August 2026 Saint Louis University/YouGov Poll Results

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Saint Louis University and YouGov surveyed 900 likely Missouri voters from August 13 to 24, 2026, about their holiday plans. Missouri voters were asked whether they planned to have a real or artificial Christmas tree, when they typically start holiday shopping, and when they take down their holiday decorations.

The following pages present results by demographic group. The margin of error is ±4.09 percentage points for the Christmas tree question and ±5.67 percentage points for the other two questions. Original data and analyses are available at slu.edu/poll.

Funding and Support

The August 2026 SLU/YouGov Poll was funded by SLU's College of Arts & Sciences. Additional grant funding from the U.S. Department of Energy supports the poll.

About Saint Louis University

Founded in 1818, Saint Louis University is one of the nation's oldest and most prestigious Catholic research institutions. Rooted in Jesuit values and its pioneering history as the first university west of the Mississippi River, SLU offers more than 12,000 students a rigorous, transformative education that challenges and prepares them for lives of purpose. As a nationally recognized leader in research and innovation, SLU is an R1 research university, advancing groundbreaking, life-changing discoveries that promote the greater good.

Methodology and Weighting

YouGov interviewed 1,276 Missouri (MO) registered voters with the goal of screening for and surveying 900 likely voters in the 2026 midterm elections. The 1,276 registered voters were matched down to a sample of 1074, yielding a target subsample of 900 likely voters. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame was constructed by stratified sampling from the Missouri subset of the 2024 Current Population Survey (CPS) 1-year sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file).

The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

The weights were then post-stratified on 2024 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories). The weighted dataset of 1074 registered voters was then subsetted to the 900 likely voters, and the weights were trimmed and recentered around 1, to produce the final weights.

Sample size: 900 with a credible interval of $\pm$ 4.1 percentage points. This survey has an estimated design effect of 1.25 yielding an effective sample size of 720.

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When do you typically begin your holiday shopping?

	Full	Gender		Age				Race		
Response	Result	Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Before Halloween	21%	12%	29%	29%	27%	19%	14%	21%	19%	24%
November (before Thanksgiving)	28%	30%	26%	35%	35%	25%	24%	29%	17%	23%
Right after Thanksgiving	22%	23%	22%	24%	23%	22%	20%	22%	27%	22%
Early-to-mid December	11%	17%	7%	7%	7%	12%	17%	10%	26%	17%
Mid December to December 25	5%	6%	4%	1%	3%	6%	6%	5%	2%	2%
I do not holiday shop	12%	12%	12%	4%	5%	15%	19%	12%	9%	11%
Unweighted N	451	199	252	69	97	165	120	374	42	77

	Party			Income		
Response	Democrats	Republicans	Independents	Below $50k	Btwn. $50k and $100k	Above $100k
Before Halloween	15%	22%	26%	22%	25%	17%
November (before Thanksgiving)	34%	22%	28%	22%	35%	29%
Right after Thanksgiving	23%	24%	20%	22%	20%	25%
Early-to-mid December	12%	12%	10%	5%	8%	19%
Mid December to December 25	4%	6%	6%	9%	4%	3%
I do not holiday shop	12%	14%	10%	21%	8%	7%
Unweighted N	144	164	119	160	154	111

	Education				Region					
Response	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Before Halloween	19%	22%	19%	28%	19%	22%	27%	17%	25%	18%
November (before Thanksgiving)	25%	31%	34%	21%	35%	22%	33%	21%	29%	25%
Right after Thanksgiving	19%	17%	26%	28%	25%	20%	12%	31%	22%	18%
Early-to-mid December	14%	8%	11%	10%	10%	20%	15%	11%	7%	4%
Mid December to December 25	7%	4%	4%	3%	5%	1%	3%	6%	9%	6%
I do not holiday shop	15%	17%	5%	10%	7%	16%	10%	14%	8%	29%
Unweighted N	119	151	107	74	132	108	31	50	85	45

*The sample size for this question is 451. The margin of error for the full results for this question is ± 5.67%. * indicates 30 or fewer respondents in subgroup.*

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What type of Christmas tree do you plan to have this year?

