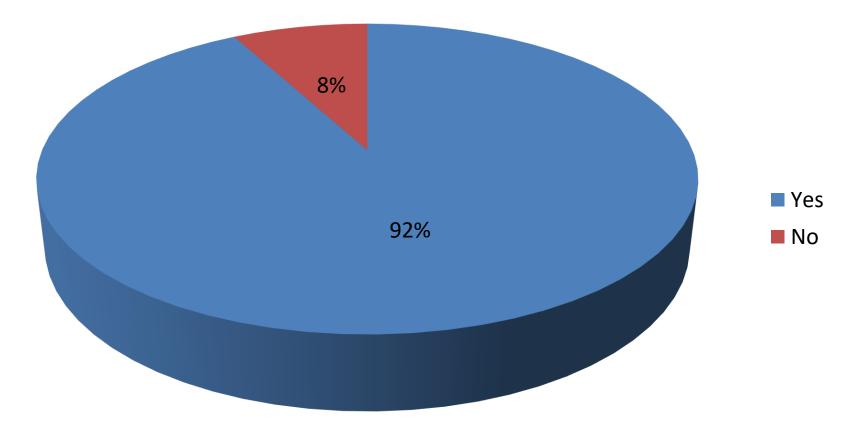
Holiday Research US

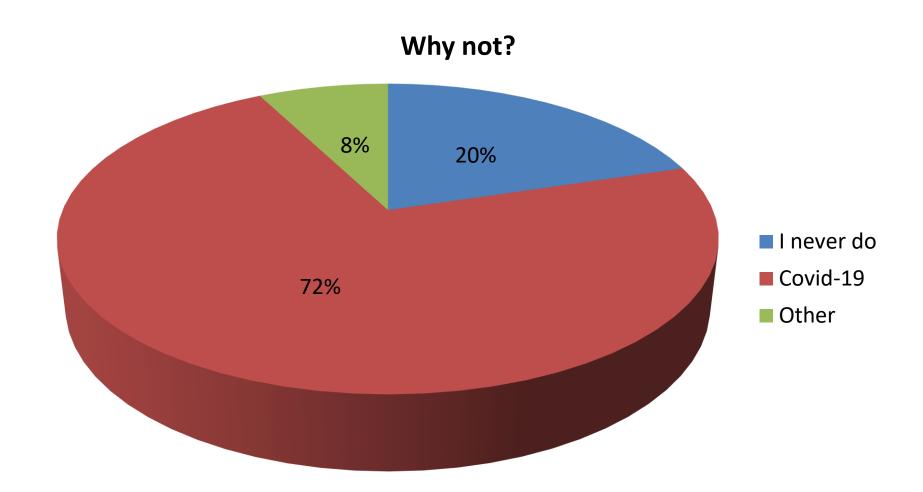


By Martin Looij, Nov 2 2020

Will you celebrate the holidays?

