

# Daily Survey: Companies Marketing Around Holidays

Sample 1000 U.S. Adult Citizens  
 Conducted June 28 - July 2, 2022  
 Margin of Error ±3.4%

## 1. Do you find it appropriate when companies develop marketing campaigns or advertisements around religious holidays?

Yes ..... 45%  
 No ..... 29%  
 Not sure ..... 26%

## 2. Do you find it appropriate when companies develop marketing campaigns or advertisements around cultural holidays?

Yes ..... 48%  
 No ..... 29%  
 Not sure ..... 23%

## 3. Do you find it appropriate when companies develop marketing campaigns or advertisements around awareness days for social causes?

Yes ..... 44%  
 No ..... 32%  
 Not sure ..... 24%

## 4. Do you think it is appropriate for companies to market products tied to the following occasions?

	Yes	No	Not sure
Christmas	70%	20%	10%
Easter	64%	24%	12%
Martin Luther King Day	50%	35%	16%
President's Day	62%	22%	16%
St. Patrick's Day	66%	20%	14%
Valentine's Day	75%	16%	9%
Halloween	73%	17%	10%
Thanksgiving	72%	18%	10%
LGBTQA+ Pride Month	44%	40%	16%
Juneteenth	39%	40%	21%
Earth Day	60%	25%	15%
Black History Month	48%	36%	16%
World AIDS Day	39%	37%	23%
Mother's Day	78%	13%	10%
Father's Day	76%	15%	9%
Kwanzaa	44%	30%	25%
Hanukkah	54%	26%	20%
Memorial Day	64%	25%	11%
Veteran's Day	61%	27%	12%

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Labor Day	64%	22%	14%
Patriot Day or 9/11 Remembrance Day	49%	35%	16%
July 4th/Independence Day	74%	16%	10%
Columbus Day/Indigenous People's Day	46%	35%	19%
Lunar New Year	50%	26%	24%
International Women's Day	52%	30%	19%
Holi	25%	22%	52%
Passover	49%	32%	19%
Eid	26%	25%	49%
Election Day	48%	37%	15%

<b>Interviewing Dates</b>	June 28 - July 2, 2022
<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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
<b>Weighting</b>	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.33 to 4.769, with a mean of one and a standard deviation of 0.449.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.4% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	63 questions not reported.