YouGov Poll: Holiday Decorating 2021

Sample 3,000 US adults
Margin of Error ±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
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%
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.