

# YouGov Poll: Holiday Decorating 2021



Sample 3,000 US adults  
Margin of Error  $\pm 2.6\%$

## 1. Which, if any, of the following winter holidays does your household celebrate?

1) Christmas	91%
2) Hanukkah	5%
3) Kwanzaa	3%
4) None of these	6%
Unweighted N	3,000

## 2. Do you typically decorate your home for the winter holidays? (Asked of those who celebrate a winter holiday)

1) Yes, I decorate my yard/the exterior of my home	43%
2) Yes, I decorate the interior of my home	72%
3) No, I don't decorate for the holidays	16%
4) Don't know	1%
Unweighted N	2,789

## 3. When do you typically start putting up decorations for the winter holidays? (Asked of those who celebrate a winter holiday and decorate)

1) Before Halloween	2%
2) On Halloween or a few days after	3%
3) Early in November	9%
4) Mid-November/before Thanksgiving	15%
5) On Thanksgiving	4%
6) The day after Thanksgiving	24%
7) After Thanksgiving but before December	23%
8) Early December	16%
9) Mid-December	4%
10) A week before the holiday	1%
11) A day before the holiday	0%
12) On the holiday itself	0%
13) Don't know	0%
Totals	101%
Unweighted N	2,317

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4. When do you want to start seeing holiday decorations on display at homes in your community? (Asked of those who celebrate a winter holiday and decorate)

1) Before Halloween	5%
2) On Halloween or a few days after	5%
3) Early in November	14%
4) Mid-November/before Thanksgiving	19%
5) On Thanksgiving	6%
6) The day after Thanksgiving	19%
7) After Thanksgiving but before December	17%
8) Early December	10%
9) Mid-December	2%
10) A week before the holiday	0%
11) A day before the holiday	0%
12) On the holiday itself	0%
13) Don't know	4%
Totals	101%
Unweighted N	2,317

5. Thinking of how you will decorate for the holidays this year, which of the following comes closest to your plans? (Asked of those who celebrate a winter holiday and decorate)

1) I will buy all new decorations	6%
2) I will buy some new decorations, and also use some decorations I already have	50%
3) I will only use decorations I already have	42%
4) Don't know	3%
Totals	101%
Unweighted N	2,317

6. About how much money, if any, do you anticipate you will spend purchasing holiday decorations this year? (Asked of those who will buy new decorations)

1) Less than \$20	5%
2) \$20 - \$40	22%
3) \$41 - \$60	18%
4) \$61 - \$80	8%
5) \$81 - \$100	20%
6) \$101 - \$120	7%
7) \$121 - \$140	3%
8) \$141 - \$160	3%
9) \$161 - \$180	2%
10) \$181 - \$200	4%
11) More than \$200	5%
12) Don't know	4%

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Totals .....	101%
Unweighted N .....	1,261

7. Where do you typically get your holiday decorating inspiration? Please select any that apply. (Asked of those who celebrate a winter holiday and decorate)

1) From social media (Instagram, Pinterest, etc.) .....	23%
2) From seeing how other people have decorated their homes .....	30%
3) From magazines/websites .....	14%
4) From TV .....	12%
5) Other .....	8%
6) Don't know .....	4%
7) I don't get holiday decorating inspiration from anywhere in particular .....	46%
Unweighted N .....	2,317

This YouGov Direct Poll was conducted on November 3, 2021. Data were weighted according to age, gender, race, and education to be representative of the U.S. population.