

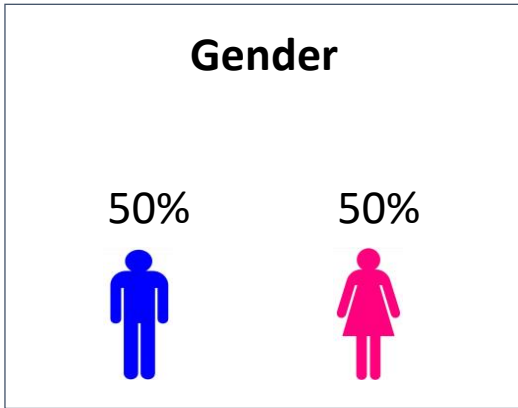
Rocket Powered Insights

Holiday Parties 2021

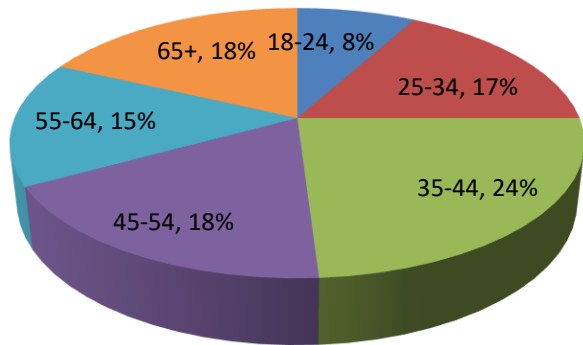
Key Findings
November 2021

Respondent Profile

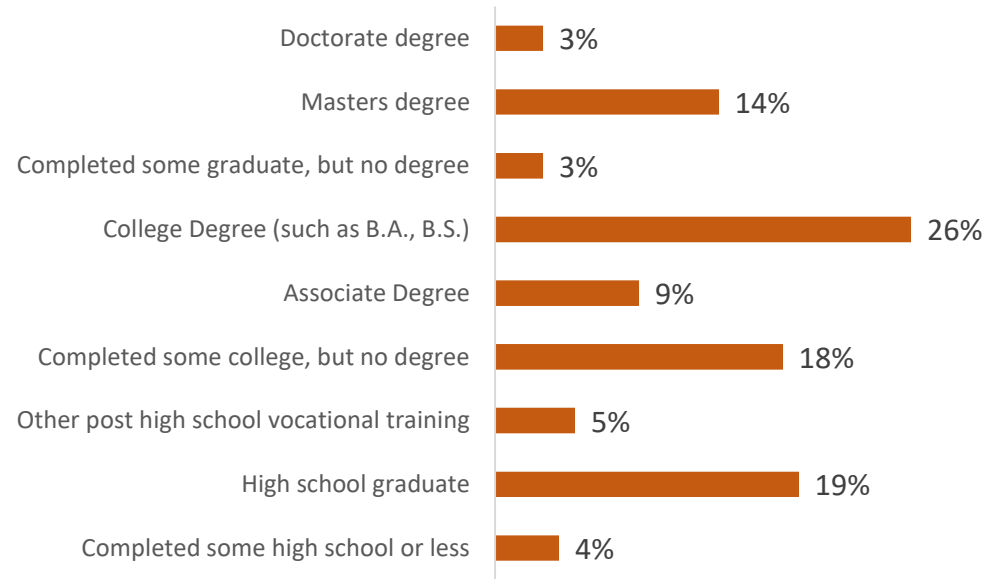
Gender



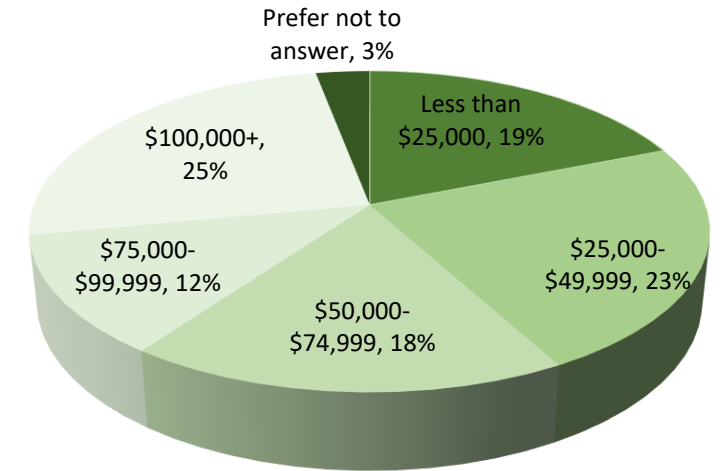
Age



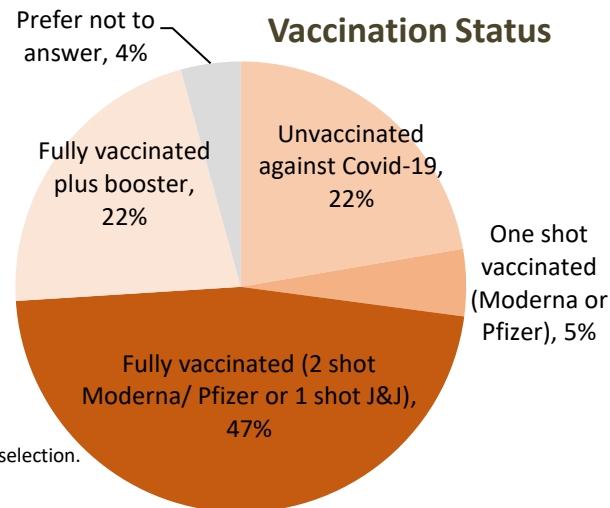
Education



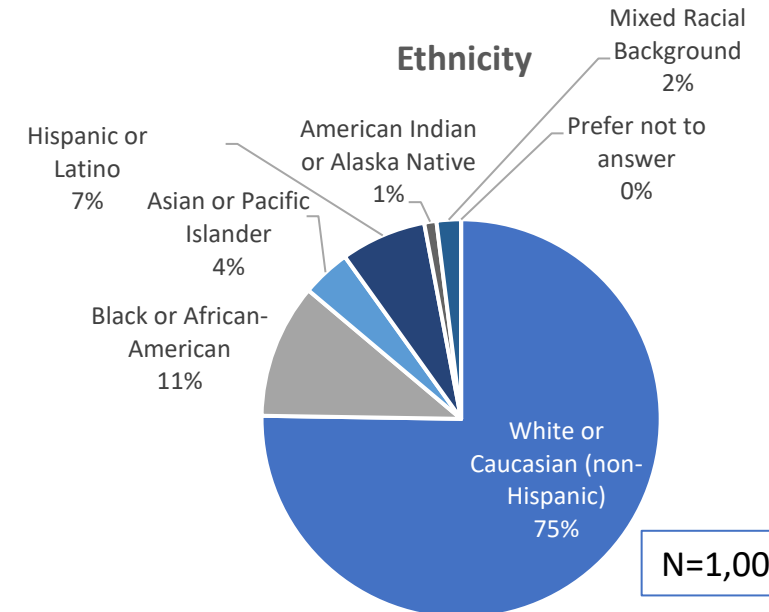
Household Income



Vaccination Status



Ethnicity



N=1,000

- Q4: What is your gender?
- Q2: What is your current age? Use the drop-down menu to make your selection.
- Q6: What is the highest level of education you have achieved?
- Q5: How would you describe your race?
- Q7: What was your annual household income for 2020?

Getting together

- It appears that Americans sense the world is returning to normal, especially when it comes to gathering with people they know.
 - 71% prefer “Family dinners/gatherings” in-person this holiday season.
 - 52% prefer to “Gather with friends” in-person.
 - 36% prefer to participate in “Religious ceremonies” in-person.

