



Holidays & Occasions

Create lasting memories and celebration opportunities for families

Spring 2024



The Big Picture

Holidays are important moments for cultural education and fun, but tired parents need help



Holidays are opportunities for FUN!

As celebration-loving Millennials embrace parenthood, they are doubling down on holidays as anchors for connecting with others, honoring different cultures, and creating much-needed excitement for festive occasions.

Parents value cultural education but have limited bandwidth to explore every holiday.

Parents can't do it all. Despite their desire to share cultural awareness and education, many need a helping hand. Holidays are a great opportunity for brand engagement.

Collage Group Parents & Kids Holidays and Occasions Survey 2024

Fielded April 2024 | 18-78 unweighted survey sample breakdown, n= 3,995

Race/Ethnicity		Gender		Generation	
Hispanic	818	Woman	2,123	Gen Z	267
Black	701	Man	1,853	Millennial	2,305
Asian	434	Non-binary / other	19	Gen X	1,188
White	2,002			Boomer	235
Hispanic Acculturation		LGBTQ+			
U.S. Leaning (Acculturated)	353	LGBTQ+	351		
Bicultural	390	Non-LGBTQ+	3,644		
Heritage Leaning (Unacculturated)	75				

NOTE: Data present in this report is weighted to be nationally representative of Race/Ethnicity and Gender.





1

Why Parents Celebrate

Identify the holidays Parents prioritize

2

How Families Celebrate

Activate on special celebrations and holiday engagement opportunities

3

More Opportunities to Engage

Bridge the gaps in holiday engagement

1

Why Parents Celebrate

Identify the holidays
Parents prioritize



Today's mostly Millennial parents prioritize culture and connection

43% of American Parents are Multicultural & **66%** are Millennials ²

CULTURE-KEEPERS

Parents are preservationists of values from one generation to the next. Their nostalgia motivates them to pass on the traditions of their heritage to their kids.



CONNECTION-SEEKING

Millennials are more expressive than other generations and use it as a tool for forging connections with others.



WORLDLY

Millennials welcome diversity, prioritize new experiences, and pride themselves in being knowledgeable of many cultures.



Source: ¹ Collage Group Cultural Traits Survey, January 2024 (18-78 population); weighted data

² [U.S. Census Bureau, Current Population Survey, 2022 Annual Social and Economic Supplement, Table A3, Parents with Coresident Children Under 18, November 12, 2022](https://www.census.gov/policy/pubs/2022/2022-annual-social-and-economic-supplement-tables.html)

Parents lead in celebrating all the top U.S. holidays

Top 12 holidays celebrated by Parents

	Parents	Non-Parents	Net Diff.
 Christmas	95% 	92%	+3pp
 New Year's (December 31st, January 1st)	93% 	83%	+10pp
 Thanksgiving	92%	92%	
 Mother's Day	91% 	75%	+16pp
 Fourth of July (U.S. Independence Day)	89% 	80%	+9pp
 Father's Day	84% 	63%	+21pp
 Valentine's Day	82% 	65%	+17pp
 Easter	81% 	74%	+7pp
 Halloween	80% 	69%	+11pp
 Memorial Day	73% 	65%	+8pp
 Labor Day	68% 	63%	+5pp
 Veteran's Day	61%	58%	+3pp

Parents have the largest market share in celebrations of Mother's Day, Father's Day, Halloween, and Valentine's Day.

Source: Collage Group Holidays & Occasions Survey, March 2023 (18-76 population), weighted data

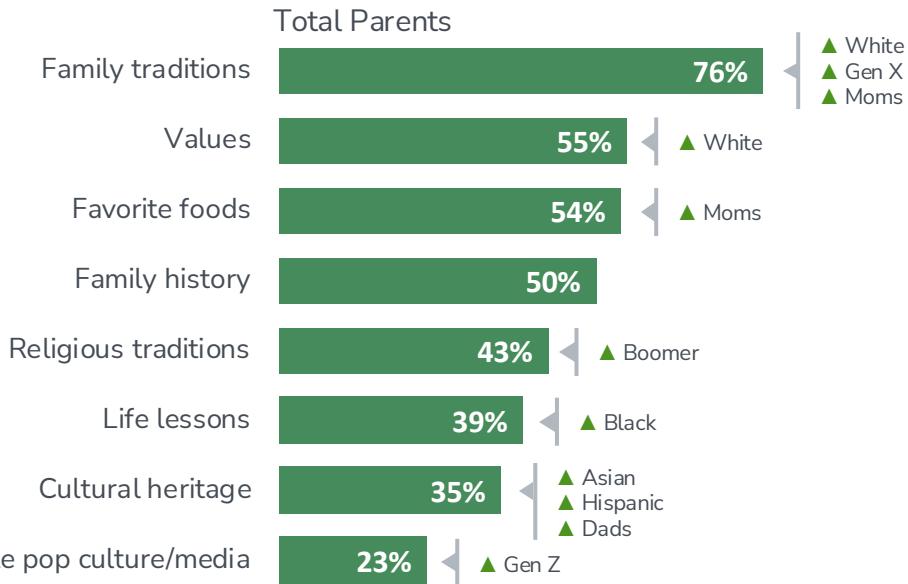
Single-select grid; Question: "Do you celebrate/observe any of the following?" % yes

▲ ▼ Significantly over/under Non-Parents. Confidence level 95%



They're driven by the key opportunity to teach important traditions, values, and lessons to their kids

Holidays and special occasions are an important way for me to pass on my _____ to my kid(s).



