



How America Celebrates Holidays & Traditions: Black Americans

2023 Black History Month Edition

ThinkNow conducted a nationwide online survey of U.S. adults to understand Black Americans' attitudes and behaviors towards celebrations and traditions.

Methodology



Survey Method

- › Online: ThinkNow Research Omnibus Study



Field Timing

- › 12/1/22 - 12/13/22



Base Size

- › Total Market: 2000
- › Blacks: 500
- › Non-Blacks: 1500



Screening Criteria

- › 18 to 75+ years of age



Regional Coverage

- › National

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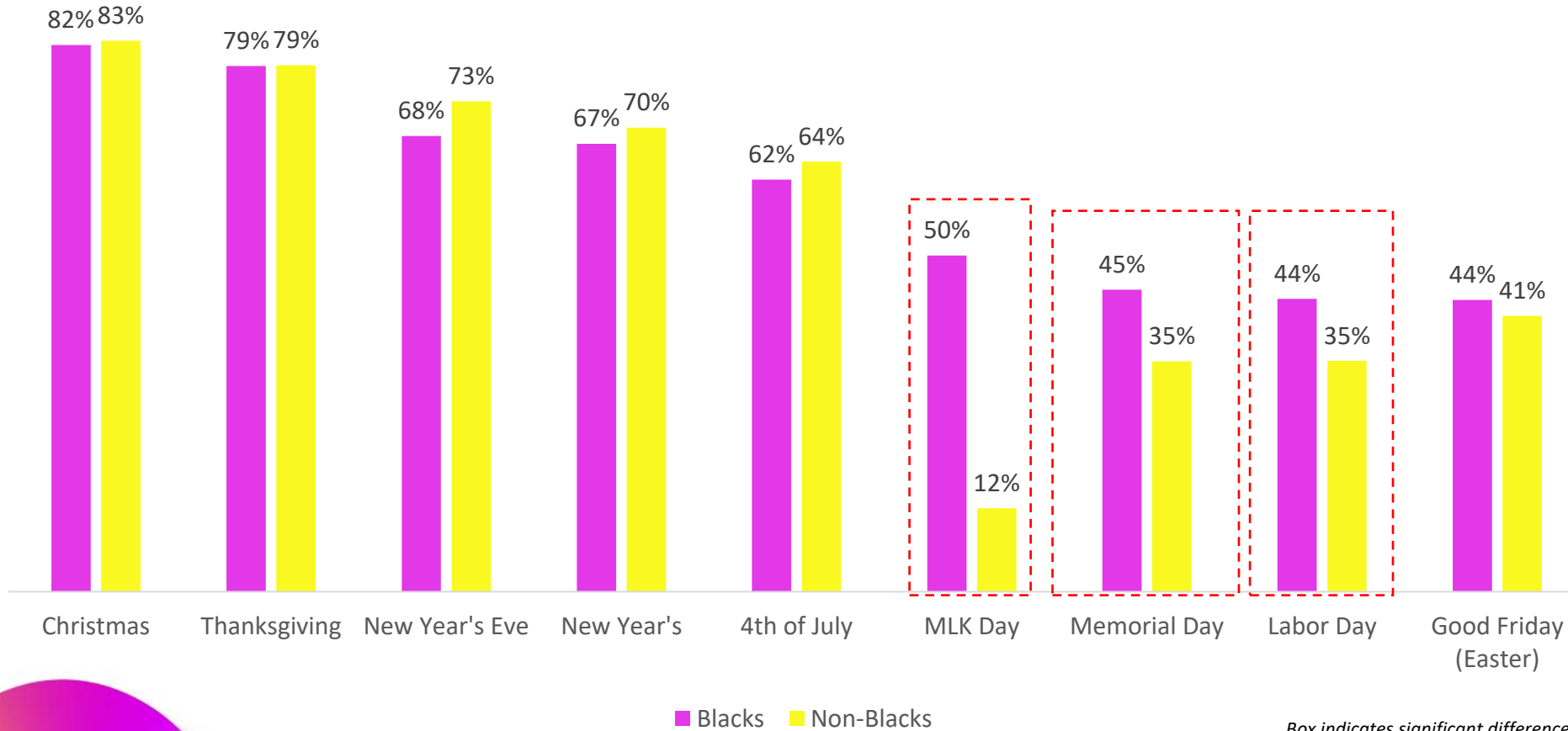
Celebration overview

Black Americans are more likely than Non-Black Americans to celebrate holidays such as MLK Day, Memorial Day and Labor Day. Holiday celebration rates are similar for the top 5 most celebrated holidays.

Celebration Overview

Base: All Respondents

Base Sizes:
Blacks: 500
Non-Blacks: 1500



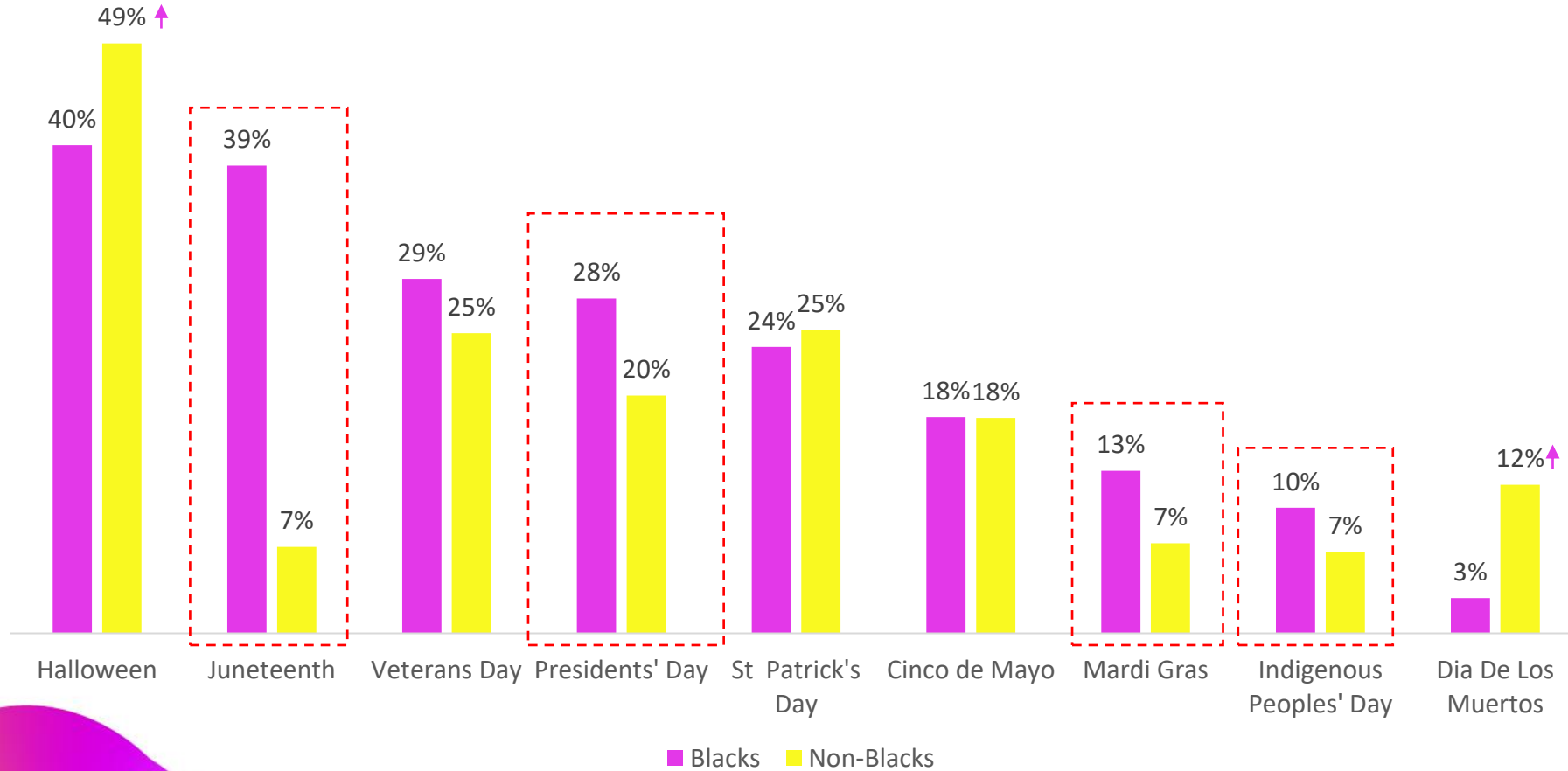
Box indicates significant difference at 95% confidence level.

Black respondents celebrate Juneteenth, Presidents' Day, Mardi Gras, and Indigenous Peoples' Day at higher rates than Non-Black respondents. Black Americans are less likely to celebrate Halloween and Dia De Los Muertos.

Celebration Overview

Base: All Respondents

Base Sizes:
Blacks: 500
Non-Blacks: 1500



Box indicates significant difference at 95% confidence level.

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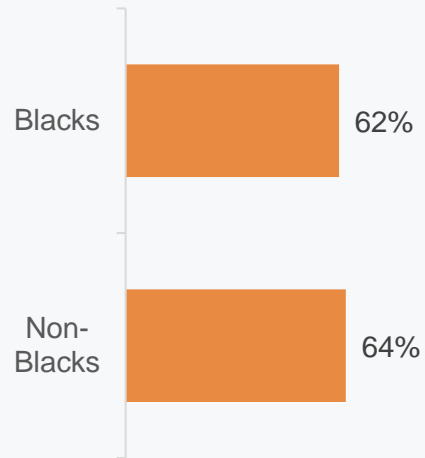
Patriotic Holidays

Black Americans are celebrating Memorial Day and Presidents' Day more than Non-Black Americans. While not statistically different, Black respondents celebrate Veterans Day at higher rates than Non-Black respondents.

