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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: HOLIDAY HOSTING

Sample: 2,000 homeowners with backyards who celebrate a winter holiday

Splits: Age, gender and region

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male

2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

- Northeast
- Southeast
- Southwest
- Midwest
- West

Screener Questions:

SQ1. Which of the following best describes you in relation to the place you live? [select one]

a. I own the place that I live [CONTINUE]

b. I rent the place that I live

c. I live with family/friends

d. None of the above

SQ2. Do you have a backyard? [select one]

Yes [CONTINUE]

No

SQ3. Which of the following winter holidays do you celebrate? [Select all that apply] **RANDOMIZE, ANCHOR LAST 1**

a. Christmas
b. Christmas Eve
c. New Year's Day
d. New Year's Eve
e. Thanksgiving
f. Hanukkah
g. Kwanzaa
h. Winter Solstice
i. Yule

j. N/A: I don't celebrate any winter holidays [EXCLUSIVE] [TERMINATE]

Survey Questions:

1. **Which of the following activities, if any, do/would you prefer to do outside more than inside? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**
    a. Exercising
    b. Practicing a hobby (e.g., reading, drawing, etc.)
    c. Cooking
    d. Eating
    e. Relaxing/unwinding
    f. Socializing with friends or family
    g. Hosting gatherings or parties
    h. Working or doing tasks (e.g., calls, laptop work, etc.)
    i. Playing games (e.g., yard games, board games, etc.)
    j. Watching TV, movies or sports
    k. Gardening
    l. Napping or sleeping
    m. Drinking coffee, tea or cocktails
    n. Playing with kids
    o. Playing with pets
    p. Listening to music or podcasts
    q. None of the above [Exclusive]

2. **Over the past year, how much or little effort have you put into making your backyard feel… [Select one]**

[GRID] RANDOMIZE

a. **More elevated?**
b. **More welcoming?**
c. **More akin to year-round hosting?**

[GRID BY]

i. Very much
ii. Somewhat
iii. A little
iv. Not at all

3. **How much money, if any, have you spent on backyard improvements/upgrades in the past year? [Select one]**

a. $0
b. 1–249
c. 250–499
d. 500–999
e. 1,000–2,000
f. 2,001–3,000
g. 3,001–4,000
h. 4,001–5,000
i. $5,001 or more
j. Not sure

4. **Which of the following, if any, have you purchased or installed in your backyard in the past year? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**
    a. Fire pit or outdoor fireplace
    b. Outdoor heaters
    c. Outdoor lighting
    d. New patio furniture
    e. An outdoor rug
    f. A gazebo, pergola or canopy
    g. An outdoor kitchen or grill
    h. A hot tub
    i. Landscaping/new plants
    j. A deck or patio expansion
    k. Outdoor speakers/entertainment system
    l. Holiday-specific decor (e.g., lights, inflatables, etc.)
    m. None of the above [Exclusive]

5. **Which of the following, if any, have you used your backyard for within the past year? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**
    a. To cook meals outdoors
    b. To eat meals outdoors
    c. To relax or unwind
    d. To spend time outdoors, generally
    e. To exercise or work out

f. To garden or grow plants
g. To entertain guests for a party or celebration
h. To celebrate a special occasion (e.g., birthday, holiday, anniversary, etc.)
i. As a play area for kids
j. As a space for pets
k. To practice a hobby (e.g., reading, drawing, etc.)
l. To work or take calls
m. For using a fire pit
n. To watch TV, movies, or sports outdoors
o. For yard games (e.g., cornhole, spikeball, etc.)
p. For seasonal decorating or displays
q. None of the above [Exclusive]

6. **Which of the following, if any, is true about how you feel about your backyard? [Select all that apply]**
RANDOMIZE, ANCHOR LAST 1
a. I want my backyard to be more inviting to others
b. I want my backyard to have more functionality (e.g., storage, cooking, etc.)
c. I want my backyard to be more comfortable for me to spend time in
d. I want my backyard to feel more like an extension of my indoor living space
e. I want my backyard to be more private (e.g., from neighbors, the street, etc.)

f. I want my backyard to have better lighting for nighttime use
g. I want my backyard to be a better space for entertaining large groups
h. I want my backyard to be a better space for quiet/relaxing alone
i. I want my backyard to look more aesthetically put-together
j. I want my backyard to be more usable in different seasons/weather
k. None of the above [Exclusive]

