

Kid Holidays Fieldwork Dates: 10th - 13th December 2018

Conducted by YouGov On behalf of YouGov Omnibus

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#### BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

#### EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 500 Children aged 8 to 17 years old. Fieldwork was undertaken between 10th - 13th December 2018. The survey was carried out online.

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

US\_nat Sample: 10th - 13th December 2018

YouGov What the world thinks		Gende	of child							Age of child					
	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	8 to 11	12 to 14
		BD	BE	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	ВВ
GEC_screen. Which, if any, of the following winter holidays do you celebrate? Please select all that apply.															
Unweighted base	500	255	245	48	51	50	50	50	51	51	51	50	48	199	152
Base: 8 to 17 year old children	500	250	250	50	50	50	50	50	50	50	50	50	50	200	150
Christmas	97%	98%	97%	100%	96%	98%	94%	98%	98%	98%	94%	98%	100%	97%	98%
Hanukkah / Chanukah	5%	6%	5%	3%	-	8%	6%	10%	4%	4%	12%	2%	4%	4%	6%
Kwanzaa	2%	2%	1%		* 2%	AR*	2%	AR* 8%		2%	AR.BA*		*	1%	3%
					*	*		.AS.AV.AY.AZ.BA.I	*	*	*	*	*		
Other	1%	1%	2%	3%	*	2%	4%	-	2%	2%	2%		-	2%	1%
None of these	1%	1%	1%	-	4%	-	2%	2%	-	-	2%	-	-	1%	1%
GEC_q1. To what extent, if at all, do you enjoy celebrating					•	•	•	-	•	*	,	•			
Christmas?															
Unweighted base	487	249	238	48	49	49	47	49	50	50	48	49	48	193	149
Base: Christmas-celebrating 8 to 17 year old children	487	244	243	50	48	49	47	49	49	49	47	49	50	194	147
I enjoy it a lot	86%	84%	89%	88% AX*	96% AT.AX.AZ.BC*	92% AX.AZ*	83%	86%	86%	92% AX.AZ*	71%	94% AX.AZ.BC*	75%	90% AX.AZ.BC	88% AX.AZ
I somewhat enjoy it	13%	15%	11%	9%	4%	8%	17% AR*	12%	12%	8%	27% AR.AS.AW.AY.BA.	6% *	25% AR.AS.AW.AY.BA.	9% BB*	11%
I don't enjoy it that much	1%	1%	1%	4%	-	- *	-	2%	2%	- *	2%	-		1%	1%
I don't enjoy it at all	-	-	-	:	-	-	-	-	-	-	-	-	:	-	-
Net: Enjoy	99%	99%	99%	96%	100%	100%	100%	98%	98%	100%	98%	100%	100%	99%	99%
Net: Didn't Enjoy	1%	1%	1%	4%	-	-		2%	* 2%		2%	-	-	1%	1%
					*	*	*	*	•	*	*	*			
GEC_q2. Did you make a list of things you would like to receive for Christmas (i.e., a Christmas list)?															
Unweighted base	487	249	238	48	49	49	47	49	50	50	48	49	48	193	149
Base: Christmas-celebrating 8 to 17 year old children	487	244	243	50	48	49	47	49	49	49	47	49	50	194	147
Yes, I did	72%	70%	74%	78%	82% AT.AV*	80%	62%	67%	62%	72%	75%	71% *	69%	75% AT	67%
No, I did not	28%	30%	26%	21%	18%	20%	38%	33%	38%	28%	25%	29%	31%	24%	33%
					*	*	AR.BA*	*	AR*	*	*	*	*		
Don't know	0%	0%	-	2%	*		*	-				•		0%	-
GEC_q3. How many items were on your Christmas list this year?															
Unweighted base	349	174	175	37	40	39	29	33	31	36	36	35	33	145	100
Base: Christmas-celebrating 8 to 17 year old children who made a Christmas list	349	170	179	39	39	39	29	33	30	35	35	35	34	146	99
Between one and five	35%	38%	32%	50%	30%	33%	28%	36%	45%	28%	36%	26%	33%	36%	36%
Between six and ten	41%	37%	44%	AY.BA* 27%	30%	31%	38%	48%	45%	50%	42%	46%	55%	31%	48%
Between 11 and 15	13%	12%	13%	11%	17%	13%	14%	9%	* 3%	AQ.BA* 17%	17%	* 14%	AQ.AR.AS.BA*	14%	AQ.BA* 10%
Between 11 and 15						*	**	*	*	*	*				*
	40/	F0/	201	F0/								001	00/	FA/	007
Between 16 and 20	4%	5%	3%	5% *	7%	3%	7%	3%	3%	- *	*	8%	3%	5%	2% *

