





Methodology

Provoke Insights conducted a 15-minute survey among 1,504 Americans between the ages of 21 and 65. The study was in-field from September 22nd to September 28th, 2021.

A random stratified sample methodology was used to ensure a high degree of representation of the U.S. population (household income, age, gender, geography, ethnicity, and children in the household).¹

Results based on this sample have a maximum margin of sampling error of ±2.5% at a 95% confidence level.

Statistical differences between subgroups indicated in this report were tested at a 95% confidence level.

Overview



Spending and Gift-Giving

Brands can expect an overall decrease in holiday spending this year. About ten percent more Americans say they will cut back their gifting budgets this year compared to pre-pandemic levels. Those who are planning on decreasing spending are also more concerned about the pandemic's effect on the economy.



Holiday Travelling

Americans are travelling for the holidays this year. These individuals plan to visit loved ones on actual holidays, like Thanksgiving, Christmas, and Hanukkah, and save leisure vacations for offpeak times.

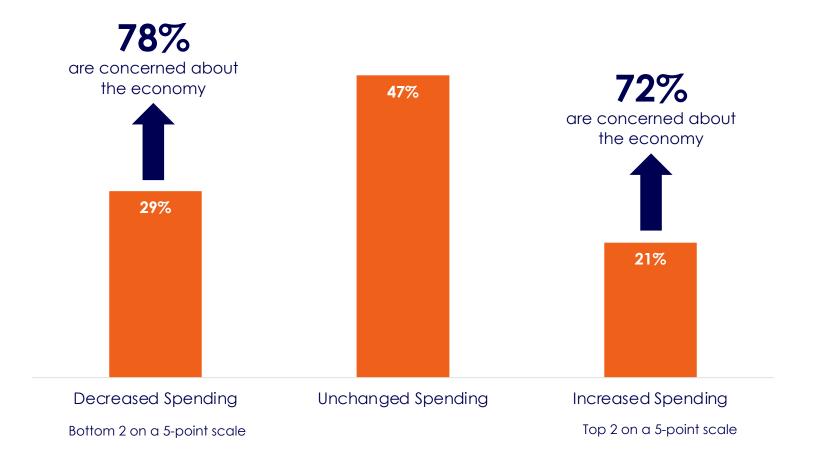


It's Time to Celebrate!

A third of Americans plan to celebrate festivities at a restaurant – but not on the actual holidays. These people, who tend to be wealthy male Millennials, are heading to restaurants for general holiday gatherings, like work parties, social get-togethers, and community events. Most Americans plan to cook and celebrate on-the-day at homes.

Holiday Gift-Giving

Spending has not rebounded to higher pre-pandemic levels. This holiday season, American consumers will not spend as much as they did before 2020. Those who plan to spend less are more concerned about the economy.



Home for the Holidays...Or Not?



Visiting Family/Friends

Those who travel to see family and friends plan to go during holidays, like Christmas/Hanukkah, followed by Thanksgiving.



Winter Holiday

37%

Gen Z 45%

Millennials 44%

Children in the household 42%

Male **42%**



Thanksgiving

32%

Gen Z 42%

Millennials 39%

Urban **37%**

Home for the Holidays...Or Not?



Leisure Vacation

Off-peak times, such as before or after holidays, are popular for those looking to take a vacation. Less than a fifth are using the Thanksgiving break for leisure holidays.