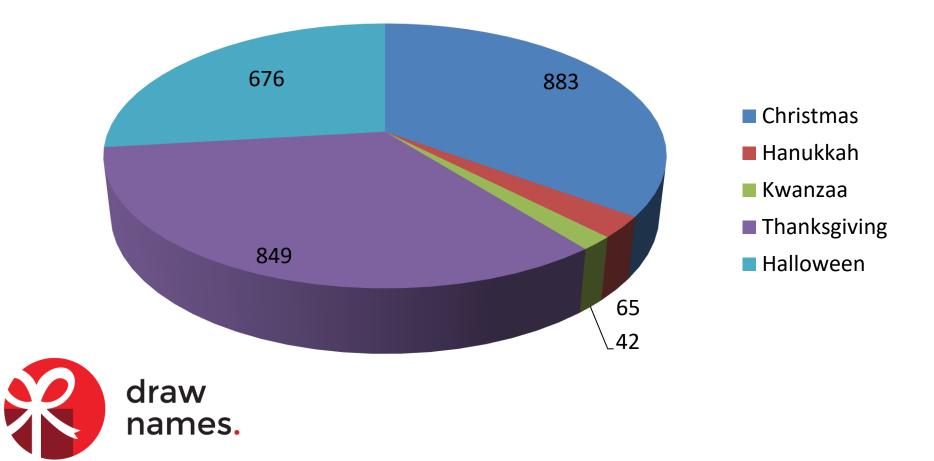




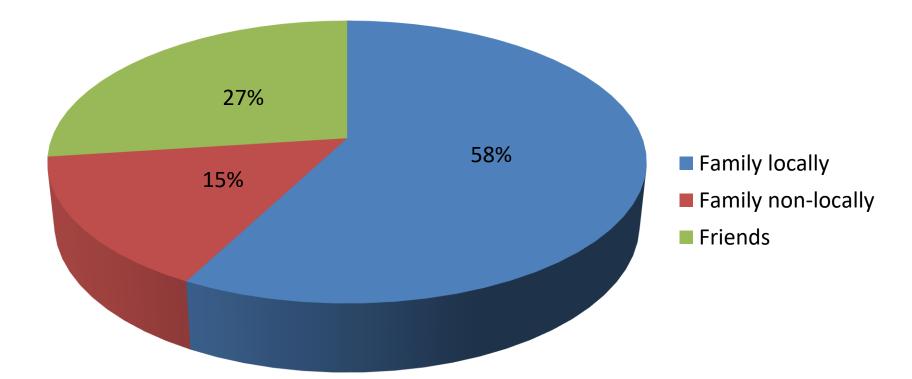




Which holidays do you celebrate?

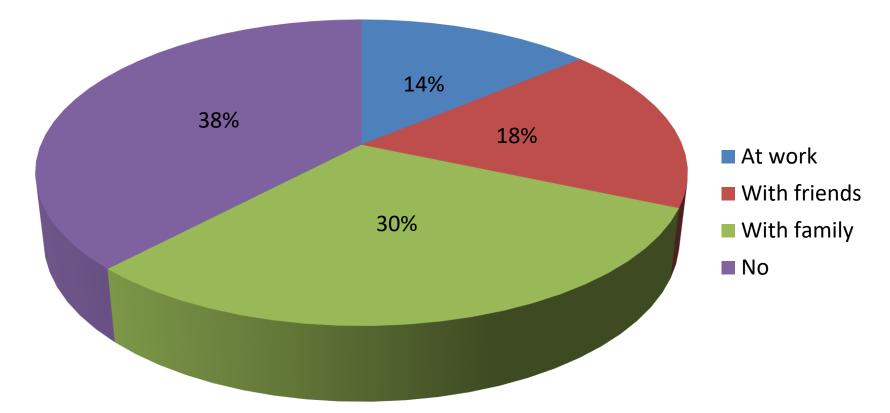


How are you planning to spend the holidays?