Hosting Events

- Hosting dinners and parties during the holidays involves a lot of work, so it might not be surprising that people are more excited to attend events than organize and host their own.
 - 51% of respondents are Very likely or Somewhat likely to host a Family dinner/gathering.
 - 37% of respondents are Very likely or Somewhat likely to host a Gathering with friends.
 - 18% of respondents are Very likely or Somewhat likely to host an Office party.

The Vaccinated seem more confident, but remain cautious

- We asked everyone to rate how they felt about a variety of things this holiday season versus a year ago.
 - For every positive measure, vaccinated people reported higher percentages than unvaccinated people.
 - They feel more “Fortunate,” “Generous,” “Eager to return to Normal,” “Festive,” “Feel closer to loved ones,” “Financially stronger,” and “Safer.”
 - This suggests that fears and concerns experienced during COVID may be subsiding.
 - Please note: Unvaccinated respondents may have scored lower due to having fewer concerns a year ago than people who accepted vaccines. This does not necessarily mean that they’re less festive; we suspect that some feel just as festive this year as they did last year.

Attendance Preferences for Holiday Events

Ready to Gather Together

- 51% of people say they are “Very likely” to participate in **“Family dinners/gatherings”** this holiday season. Another 24% say they are “Somewhat likely.” (Top 2 Box: 75%)
 - 95% of those likely to participate prefer to do it in-person.
 - 44% want conditions such as “Vaccines required” or “Basic precautions*.”
 - About half want to do so without restrictions.
 - 5% of those likely to participate prefer gathering virtually.
- 31% of people say they are “Very likely” to participate in **“Gatherings/parties with friends.”** Another 25% say they are “Somewhat likely.” (Top 2 Box: 56%)
 - 94% of those likely to participate prefer to do it in-person.
 - 50% want conditions such as “Vaccines required” or “Basic precautions.”
 - 44% prefer to do so without restrictions.
 - 6% of those likely to participate prefer gathering virtually.
- Only 15% of people say they are “Very likely” to participate in **“Office parties with co-workers/spouse or partner's co-workers.”** Another 16% say they are “Somewhat likely.” (Top 2 Box: 31%)
 - 15% of those likely to participate prefer gathering virtually, highest of all events tested.
 - 84% of those likely to participate prefer to do it in-person.
 - 55% want conditions such as “Vaccines required” or “Basic precautions.”
 - 29% prefer to do so without restrictions.



Q14: For each type of event below, which would be your preferred method to participate?

* Basic precautions = “Attend in-person with basic precautions (outdoors, social distancing, masks indoors, etc.)”

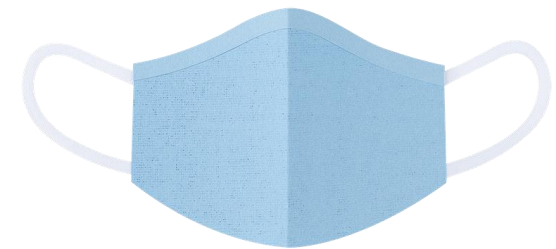
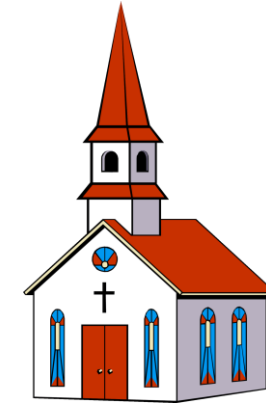
Attendance Preferences for Holiday Events

Ready to Gather Together

- 22% of people say they are “Very likely” to participate in **“Religious ceremonies.”** Another 18% say they are “Somewhat likely.” (Top 2 Box: 40%)
 - 11% of those likely to participate report a preference for gathering virtually.
 - 90% of those likely to participate prefer to do it in-person.
 - 50% want conditions such as “Vaccines required” or “Basic precautions.”
 - 40% prefer to do so without restrictions.
- We looked across other types of gatherings including **“Community events,” “School events,”** and **“Holiday concerts”** this holiday season. The scores across each were similar. Perhaps this is not surprising as each carries the potential for interactions with strangers.