7. **To what extent do you agree or disagree with the following statement? "The typical way I celebrate the holidays feels tired/overdone." [Select one]**
   a. Strongly agree
   b. Somewhat agree
   c. Neither agree nor disagree
   d. Somewhat disagree
   e. Strongly disagree

8. **Which matters most to you when hosting a holiday gathering? [Select one] RANDOMIZE. ANCHOR LAST 1**
   a. The food
   b. The atmosphere/vibe

c. The guest list
d. The location
e. The presents
f. None of the above

9. **How interested or uninterested are you in celebrating the holiday season differently than how you usually celebrate it? [Select one]**
   a. Very interested
   b. Somewhat interested
   c. Neither interested nor uninterested
   d. Somewhat uninterested
   e. Very uninterested

10. **Would you be interested in putting any of the following "twists" on your typical holiday season? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 2**
   a. Changing up the menu
   b. Changing up the location
   c. Switching up my decor style
   d. Changing the timing (e.g., celebrating on a different day, doing it earlier/later than usual)
   e. Trying a new tradition or activity
   f. Traveling instead of hosting at home
   g. Hosting instead of traveling

h. Doing a smaller/more intimate gathering [cannot select with i]
i. Doing a bigger gathering than usual [cannot select with h]
j. Incorporating a cultural or religious tradition
k. Going theme-based (e.g., "ugly sweater," specific decade, destination theme)
l. Combining holidays (e.g., merging with another celebration)
m. Skipping gifts or changing the gift-giving format (e.g., Secret Santa, experiences instead of items)
n. Other (please specify)
o. No, none of the above [Exclusive]

10a. Do you typically host for the holidays or plan to host for the holidays? [select one]
Yes
No

11. **[SHOW IF Q10a = A] Before having guests over during the holiday season, how long do you spend... [Select one]**
[GRID] RANDOMIZE
a. **Cleaning inside and outside your home?**
b. **Cooking?**

c. **Decorating?**
[GRID BY]
Less than 1 hour
1 – 2 hours
3 – 4 hours
5 or more hours
N/A: I don't do this at all

12. **[SHOW IF Q10a = A] What time do you usually wake up on days that you're hosting others during the holiday season? [Select one]**
    a. Before 7:00am
    b. 7:00am – 8:00am
    c. 8:01am – 9:00am
    d. 9:01am – 10:00am
    e. 10:01am – 11:00am
    f. 11:01am – 12:00pm
    g. Later than 12:00pm

13. **In your opinion, what is the ideal time for guests to arrive at an event you're hosting during the holiday season? [Select one]**
    a. Before 12:00pm
    b. 12:00pm – 1:00pm
    c. 1:01pm – 2:00pm
    d. 2:01pm – 3:00pm

e. 3:01pm – 4:00pm
f. 4:01pm – 5:00pm
g. 5:01pm – 6:00pm
h. Later than 6:00pm
i. It depends

14. **[SHOW IF Q10a = A] How much or little do you hope guests point out/openly appreciate the effort that goes into the small details when hosting during the holidays? [Select one]**
    a. Very much
    b. Somewhat
    c. A little
    d. Not at all

15. **How interested or uninterested are you in the following during this holiday season? [Select one] [GRID] RANDOMIZE**
    a. **Being more social/having more people over**
    b. **Finding ways to make your home the "it place" to be**
    c. **Decorating your home more elaborately than usual**
    d. **Hosting out-of-town guests**
    e. **Simplifying/scaling back on holiday obligations**

f. **Starting new traditions with your family**
g. **Reconnecting with old friends or extended family**
h. **Getting more into the "spirit" of the season (**e.g., **music, movies, festive activities)**
i. **Documenting/sharing the season more on social media**

[GRID BY]

i. Very interested
ii. Somewhat interested
iii. Neither interested nor uninterested
iv. Somewhat uninterested
v. Very uninterested

16. **Thinking about hosting others for the holiday, would having guests indoors or outdoors have an impact on your comfortability/confidence about hosting? [Select one]**

a. Having guests <u>indoors</u> would make me feel more comfortable/confident about hosting
b. Having guests <u>outdoors</u> would make me feel more comfortable/confident about hosting
c. Whether guests are indoors or outdoors <u>would not</u> make affect my comfort/confidence about hosting