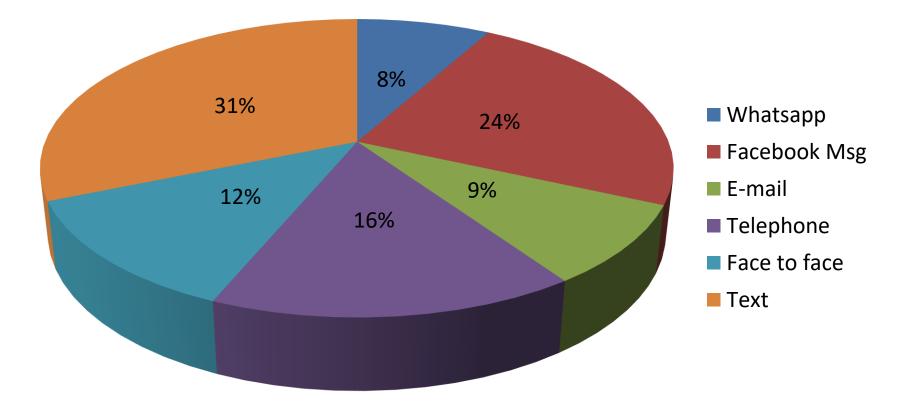


Participating in Secret Santa



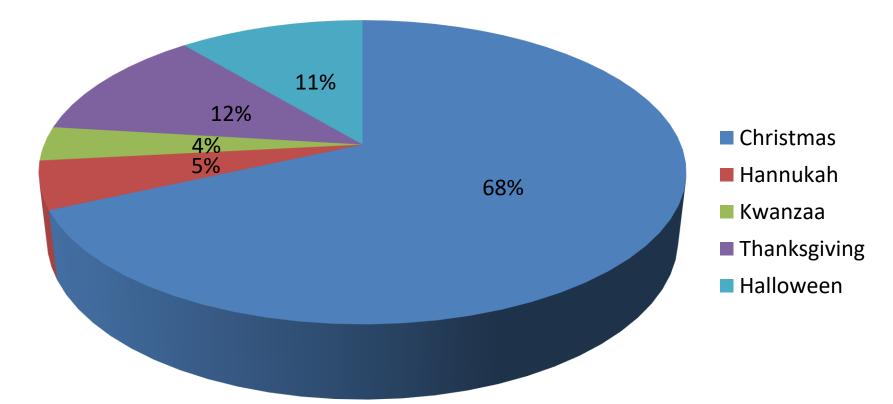


Communication device



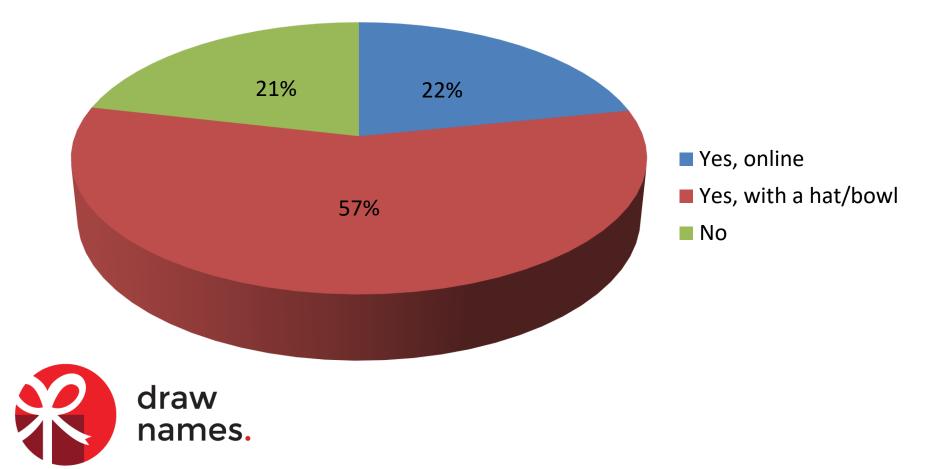


For which holiday(s) will you exchange gifts?

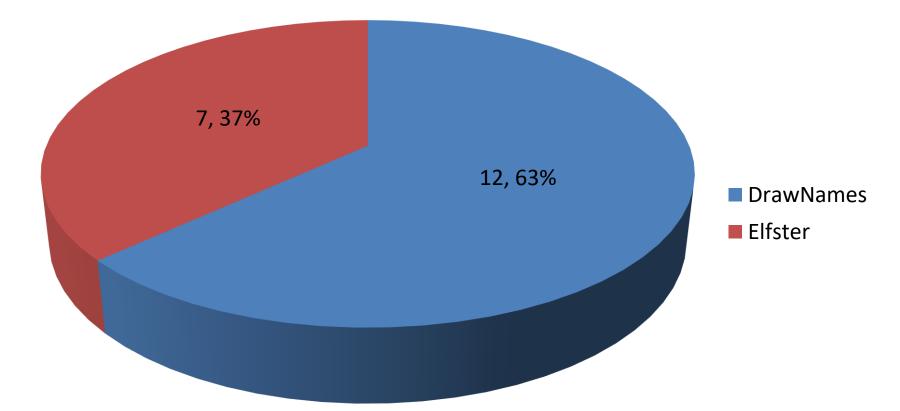


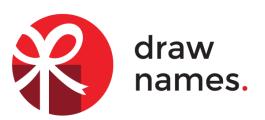


Does this involve drawing names?