Approximately 13-16% say that they are “Very likely” to participate in these public events. Another 14-18% say they are “Somewhat likely.” (Top 2 Box: 27-32%)

 - 11-12% of those likely to participate report a preference for gathering virtually.
 - 88-89% of those likely to participate prefer to do it in-person.
 - 56-61% want conditions such as “Vaccines required” or “Basic precautions.”
 - 28-32% prefer to do so without restrictions.



Q14: For each type of event below, which would be your preferred method to participate?

* Basic precautions = “Attend in-person with basic precautions (outdoors, social distancing, masks indoors, etc.)”

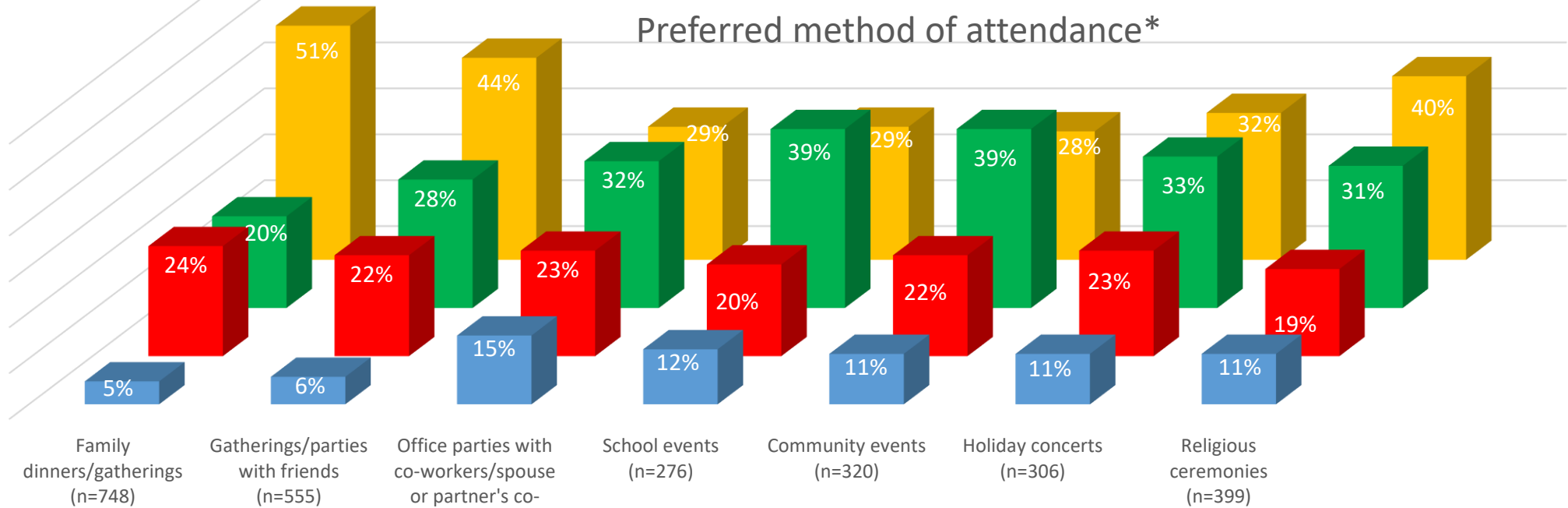
Likely to Attend Events? – Preferred Method of Attendance

There's a strong preference for attending events with Family (51%) or Friends (44%) **without restrictions**. Religious ceremonies score similarly at 40%.

About 1/3 of respondents prefer to attend events in-person with **basic precautions** (outdoors, social distancing, masks indoors, etc.) in place.

- This number drops for events with Family (20%) or Friends (28%) and is highest for School and Community events, both at 39%.