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data; Multiselect

▲ ▼ Significantly over/under Total Parents. Confidence level 95%

And holidays serve as important points of connection both within and outside the family

Parents agree:

78%

Seasonal or holiday events are a great way for us to **connect with other kids/families**

72%

My family often **gathers with extended family** for holidays (e.g., grandparents, cousins)

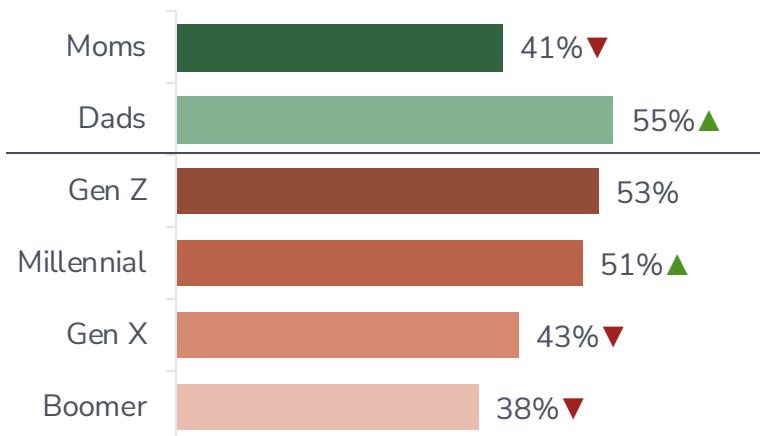


Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
% agree, strongly agree

Holiday involvement and cultural traditions are points of pride for Parents yearning to create meaningful experiences

48%
of Parents

began more interested in maintaining
their family's cultural traditions when
they became a parent.¹



“Food is one of my favorite ways to share our heritage... Upholding holidays like Afro-descendant day every August and Panamanian Mother's Day in December are other ways I'm instilling pride. I want them to embrace every part of themselves...”

— KISHA GULLEY

40-YEAR-OLD PANAMANIAN MOTHER ²



Source: ¹ Collage Group Parents & Kids Cultural Education Survey, May 2023 (18-77 parents with kids under 18); weighted data; % agree, strongly agree

^{▲ ▼} Significantly over/under Total Parents. Confidence level 95%

² parents.com

Showcase how your brand helps bring people together around special occasions

Samsung demonstrates how technology helps us to connect.

In the ad, Samsung showcases its Quick Share feature as two kids at holiday parties across the street from each other send photos back and forth. The ad emphasizes how both technology and holidays can unite us. The brand appeals to Parents' desire for connection during seasonal or holiday events.

91

Samsung's B-CFQ* score for Parents of Kids¹ out of 100



Samsung, "Quick Share the holidays with Galaxy"



Source: [YouTube](#)

¹ Collage Group CultureRate:Brand Study, March 2024

2

How Families Celebrate

Activate on special
celebrations and holiday
engagement opportunities



Most Parents, especially Moms, make a special effort to plan holiday festivities and make them feel magical

75% of Parents:¹



enjoy planning for holiday festivities for their family

77%▲ Moms vs. 73% Dads



try to create magic around the holidays for their family

78%▲ Moms vs. 72% Dads

“I remember that feeling of magic as a kid: the anticipation of spending time with family, our favorite foods, and opening gifts filled me with more excitement than my tiny body could bear...

Now, as a mom, I get to relive the wonder through my kids' eyes.”

— CHELSEA LONG²



Source: ¹ Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data; % agree, strongly agree

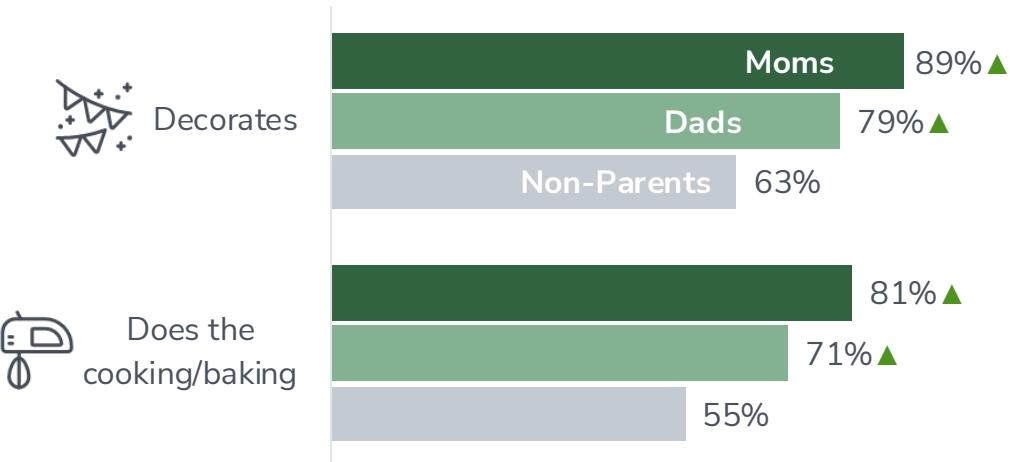
▲▼ Significantly over/under Dads. Confidence level 95%

²<https://tinybeans.com/>

Parents lead in decorating and cooking for holidays

Moms put in more effort overall

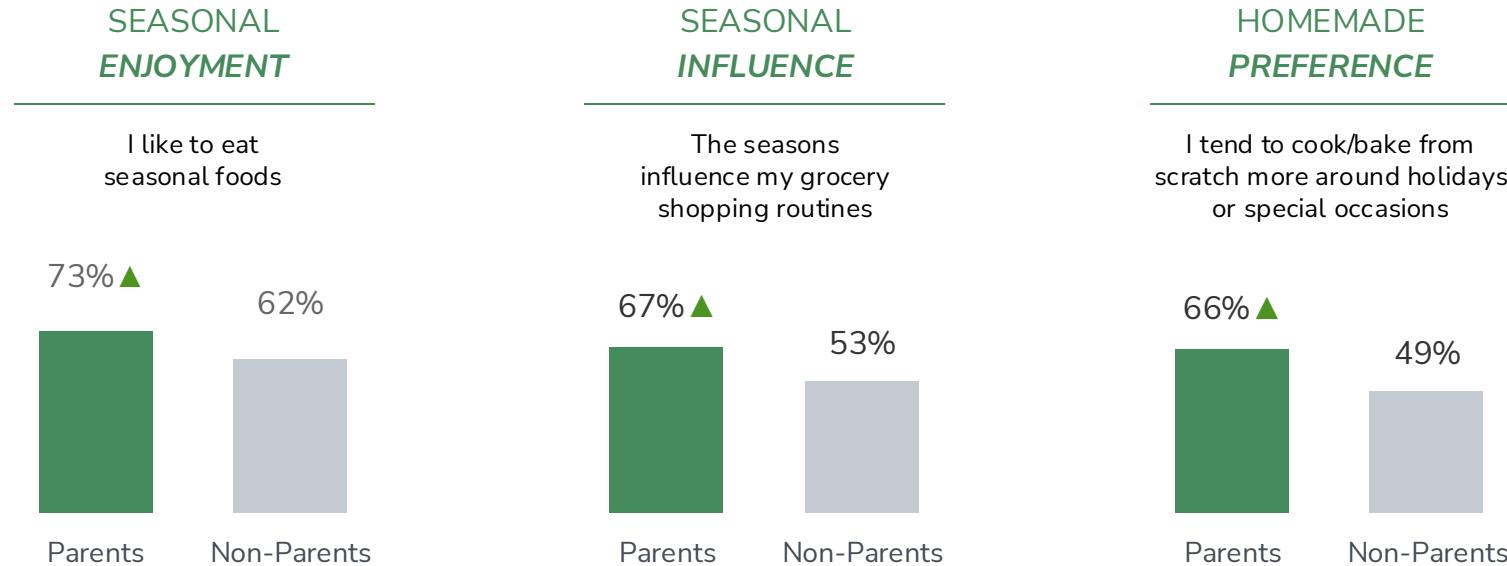
I'm usually the one in my family who _____ for holidays



