

Warm wintry wishes

from CULTURATI Research & Consulting, Inc.

Holiday Insights Across the U.S. Cultural Mosaic

Thanksgiving Tops Holidays Celebrated for Most Ethnicities



- Overall, the top holidays celebrated are similar across these consumer groups, with Thanksgiving being the most popular holiday for Caucasians, African Americans and Asians.
- Although Christmas Day is the second most celebrated holiday, most Caucasians and Hispanics also celebrate Christmas Eve.



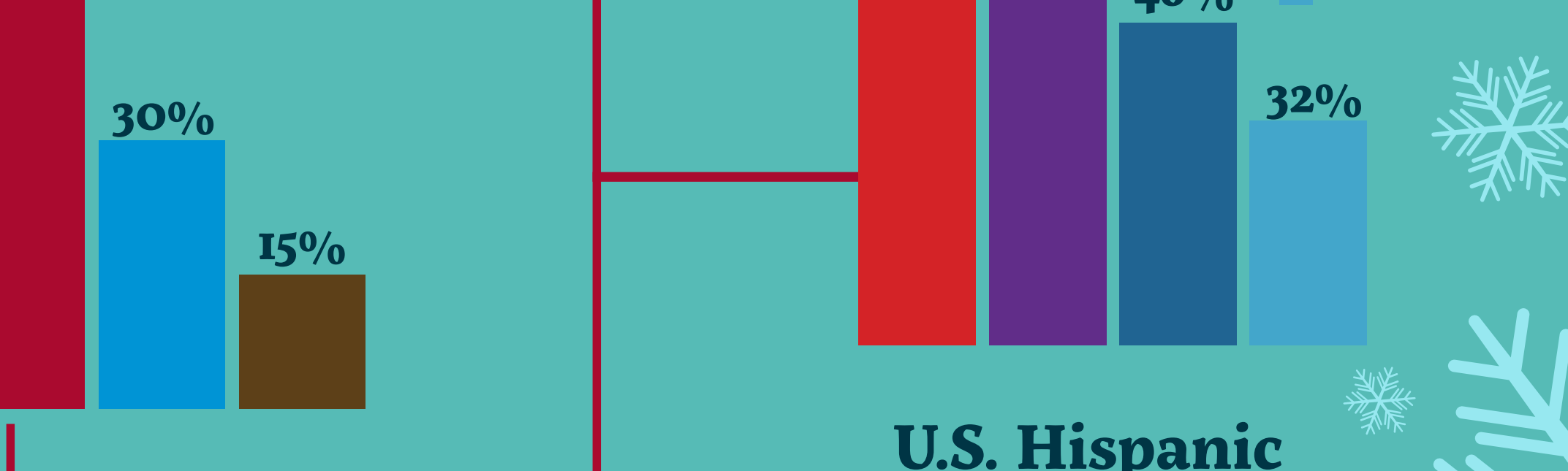
Posadas, a Christmas procession and party that recreates the Holy Pilgrimage of Mary, Joseph and baby Jesus, are celebrated by 65% of Hispanics. This celebration is most popular among Latinistas, Heritage Keepers and Savvy Blenders.