19-24% prefer to attend events in-person with **vaccines required**, *regardless of whether the events involve families/friends or are public events with strangers.*



Virtual meetings are not preferred by most people. If it is an event with people they know (family/friends), 5 to 6% prefer to meet virtually. If it is an event which might involve strangers, the number increases to ~11%, but does not exceed 15% (Office parties).

- Participate virtually via tools like Zoom or Facetime
- Attend in-person, but with vaccinations required
- Attend in-person with basic precautions (outdoors, social distancing, masks indoors, etc.)
- Attend in-person without restrictions

*Data represents respondents very likely / somewhat likely to participate in each type of event

Q14: For each type of event below, which would be your preferred method to participate?

Hosting Preferences for Holiday Events

Hosts with the Most

- 32% of people say they are “Very likely” to host **“Family dinners/gatherings”** this holiday season. 19% say they are “Somewhat likely.” (Top 2 Box: 51%)
 - Only 3% of those likely to host prefer hosting virtually.
 - 97% of those likely to host prefer to do it in-person.
 - 45% prefer conditions such as “Vaccines required” or “Basic precautions.”
 - 52% prefer to do so without restrictions.
- 18% of people say they are “Very likely” to host **“Gatherings/parties with friends.”** Another 19% say they are “Somewhat likely.” (Top 2 Box: 37%)
 - 6% of those likely to host prefer hosting virtually.
 - 94% of those likely to host prefer to do it in-person.
 - 51% want conditions such as “Vaccines required” or “Basic precautions.”
 - 43% prefer to do so without restrictions.
- Only 8% of people say they are “Very likely” to host **“Office parties with co-workers/spouse or partner's co-workers.”** Another 10% say they are “Somewhat likely.” (Top 2 Box: 18%)
 - 20% of those likely to host prefer gathering virtually.
 - 84% of those likely to host prefer to do it in-person.
 - 56% want conditions such as “Vaccines required” or “Basic precautions.”
 - 24% prefer to do so without restrictions.