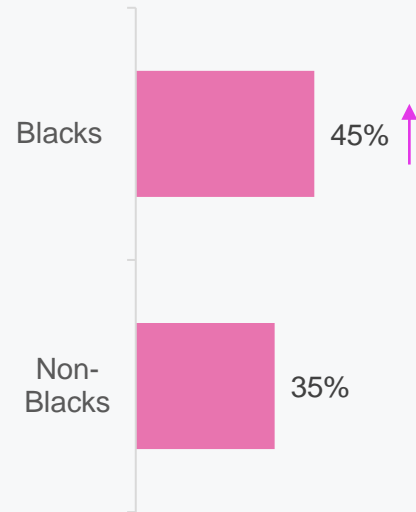
Patriotic Celebrations

Base: All Respondents

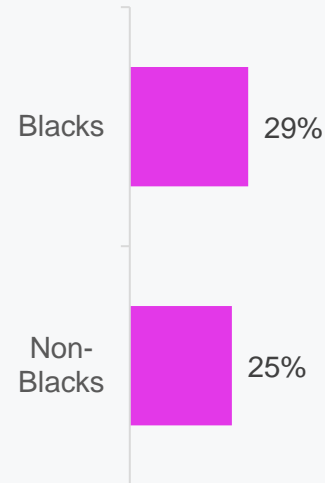
4th of July



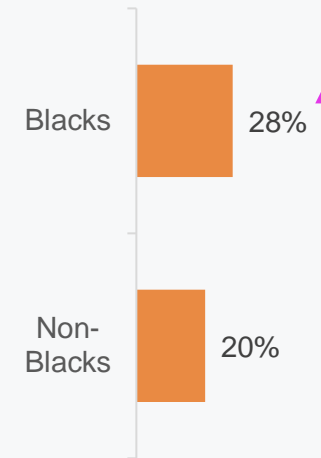
Memorial Day



Veterans Day



Presidents' Day



Base Sizes:
Blacks: 500
Non-Blacks: 1500

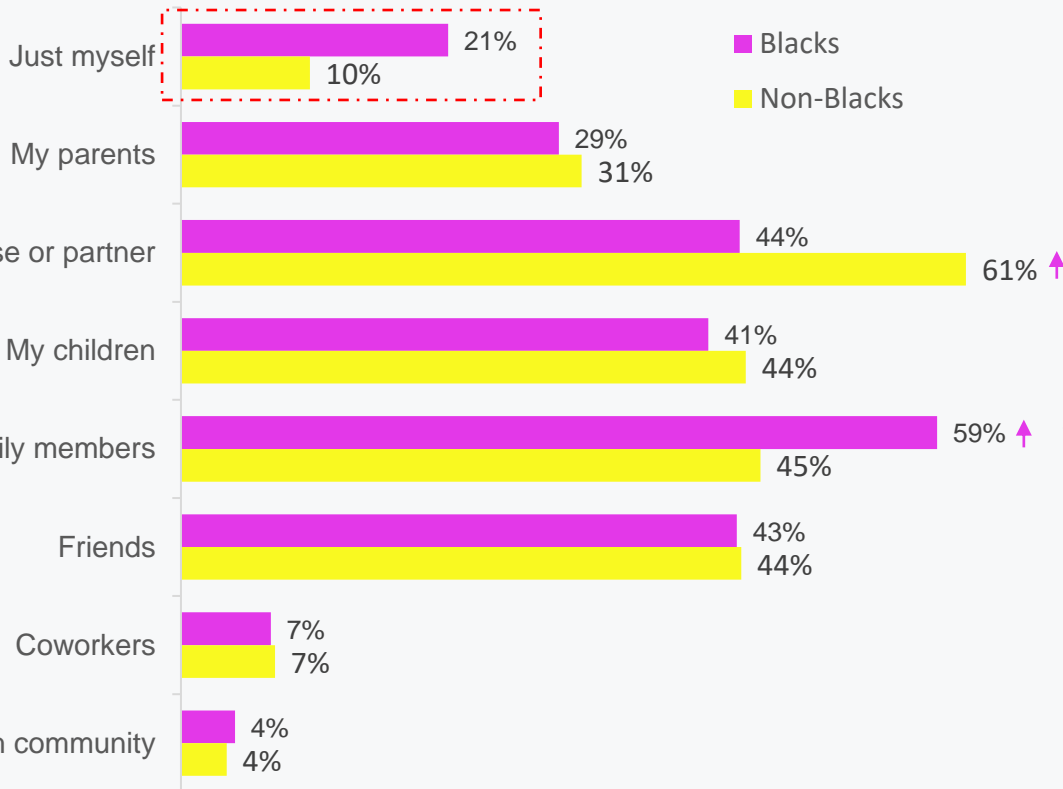
Arrow indicates significant difference at 95% confidence level.

Black Americans spend more time by themselves on 4th of July than Non-Black Americans but are also more likely to celebrate with extended family. Non-Blacks are celebrating more with their children and partners for Presidents' Day.

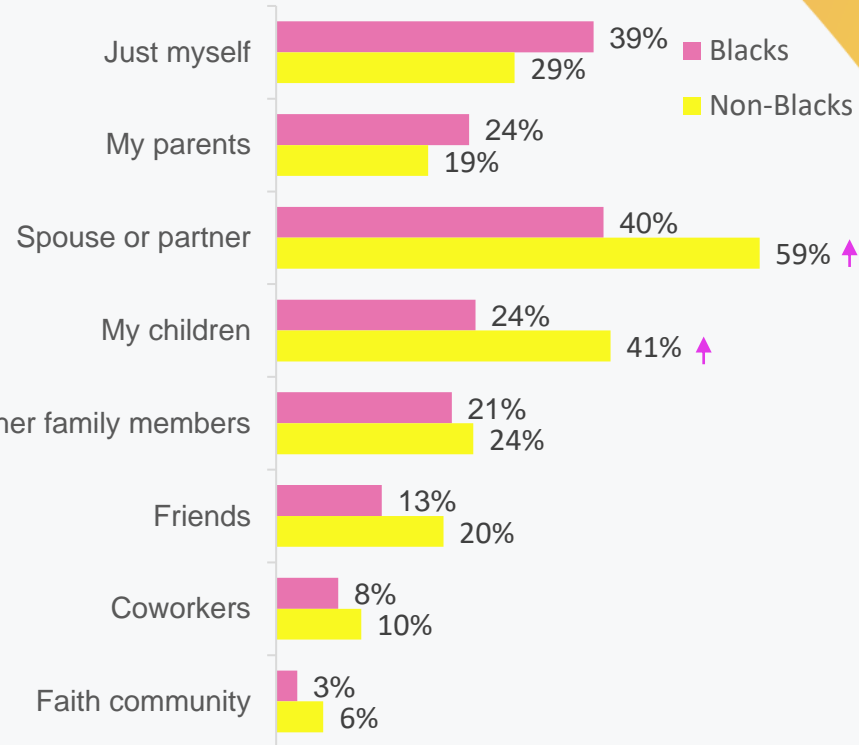
With whom do you spend time for these celebrations/traditions?

Base: All Respondents Celebrating This Holiday

4th of July



Presidents' Day



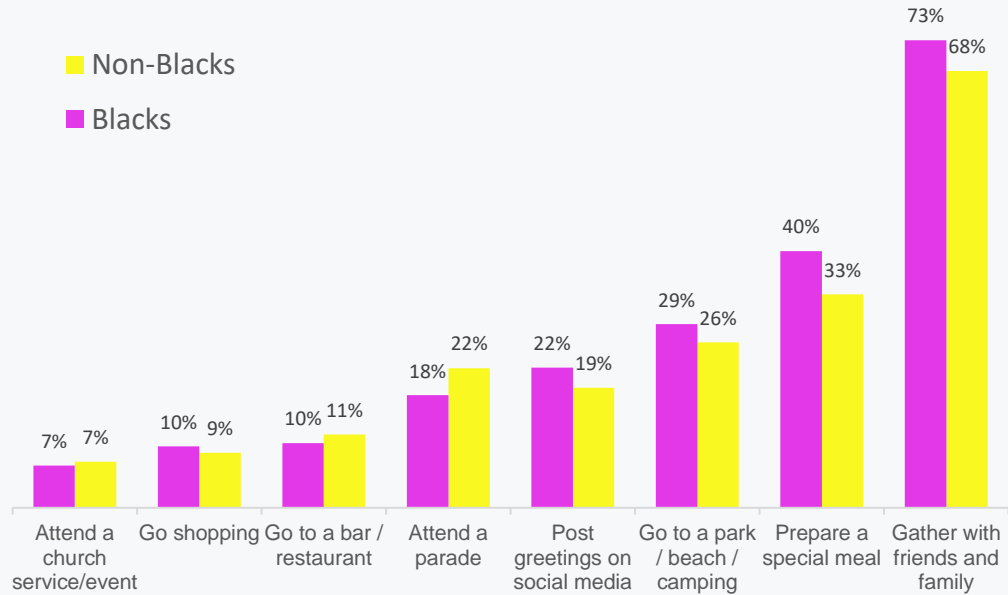
Box & arrow indicate significant difference at 95% confidence level.

The majority of Black Americans who celebrate 4th of July gather with friends and family. On Presidents' Day, a quarter of Black respondents post greetings on social media. There are no significant differences in how Blacks vs. Non-Blacks celebrate.

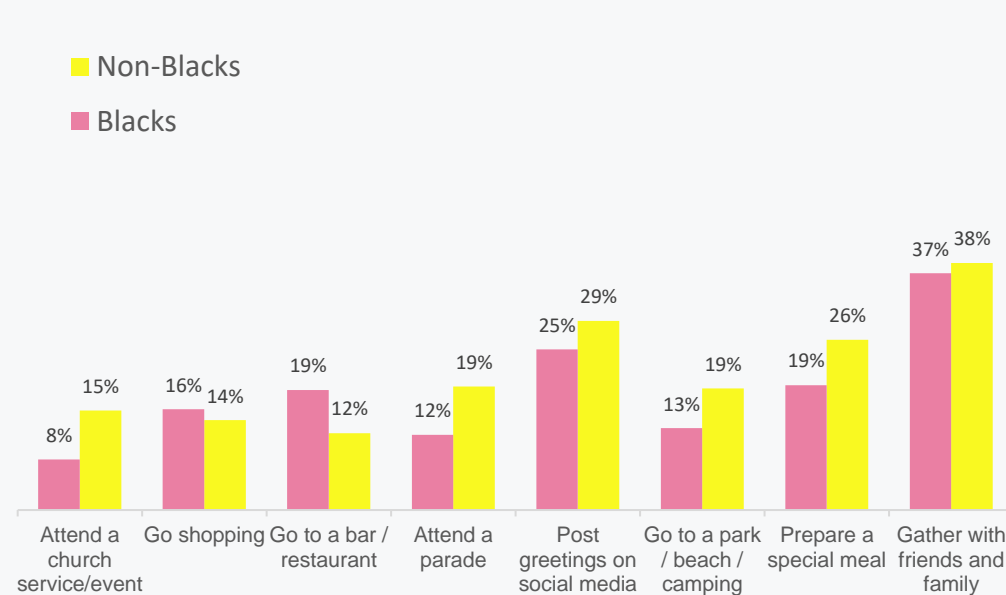
How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