Diversity in Thanksgiving & Christmas Eve Celebrations

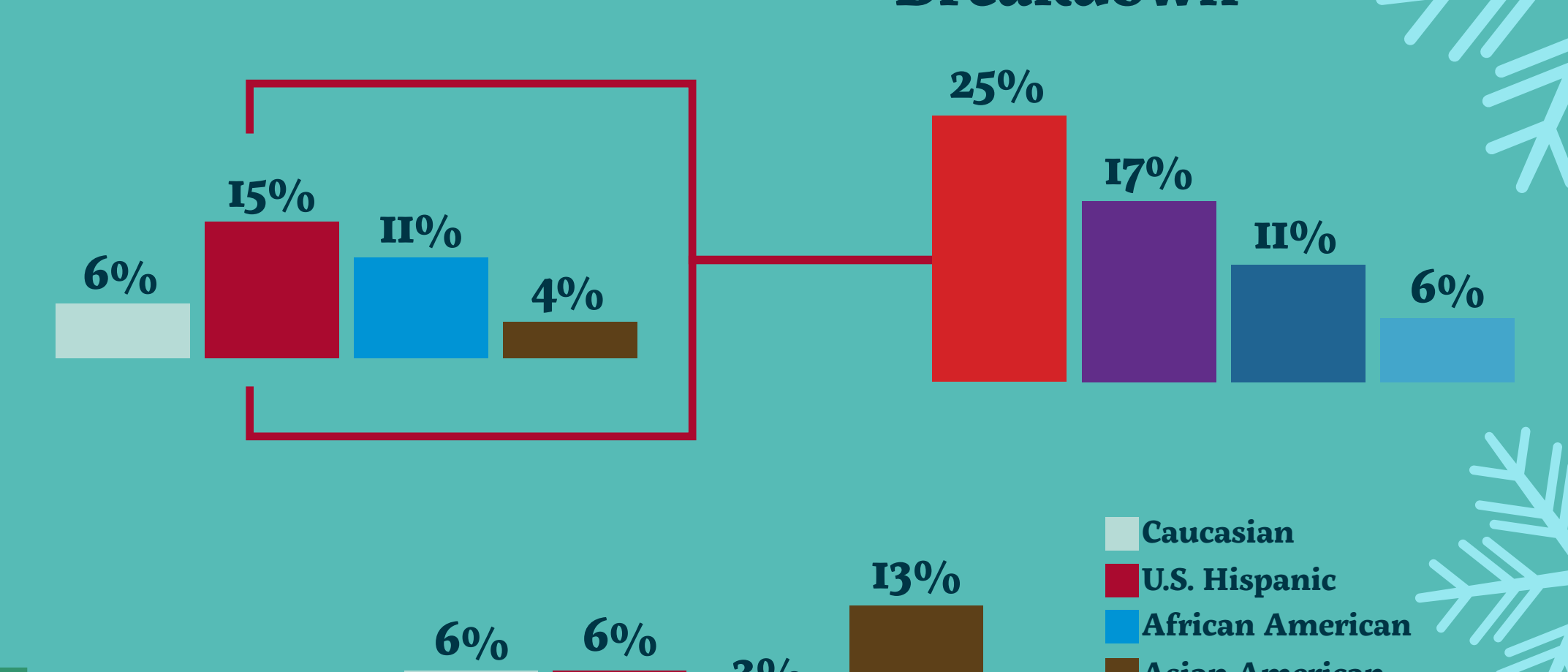
THANKSGIVING

For Hispanics and African Americans, Thanksgiving is more about faith than for the other ethnic groups. For Hispanics, this tendency is stronger among the more culturally Hispanic segments, the Latinistas and Heritage Keepers.

Religious celebration at home



Religious celebration at a house of worship



Asians are more likely to have a meal at a restaurant for Thanksgiving than the other ethnic groups.

Holiday meal at restaurant



CHRISTMAS EVE

Caucasians and Hispanics are more likely to have a meal at home for Christmas Eve and exchange gifts with their family compared to African Americans and Asians.