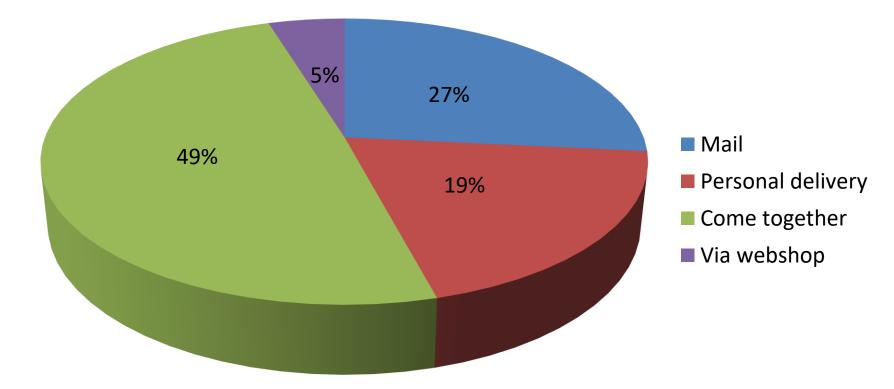


Which website do you use?

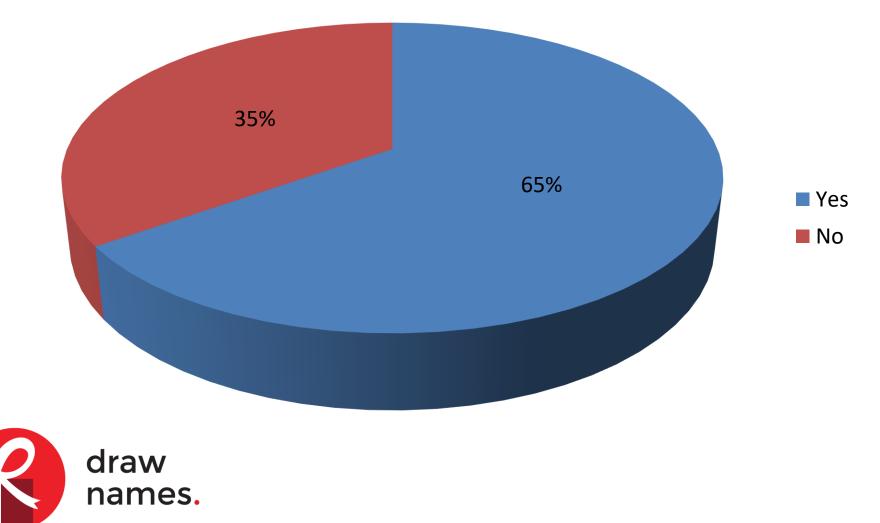




How do you exchange gifts?

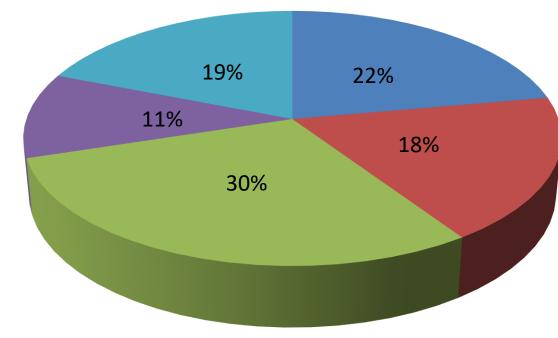


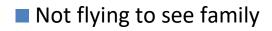




Has Covid-19 caused you to alter your traditional plans?

How has Covid-19 changed your holiday plans?