Source: Collage Group Holidays & Occasions Survey, March 2023 (18-76 population), weighted data; % agree

▲ ▼ Significantly over/under Non-Parents. Confidence level 95%

Parents are eager to adapt their behaviors and choices based on the holiday seasons



Source: Collage Group Category Essentials Fall 2023, 18-77 population, weighted data; % agree, strongly agree

▲ ▼ Significantly over/under Non-Parents. Confidence level 95%



Thanksgiving and Christmas are the standout food-oriented holidays

Publix highlights the value of family recipes passed down through generations

Key holidays for eating and making foods

- 1  Thanksgiving
81%
- 2  Christmas
70%
- 3  Fourth of July
55%
- 4  Mother's Day
47%
- 5  Easter
47%



Publix, "A recipe for what matters."

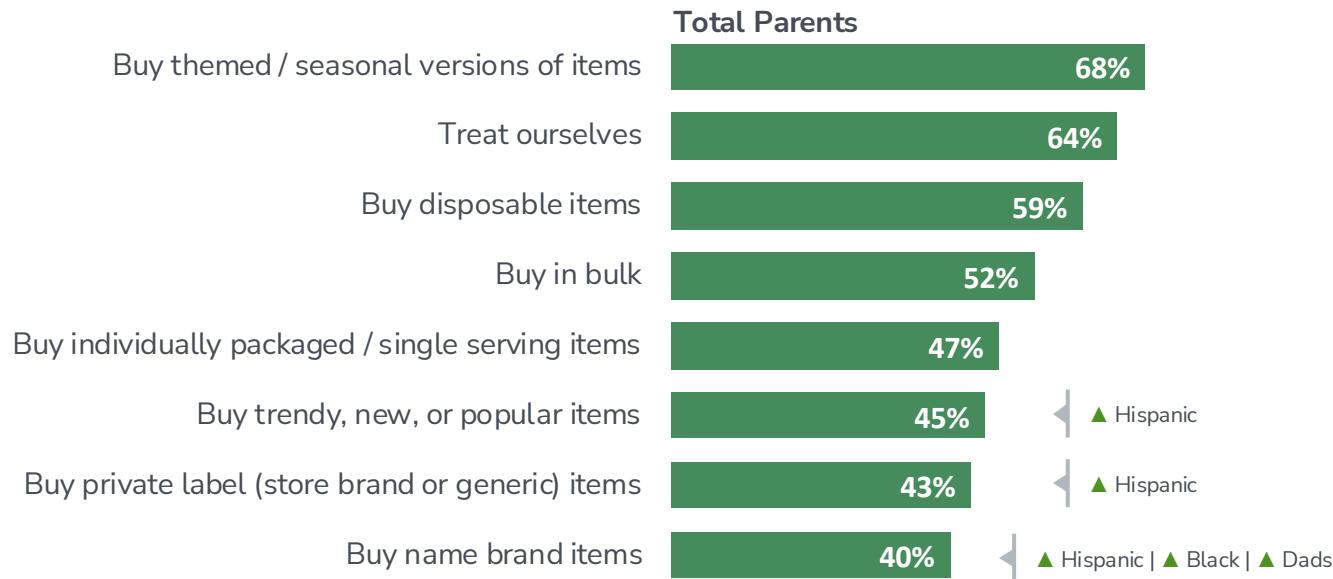
Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
Multiselect; Separate questions by holiday: "Which of the following does your family do to celebrate_____?"
[Publix](#)



Parents tend to change their shopping habits for special occasions

They especially like to buy themed or seasonal items or treat themselves and the family

When planning for festive activities and special traditions, I'm more likely to...



McDonald's Shamrock Shake in
celebration of St. Patrick's Day



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

Question: How do your shopping habits and product choices change when planning for festive activities and special traditions? Single select, % I'm more likely to do this
Other answer options include: "I'm less likely to do this," "Special occasions have no effect on this for us."

▲▼ Significantly over/under Total Parents. Confidence level 95%

Christmas and Halloween encourage creativity and self-expression in families

Fourth of July, Christmas, and Halloween are especially activity-oriented

Key holidays for the following forms of engagement

	Decorating	Crafting	Wearing special / themed clothes	Going to holiday events/activities	Doing outdoor seasonal activities	Giving gifts or themed baskets
1	Christmas 72%	Christmas 46%	Halloween 44%	Fourth of July 65%	Fourth of July 54%	Christmas ¹ 72%
2	Halloween 55%	Easter 40%	Christmas 44%	Halloween 56%	Christmas 42%	Easter 61%
3	Thanksgiving 51%	Halloween 37%	Fourth of July 42%	Christmas 52%	Halloween 39%	Mother's Day 58%
4	Easter 36%	Valentine's Day 37%	St. Patrick's Day 41%	Thanksgiving 45%	Easter 32%	Valentine's Day 56%
5	Fourth of July 31%	Fourth of July 24%	Easter 30%	St. Patrick's Day 28%	Father's Day & Mother's Day 29%	Father's Day 53%

Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

Multiselect; Separate questions by holiday: "Which of the following does your family do to celebrate..."