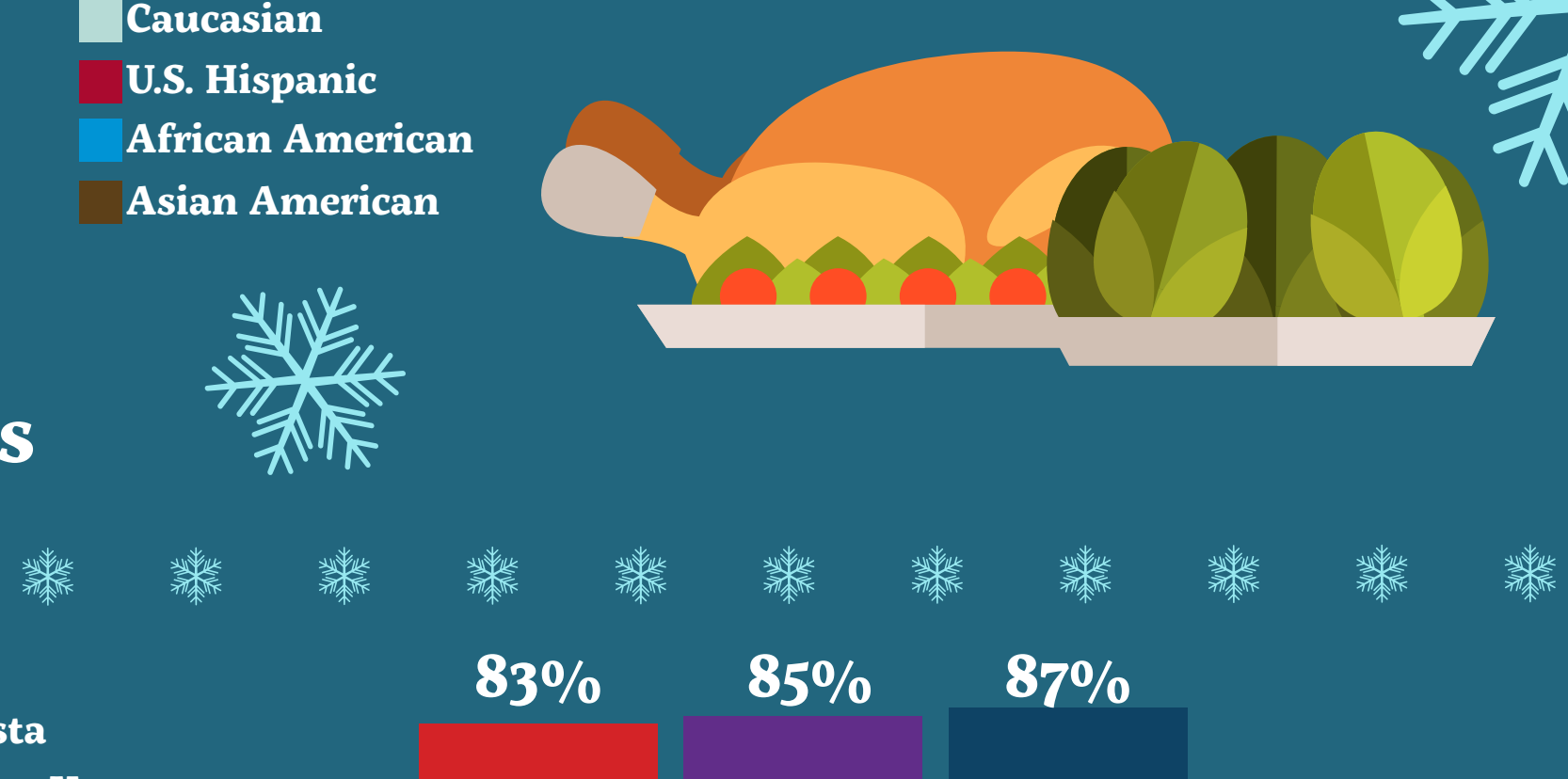
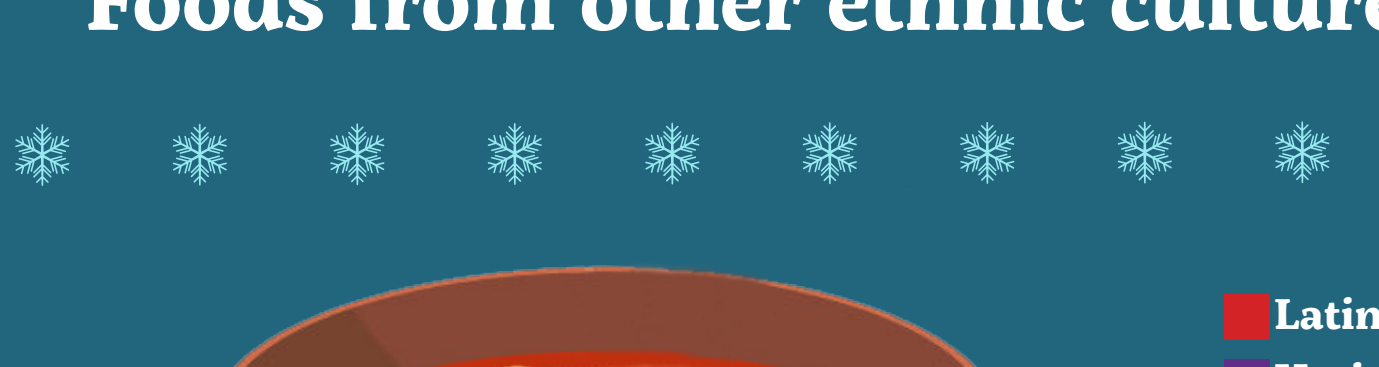
Holiday meal at home



Holiday Food: Traditional & From Other Ethnic Cultures

African Americans and Asians are more likely to serve foods from other ethnic cultures during the holidays, while Caucasians are the least likely to do so.