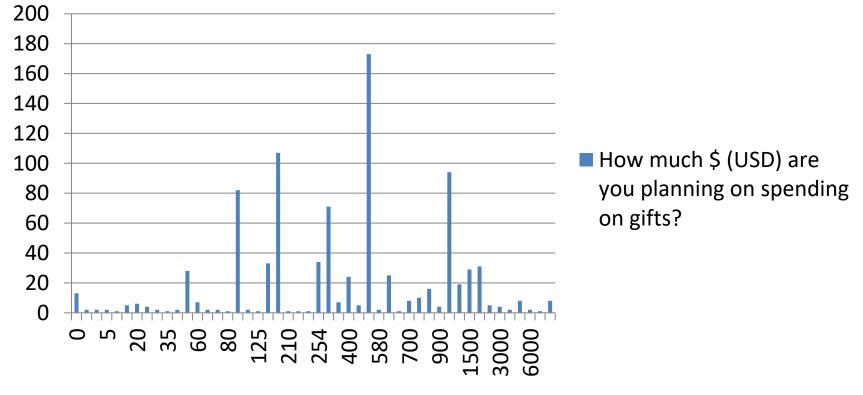




- Not driving to see family
- Getting together with 'safe pod'
- Alone, video chatting
- New family traditions at home



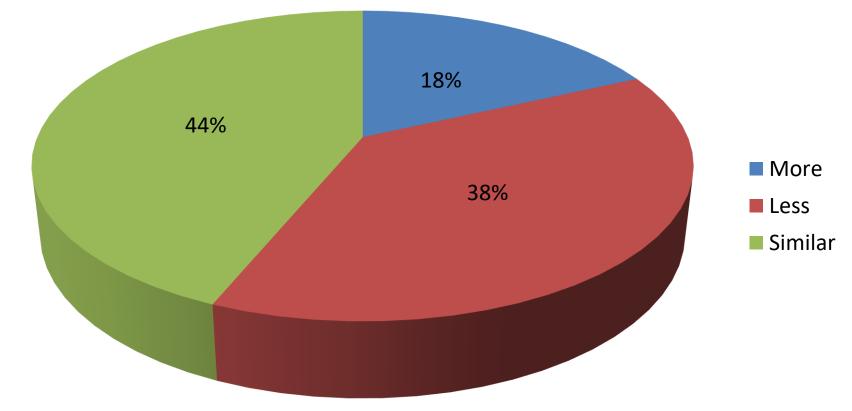
How much \$ (USD) are you planning on spending on gifts?



Average: \$661



Is this more or less than in the past?





Why spending less?