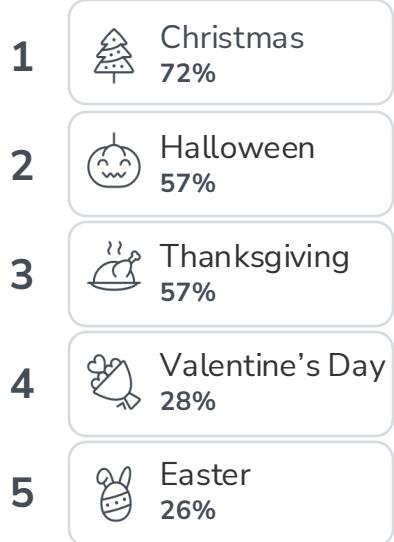
¹ Collage Group Holidays & Occasions Survey, March 2023 (18-76 parents of kids under 18; Christmas celebrants only), weighted data; Multiselect



Families also enjoy watching holiday movies and TV specials

Christmas, Halloween, and Thanksgiving are the most media-friendly occasions

Key holidays for watching holiday movies and TV specials



Millennial parents who grew up with the 31 Nights of Halloween on ABC Family (now Freeform) in the 2000s now re-watch their childhood movies with their kids.



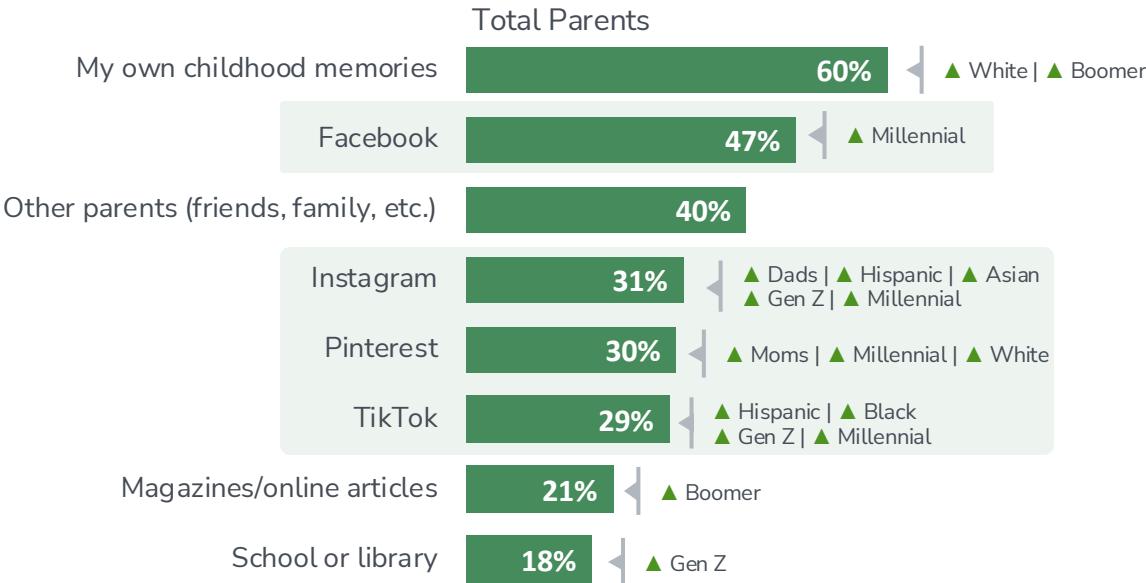
Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

Multiselect: Separate questions by holiday: "Which of the following does your family do to celebrate_____?"

[TikTok @kymom82](#)

Recreating childhood memories is a key source of inspiration for Parents' holiday planning and prep

Where do you get *inspiration for festive activities and special traditions you plan for your kids?*
(For holidays, birthdays, seasonal activities, etc.)



Younger Parents and Multicultural Parents are more likely to use social media for inspiration.



56% of **Gen Z Parents** go to **TikTok**, their #1 source, for holiday planning ideas for their kids.



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data Multiselect; Top 8 items shown; Other answer options: Books, Blogs, Reddit or other online chat forum, Nextdoor.
▲ ▼ Significantly over/under Total Parents. Confidence level 95%

Highlight how your brand helps Parents with holiday prep and fosters holiday magic

Tesco taps into Parents' enthusiasm for holiday festivities.

In the ad, Tesco illustrates people getting into the holiday spirit and its contagious nature. The ad emphasizes how holidays help jolt us out of routine — such as a mundane shopping trip — and make life more fun. The brand appeals to Parents' love for celebrating special occasions, which offer an escape from the hamster wheel of everyday life and create much-needed holiday magic.



Tesco, "Become More Christmas"



Source: <https://www.dailymotion.com/>

3

More Opportunities to Engage

Bridge the gaps in
holiday engagement



Parents seek events, activities, and traditions they can incorporate into their family's holiday repertoire

60%

of Parents **like to take their kid(s) to holiday-related events**, even if it's for a holiday they don't traditionally "celebrate."

(e.g., *Lunar New Year festival, St. Patrick's Day parade*)

I'm always looking for seasonal or holiday-themed **events** to take my kid(s) to.

66%

I'm always looking for new seasonal or holiday **traditions** for my family to do.

