1 Issue: Security	515	18%
	#1 Issue: Health Care	550	20%
	#1 Issue: Medicare / Social Security	380	14%
	#1 Issue: Women's Issues	189	7%
	#1 Issue: Education	173	6%
	#1 Issue: Energy	161	6%
	#1 Issue: Other	100	4%
	N	2800	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	885	32%
	2016 Vote: Republican Donald Trump	1029	37%
	2016 Vote: Someone else	208	7%
	N	2122	
xsubVote12O	2012 Vote: Barack Obama	1118	40%
	2012 Vote: Mitt Romney	647	23%
	2012 Vote: Other	107	4%
	2012 Vote: Didn't Vote	926	33%
	N	2798	
xreg4	4-Region: Northeast	511	18%
	4-Region: Midwest	603	22%
	4-Region: South	1036	37%
	4-Region: West	650	23%
	N	2800	

*Note:* Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