4th of July



Presidents' Day

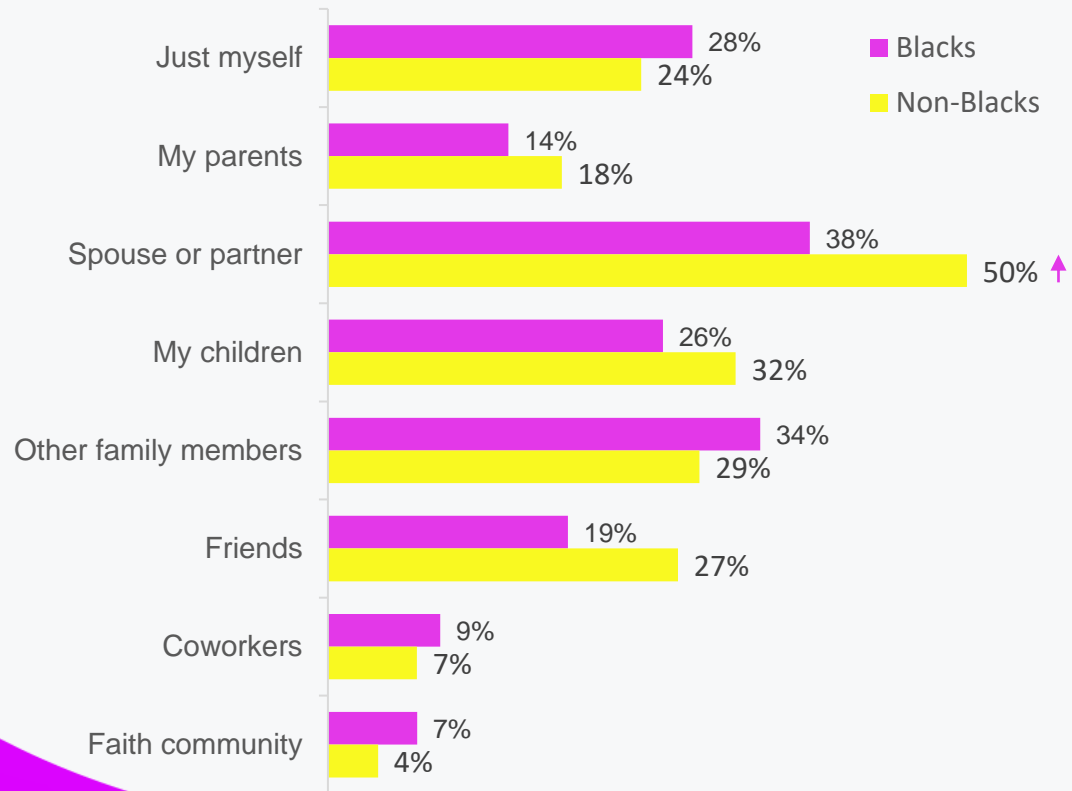


Black Americans celebrate with their spouses at lower rates than Non-Black Americans for Veterans Day and Memorial Day.

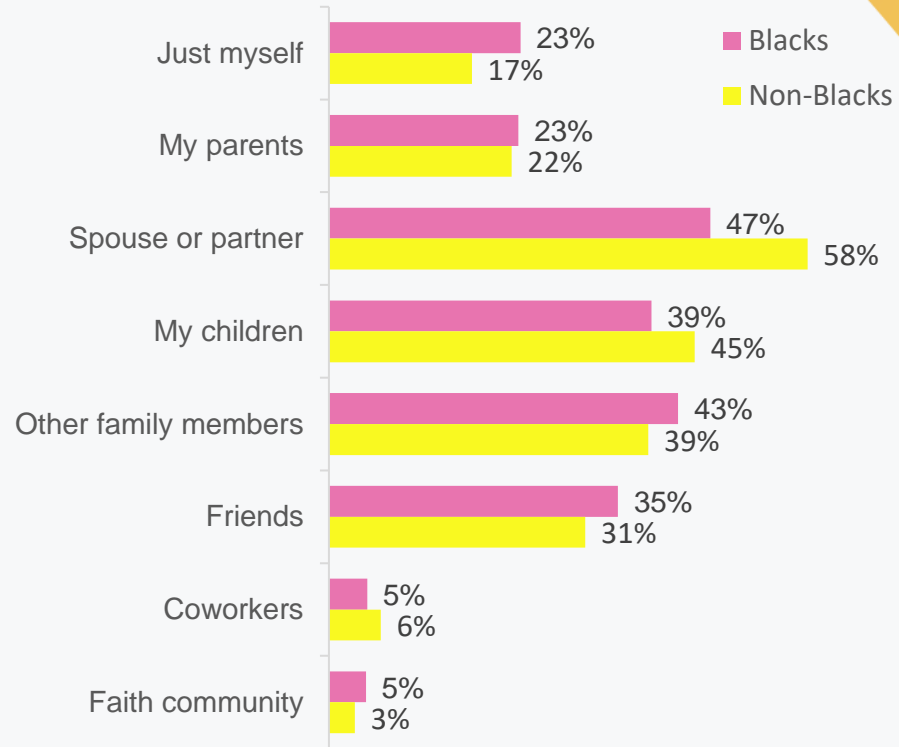
With whom do you spend time for these celebrations/traditions?

Base: All Respondents Celebrating This Holiday

Veterans Day



Memorial Day



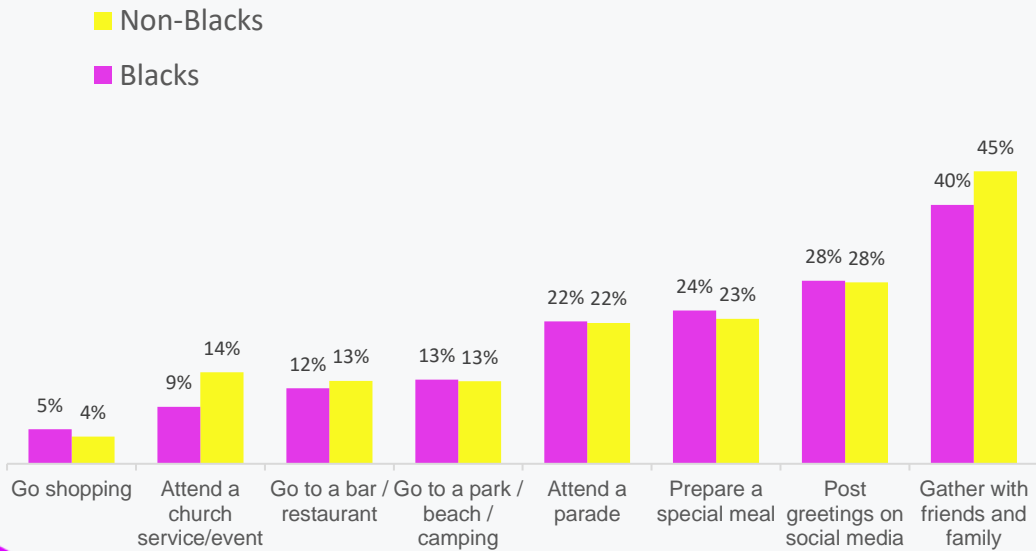
Arrow indicates significant difference at 95% confidence level.

Gathering with family and friends is the most popular way to celebrate Veterans Day and Memorial Day for Black Americans. There are no significant differences in how Blacks vs. Non-Blacks celebrate.

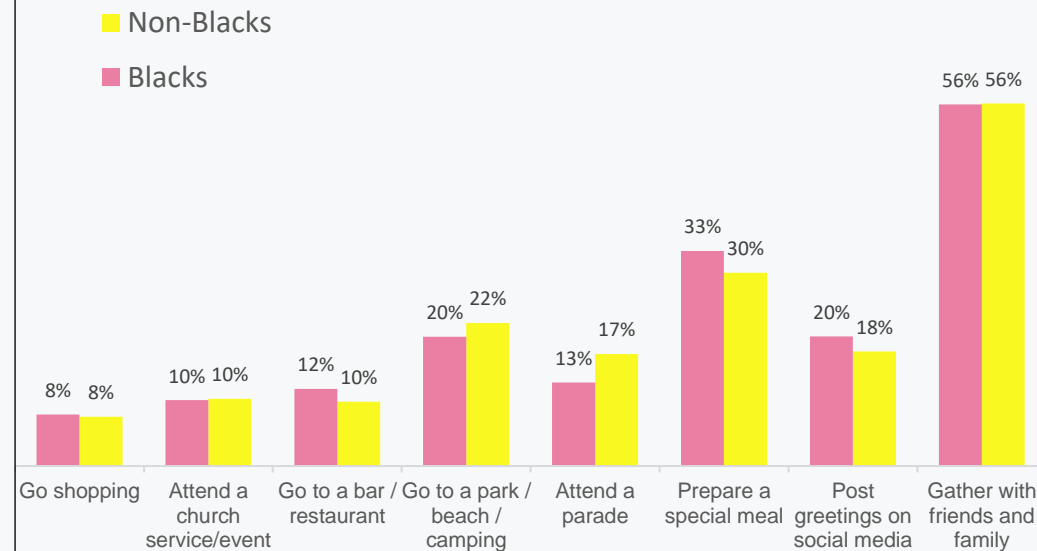
How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

Veterans Day



Memorial Day

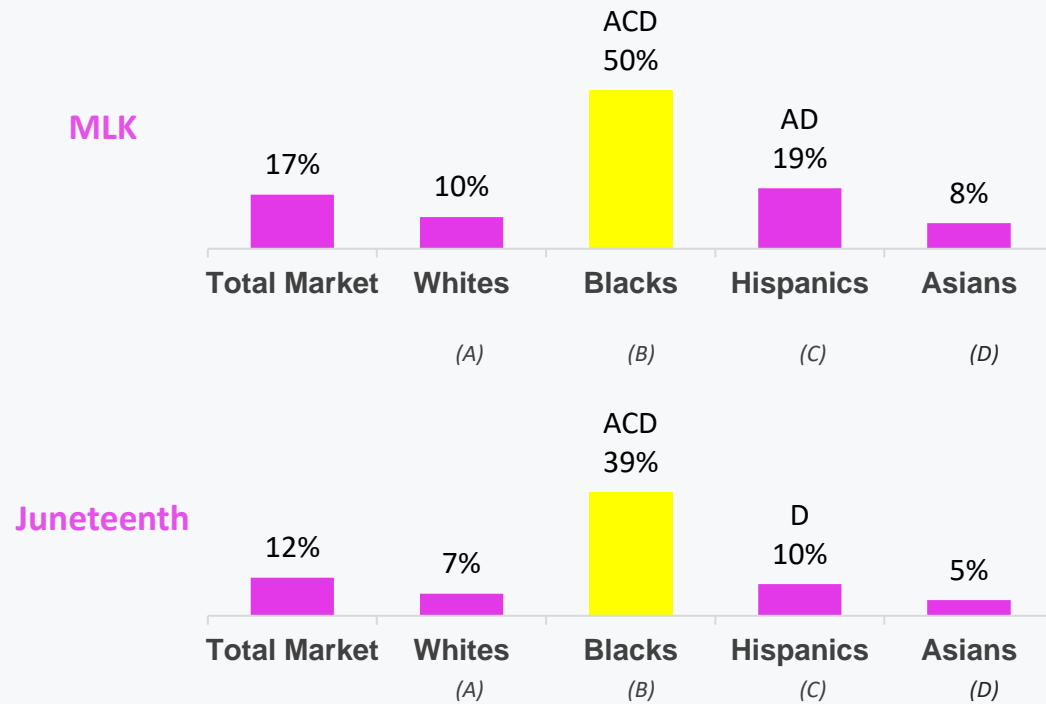


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civil rights Holidays

Black Civil Rights holidays exhibit more pronounced differences amongst Non-Blacks and Blacks.