Another Time

41%

Baby Boomers 49%

No children in the household 46%

HHI \$100K+ 45%

Republican 42%



Winter Holiday

28%

Asian 39%

HHI \$100K+ 34%

Millennials 34%

Republican 32%

Children in the household 31%

Male 31%



Thanksgiving

18%

Children in the household 23%

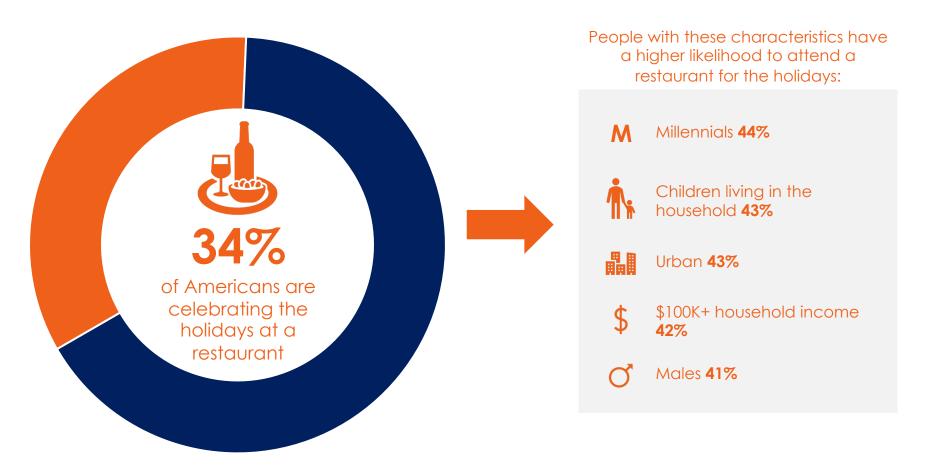
Household income 23%

Millennials 23%

Male **22%**

Celebrating at Restaurants 🤼

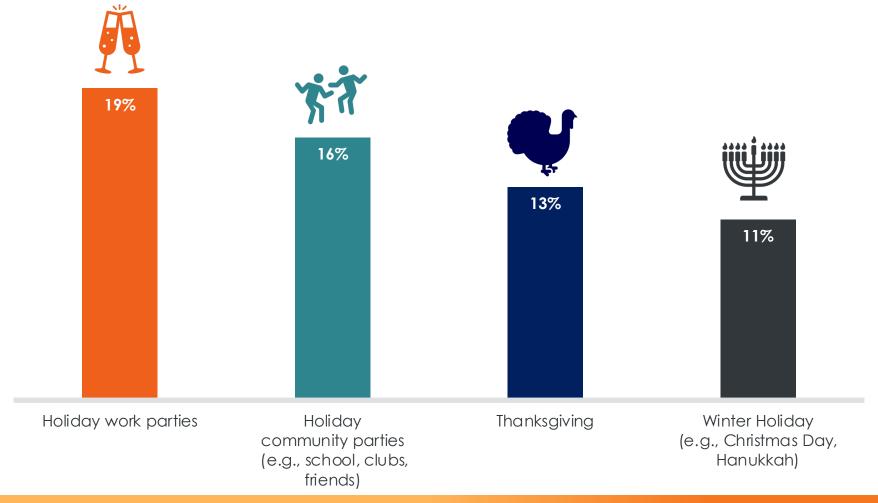
A third of Americans are planning to celebrate the holidays at a restaurant. Regardless of the type of holiday celebration, millennials, parents, high-income earners, males, and those living in urban areas are more likely to gather at restaurants, rather than in the home.



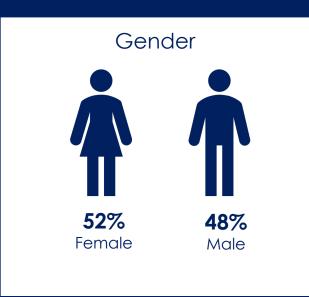
When Are Restaurant Holiday Celebrations?

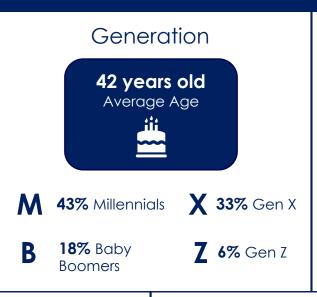


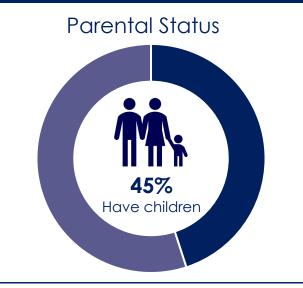
When it comes to the holidays, almost a fifth of Americans say they will attend festive work parties at a restaurant. Celebrating festivities on the actual day is the least common.

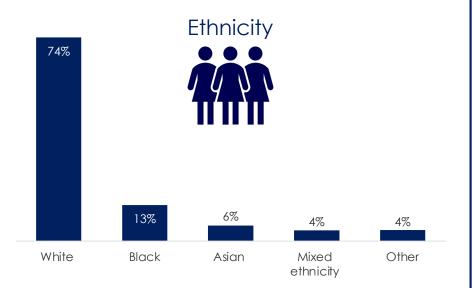


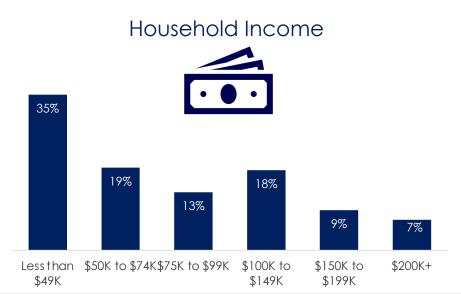
Respondent Overview



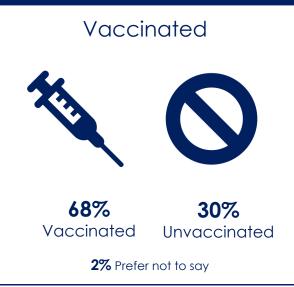


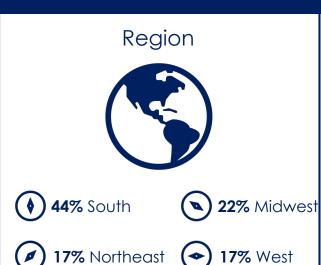


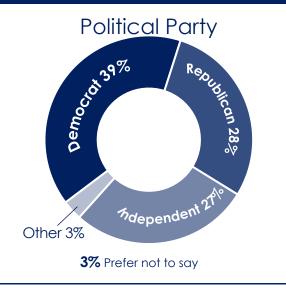


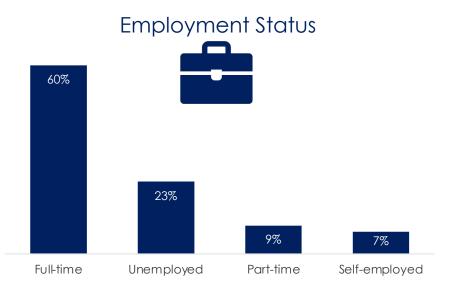


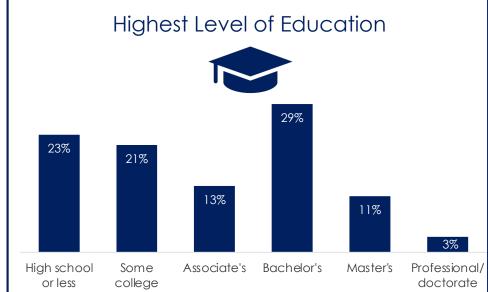
Respondent Overview (Continued)











About Provoke Insights



Founded on the premise that research should better align with marketers' needs, Provoke Insights empowers brands to navigate through today's cluttered advertising space. This full-service market research firm solely focuses on research for **branding**, **advertising**, and **content marketing** initiatives.

At Provoke Insights, you work with a research expert who is also a seasoned brand strategist; this ensures that questions are deeply explored, and insights are cultivated and capitalized. We develop insights from the data to help guide growth for your company's vision.

For more information or press inquiries, reach out to breeda@provokeinsights.com.