Furloughed

Lost my job

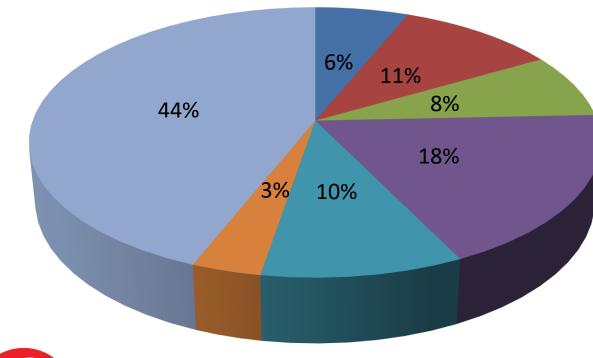
Down to one income

Underemployed

Saving money

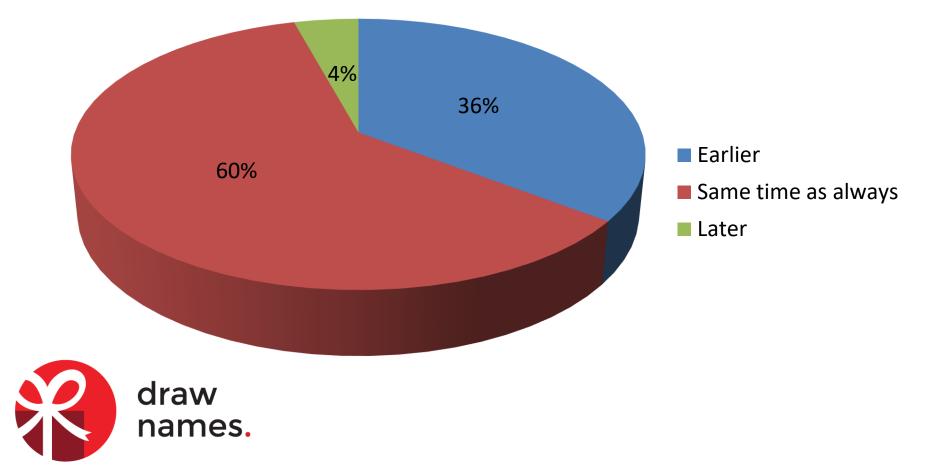
Pay cut

Student

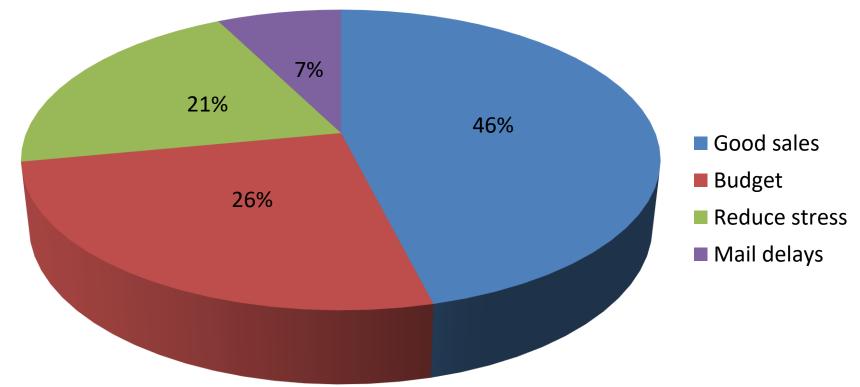




Are you planning on buying gifts earlier this year?

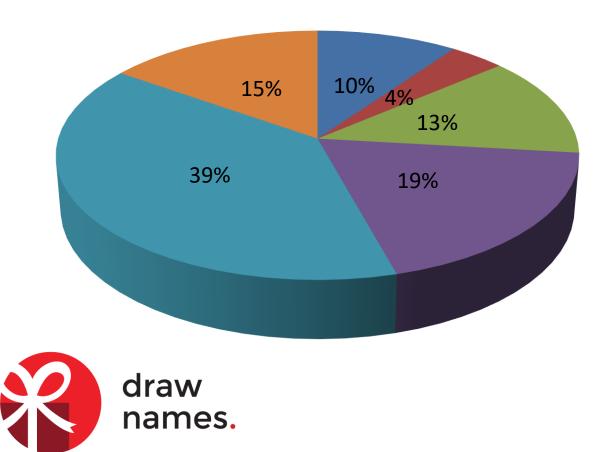


Why earlier?





How do you feel about the holidays this year?

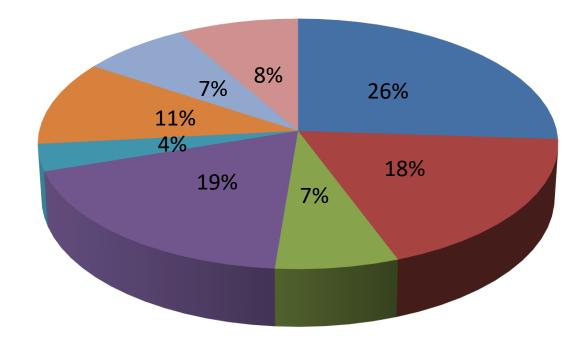


Dreading them

Sad, alone

- Sad, missing family
- Different but using technology
- Keeping the hopeful holiday spirit
- Especially looking forward to

Biggest consequences of Covid-19 for celebrating the holidays





Meeting fewer/no family

Meeting fewer/no friends

Being alone

- Less of a holiday exp in streets/stores
- Not being able to send gifts
- Not being able to celebrate at usual location
- Having to celebrate online

No negative consequences