US\_nat Sample: 10th - 13th December 2018

CRE_Series, Wish, 1 ary, or the following winter holidage of the composition of the com		arital Status	Parent Ma				ace	R			jion	Reg				YouGov What the world thinks
Company of the Charles were included by the company of the Charles of State   Charles   Charle	d Never married	Widowed	Divorced	Separated	Married	Other (NET)	Hispanic	Black	White	West	South	Midwest	Northeast	15 to 17	Total	
Company Comp	V	U	Т	S	R	М	L	К	J	- 1	н	G	F	BC		
Base   Drawing bland   200   101   101   110   104   112   200   47   63   34   320   12   47   12   12   12   12   12   12   12   1						•		-				-				
Page	59	12	47	10	240	24	60	47	250	110	104	110	94	140	E00	
Chester of the control of the contro	59															
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None of trace   1%   1%   1%   1%   1%   2%   3%   1%   4%   2%   2%	*				30 /0				31 /6	3576	90 /6	51 /6		51 /6	31 /0	Cilisulas
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Other 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	2%	-			2%		3%		1%	3%	2%	1%		1%	2%	Kwanzaa
None of free   1%   1%   1%   -   1%   2%   1%   1%   1%   4%   -   3%   1%   1%   -   2%   1%   1%   -   3%   1%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -   2%   -	-	-	2%	-	2%	3%	-	-	2%		1%	-	1%	1%	1%	Other
College   Coll	2%				1%		*		1%		2%	1%		1%	1%	None of these
Christmas?	*				.,,				.,,	.,,	=/0	.,,		.,,		
Base: Christmas-celebrating 8 to 17 year old cellifering   467   148   83   107   188   111   349   45   60   33   341   12   48   72																
Base: Christmas-celebrating 8 to 17 year old children   Left yo, It also   Left yo, It also   Left enjoy, It	56	12	46	12	341	33	60	45	349	111	186	107	83	145	487	
Leny I tal tot   B9%   B9%   B9%   B1%   B1%   B1%   B9%   B1%	56	12	46	12	342	34	60	45	349	112	186	107	83	146	487	Base: Christmas-celebrating 8 to 17 year old children
Lacenewhat errigory   13%   19%   12%   16%   10%   19%   14%   7%   7%   7%   7%   14%   23%   7%	84%				86%				84%	85%		81%	87%	80%	86%	
I don't enjoy it that much   11%   11%   11%   3%   11%   -   11%   -   -   -   -   -   11%   -   -   -   2%   -   -   -   -   -   -   -   -   -	13%				13%		7%		14%	15%		16%			13%	I somewhat enjoy it
Horit enjoy it at all   -   -   -   -   -   -   -   -   -	3%				1%				1%	-	1%	3%			1%	I don't enjoy it that much
Net Enjoy   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%   99%	R* -	-	-	-	-	-	-	-	-	-	-	-	-		-	I don't enjoy it at all
Net_Didn't Enjoy   1%	97%				99%				99%	100%	99%	97%		99%	99%	Net: Enjoy
GEC_q2. Did you make a list of things you would like to receive for Christmas (i.e., a Christmas list)?  Unweighted base	* 3%						*	*	1%	_	1%	3%		1%	1%	Net: Didn't Enjoy
For Christmas (i.e., a Christmas (ii.e., a Christmas (iii.e.) a Christmas (iii.e., a Christmas celebrating 8 to 17 year old children  Yes, I did  Yes, I did  Yes, I did  No, I did not  Don't know  O%  28%  28%  21%  22%  33%  31%  27%  33%  31%  27%  31%  27%  31%  27%  31%  27%  31%  22%  46%  27%  42%  30%  28%  28%  21%  22%  33%  31%  27%  31%  27%  31%  22%  46%  27%  42%  30%  28%  28%  21%  28%  21%  22%  33%  31%  27%  31%  27%  31%  22%  46%  27%  42%  30%  28%  21%  22%  33%  31%  27%  31%  27%  31%  22%  46%  27%  42%  30%  28%  28%  21%  28%  28%  21%  28%  21%  22%  33%  31%  27%  31%  31%  27%  31%  31%  27%  31%  31%  31%  31%  31%  31%  31%  3	R*				.,,,				170		.,,	0,0		.,,	.,,,	