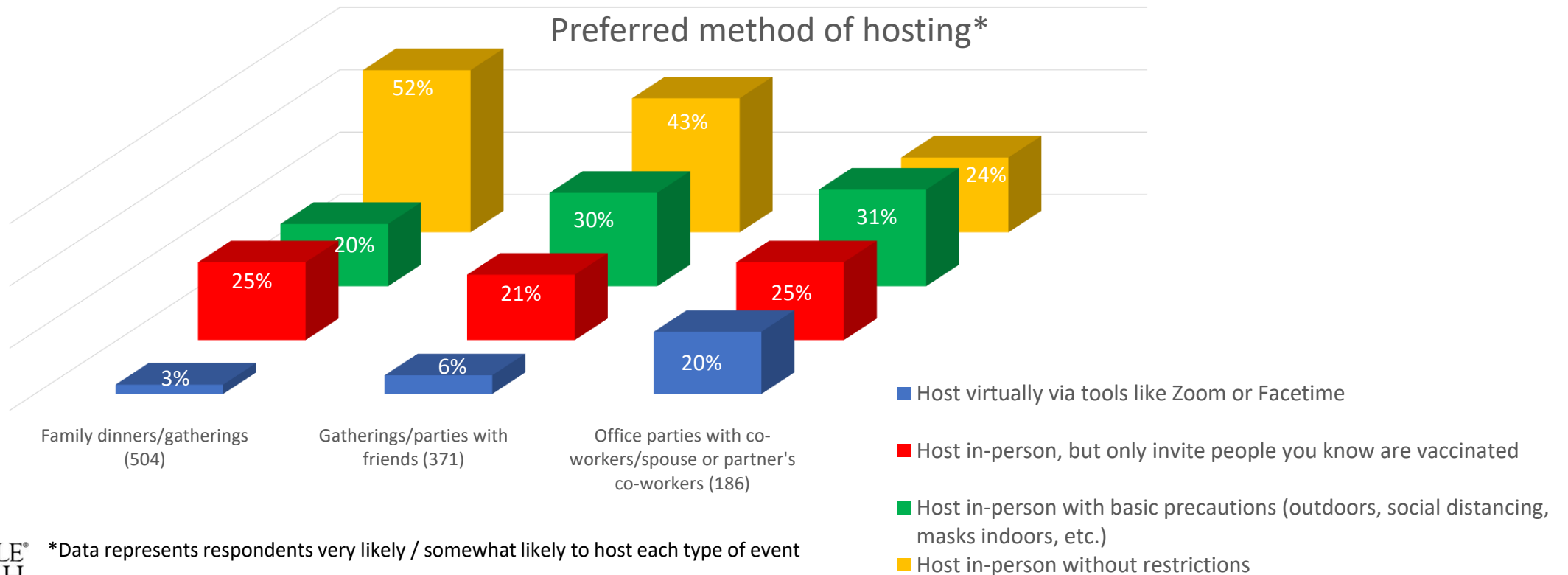


Q16: For each type of event below, which would be your preferred method to host?

* Basic precautions = “Attend in-person with basic precautions (outdoors, social distancing, masks indoors, etc.)”

Likely to Host Events? – Preferred Methods of Hosting

- There's a strong preference for hosting Family (52%) or Friends (43%) **without restrictions**. Office parties score only 24%.
- 20% of respondents prefer to host Family dinners/gatherings in-person with **basic precautions** (outdoors, social distancing, masks indoors, etc.) in place.
 - This number increases for events with Friends (30%) and Office parties (31%).
- 21-25% prefer to **host in-person, but only invite people they know are vaccinated**.
 - *This range is almost identical to the preferences expressed relating to attending in-person events.*
- **Virtual parties** are not preferred by most people. Only 3 to 6% prefer to host virtually with Family or Friends respectively.
 - The lone bright spot for virtual meetings is found among the 20% of likely hosts who prefer hosting Office parties online.



*Data represents respondents very likely / somewhat likely to host each type of event

Q16: How likely are you to personally host each type of event listed below this holiday season?

Feelings towards entering Holiday Season 2021

We asked everyone to rate a variety of statements about how they feel this holiday season versus a year ago.