59%



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
% agree, strongly agree

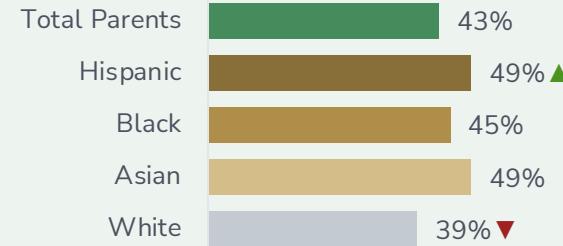
Multicultural Parents prioritize leaning into the holidays of their own cultural background

Does your family do anything to celebrate any of the following? % yes¹

Parents

 Martin Luther King Jr. (MLK) Day	33%	▲ Black: 69% ▲ Hispanic: 38%
 Juneteenth	23%	▲ Black: 63%
 Passover	22%	▲ Hispanic: 30%
 Day of the Dead (Día de los Muertos)	22%	▲ Hispanic: 47%
 Lunar New Year or Chinese New Year	17%	▲ Asian: 43%
 Hanukkah	11%	
 Kwanzaa	8%	▲ Black: 15%
 Ramadan and/or Eid al-Fitr	8%	▲ Asian: 12% ▲ Black: 12%
 Holi	8%	▲ Asian: 17%
 Diwali	8%	▲ Asian: 17%

It is very important that my child(ren) celebrate holidays from my family's culture.²



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

¹ Single-select grid, % Yes (Question: "Does your family do anything to celebrate the following?")

² Collage Group Parents & Kids Cultural Education Survey, May 2023 (18-77 parents with kids under 18); weighted data; Single-select grid. Other answer options included: "Not important" and "Somewhat important."

▲ ▼ Significantly over/under Total Parents. Confidence level 95%

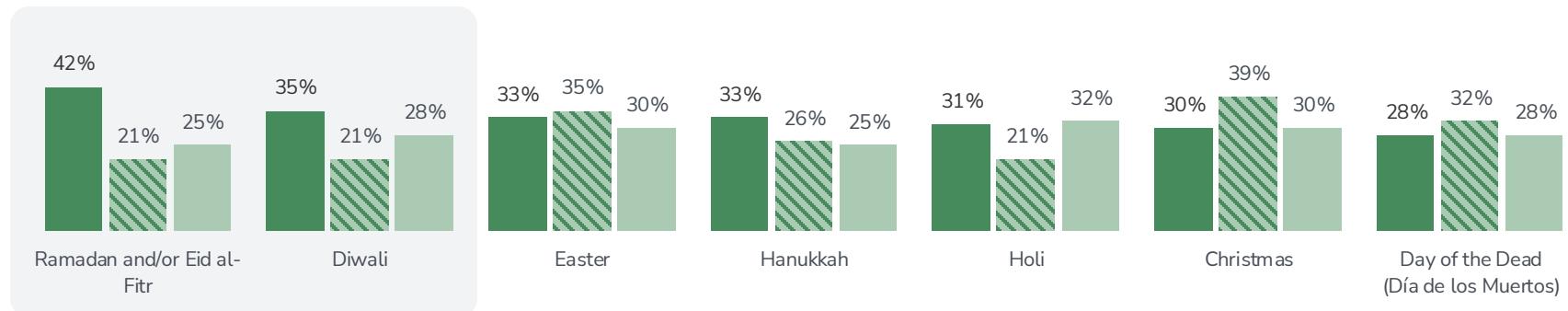


Many Parents seek to balance religion and fun customs across religious holidays

Ramadan and Diwali celebrants are the most dedicated to the religious aspects of the holidays

Religiosity of holiday celebrations (among those who celebrate each holiday)

- Primarily religious
- A mix of religious and non-religious aspects
- Primarily non-religious or “fun”



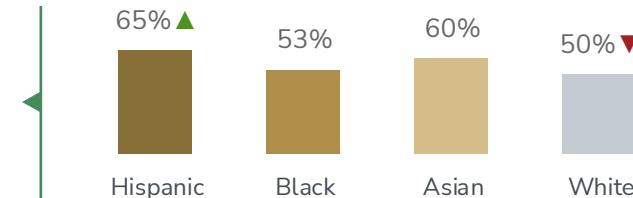
Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18 who celebrate each holiday), weighted data
Single-select grid; Question: “Which of the following best describe the way your family celebrates/observes each of these holidays?”
Other answer option not shown: “We do not celebrate this at all.”



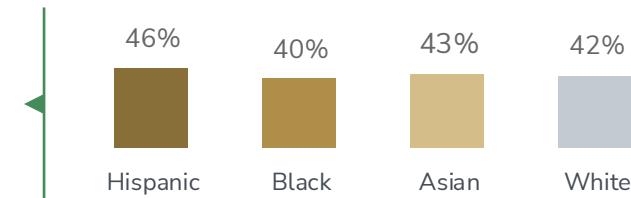
And Parents' desire to share culture extends beyond their own cultural background

I teach, or plan to teach, my child(ren) about:

54% Their own cultural background



43% Other cultures



Source: Collage Group Parents & Kids Cultural Education Survey, May 2023 (18-77 parents with kids under 18); weighted data; Multiselect

▲ ▼ Significantly over/under Total Parents. Confidence level 95%

But not all Parents are able to take on more holiday responsibilities

They're not widely interested in being the ones to expose their kids to holidays they don't already celebrate

% of parents who do NOT celebrate but would like to do more (or already do things) to acknowledge each holiday (e.g., teaching their kids about them)

Parents			
	Martin Luther King Jr. (MLK) Day	36%	▲ Black: 57% ▲ Asian: 42%
	Earth Day	35%	▲ Hispanic: 43%
	Juneteenth	25%	▲ Black: 40%
	Passover	24%	▲ Hispanic: 29%
	Day of the Dead (Día de los Muertos)	23%	▲ Hispanic: 32%
	Lunar New Year or Chinese New Year	20%	▲ Asian: 28%
	Hanukkah	19%	▲ Hispanic: 24%
	Kwanzaa	17%	▲ Black: 26%
	Ramadan and/or Eid al-Fitr	15%	
	Holi	15%	
	Diwali	14%	

Very few parents who don't already celebrate these holidays have an interest in doing more to observe them.

However, where there is interest, **Multicultural Parents** lead the way.

Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18, non-celebrants of each holiday), weighted data Single-select grid; Question: "You mentioned that your family doesn't do anything to celebrate these holidays. Does your family want to do more to acknowledge them (e.g., teaching your kids about them)?"; % we already do things to acknowledge this or we would like to start doing things to acknowledge this.
▲ ▼ Significantly over/under Total Parents. Confidence level 95%

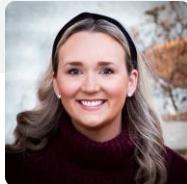


Parents are already exhausted by existing holiday planning responsibilities

They need resources to help lighten their load

“If you’re anything like me, a holiday coming up means my **anxiety** level is coming up with it. As moms, holidays often mean we have magic to create. But, with the creation of holiday magic comes the managing of an **exhausting mental load** that we must try to balance with our existing, every day mental load.”