Foods from other ethnic cultures



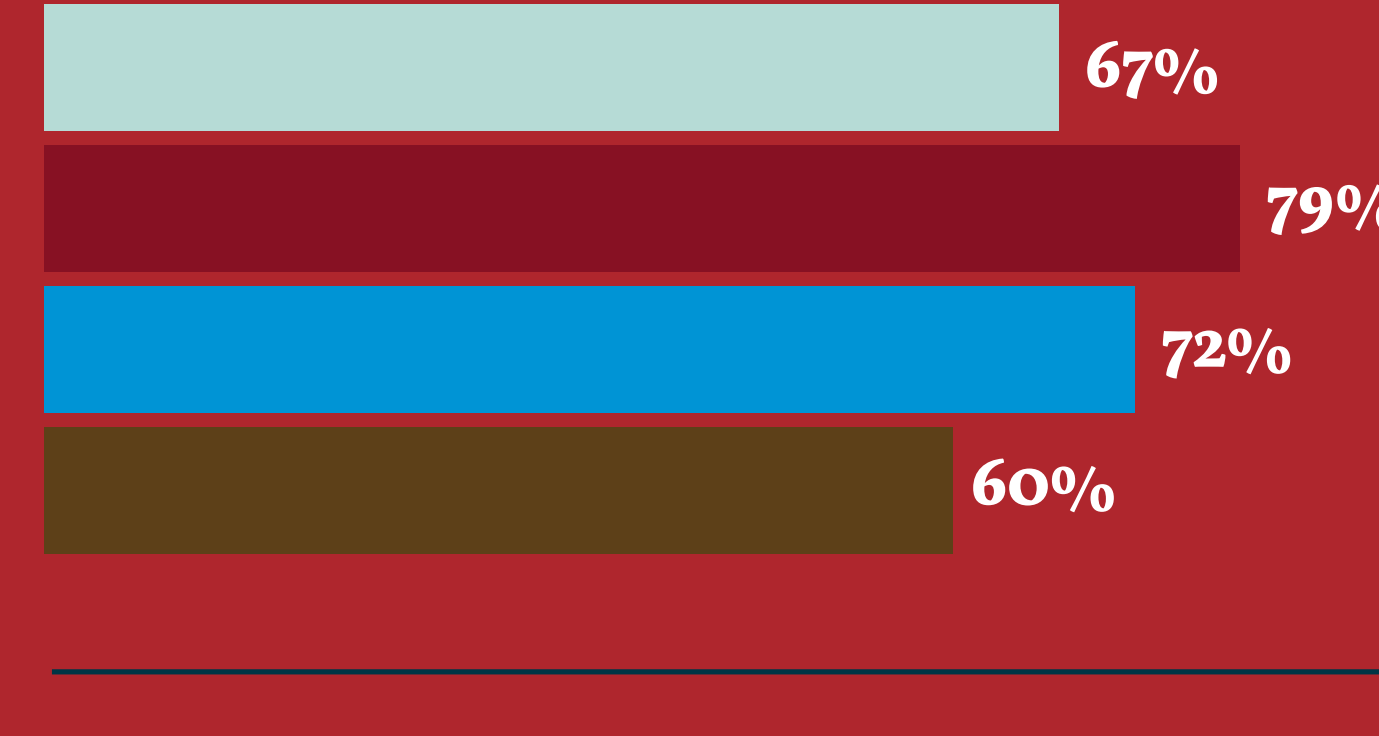
Among Hispanics, Ameri-Fans are far less likely to serve traditional Hispanic foods for the holidays



