

# YouGov Survey: Christmas and the Holidays



Sample 1000 U.S. Adult Citizens  
Conducted December 11 - 14, 2023  
Margin of Error ±3.8%

## 1. Will you celebrate Christmas or another winter holiday this year?

Yes	83%
No	9%
Not sure	7%

## 2. Is Christmas the primary holiday you will be celebrating this winter?

*Asked of people who plan to celebrate a winter holiday*

Yes	90%
No	9%
Not sure	1%

## 3. How many people, including you, will be at your celebration for [the holidays / Christmas] this year? If you attend multiple celebrations, please answer in regard to the largest.

*Asked of people who plan to celebrate a winter holiday*

1 - 5	34%
6 - 10	27%
11 - 15	16%
16 - 20	9%
More than 20	7%
Not sure	7%

## 4. Do you plan to travel for [the holidays / Christmas] this year?

*Asked of people who plan to celebrate a winter holiday*

Yes	21%
No	75%
Not sure	4%

## 5. You indicated that you plan to travel for [the holidays / Christmas] this year. How will you be traveling? Select all that apply.

*Asked of people who plan to travel for the holidays*

By plane	19%
By car	83%
By train	5%
By boat	2%
Other	0%
Not sure	2%

**6. Have you put up any decorations for [the holidays / Christmas] yet?**

*Asked of people who plan to celebrate a winter holiday*

Yes .....	67%
No, but I plan to .....	19%
No, and I will not .....	13%
Not sure .....	1%

**7. Do you plan to buy any gifts for [the holidays / Christmas] this year?**

*Asked of people who plan to celebrate a winter holiday*

Yes .....	87%
No .....	10%
Not sure .....	3%

**8. How many, if any, of the gifts you intend to give people for [the holidays / Christmas] this year have you bought so far?**

*Asked of people who plan to celebrate the holidays and buy gifts*

All of them .....	24%
Most of them .....	37%
Some of them .....	28%
None of them .....	11%
Not sure .....	0%

**9. Are you buying gifts for [the holidays / Christmas] earlier than last year, later than last year, or around the same time?**

*Asked of people who plan to celebrate a winter holiday and buy gifts*

Earlier .....	21%
Later .....	17%
Around the same time .....	60%
Not sure .....	2%

**10. How worried, if at all, are you about not being able to afford gifts you want to give this year for [the holidays / Christmas] due to inflation?**

*Asked of people who plan to celebrate a winter holiday and buy gifts*

Very worried .....	22%
Somewhat worried .....	27%
Not very worried .....	27%
Not at all worried .....	22%
Not sure .....	2%

**11. If someone is giving you a gift, would you prefer it to be... ?**

A surprise .....	52%
Something you asked for .....	29%
Not sure .....	19%

# YouGov Survey: Christmas and the Holidays



<b>Interviewing Dates</b>	December 11 - 14, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.092 to 6.507, with a mean of one and a standard deviation of 0.717.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	80 questions not reported.

# YouGov Survey: Christmas and the Holidays

December 11 - 14, 2023 - 1000 U.S. adult citizens



## 1. Celebrate Christmas or Winter Holiday

Will you celebrate Christmas or another winter holiday this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	83%	83%	83%	85%	84%	82%	83%	85%	77%	82%	*
No	9%	9%	10%	5%	8%	12%	11%	8%	11%	12%	*
Not sure	7%	7%	7%	10%	8%	6%	6%	7%	12%	7%	*
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,000)	(445)	(555)	(137)	(220)	(347)	(296)	(643)	(116)	(150)	(91)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	83%	83%	77%	91%	83%	90%	77%	91%	92%	84%	85%	80%	86%
No	9%	12%	12%	4%	11%	6%	12%	6%	6%	10%	6%	12%	9%
Not sure	7%	5%	12%	5%	6%	4%	10%	3%	2%	6%	9%	8%	5%
Totals	99%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,000)	(354)	(366)	(280)	(349)	(342)	(481)	(261)	(161)	(159)	(228)	(386)	(227)

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## 2. Is Christmas Primary Winter Holiday

Is Christmas the primary holiday you will be celebrating this winter?