	Full	Gender		Age				Race		
Response	Result	Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Real tree only	11%	11%	11%	12%	20%	7%	7%	10%	16%	17%
Artificial tree only	68%	66%	69%	78%	68%	68%	60%	68%	65%	63%
Both a real and an artificial tree	1%	1%	1%	1%	2%	1%	0%	1%	1%	0%
No Christmas tree	21%	22%	19%	8%	10%	23%	32%	21%	18%	19%
Unweighted N	900	402	498	141	185	320	254	731	108	169

	Party			Income		
Response	Democrats	Republicans	Independents	Below $50k	Btwn. $50k and $100k	Above $100k
Real tree only	14%	8%	10%	10%	8%	15%
Artificial tree only	65%	72%	65%	58%	72%	75%
Both a real and an artificial tree	1%	1%	2%	0%	1%	2%
No Christmas tree	20%	19%	23%	32%	20%	8%
Unweighted N	305	313	230	344	308	196

	Education				Region					
Response	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Real tree only	11%	9%	14%	8%	14%	8%	22%	9%	8%	7%
Artificial tree only	61%	72%	66%	75%	68%	71%	56%	70%	64%	72%
Both a real and an artificial tree	0%	0%	4%	0%	1%	1%	2%	1%	2%	0%
No Christmas tree	28%	19%	17%	17%	18%	20%	19%	21%	26%	21%
Unweighted N	233	325	210	132	276	207	52	92	171	102

Respondents could select more than one type of tree. Those who selected both a real and an artificial tree are shown in their own row.

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When do you typically take down your holiday decorations?

	Full	Gender		Age				Race		
Response	Result	Men	Women	18 - 29	30 - 44	45 - 64	65+	Whites	Blacks	All Non-whites
Before December 31st	14%	15%	13%	10%	16%	12%	16%	14%	8%	12%
January 1-5	42%	40%	44%	29%	48%	43%	42%	44%	42%	33%
January 6-15	21%	17%	23%	39%	19%	15%	19%	18%	25%	34%
January 16-31	7%	7%	7%	12%	6%	8%	3%	6%	13%	10%
February or later	5%	7%	3%	3%	6%	7%	2%	5%	6%	4%
I don't put up holiday decorations	12%	13%	10%	7%	4%	14%	18%	13%	6%	6%
Unweighted N	451	199	252	69	97	165	120	374	42	77

	Party			Income		
Response	Democrats	Republicans	Independents	Below $50k	Btwn. $50k and $100k	Above $100k
Before December 31st	10%	18%	12%	15%	13%	14%
January 1-5	38%	46%	43%	33%	44%	49%
January 6-15	27%	14%	23%	17%	25%	19%
January 16-31	9%	5%	7%	6%	6%	7%
February or later	3%	4%	5%	8%	2%	6%
I don't put up holiday decorations	13%	13%	10%	21%	10%	5%
Unweighted N	144	164	119	160	154	111

	Education				Region					
Response	HS or less	Some Col.	4-Year Col.	Post-Grad	StL	KC	NW MO	NE MO	SW MO	SE MO
Before December 31st	20%	11%	11%	13%	9%	9%	9%	16%	23%	21%
January 1-5	38%	46%	43%	41%	41%	52%	39%	31%	43%	35%
January 6-15	18%	18%	26%	20%	26%	21%	26%	37%	8%	9%
January 16-31	4%	7%	6%	13%	7%	8%	14%	3%	7%	2%
February or later	2%	7%	6%	5%	8%	1%	4%	0%	6%	9%
I don't put up holiday decorations	17%	10%	9%	8%	9%	9%	8%	13%	13%	24%
Unweighted N	119	151	107	74	132	108	31	50	85	45

*The sample size for this question is 451. The margin of error for the full results for this question is ± 5.67%. * indicates 30 or fewer respondents in subgroup.*