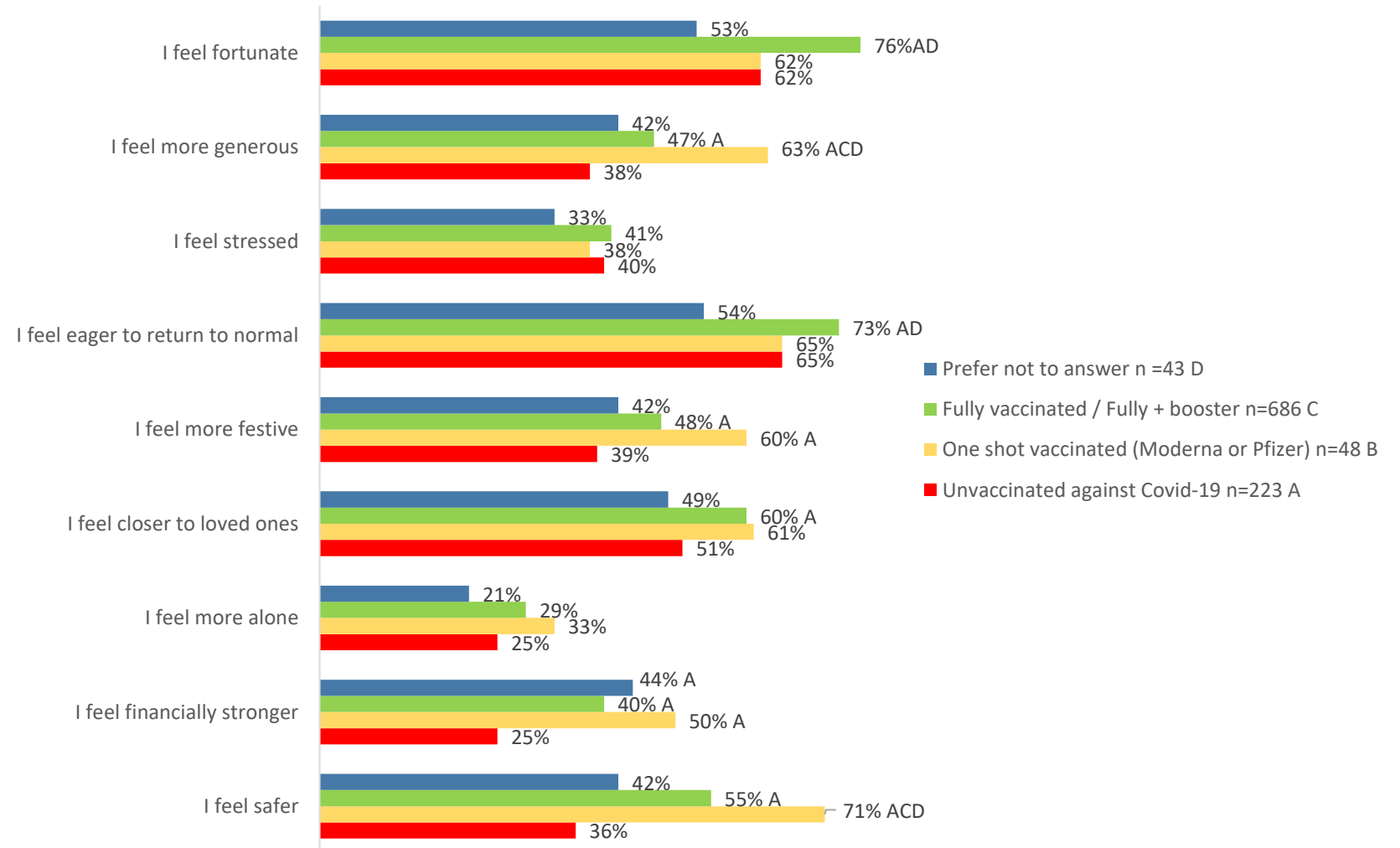
For every positive measure, vaccinated people reported significantly higher percentages than unvaccinated people.

They feel more “Fortunate,” “Generous,” “Eager to return to Normal,” “Festive,” “Feel closer to loved ones,” “Financially stronger,” and “Safer.”

This suggests that fears and concerns experienced during COVID may be subsiding.

Please note: Unvaccinated respondents may have scored lower due to having fewer concerns a year ago than people who accepted vaccines. This does not necessarily mean that they’re less festive; we suspect that some feel just as festive this year as they did last year.

% Agree completely + Agree somewhat



Q20: How do you feel going into this holiday season versus one year ago?

Rocket Powered Insights offer brand marketers a fast, affordable market research option focused on answering a critical question in days, not weeks.

This isn't do-it-yourself. This isn't an omnibus. This is a custom, dedicated study among 1,000+ Adults 18+ for marketers who need answers fast.

Use ***Rocket Powered Insights*** to answer questions like these . . .

- Which package do people prefer?
- What percent of consumers shop this category?
- What's the demographic profile of people who like my concept? What's their purchase intent?
- Have consumers noticed my brand's innovation? Do they like it?

In order to move *this* fast, *this* affordably, and at our standard of quality...***the study has to be simple.***

- Respondent target: Adults ages 18+.
 - National geography
 - Minimum 1,000 completes
 - No maximum, but larger sample sizes take longer
- Survey length: maximum 8 questions (plus 5 standardized demographic questions)
- Timing: Data tables in 3-7 business days once questions are approved. ***PowerPoint reports add time and cost.***
- Minimal programming logic (skip patterns, piping responses)
 - Maximum one video
 - Does not include coding of verbatims. Verbatims can be coded for an additional cost.
 - ***This is our most affordable option. Call 913.385.1700 Ext 302 for a quote!***