*Asked of people who plan to celebrate a winter holiday*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	90%	88%	92%	90%	85%	91%	93%	92%	*	90%	*
No	9%	10%	8%	8%	13%	8%	6%	8%	*	10%	*
Not sure	1%	2%	1%	2%	2%	0%	1%	1%	*	0%	*
Totals	100%	100%	101%	100%	100%	99%	100%	101%	*	100%	*
Unweighted N	(834)	(366)	(468)	(117)	(183)	(287)	(247)	(551)	(92)	(122)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	90%	93%	82%	94%	91%	93%	90%	93%	91%	87%	93%	93%	85%
No	9%	6%	15%	6%	8%	7%	9%	6%	9%	11%	7%	7%	12%
Not sure	1%	1%	3%	0%	1%	0%	0%	1%	0%	2%	0%	0%	3%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(834)	(298)	(287)	(249)	(294)	(304)	(373)	(235)	(148)	(128)	(201)	(314)	(191)

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## 3. People at Holidays

How many people, including you, will be at your celebration for [the holidays / Christmas] this year? If you attend multiple celebrations, please answer in regard to the largest.

*Asked of people who plan to celebrate a winter holiday*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1 - 5	34%	33%	35%	24%	36%	40%	32%	35%	*	22%	*
6 - 10	27%	27%	26%	26%	27%	27%	26%	27%	*	22%	*
11 - 15	16%	15%	17%	27%	15%	9%	16%	15%	*	27%	*
16 - 20	9%	10%	9%	7%	7%	10%	13%	9%	*	12%	*
More than 20	7%	8%	6%	7%	7%	8%	5%	6%	*	9%	*
Not sure	7%	7%	8%	10%	8%	5%	7%	7%	*	7%	*
Totals	100%	100%	101%	101%	100%	99%	99%	99%	*	99%	*
Unweighted N	(834)	(366)	(468)	(116)	(183)	(287)	(248)	(552)	(92)	(121)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1 - 5	34%	32%	40%	29%	33%	30%	39%	31%	29%	33%	28%	38%	32%
6 - 10	27%	33%	22%	26%	29%	24%	22%	28%	31%	32%	26%	26%	24%
11 - 15	16%	17%	11%	19%	14%	19%	15%	18%	18%	13%	23%	13%	18%
16 - 20	9%	8%	8%	12%	9%	11%	8%	11%	12%	6%	10%	9%	11%
More than 20	7%	5%	9%	7%	5%	9%	8%	9%	4%	9%	6%	7%	7%
Not sure	7%	4%	10%	8%	9%	6%	9%	3%	6%	8%	7%	7%	8%
Totals	100%	99%	100%	101%	99%	99%	101%	100%	100%	101%	100%	100%	100%
Unweighted N	(834)	(298)	(286)	(250)	(294)	(305)	(372)	(235)	(149)	(128)	(201)	(314)	(191)

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## 4. Travel for Holidays

Do you plan to travel for [the holidays / Christmas] this year?

*Asked of people who plan to celebrate a winter holiday*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	25%	17%	31%	21%	19%	15%	19%	*	25%	*
No	75%	72%	77%	63%	75%	78%	81%	77%	*	71%	*
Not sure	4%	3%	5%	6%	4%	3%	4%	4%	*	4%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	*	100%	*
Unweighted N	(835)	(367)	(468)	(117)	(183)	(287)	(248)	(552)	(92)	(122)	(69)

  

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	21%	23%	21%	19%	24%	18%	20%	22%	27%	27%	16%	18%	26%
No	75%	71%	75%	78%	69%	79%	75%	73%	72%	70%	79%	75%	72%
Not sure	4%	6%	4%	4%	7%	2%	5%	5%	1%	3%	5%	6%	1%
Totals	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(835)	(298)	(287)	(250)	(294)	(305)	(373)	(235)	(149)	(128)	(201)	(315)	(191)

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## 5. How Will You Travel for Holidays

You indicated that you plan to travel for [the holidays / Christmas] this year. How will you be traveling? Select all that apply.