Unweighted base   487   145   83   107   186   111   349   45   60   33   341   12   46   12																
Base: Christmas-celebrating 8 to 17 year old children Yes, I did   72%   72%   72%   79%   78%   67%   68%   73%   69%   78%   54%   73%   58%   70%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%   79%	56	12	46	12	341	33	60	45	349	111	186	107	83	145	487	
H	56	12	46	12	342	34	60	45	349	112	186	107	83	146	487	
No, I did not 28% 28% 21% 22% 33% 31% 27% 31% 22% 46% 27% 42% 30% 25% F.G    Don't know 0% 1% 0% 0% 0% 0%	68%	75%		58%					73%				79%		72%	
Don't know 0% 1% 0% 1% 0% 0% 0% 0%	32%	25%	30%	42%	27%	46%		31%		31%	33%			28%	28%	No. I did not
Don't know   O%   -   -   -   1%   O%   -   -   -   0%   -   -   -   0%   -   -   -   -   -   -   -   -   -	*						*									110, 1 did 1100
Unweighted base 349 104 66 83 124 76 253 31 47 18 248 7 32 9  Base: Christmas-celebrating 8 to 17 year old children who made a Christmas list Between one and five 35% 32% 21% 30% 39% 45% 31% 51% 34% 52% 36% 15% 28% 55%    Between six and ten 41% 47% 50% 42% 43% 28% 43% 33% 45% 17% 40% 57% 40% 34% AQ.BA I' 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	-				0%	-			0%	1%		-		-	0%	Don't know
Base: Christmas-celebrating 8 to 17 year old children who made a Christmas list  Between one and five  Between six and ten  41%  47%  50%  42%  43%  28%  43%  28%  43%  38%  47  18  249  7  32  9  66  84  124  76  253  31  47  18  249  7  32  9  66  56%  56%  56%  56%  66  68  42%  43%  28%  43%  38%  45%  17%  40%  57%  40%  34%  57%  40%  34%  34%  57%  40%  34%  34%  57%  40%  34%  34%  34%  35%  45%  17%  40%  57%  40%  34%  34%  34%  34%  35%  45%  17%  40%  57%  40%  34%  34%  34%  34%  35%  45%  17%  40%  34%  34%  34%  34%  35%  45%  17%  40%  34%  34%  34%  34%  34%  34%  35%  45%  17%  40%  34%  34%  34%  34%  34%  34%  35%  45%  17%  40%  34%  34%  34%  34%  34%  34%  34																GEC q3. How many items were on your Christmas list this year?
Base: Christmas-celebrating 8 to 17 year old children who made a Christmas list  Between one and five  Between six and ten  41%  41%  47%  50%  42%  43%  28%  43%  28%  43%  31  47  18  249  7  32  9  65%  66  84  124  76  253  31  47  18  249  7  32  9  65%  66  84  15%  68  45%  68  45%  7  40%  57%  40%  34%  40%  34%  40%  34%  40%  34%  40%  40	38	9	32	7	248	18	47	21	253	76	12/	83	66	104	3/10	
Christmas list  Between one and five 35% 32% 21% 30% 39% 45% 31% 51% 34% 52% 36% 15% 28% 55%  F F.G* J* • • • • • • • • • • • • • • • • • •		-														
Between six and ten 41% 47% 50% 42% 43% 28% 43% 33% 45% 17% 40% 57% 40% 34% AQ.BA I*  Between 11 and 15 13% 13% 12% 14% 11% 13% 13% 10% 11% 21% 11% 14% 10% -	38															Christmas list
AQ.BA I* * I * * * * * * * * * * * * Between 11 and 15 13% 13% 12% 14% 11% 13% 13% 10% 10% 11% 21% 11% 14% 10% -	23%		28%		36%				31%			30%	21%	32%	35%	Between one and five
Between 11 and 15 13% 13% 12% 14% 11% 13% 13% 10% 11% 21% 11% 14% 10% -	42%				40%				43%			42%			41%	Between six and ten
	27% R*	-		14%	11%				13%			14%	12%		13%	Between 11 and 15
Between 16 and 20 4% 4% 6% 2% 4% 4% 4% 4% 3% 4% 5% 5% - 3% 11%	-	11%	3%	-	5%	5%		3%	4%		4%	2%		4%	4%	Between 16 and 20
More than 20 5% 2% 6% 5% 2% 9% 6% 3% 4% - 5% 14% 9% -	* 3%	-			5%	**	4%		6%	* 9%	2%	5%	* 6%	2%	5%	More than 20
H*	*	**	*			**	*	*				*	*			110.000.2120

