



## TOPLINE & METHODOLOGY

### Ipsos Holiday Season Poll

Conducted by Ipsos using the probability-based KnowledgePanel®  
**A survey of the American general population (ages 18+)**  
Interview dates: December 9 to December 11, 2022

Number of interviews: 1,023 adults

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: \* = less than 0.5%, - = no respondents

#### Annotated Questionnaire:

1. In your opinion, when is it appropriate to start playing Christmas music in public, such as in stores or on the radio?

	<b>Total (n=1,023)</b>
Before Halloween	*
Between Halloween and Thanksgiving	6%
After Thanksgiving	56%
After December 1 <sup>st</sup>	25%
One week before Christmas	6%
Never	4%
Other	2%
Skipped	*

2. In your opinion, when is the latest that people should leave their Christmas or holiday decorations up?

	<b>Total</b>
Day after Christmas	3%
The week between Christmas and New Year's Day	10%
The first week of January	48%
Later in January	23%
After January	7%
All year long	3%
Other	6%
Skipped	1%



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3. When do you personally typically start taking down Christmas or holiday decorations?

	<b>Total</b>
Day after Christmas	6%
The week between Christmas and New Year's Day	16%
The first week of January	41%
Later in January	16%
After January	4%
Other	2%
I don't decorate for Christmas/holidays	15%
Skipped	1%

4. On a scale of 0-10, where 10 is extreme (e.g., your entire house and lawn covered in lights) and 0 is not at all, how much do you personally decorate your home for Christmas or the holidays?

	<b>Total</b>
0	19%
1	8%
2	13%
3	11%
4	12%
5	16%
6	5%
7	6%
8	3%
9	*
10	2%
Skipped	4%
<i>Mean</i>	3.3

5. Please indicate whether you agree or disagree with the following statements?

### Total Agree Summary

	<b>Total</b>
Most Americans have forgotten the real meaning of Christmas	75%
I would be comfortable attending a holiday party for a religion other than my own	70%
My child(ren) believe(s) in Santa Claus <b>[BASE: ASK ONLY PARENTS OF CHILDREN UNDER 18]</b>	46%
I believe in Santa Claus	21%

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5. Please indicate whether you agree or disagree with the following statements? (Continued)

a) Most Americans have forgotten the real meaning of Christmas

	Total
Strongly agree	42%
Somewhat agree	33%
Somewhat disagree	10%
Strongly disagree	6%
Not sure	9%
Skipped	1%
<i>Agree (Net)</i>	<i>75%</i>
<i>Disagree (Net)</i>	<i>16%</i>

b) My child(ren) believe(s) in Santa Claus

	Total (n=182)
<b>[BASE: ASK ONLY PARENTS OF CHILDREN UNDER 18]</b>	
Strongly agree	24%
Somewhat agree	22%
Somewhat disagree	12%
Strongly disagree	36%
Not sure	5%
Skipped	1%
<i>Agree (Net)</i>	<i>46%</i>
<i>Disagree (Net)</i>	<i>48%</i>

c) I believe in Santa Claus

	Total
Strongly agree	10%
Somewhat agree	11%
Somewhat disagree	9%
Strongly disagree	64%
Not sure	6%
Skipped	1%
<i>Agree (Net)</i>	<i>21%</i>
<i>Disagree (Net)</i>	<i>73%</i>

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5. Please indicate whether you agree or disagree with the following statements? *(Continued)*

d) I would be comfortable attending a holiday party for a religion other than my own

	<b>Total</b>
Strongly agree	35%
Somewhat agree	35%
Somewhat disagree	9%
Strongly disagree	8%
Not sure	12%
Skipped	1%
<i>Agree (Net)</i>	<i>70%</i>
<i>Disagree (Net)</i>	<i>17%</i>

6. Around the December holidays, how many gifts, if any, do you typically...

	<b>Mean</b>
Give	12.3
Receive	6.0
Return after the holidays	0.4
Skipped (Give)	6%
Skipped (Receive)	6%
Skipped (Return...)	8%

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7. What is the most annoying and/or overplayed Christmas song?

	<b>Total</b>
All I Want for Christmas is You	12%
Jingle Bells	6%
Grandma Got Run Over by A Reindeer	5%
All Mariah Carey songs	3%
Santa Baby	2%
Last Christmas	1%
Rudolph the Red-Nosed Reindeer	1%
Baby, It's Cold Outside	1%
The Christmas Shoes	1%
Feliz Navidad	1%
Jingle Bell Rock	1%
Silent Night	1%
Alvin and the Chipmunks songs	1%
White Christmas	1%
I Saw Mommy Kissing Santa Claus	1%
Rockin' Around the Christmas Tree	1%
The Twelve Days of Christmas	1%
Santa Claus is Coming to Town	1%
I Want a Hippopotamus for Christmas	1%
We Wish You a Merry Christmas	1%
A Holly Jolly Christmas	1%
All Christmas songs	4%
Other	8%
None/Don't know	23%
Skipped	23%



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### About the Study

This Ipsos Poll was conducted December 9-11, 2022 by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 adults.

The survey was conducted using KnowledgePanel, the most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data for the total sample were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1,18. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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### About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP [www.ipsos.com](http://www.ipsos.com)