*Asked of people who plan to travel for the holidays*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
By plane	19%	*	*	*	*	*	*	16%	*	*	*
By car	83%	*	*	*	*	*	*	88%	*	*	*
By train	5%	*	*	*	*	*	*	2%	*	*	*
By boat	2%	*	*	*	*	*	*	2%	*	*	*
Other	0%	*	*	*	*	*	*	0%	*	*	*
Not sure	2%	*	*	*	*	*	*	1%	*	*	*
Unweighted N	(176)	(91)	(85)	(40)	(45)	(55)	(36)	(108)	(17)	(32)	(19)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
By plane	19%	*	*	*	*	*	*	*	*	*	*	*	*
By car	83%	*	*	*	*	*	*	*	*	*	*	*	*
By train	5%	*	*	*	*	*	*	*	*	*	*	*	*
By boat	2%	*	*	*	*	*	*	*	*	*	*	*	*
Other	0%	*	*	*	*	*	*	*	*	*	*	*	*
Not sure	2%	*	*	*	*	*	*	*	*	*	*	*	*
Unweighted N	(176)	(64)	(61)	(51)	(59)	(61)	(71)	(52)	(42)	(30)	(35)	(66)	(45)

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## 6. Holiday Decorations

Have you put up any decorations for [the holidays / Christmas] yet?

*Asked of people who plan to celebrate a winter holiday*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	67%	63%	70%	53%	66%	71%	74%	71%	*	66%	*
No, but I plan to	19%	22%	16%	35%	18%	11%	14%	14%	*	28%	*
No, and I will not	13%	14%	13%	10%	13%	16%	12%	14%	*	5%	*
Not sure	1%	1%	2%	2%	2%	1%	1%	1%	*	2%	*
Totals	100%	100%	101%	100%	99%	99%	101%	100%	*	101%	*
Unweighted N	(833)	(366)	(467)	(117)	(182)	(286)	(248)	(551)	(92)	(121)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	67%	64%	63%	72%	65%	77%	61%	71%	77%	65%	73%	67%	61%
No, but I plan to	19%	21%	20%	15%	18%	12%	21%	18%	11%	20%	16%	17%	23%
No, and I will not	13%	12%	16%	12%	14%	10%	16%	10%	10%	13%	10%	14%	15%
Not sure	1%	3%	1%	1%	2%	0%	2%	1%	1%	2%	0%	2%	0%
Totals	100%	100%	100%	100%	99%	99%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(833)	(298)	(286)	(249)	(294)	(304)	(371)	(235)	(149)	(128)	(201)	(313)	(191)

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## 7. Buying Holiday Presents

Do you plan to buy any gifts for [the holidays / Christmas] this year?

*Asked of people who plan to celebrate a winter holiday*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	87%	88%	86%	80%	89%	87%	89%	88%	*	83%	*
No	10%	10%	10%	13%	8%	11%	8%	9%	*	12%	*
Not sure	3%	3%	4%	7%	2%	2%	3%	2%	*	5%	*
Totals	100%	101%	100%	100%	99%	100%	100%	99%	*	100%	*
Unweighted N	(833)	(366)	(467)	(117)	(182)	(287)	(247)	(550)	(92)	(122)	(69)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	87%	87%	86%	87%	89%	89%	83%	88%	96%	88%	88%	86%	85%
No	10%	8%	11%	11%	8%	9%	13%	8%	3%	9%	9%	11%	10%
Not sure	3%	5%	3%	2%	4%	2%	4%	3%	1%	4%	3%	2%	5%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	101%	100%	99%	100%
Unweighted N	(833)	(297)	(287)	(249)	(294)	(304)	(372)	(234)	(149)	(127)	(201)	(315)	(190)

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## 8. Holiday Gifts

How many, if any, of the gifts you intend to give people for [the holidays / Christmas] this year have you bought so far?

*Asked of people who plan to celebrate the holidays and buy gifts*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
All of them	24%	22%	26%	*	23%	27%	29%	26%	*	26%	*
Most of them	37%	37%	37%	*	41%	33%	36%	36%	*	37%	*
Some of them	28%	29%	26%	*	26%	26%	23%	26%	*	27%	*
None of them	11%	12%	10%	*	9%	15%	12%	11%	*	9%	*
Not sure	0%	0%	0%	*	0%	0%	0%	0%	*	1%	*
Totals	100%	100%	99%	*	99%	101%	100%	99%	*	100%	*
Unweighted N	(722)	(318)	(404)	(95)	(159)	(253)	(215)	(485)	(75)	(109)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
All of them	24%	25%	24%	23%	25%	29%	24%	24%	27%	22%	29%	27%	17%
Most of them	37%	38%	35%	37%	44%	34%	30%	39%	47%	40%	31%	34%	44%
Some of them	28%	26%	29%	27%	23%	25%	34%	26%	19%	30%	26%	26%	29%
None of them	11%	10%	11%	13%	9%	12%	12%	11%	8%	8%	14%	13%	10%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	99%	99%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(722)	(257)	(247)	(218)	(257)	(270)	(307)	(209)	(143)	(108)	(178)	(271)	(165)

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## 9. Buying Holiday Gifts Earlier or Later

Are you buying gifts for [the holidays / Christmas] earlier than last year, later than last year, or around the same time?