Civil Rights Holidays
Base: All Respondents



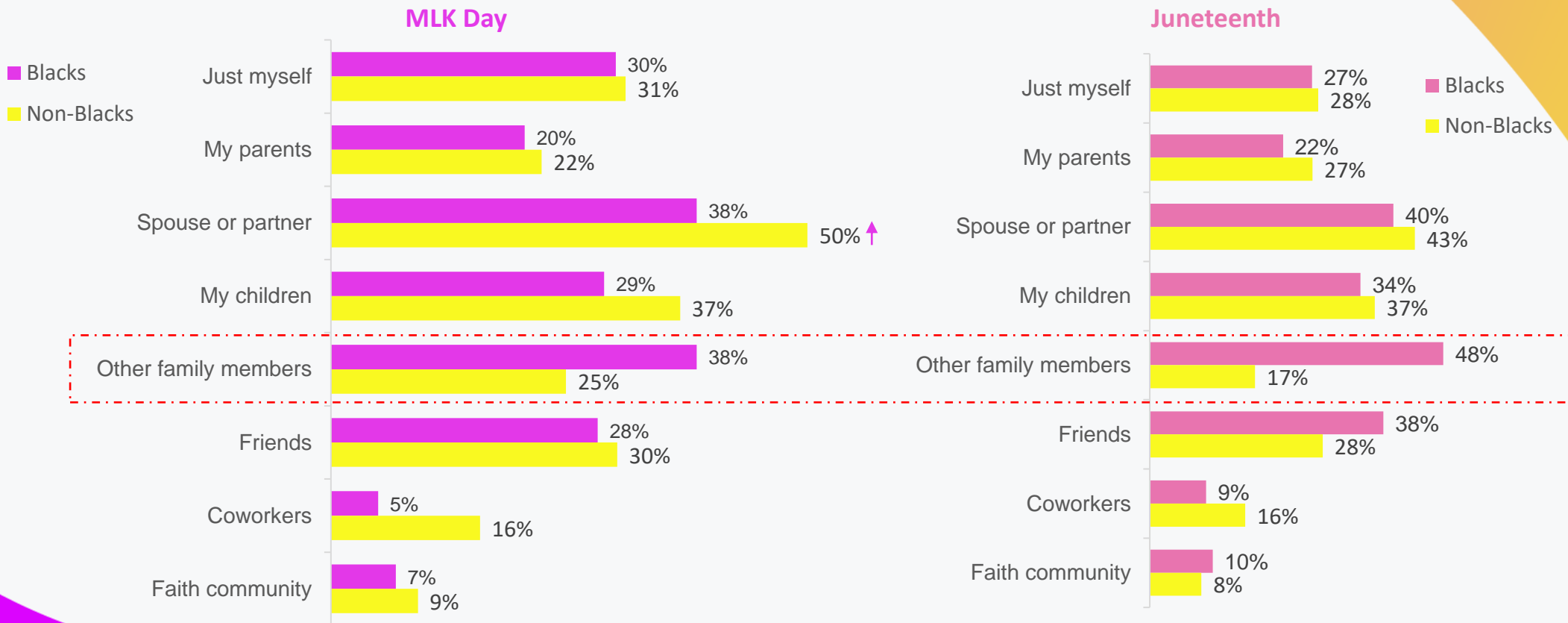
Base Sizes:
Total Market:
(n=2000)
Each race: (n=500)

Letter indicates significant difference at 95% confidence level.

Black Americans spend more time with their family members on Civil Rights holidays. Non-Black Americans are celebrating more with their spouse or partner.

With whom do you spend time for these celebrations/traditions?

Base: All Respondents Celebrating This Holiday



Box & arrow indicate significant difference at 95% confidence level.

Black Americans gather more with family and friends on Juneteenth than on MLK Day. To celebrate MLK Day, they attend a parade more often than on Juneteenth. On MLK Day, Non-Blacks are more likely to prepare a special meal than Blacks, whereas, on Juneteenth, Blacks are more likely to be around their friends and family.

How do you typically celebrate?

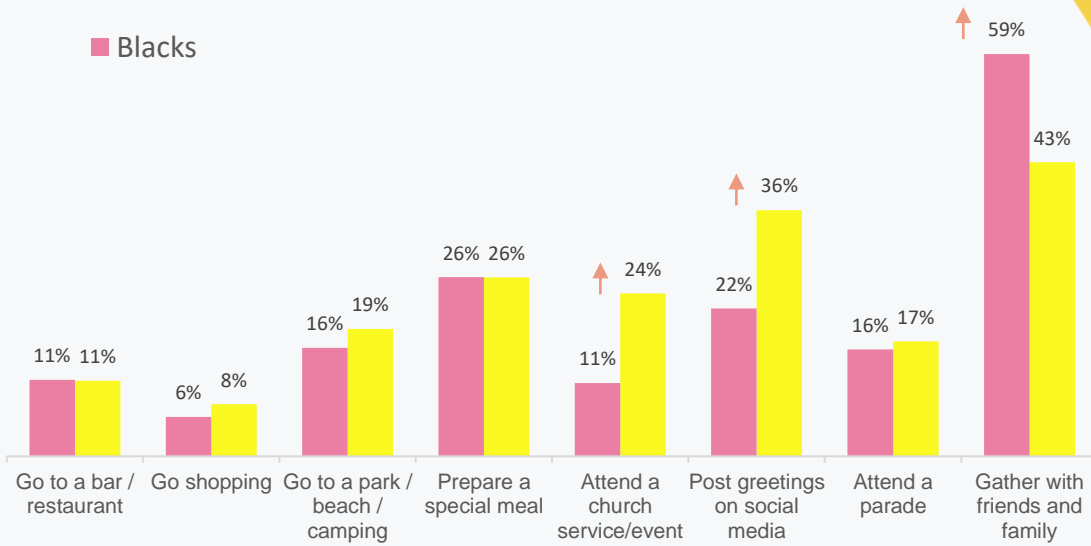
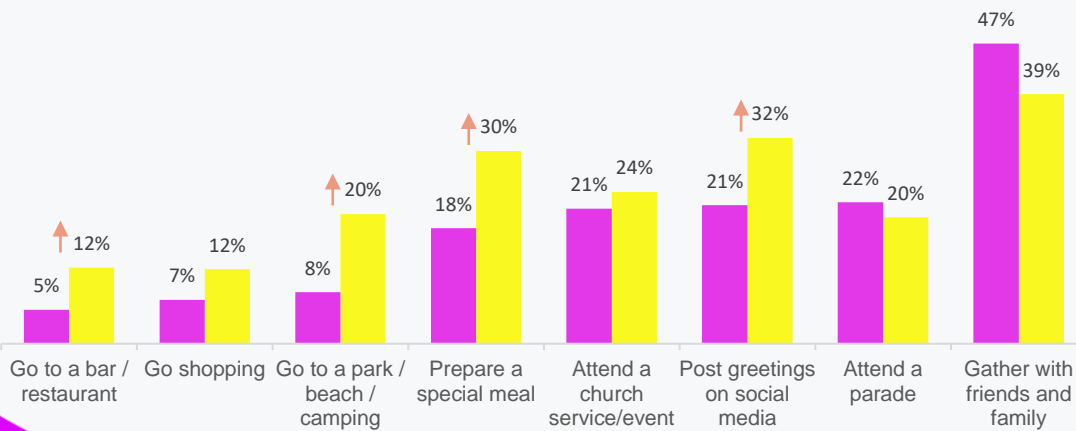
Base: All Respondents Celebrating This Holiday

MLK Day

Juneteenth

■ Non-Blacks
■ Blacks

■ Non-Blacks
■ Blacks



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Religious Holidays

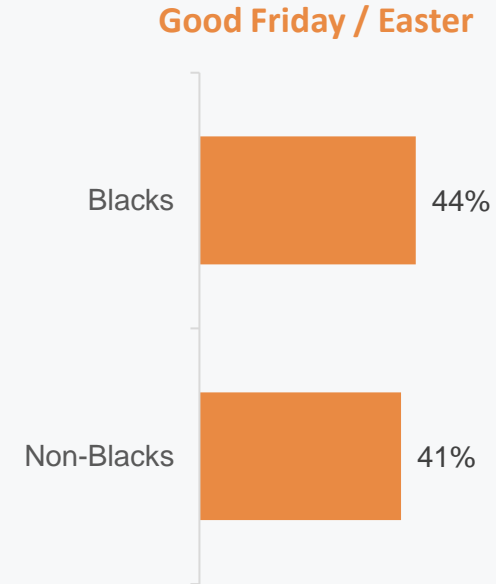
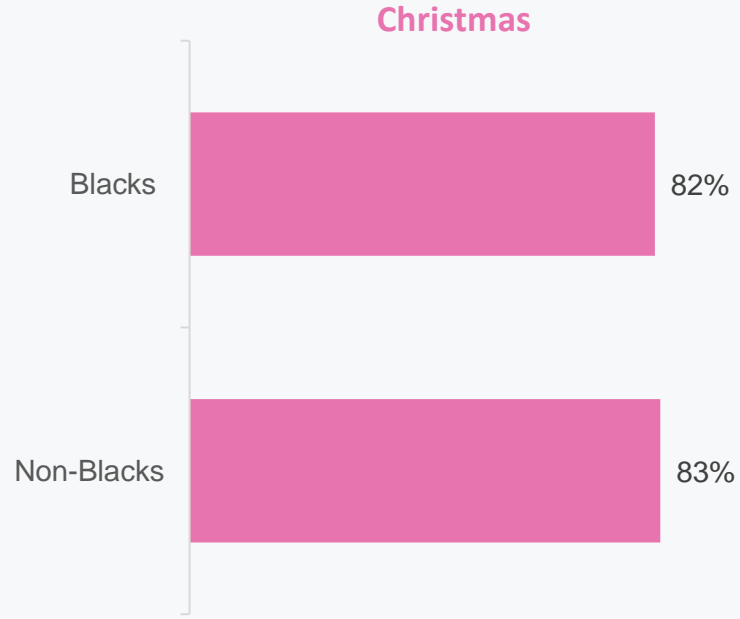
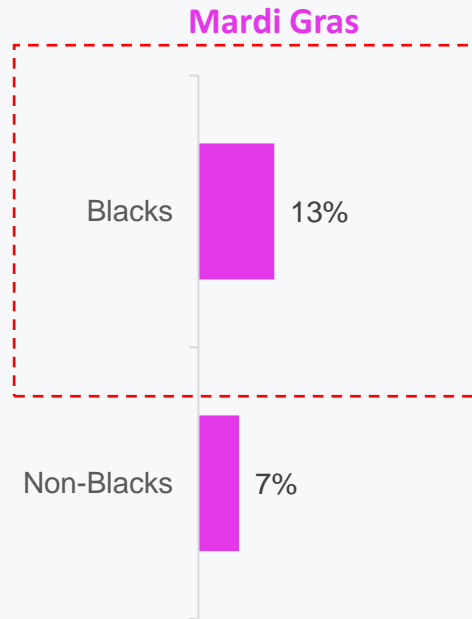
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Black Americans are twice as likely as Non-Black Americans to celebrate Mardi Gras.