17. **Which would you rather do this holiday season? [Select one]**
    a. Host a slightly awkward gathering indoors
    b. Host a slightly chilly gathering outdoors

18. **In your opinion… [Select one]**
[GRID]
    a. **Does the area you live in allow you to comfortably spend time outside/in your yard during the winter?**
    b. **Do you get to make the most of your yard in the winter?**
    [GRID]
        i. Yes
        ii. No
        iii. Not sure

19. **On average, how many hours per week do you spend in your backyard during the winter months? [Select one]**
    a. Less than 1 hour
    b. 1–3 hours
    c. 4–6 hours
    d. 7–10 hours
    e. More than 10 hours

20. **[SHOW IF Q10a = A] Have you ever hosted a winter holiday event outside/in your yard? [Select one]**
    a. Yes
    b. No, but I have thought about it/want to
    c. No, and I have not thought about it

21. **[SHOW IF Q20 = B OR C] What, if anything, has stopped you from hosting a holiday event outside/in your backyard? [Select all that apply]**
    RANDOMIZE, ANCHOR LAST 2
    a. Cold weather/temperature
    b. Lack of proper heating (e.g., fire pit, heaters, etc.)
    c. Lack of covered space
    d. Not enough seating or furniture
    e. Not enough lighting
    f. My backyard isn't nice enough/needs upgrades
    g. Worried guests wouldn't be comfortable
    h. My backyard isn't big enough
    i. The thought never occurred to me [hide if "b" selected in Q20]
    j. Other (please specify)
    k. Nothing in particular [Exclusive]

22. **Do you plan on hosting a winter holiday event outside/in your yard this year? [Select one]**

a. Yes
b. No
c. Not sure

23. **[SHOW IF Q22 = B] How interested or uninterested would you be in celebrating the holiday season outside/in your yard in some capacity (e.g., hosting a party, opening presents, etc.)? [Select one]**
    a. Very interested
    b. Somewhat interested
    c. Neither interested nor uninterested
    d. Somewhat uninterested
    e. Very uninterested

24. **To what extent do you agree or disagree with the following statement? "If I hosted guests outside during the holiday season, I'd try to avoid them seeing as much of the inside of my home as possible." [Select one]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

25. **In your opinion, what about hosting outside, if anything, would make a holiday event special? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 2**

a. Better ambiance
b. The most room
c. Easiest to cook and serve food
d. A more unique experience overall
e. Fresh air/enjoying the environment
f. More opportunities for kids and pets to play
g. Ability to incorporate fire (e.g., fire pit, fireplace, etc.) for warmth and atmosphere
h. Better lighting or festive decor options
i. More natural backdrop for photos
j. Ability to accommodate a larger guest list
k. Less mess/cleanup indoors
l. Ability to combine indoor and outdoor spaces (e.g., flow between the two)
m. A more relaxed, casual vibe
n. Opportunity to showcase backyard upgrades or design
o. Ability to include activities
p. Other (please specify)
q. Nothing in particular [Exclusive]

26. **How much, if at all, would you be willing to spend to make your backyard "holiday-ready" for hosting this winter? [Select one]**
    a. $0 — I wouldn't spend extra
    b. 1–249
    c. 250–499
    d. 500–999
    e. 1,000–2,000
    f. 2,001–3,000
    g. 3,001–4,000
    h. 4,001 –5,000
    i. $5,001 or more
    j. Not sure

27. **If you could add one thing to your backyard to make winter hosting easier, what would it be? [Select one] RANDOMIZE. ANCHOR LAST 2**
    a. [SHOW OPTIONS NOT SELECTED IN Q4]
    b. Other (please specify)
    c. Nothing in particular

28. In your opinion, are the following facets of hosting easier when entertaining inside or outside of your house? [Single select Grid]
    a. Keeping the house, itself, clean
    b. Cleaning up afterward

c. Controlling noise levels
d. Accommodating a large number of guests
e. Setting up decorations
f. Keeping guests comfortable
g. Creating a festive atmosphere/ambiance
h. Making a good first impression on guests
i. Managing the flow of conversation/mingling

GRID BY:

This is easier when hosting inside
This is easier when hosting outside
Both equally