— VICTORIA TIERNAN²



Source: ¹[Instagram Reel](#) ²<https://kansascitymomcollective.com/>

Brands should prioritize educating when engaging on cultural holidays

This is the most favored and safe inroad for brand involvement

The **#1** thing Parents want to see in marketing or advertising for each **cultural holiday**¹



Education:
Explaining what the holiday is about and why it's important.

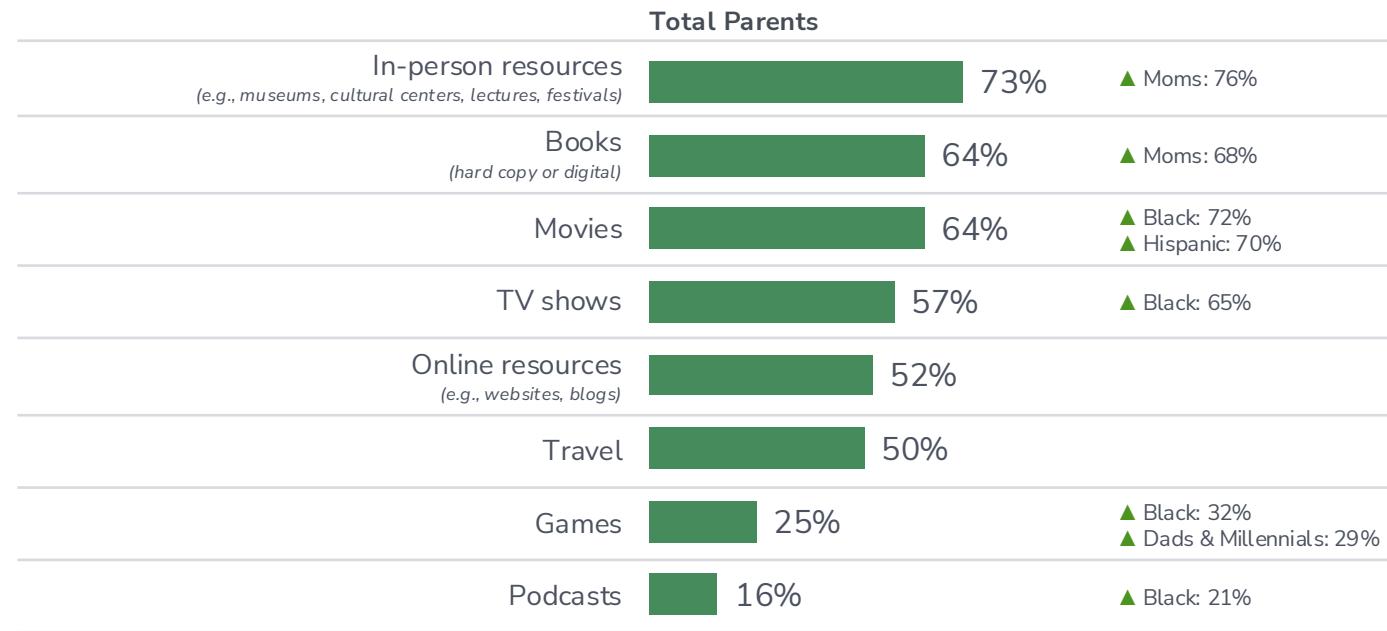


Source: Collage Group Holidays & Occasions Survey, March 2023 (18-76 Parents of Kids under 18), weighted data
Multiselect; Question: "If brands/companies decide to have marketing or advertisements about [insert holiday], what should they focus on?"

¹ Holidays included in this analysis were Day of the Dead, Juneteenth, Lunar New Year, and Diwali

Parents look for experiential resources, books, movies, and TV to teach kids about cultures

Which of the following things have you (or would you) used to teach your child(ren) about different cultures?



Moms and Black and Hispanic Parents especially favor these resources.



Source: Collage Group Parents & Kids Cultural Education Survey, May 2023 (18-77 parents with kids under 18 who said they have taught, are teaching, or are planning to teach their child(ren) about cultures); weighted data; Multiselect
▲ ▼ Significantly over/under Total Parents. Confidence level 95%

Parents also gravitate towards tangible ways to experience culture, such as through food and travel



81%

of Parents say **choosing travel destinations based on the local food / cuisine** is important to them

Hispanic	Black	Asian	White
82%	88%▲	85%	77%

Compared to 75% of Total Pop.



Source: Collage Group Passion Points Study April 2024 (18-78 Parents of Kids under 18), weighted data; % somewhat, very important

▲ ▼ Significantly over/under Total Parents. Confidence level 95%

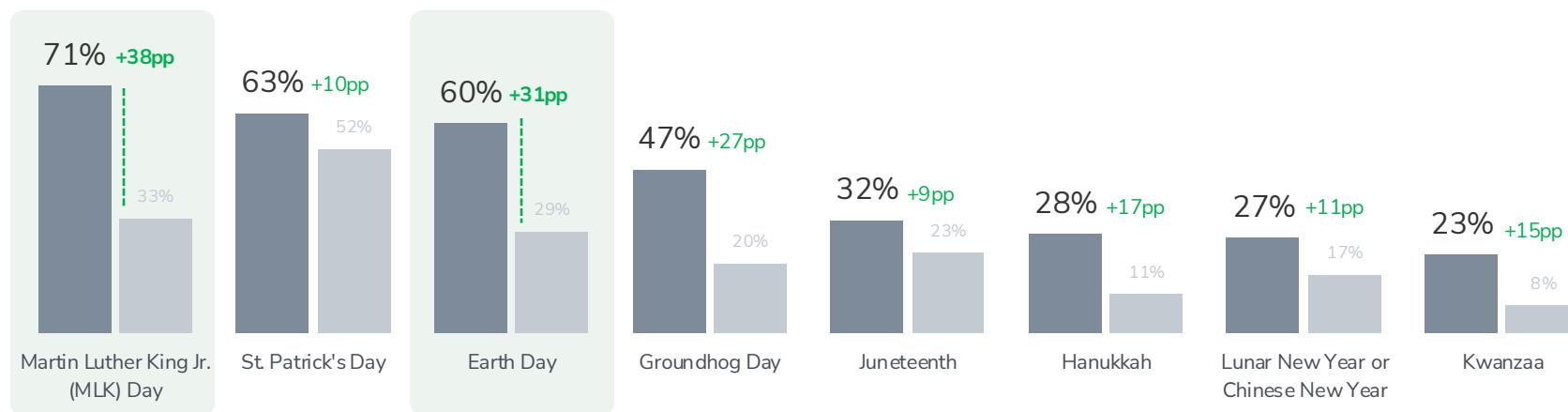
<https://www.history.com/news/symbolic-foods-of-chinese-new-year>