Base Sizes:
Blacks: 500
Non-Blacks: 1500

Religious Celebrations

Base: All Respondents



Blacks and Non-Blacks celebrate Christmas and Easter at similar rates.

Box indicates significant difference at 95% confidence level.

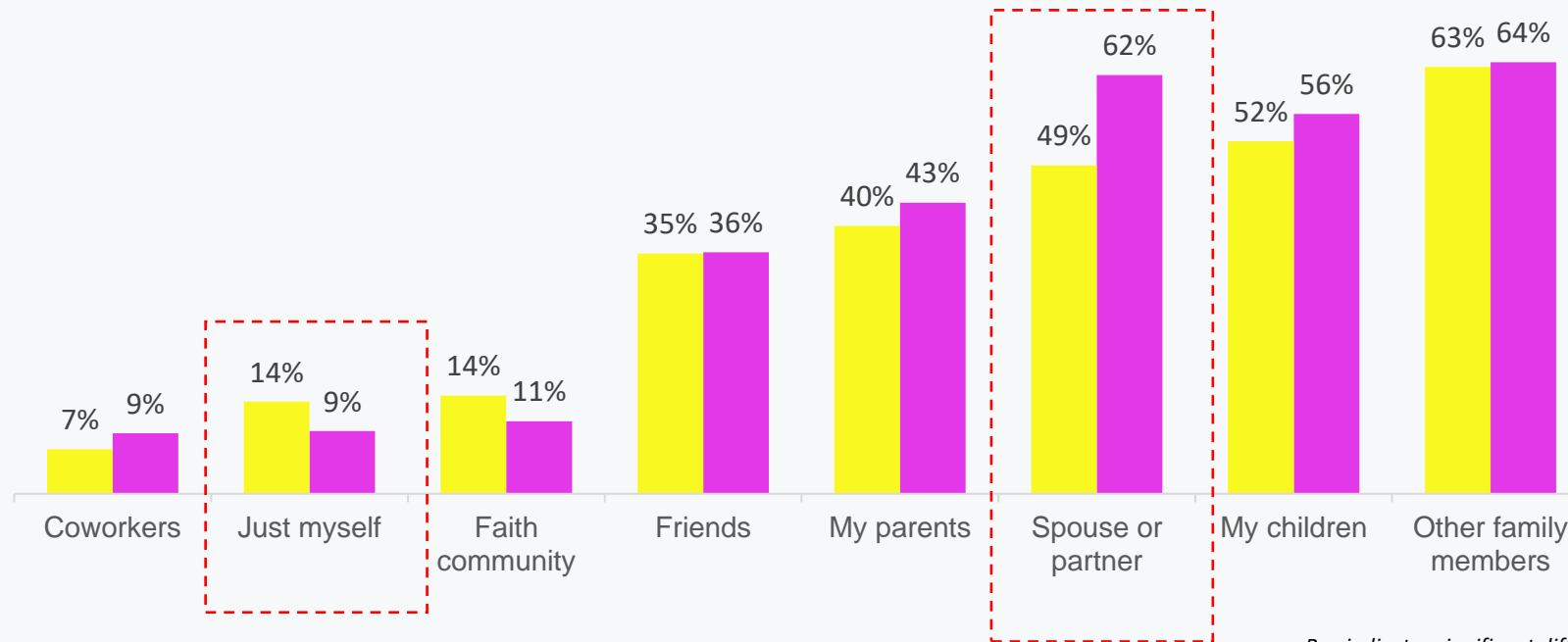
During Christmas, Black Americans are less likely to spend the holiday with their spouse than Non-Black Americans.

With whom do you spend time for these celebrations?

Base: All Respondents Celebrating This Holiday

■ Non-Blacks
■ Blacks

Christmas



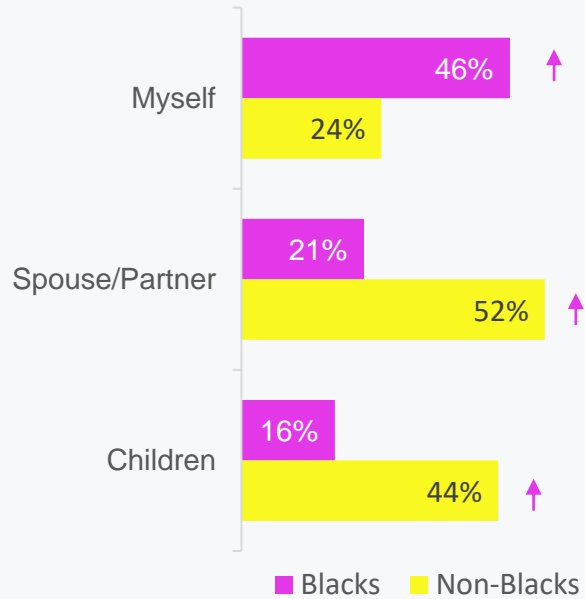
Box indicates significant difference at 95% confidence level.

On religious holidays, while Black Americans make more purchases for just themselves, Non-Black Americans spend their money on their partners and children.

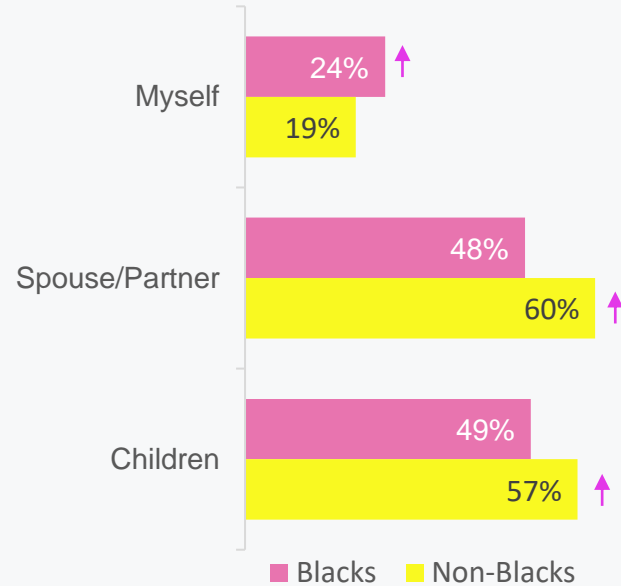
For whom, if anyone, do you make purchases for these celebrations/traditions?

Base: All Respondents Celebrating This Holiday

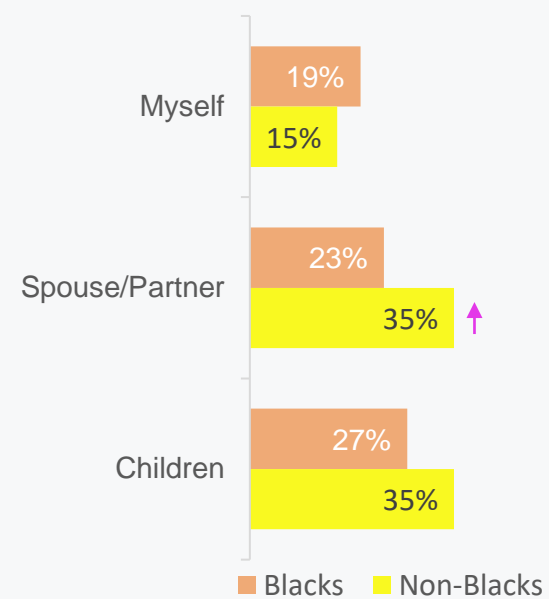
Mardi Gras



Christmas



Good Friday / Easter



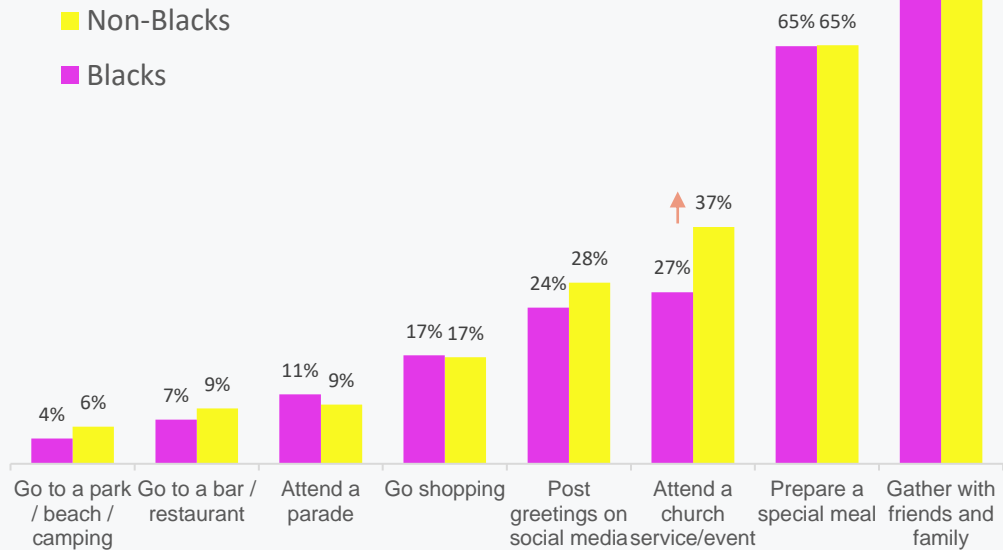
Arrow indicates significant difference at 95% confidence level.

Black Americans typically gather with friends and family for Christmas. For both Easter and Christmas, they prepare special meals. Non-Blacks celebrate Christmas more often by attending a church service or event.