Alcohol Adds to the Holiday Cheer Across Ethnicities

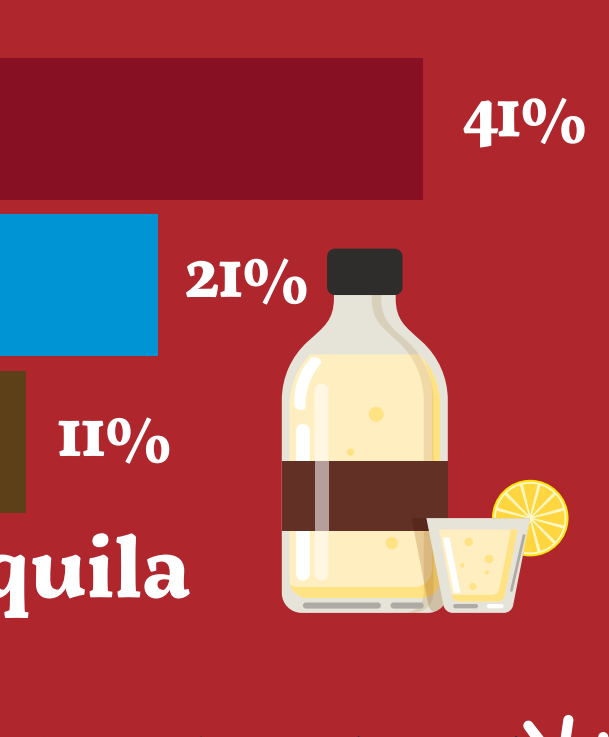
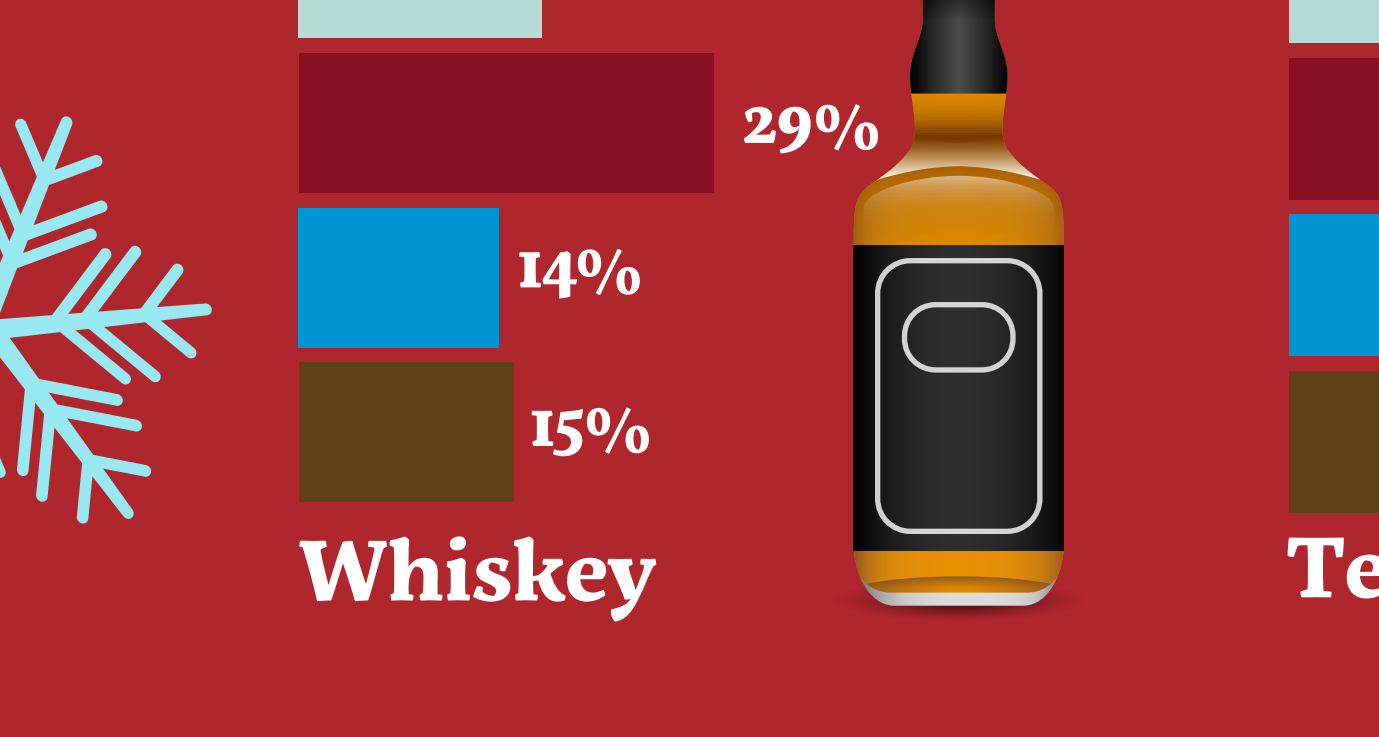