*Asked of people who plan to celebrate a winter holiday and buy gifts*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Earlier	21%	23%	19%	*	32%	18%	13%	19%	*	26%	*
Later	17%	14%	19%	*	14%	13%	12%	15%	*	26%	*
Around the same time	60%	62%	58%	*	49%	67%	72%	64%	*	48%	*
Not sure	2%	1%	3%	*	5%	2%	2%	2%	*	1%	*
Totals	100%	100%	99%	*	100%	100%	99%	100%	*	101%	*
Unweighted N	(723)	(318)	(405)	(95)	(160)	(253)	(215)	(486)	(75)	(109)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Earlier	21%	28%	17%	19%	22%	16%	25%	18%	22%	29%	17%	18%	24%
Later	17%	13%	17%	19%	17%	17%	19%	15%	16%	14%	15%	20%	15%
Around the same time	60%	58%	63%	58%	60%	66%	54%	66%	60%	54%	65%	61%	58%
Not sure	2%	0%	3%	4%	1%	2%	3%	2%	2%	3%	3%	1%	3%
Totals	100%	99%	100%	100%	100%	101%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(723)	(257)	(248)	(218)	(257)	(270)	(308)	(209)	(143)	(108)	(179)	(271)	(165)

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## 10. Inflation and Holiday Gifts

How worried, if at all, are you about not being able to afford gifts you want to give this year for [the holidays / Christmas] due to inflation?

*Asked of people who plan to celebrate a winter holiday and buy gifts*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very worried	22%	17%	27%	*	21%	28%	12%	21%	*	19%	*
Somewhat worried	27%	27%	28%	*	23%	29%	23%	26%	*	39%	*
Not very worried	27%	31%	23%	*	18%	26%	36%	29%	*	23%	*
Not at all worried	22%	22%	21%	*	32%	18%	28%	23%	*	17%	*
Not sure	2%	3%	1%	*	7%	0%	0%	2%	*	2%	*
Totals	100%	100%	100%	*	101%	101%	99%	101%	*	100%	*
Unweighted N	(723)	(318)	(405)	(95)	(160)	(253)	(215)	(486)	(75)	(109)	(53)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very worried	22%	17%	26%	23%	14%	23%	34%	16%	13%	19%	21%	21%	27%
Somewhat worried	27%	32%	30%	21%	27%	25%	29%	28%	22%	28%	24%	30%	27%
Not very worried	27%	28%	21%	31%	31%	29%	20%	36%	25%	34%	30%	25%	22%
Not at all worried	22%	22%	19%	24%	28%	22%	16%	20%	34%	18%	24%	23%	20%
Not sure	2%	1%	4%	1%	0%	2%	1%	0%	6%	0%	1%	2%	4%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(723)	(257)	(248)	(218)	(257)	(270)	(308)	(209)	(143)	(108)	(179)	(271)	(165)

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## 11. Preference for Receiving Gifts

If someone is giving you a gift, would you prefer it to be... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A surprise	52%	54%	50%	52%	47%	55%	54%	51%	61%	56%	*
Something you asked for	29%	26%	32%	34%	30%	23%	30%	28%	31%	32%	*
Not sure	19%	20%	18%	14%	22%	22%	16%	21%	8%	12%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(998)	(444)	(554)	(136)	(220)	(347)	(295)	(641)	(116)	(150)	(91)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A surprise	52%	58%	44%	56%	52%	51%	52%	49%	58%	54%	54%	49%	56%
Something you asked for	29%	29%	30%	28%	27%	31%	30%	33%	24%	25%	30%	34%	21%
Not sure	19%	14%	26%	17%	22%	17%	18%	18%	18%	21%	16%	17%	23%
Totals	100%	101%	100%	101%	101%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(998)	(353)	(366)	(279)	(349)	(342)	(479)	(261)	(161)	(159)	(228)	(384)	(227)

# YouGov Survey: Christmas and the Holidays

December 11 - 14, 2023 - 1000 U.S. adult citizens



<b>Interviewing Dates</b>	December 11 - 14, 2023
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.092 to 6.507, with a mean of one and a standard deviation of 0.717.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	80 questions not reported.