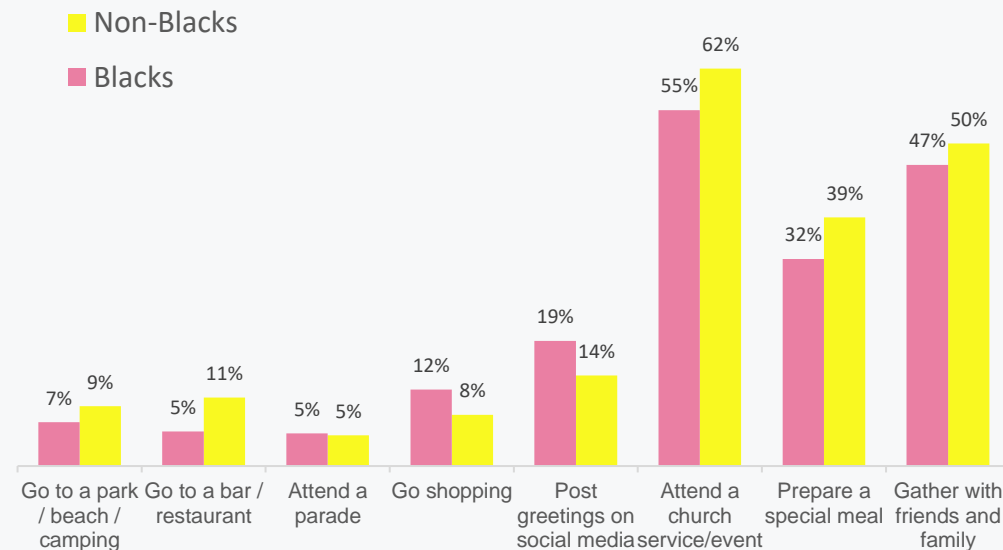
How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

Christmas



Good Friday / Easter



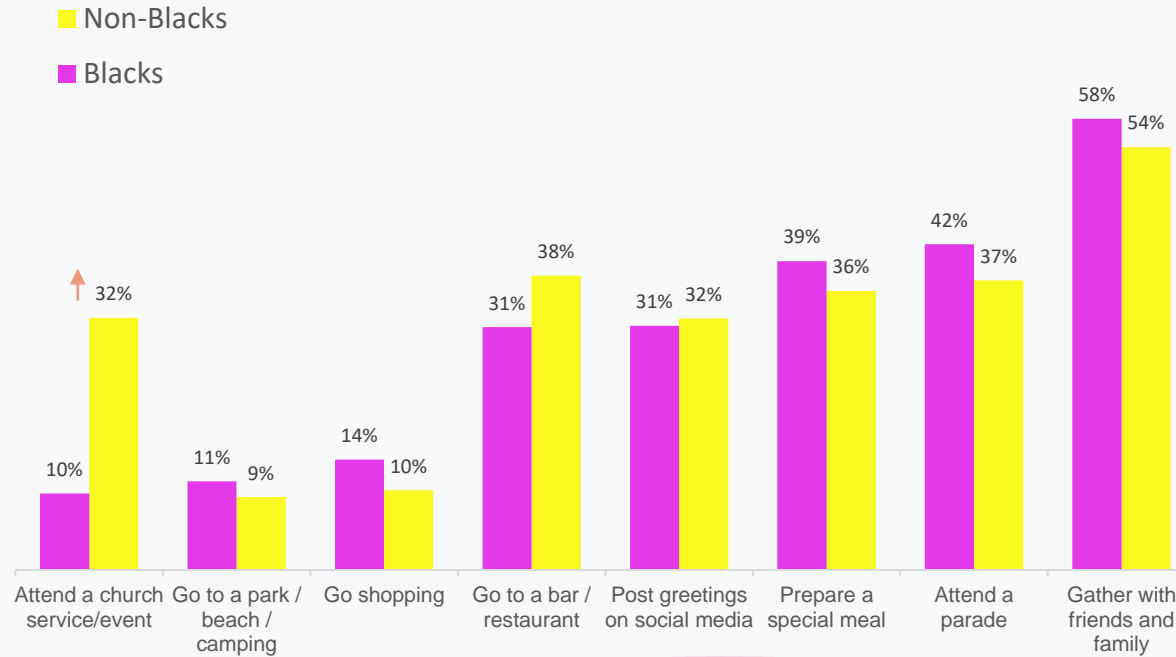
Arrow indicates significant difference at 95% confidence level.

Over 40% of Black Americans who celebrate Mardi Gras choose to attend a parade. Non-Blacks celebrate Mardi Gras more often by attending a church service or event.

How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

Mardi Gras

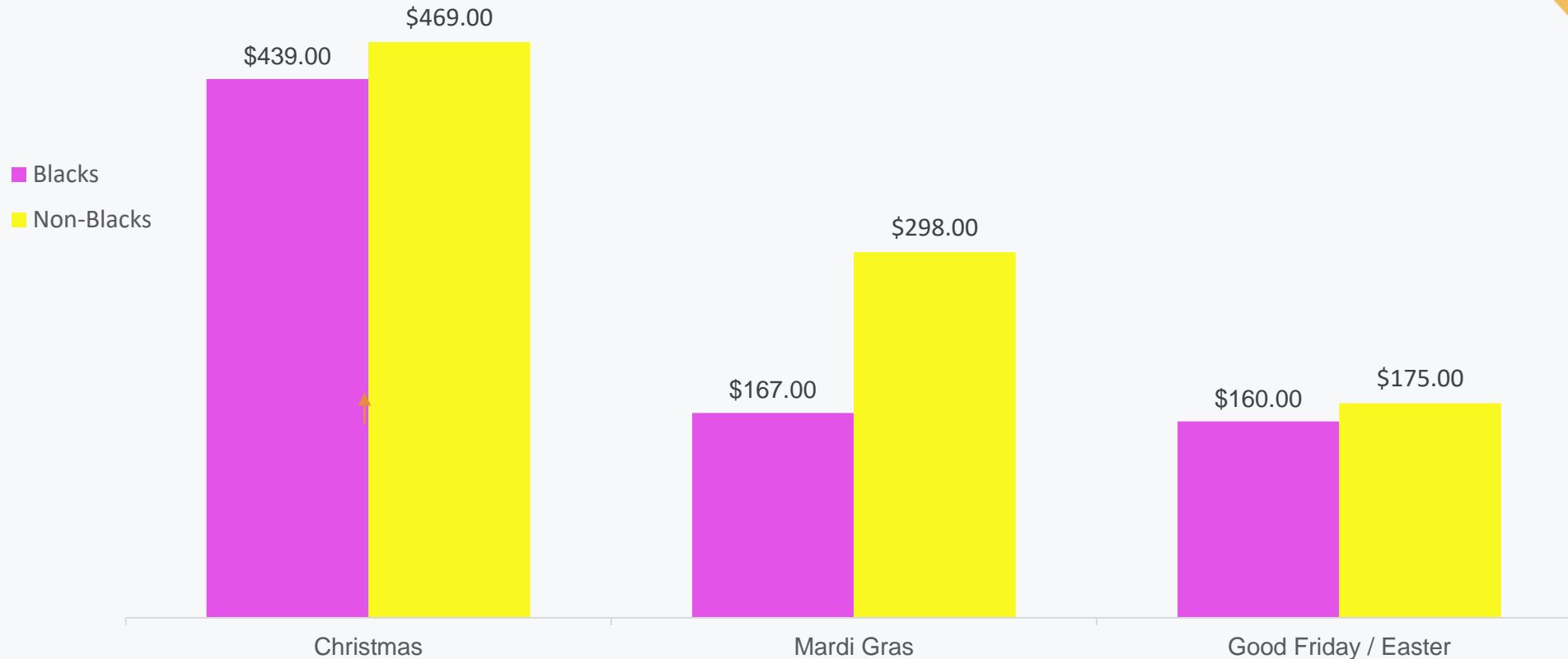


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Black Americans spend the most money for Christmas at an average of \$439, compared to Non-Black Americans, who spend about \$469. Non-Blacks spend more money on average for Christmas, Mardi Gras and Easter than Blacks.

Spending Averages

Base: All Respondents Celebrating This Holiday



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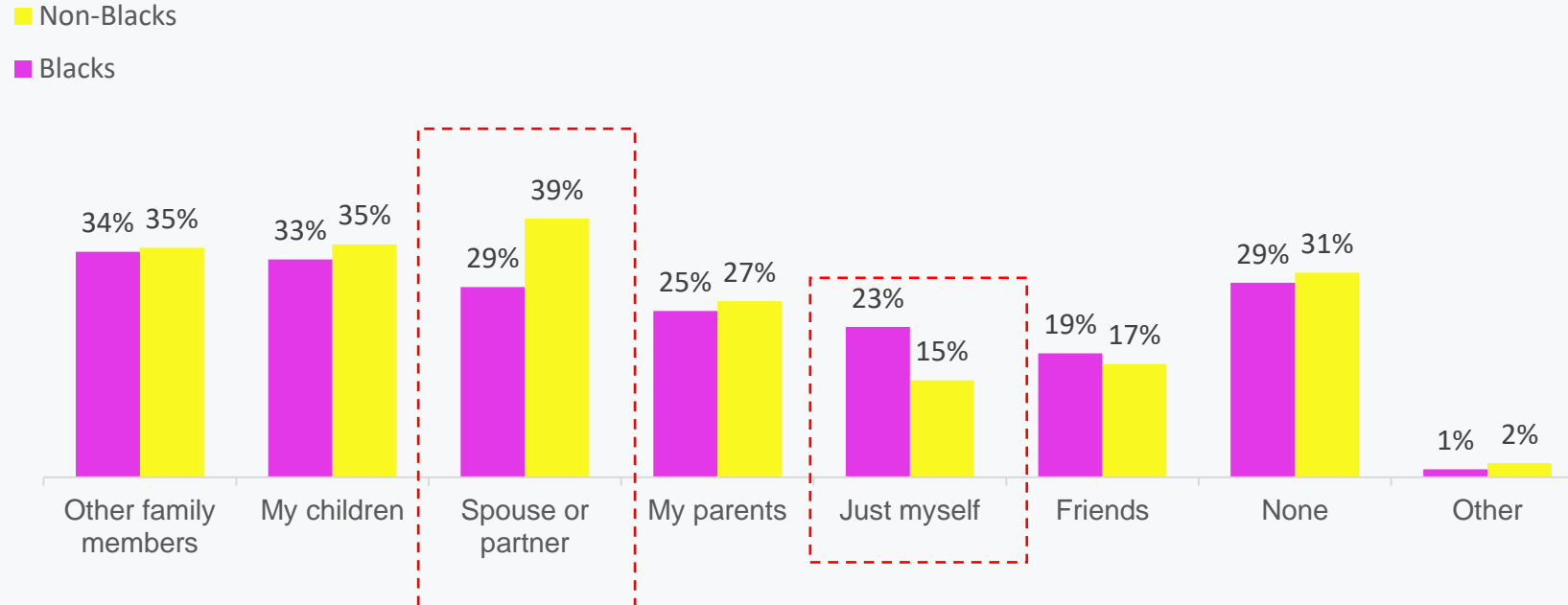
Thanksgiving

During Thanksgiving, Non-Blacks spend more time with their spouse/partner than Blacks. Black Americans are more likely to spend the holiday alone than Non-Black Americans.