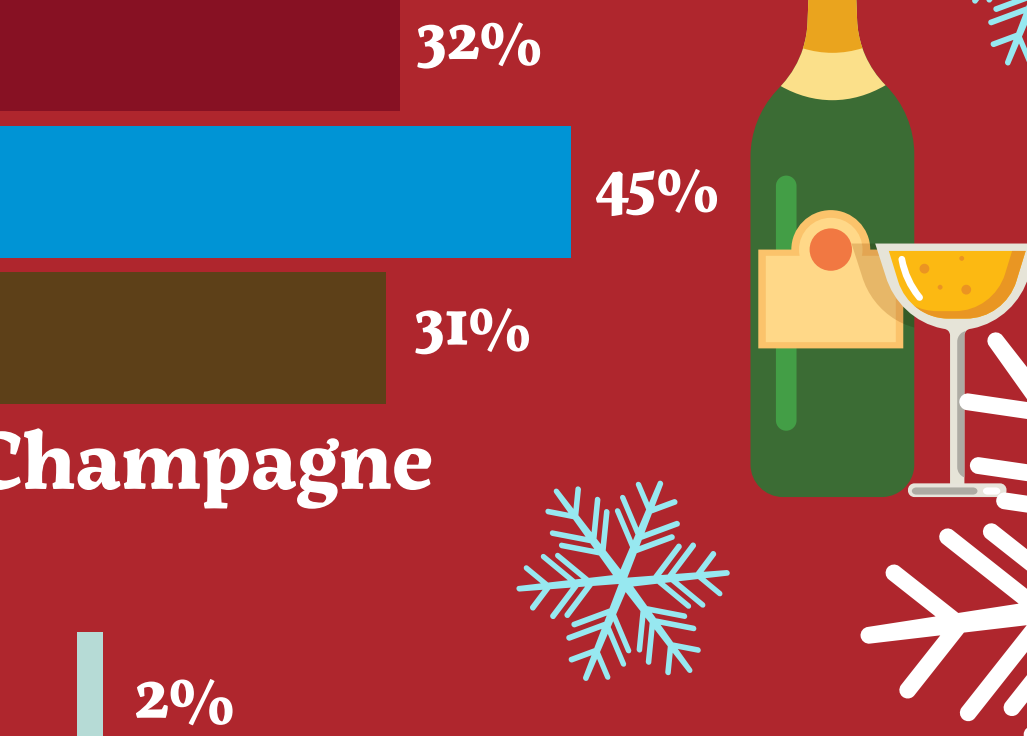
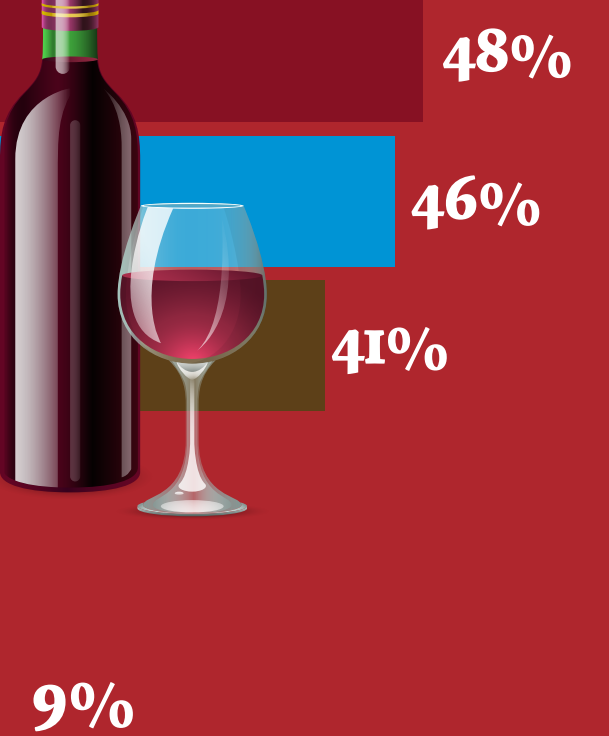
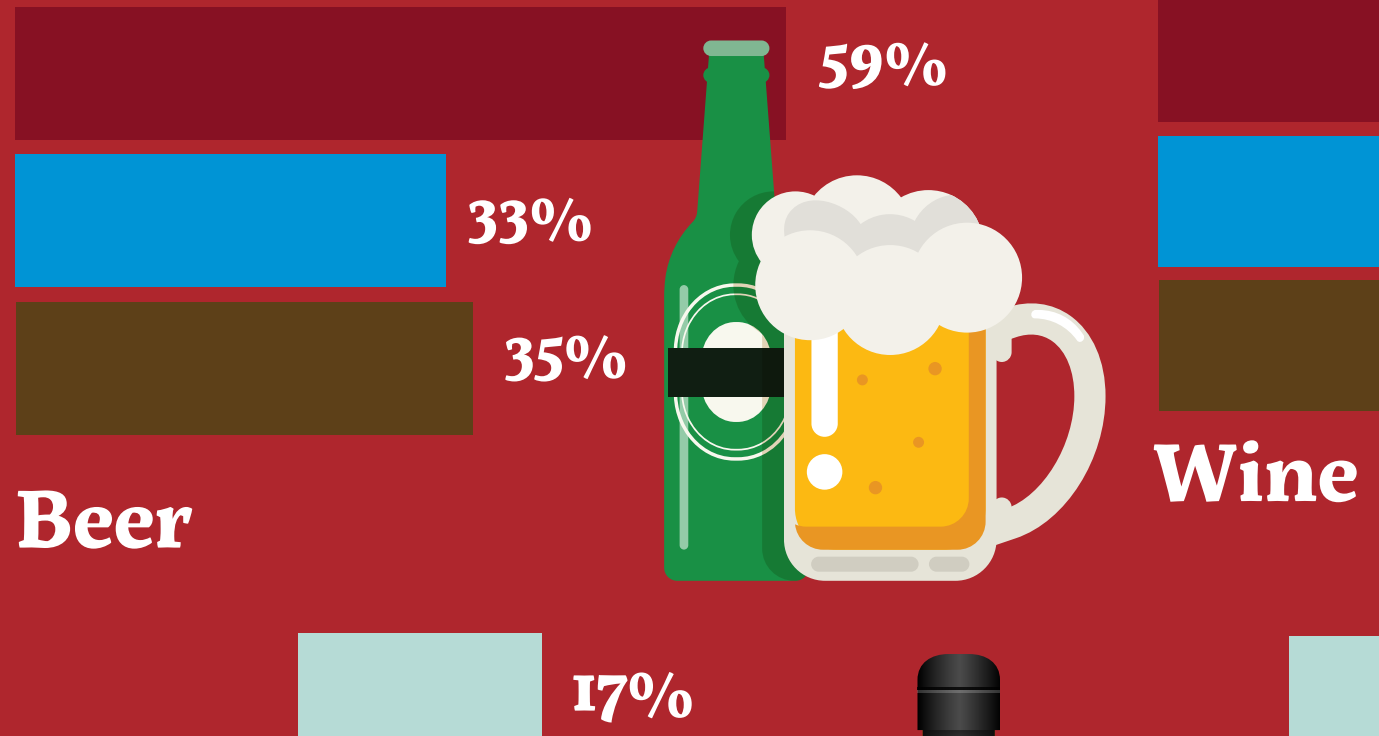
Drink to Celebrate