Schools expose kids to holidays that are less commonly observed at home

Many holidays are celebrated *more* at school than at home: MLK Day and Earth Day are key standouts

Holidays more highly celebrated in school versus by family

■ Celebrated at school ■ Celebrated by family



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

Single-select grid; Celebrated at school: "Do your kid(s) learn about or celebrate any of the following in school (or daycare)?" % Yes; Other answer options: "No" and "I don't know";

Celebrated by family: "Does your family do anything to celebrate any of the following?" % Yes

Net difference is rounded to the nearest percentage point





Support Parents in teaching children about holidays and occasions

Panda Express TV's Fortune Tales series educates on Lunar New Year.

The Panda Express videos explore the cultural heritage and traditions of Lunar New Year. The cartoon series present these stories in a kid-friendly format. The brand taps into Parents' desire to teach their children about culture and holidays in a stress-free and low-effort way.

73

Panda Express' B-CFQ* score for Parents of Kids¹ out of 100



Fortune Tales | The Story of
Lunar New Year
PandaExpressTV



Fortune Tales | The Legend of Nian
PandaExpressTV



Fortune Tales | The Legend of the
Zodiac Animals
PandaExpressTV



Source: <https://www.youtube.com/@PandaExpressTV>

¹ Collage Group CultureRate:Brand Study, August 2023

Key Takeaways & Action Steps

KNOW THIS

Today's mostly-Millennial Parents view holidays and occasions as a vehicle to share culture—their own and others'—with their kids.

These special occasions also provide a much-needed opportunity for fun and connection.

Parents are highly involved in holiday planning. They're especially likely to change their shopping habits for special occasions, opting for seasonal items and family treats.

But Parents' desire to create memorable experiences is tempered by the pressure that comes with holiday planning.

Parents see holidays as a chance to expose their children to cultures, including those other than their own. But they don't necessarily have the bandwidth to take on yet another parenting task.

DO THIS

- **Position holiday engagement** around opportunity for cultural learning and sparking joy in the mundane.
- ★ **TRY:** Providing kid-friendly recipes and suggest new ways to celebrate lesser-known occasions.
- **Acknowledge the strain** holidays can put on already busy parents. Help by encouraging **low-effort holiday celebration** ideas. It's not the effort, but the magic it creates that counts.
- **Educating and exploring** less familiar occasions is a great place for brands to support. **Lighten the load** by sponsoring school or community activities and events to educate families on less commonly celebrated holidays.





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Appendix



Parents view cookouts as celebratory occasions

Birthdays and Mother's / Father's Days barbecues are the most unique to Parents

Which of the following occasions do you typically host or attend a cookout or barbecue for?

		Parents	Non-Parents	Net Diff.
	Fourth of July (Independence Day)	63%	61%	+2pp
	Memorial Day	49% 	42%	+7pp
	Birthdays	49% 	32%	+17pp
	Father's Day	48% 	29%	+19pp
	Labor Day	43%	39%	+4pp
	Get-togethers with no specific reason	42%	38%	+4pp
	Mother's Day	41% 	23%	+18pp
	Family reunions	41% 	34%	+7pp
	Sports events (Super Bowl, game days, tailgates, etc.)	28% 	23%	+5pp
	Graduation parties	28% 	18%	+10pp
	Easter	27% 	16%	+11pp

Source: Collage Group Holidays & Occasions Survey, March 2023 (18-76 population), weighted data

Multiselect. Net difference is rounded to the nearest percentage point.

 Significantly over/under Non-Parents. Confidence level 95%



Other holidays also have relevance for families

Does your family do anything to celebrate any of the following? % yes

	Parents
🍀 St. Patrick's Day	52%
🤡 April Fool's Day	39%
🌍 Earth Day	29%
☀️ Groundhog Day	20%



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data

Single-select grid, % Yes

▲ ▼ Significantly over/under Total Parents. Confidence level 95%



Celebration Activities: St. Patrick's Day

Which of the following does your family do to celebrate St. Patrick's Day?