For whom, if anyone, do you make purchases for these celebrations/traditions?

Base: All Respondents Celebrating This Holiday

Thanksgiving

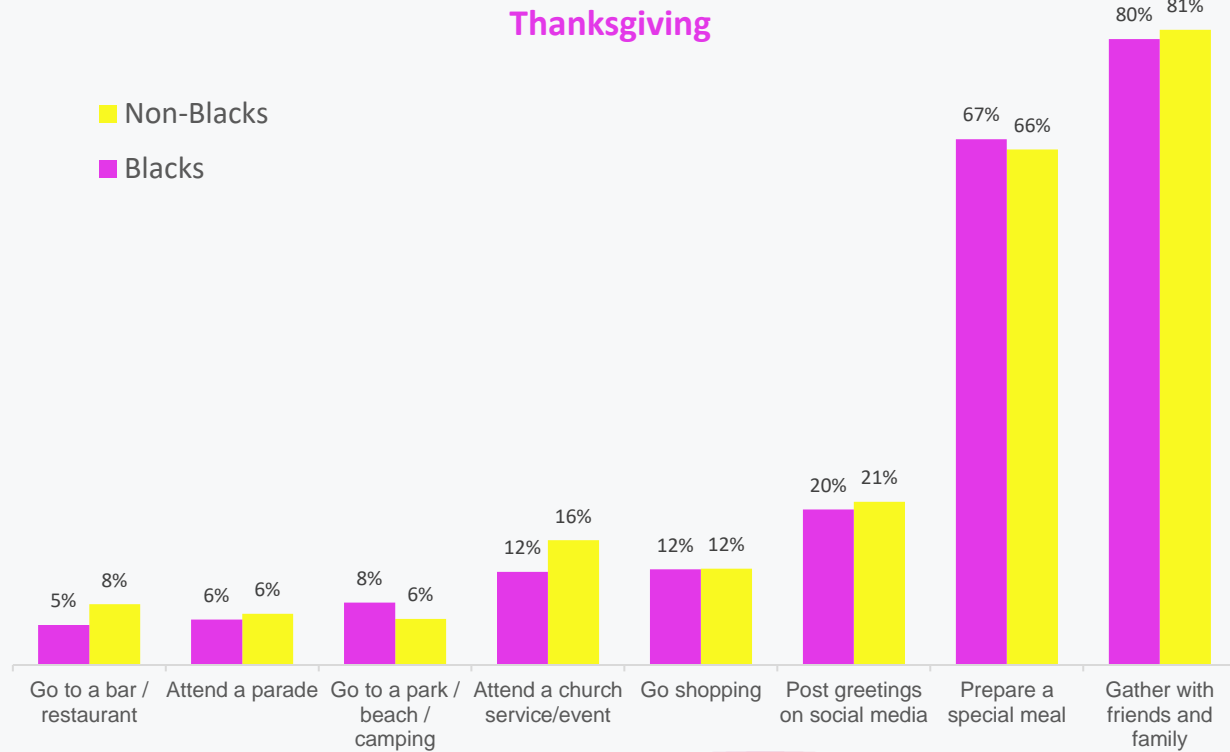


Box indicates significant difference at 95% confidence level.

On Thanksgiving Day, most Black Americans celebrate with family and friends alongside preparing a special meal. There are no significant differences in how Blacks vs Non-Blacks celebrate.

How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

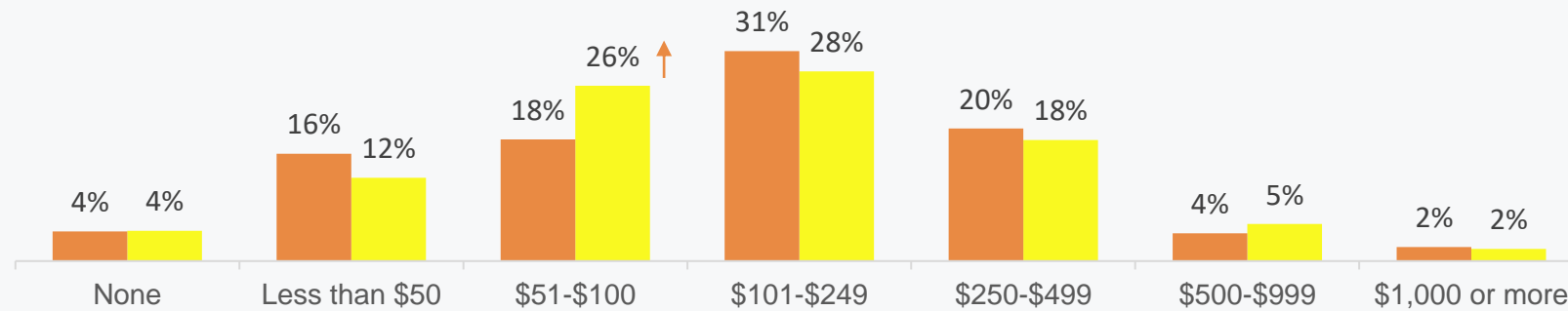


When celebrating Thanksgiving, Black Americans and Non-Black Americans spend about the same amount. Non-Blacks are more likely to spend within the \$51-\$100 range as compared to Blacks.

Spending – Thanksgiving

Base: All Respondents Celebrating This Holiday

■ Non-Blacks
■ Blacks



Average Spending
Blacks: \$222
Non-Blacks: \$221

Arrow indicates significant difference at 95% confidence level.

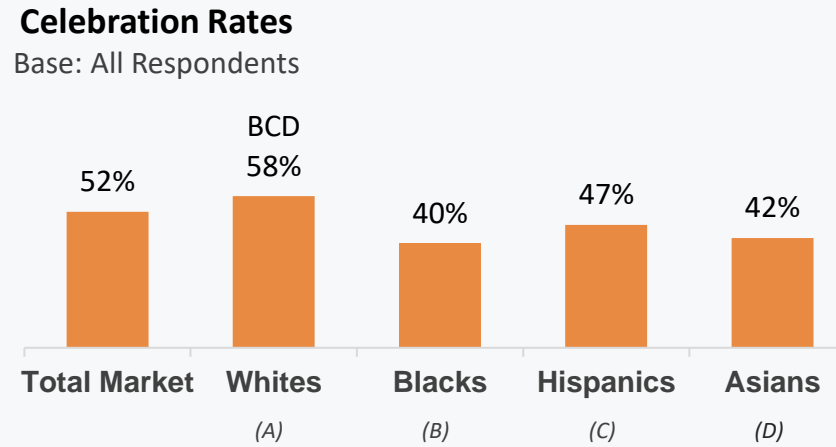
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Halloween & Dia de los muertos

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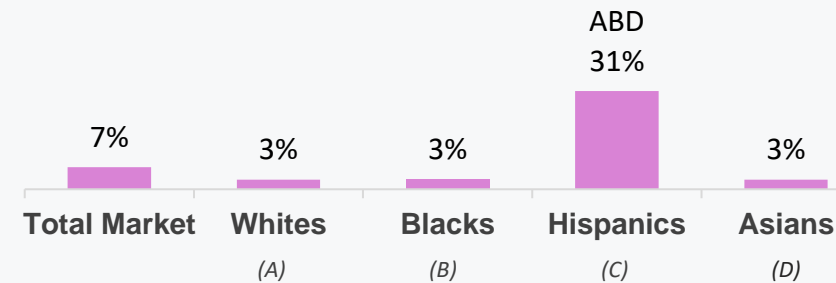
Black Americans celebrate Halloween at similar rates as Non-Blacks, excluding Whites, who celebrate at the highest rate. Hispanics are the most likely to celebrate Dia De Los Muertos.

Halloween



Base Sizes:
Total Market: (n=2000)
Each race: (n=500)

Dia De Los Muertos



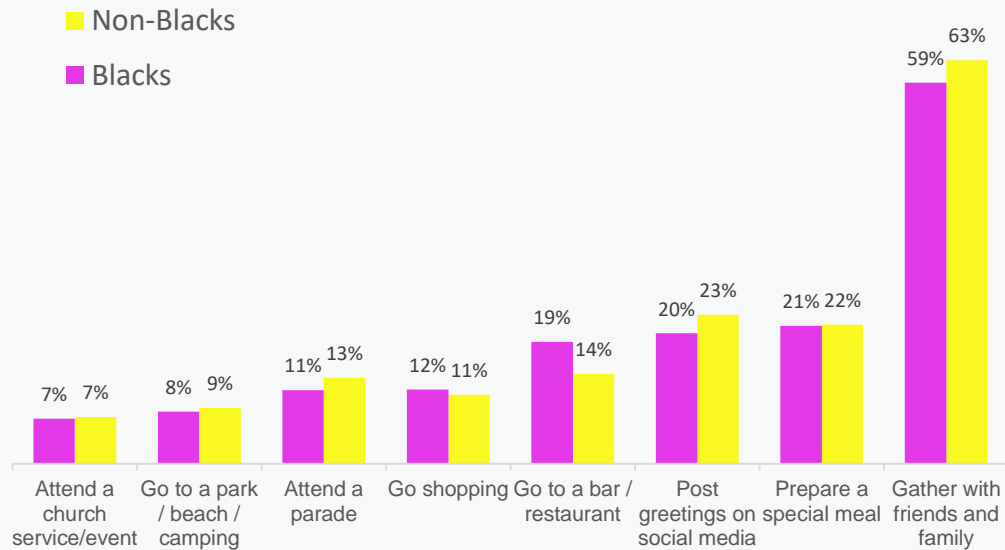
Letter indicates significant difference at 95% confidence level.

On Dia De Los Muertos and Halloween, Black Americans celebrate by gathering with loved ones and preparing a special meal. Over a third choose to go to a bar or restaurant on Dia De Los Muertos. There are no significant differences in how Blacks vs Non-Blacks celebrate.