More Hispanics incorporate alcoholic beverages into their holiday celebrations than the other ethnic groups.



Beer & Wine Lead Holiday Alcohol Consumption

Among the most popular alcoholic beverages during the holidays are beer, wine, champagne, whiskey, tequila and cognac.



HOLIDAY SHOPPING

Almost 40% of Caucasians Begin Their Holiday Shopping Before Thanksgiving

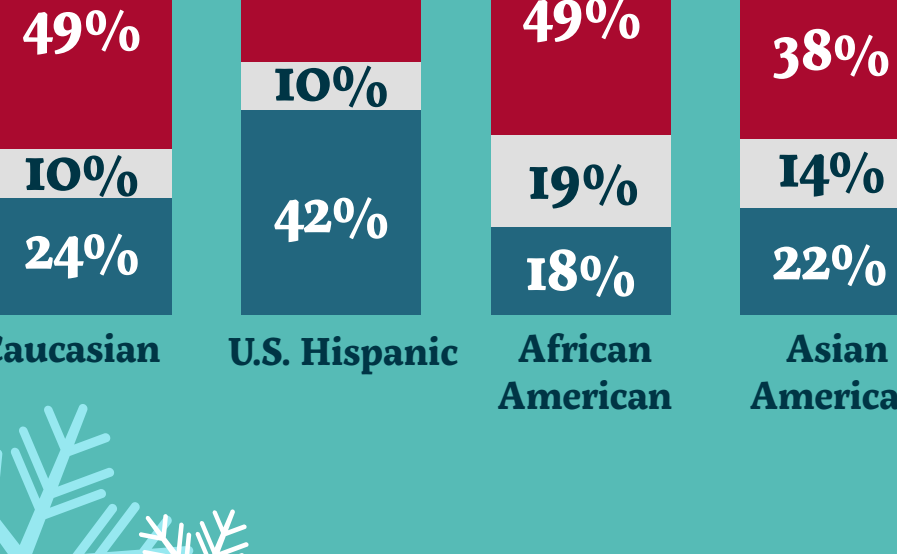


Holiday Shopping Includes Gifts for Self

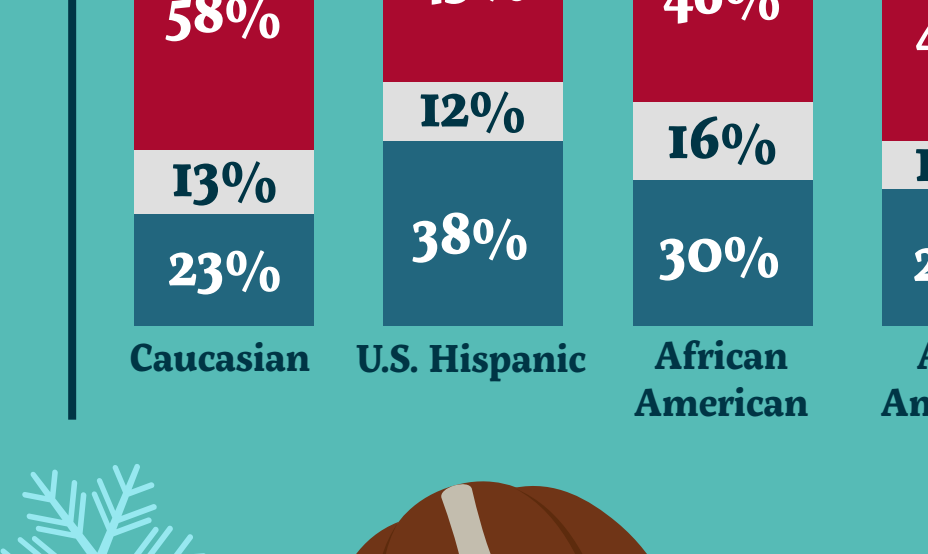
- For all gift categories, most shop both in stores and online/via their mobile devices.
- Gift shopping for themselves is widespread across ethnic groups, though Caucasians at 60% are least likely to do so.
- Caucasians, at 55%, are the most likely to buy gifts for their pets during the holidays.



