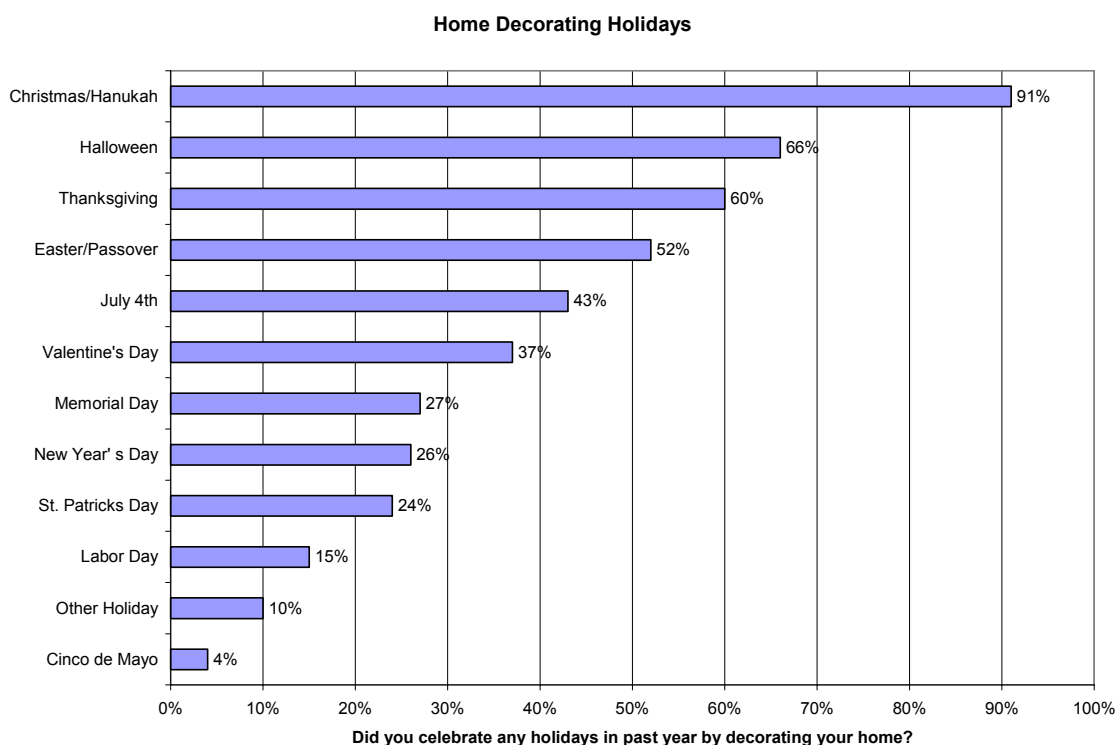


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## HOLIDAYS THAT PEOPLE DECORATE THEIR HOMES FOR

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### TOP THREE DECORATING HOLIDAYS: CHRISTMAS, HALLOWEEN AND THANKSGIVING

It's no surprise that Christmas is American's favorite decorating holiday, followed by Halloween and Thanksgiving. Some 91 percent of decorators celebrate Christmas by decorating their homes. Halloween is celebrated by 66 percent of decorators, and Thanksgiving by 60 percent.

About one-half of the decorators said they decorate their homes for Easter/Passover, while 43 percent celebrate July 4<sup>th</sup> and 37 percent celebrate Valentine's Day with decorations. Only about one-fourth of the seasonal decorators celebrate the rest of the year's holidays with decorations.

This question about decorating in the past 12 months referred specifically to the period from April 2003 to May 2004. All subsequent questions about purchasing decorations in the survey also covered this period.