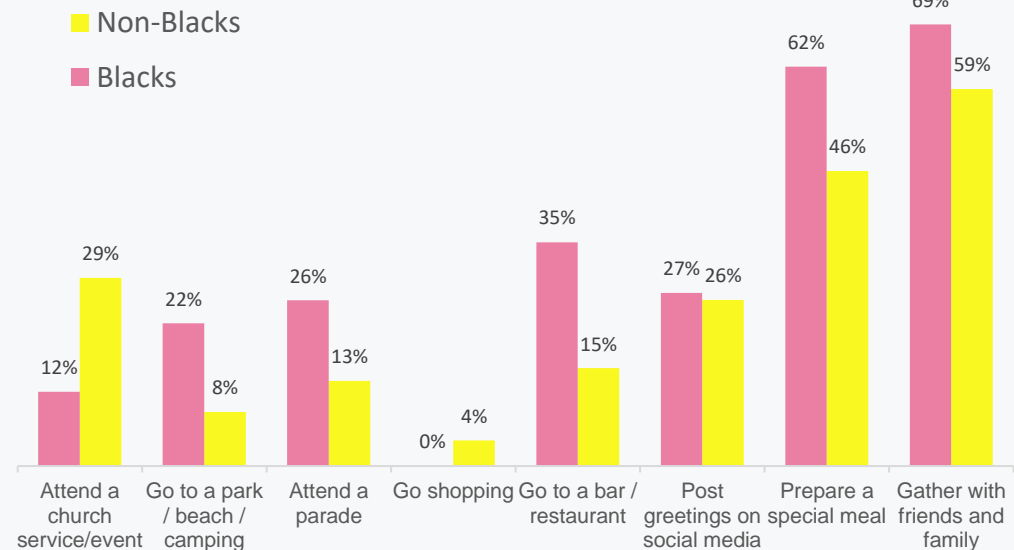
How do you typically celebrate?

Base: All Respondents Celebrating This Holiday

Halloween



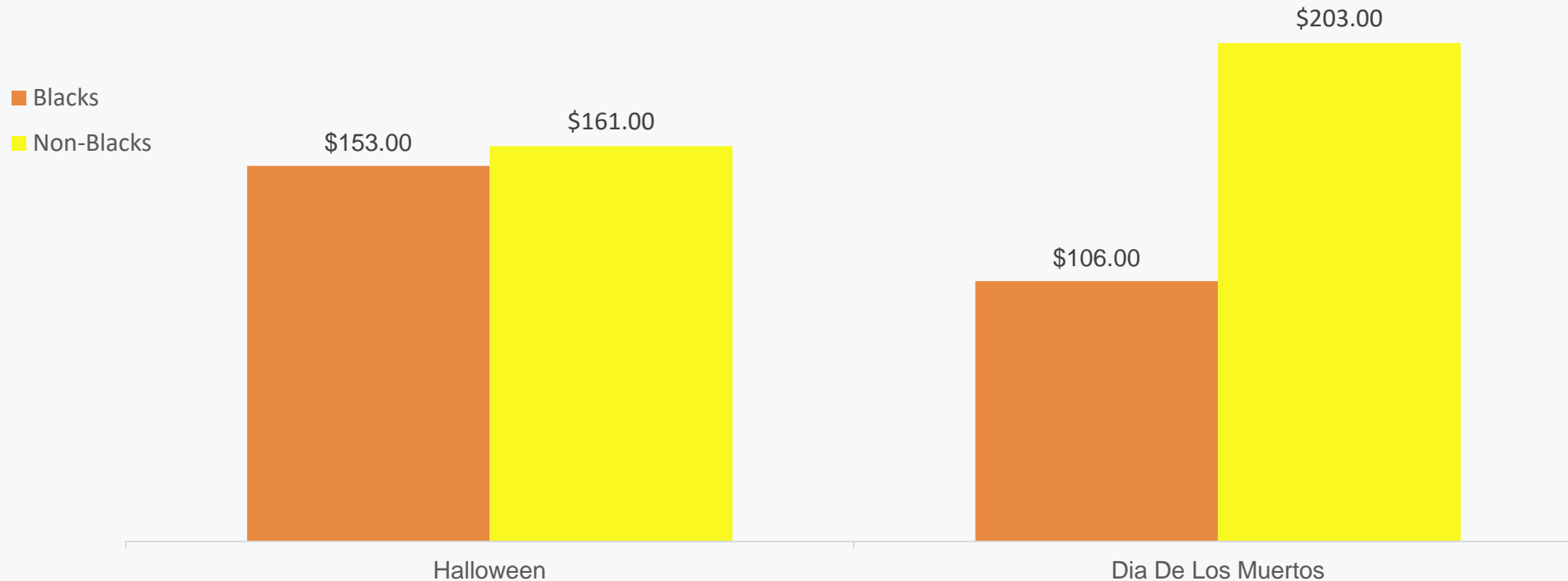
Dia De Los Muertos



To celebrate Halloween, Black respondents spend around \$153 and Non-Black respondents spend about \$161. Non-Black Americans spend almost twice as much money on average on Dia De Los Muertos as compared to Black Americans.

Spending Averages

Base: All Respondents Celebrating This Holiday



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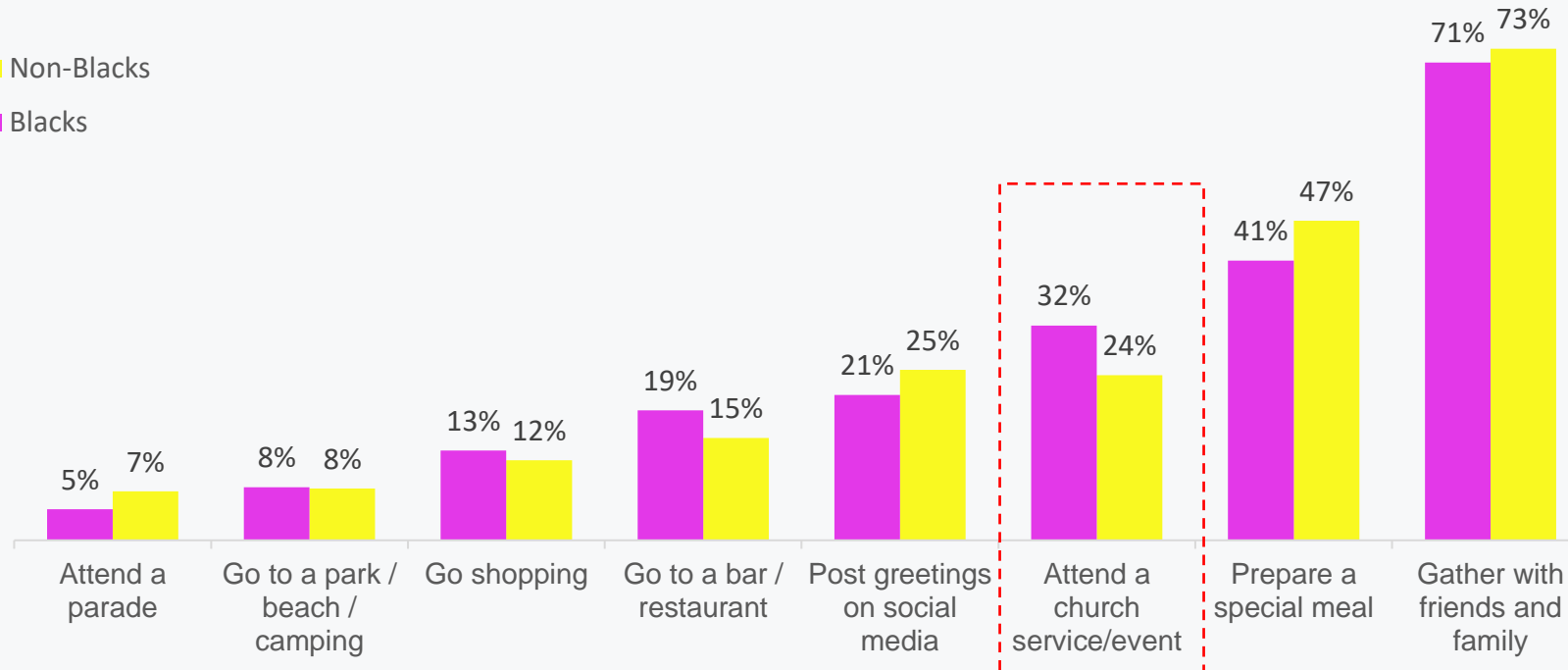
New Year's

On New Year's Eve, Blacks attend church service events at higher rates than Non-Blacks.

How do you typically celebrate New Year's Eve?

Base: All Respondents Celebrating This Holiday

■ Non-Blacks
■ Blacks



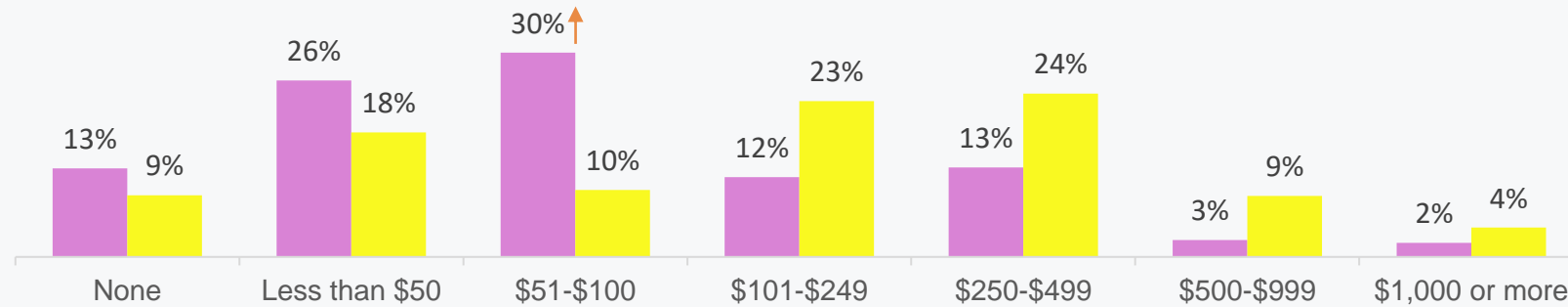
Box indicates significant difference at 95% confidence level.

Average spending for Black Americans on New Year’s Eve is about \$175. Black respondents most often reported spending between the \$51-\$100 range.

Spending – New Year’s Eve

Base: All Respondents Celebrating This Holiday

Blacks
Non-Blacks



Average Spending
Blacks: \$175
Non-Blacks: \$227

Arrow indicates significant difference at 95% confidence level.

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Demographics

	Total	Blacks (A)	Non-Blacks (B)
Gender			
Male	49%	47%	49%
Female	50%	52%	50%
Age			
18 - 24	12%	14%	13%
25 - 34	18%	21%	20%
35 - 44	16%	17%	18%
45 - 54	16%	16%	17%
55 - 64	17%	16%	15%
65 - 74	13%	10%	12%
75 +	8%	6%	6%
Race/Ethnicity			
American Indian or Alaska Native	3%	1%	3%
Asian	8%	0%	35%A
Black, African American	15%	100%B	3%
Pacific Islander	1%	0%	3%
White	71%	3%	51%A
Other	6%	0%	10%A
<i>Base Size:</i>	<i>(n=2000)</i>	<i>(n=500)</i>	<i>(n=1500)</i>