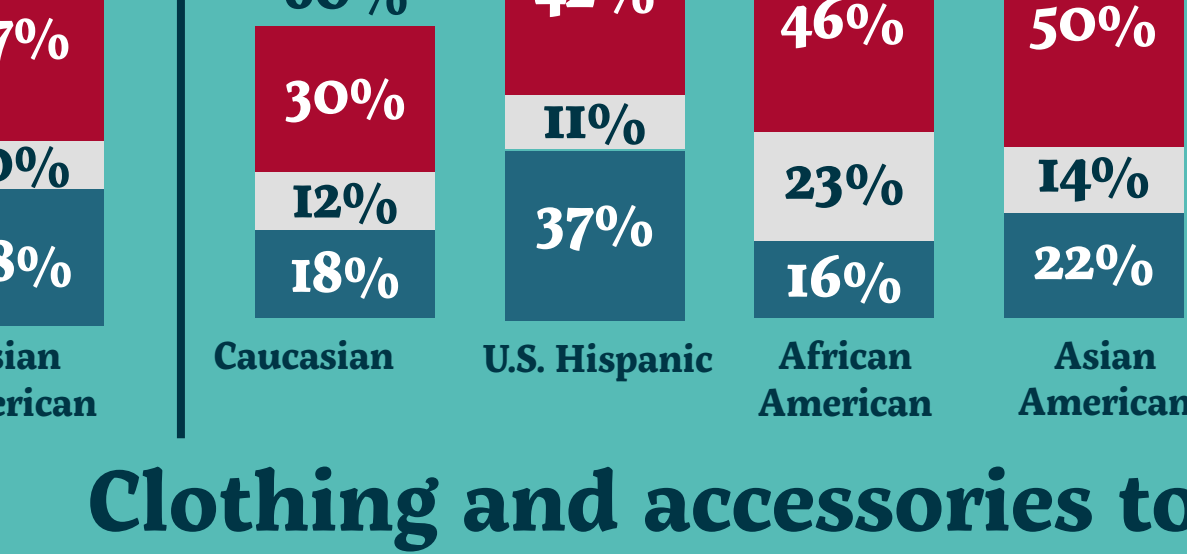
Gifts for children



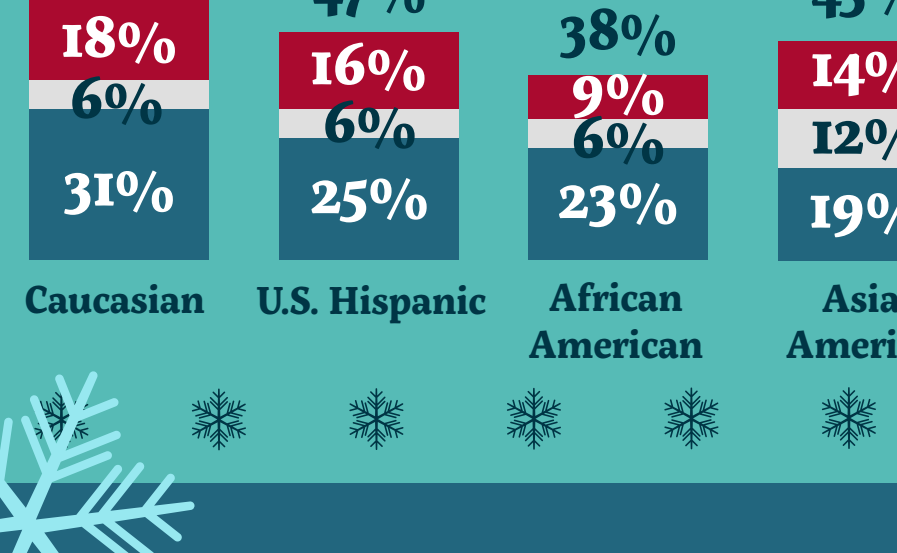
Gifts for adults



Gifts for yourself



Gifts for pets



Clothing and accessories to wear for the holidays



Road Trips Dominate Holiday Travel

About a third of Caucasians (28%) and Hispanics (33%) intend to travel for the holiday season this year. Travelers for the holiday season mostly by car (61% and plane (51%). Traveling by plane is high among Hispanics in part because 26% of them plan to travel to their home country for the holidays.

Top Reasons for Travel



Note: Percentages are among those planning to travel, Caucasians N=84 and U.S. Hispanic N=98; base sizes are too small for African American and Asian Americans to report.

Source: Culturati 2016 Holiday Survey; U.S. Hispanic N=300, Caucasian N=300, African American N=75, Asian American N=75

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