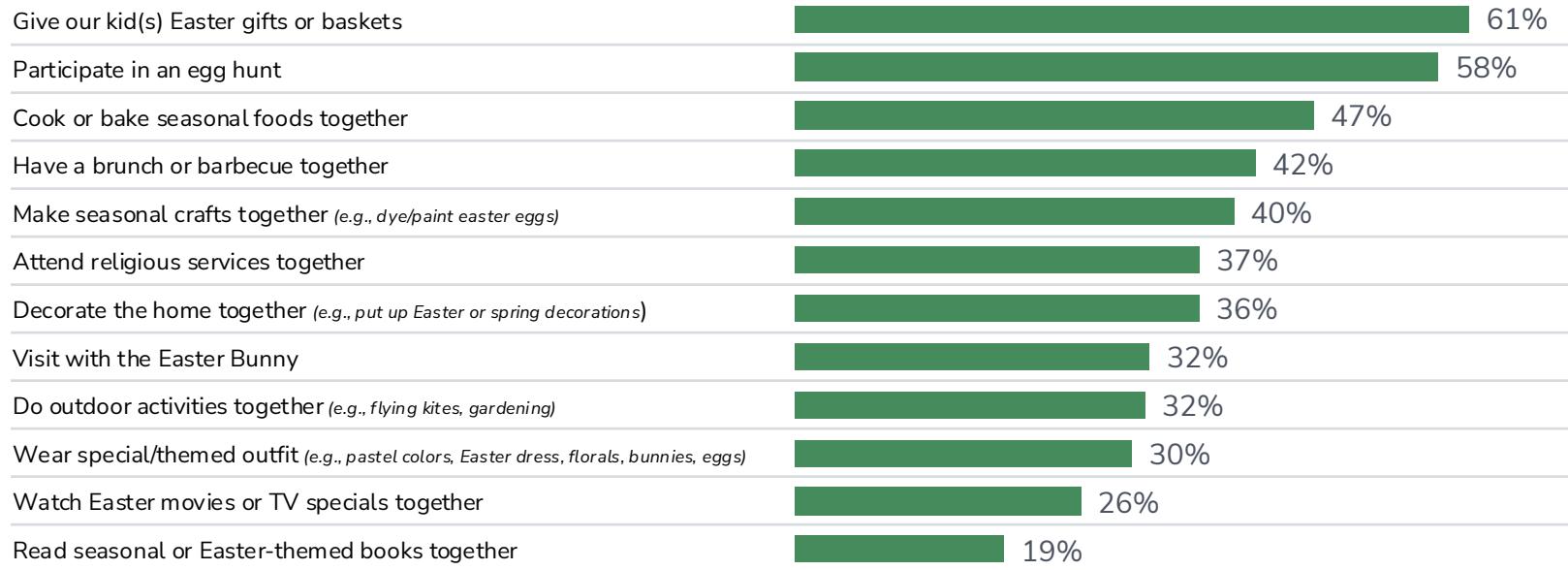


Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
Multiselect

Celebration Activities: Easter

Which of the following does your family do to celebrate Easter?

Parents

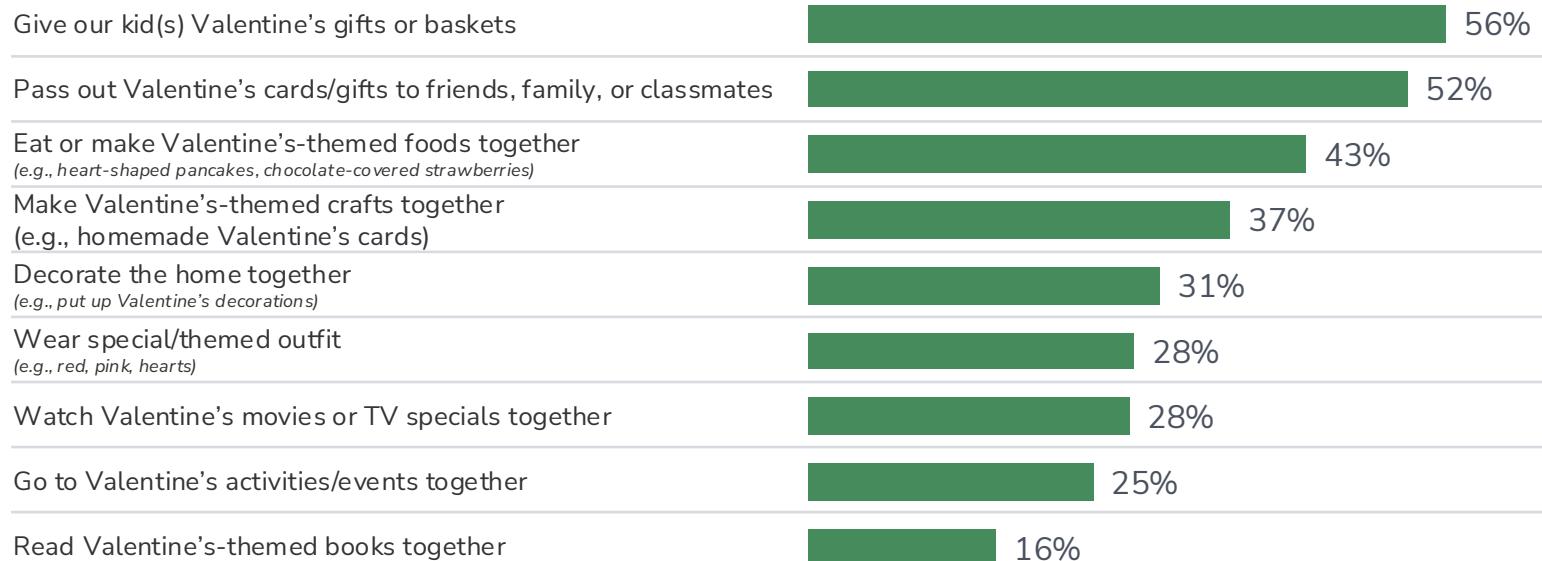


Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
Multiselect

Celebration Activities: Valentine's Day

Which of the following does your family do to celebrate Valentine's Day?

Parents



Source: Collage Group Parents & Kids Holidays & Occasions Survey, April 2024 (18-78 parents of kids under 18), weighted data
Multiselect

McDonald's purple shake for Grimace's birthday took over social media

A viral video inspired by the purple shake and monster set off a trend among Gen Z on TikTok

32%

of Gen Z teens enjoy **participating in online trends** and trending topics (i.e., viral dances, audios, video templates/formats).



McDonald's brought back the limited-edition purple shake in celebration of **Grimace's birthday** in June. Gen Z gave the purple monster and drink a life of its own on TikTok, culminating in billions of views. In the horror-inspired videos, shortly after trying the purple shake, the creators appear passed out or playing dead with the purple liquid oozing from their mouth.

#grimaceshake

4.0B views



Source: Collage Group Category Essentials Fall 2023, 13-17 population, weighted data

% agree, strongly agree

TikTok

COLLAGE GROUP CONFIDENTIAL

Krispy Kreme helps Parents celebrate holidays with themed doughnuts

24% ▲

of Parents typically consume or purchase food from fast food/quick service restaurants on **holidays** 

Compared to 15% of Non-Parents



Source: Collage Group Category Essentials Fall 2023 (18-76 population) weighted data

Multiselect answer option

▲ ▼ Significantly over/under Non-Parents. Confidence level 95%

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