US\_nat Sample: 10th - 13th December 2018

YOUGOV What the world thinks				Inco	me	
	Total	Domestic / civil partnership	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to sa
		w	Z	AA	АВ	AC
GEC_screen. Which, if any, of the following winter holidays do						
you celebrate? Please select all that apply.  Unweighted base	500	20	135	173	179	13
Base: 8 to 17 year old children	500	20	134	173	180	13
Christmas	97%	100%	99%	97%	97%	93%
		**				**
Hanukkah / Chanukah	5%	- **	3%	6%	7%	- **
Kwanzaa	2%	- **	1%	2%	2%	- **
Other	1%	- **	1%	1%	2%	- **
None of these	1%	- **	1%	1%	1%	7%
GEC_q1. To what extent, if at all, do you enjoy celebrating Christmas?						
Unweighted base	487	20	133	168	174	12
Base: Christmas-celebrating 8 to 17 year old children	487	20	132	168	175	12
I enjoy it a lot	86%	80%	81%	89%	87%	92%
I somewhat enjoy it	13%	20%	17%	10%	13%	8%
I don't enjoy it that much	1%	-	2%	1%	-	-
I don't enjoy it at all	-	- **	-	-	-	- **
Net: Enjoy	99%	100%	98%	99%	100%	100%
Net: Didn't Enjoy	1%	- **	2%	1%	-	- **
GEC_q2. Did you make a list of things you would like to receive for Christmas (i.e., a Christmas list)?						
Unweighted base	487	20	133	168	174	12
Base: Christmas-celebrating 8 to 17 year old children	487	20	132	168	175	12
Yes, I did	72%	75%	66%	69%	79% Z.AA	68%
No, I did not	28%	25%	34% AB	31% AB	21%	32%
Don't know	0%	-	-	1%	-	- **
GEC_q3. How many items were on your Christmas list this year?						
Unweighted base	349	15	88	116	137	8
Base: Christmas-celebrating 8 to 17 year old children who made a Christmas list	349	15	87	116	138	8
Between one and five	35%	47%	43% AB*	34%	30%	27%
Between six and ten	41%	46%	37%	43%	41%	49%
Between 11 and 15	13%	7%	8%	10%	17%	23%
Between 16 and 20	4%	**	3%	3%	6%	**
More than 20	5%		5%	7%	4%	

US\_nat Sample: 10th - 13th December 2018

YouGov° What the world thinks		Gende	r of child							Age of child					
What the World dilling	Total	Male	Female	8	9	10	11	12	13	14	15	16	17	8 to 11	12 to 14
Don't know	3%	3%	3%	:	7% BB*	8% BB*	7%	-	· .	3%	3%	3%	-	5%	1%
you had to guess, how many holiday gifts do you think you will ceive from others and give away to others this year? Please elect one option on each row.					, and	25									
EC_q4_1. Receive from others this year															
Unweighted base	500	255	245	48	51	50	50	50	51	51	51	50	48	199	152
Base: 8 to 17 year old children	500	250	250	50	50	50	50	50	50	50	50	50	50	200	150
None	3%	3%	2%	3%	8% AS.AW.AY.BB.BC		6% *	2%	4%	*	2%	-	2%	4%	2%
Between one and five	30%	32%	29%	30%	29%	24%	20%	40%	33%	29%	39%	22%	35%	26%	34%
Detures sin redden	200/	200/	200/	000/	200/	200/	240/	AT*	440/	200/	AT*	200/	400/	200/	0.40
Between six and ten	32%	32%	32%	26%	22%	30%	34%	32%	41% AR*	29%	27%	38%	40%	28%	34%
Between 11 and 15	20%	22%	18%	25%	24%	30% AV.AZ.BB.BC*	22%	14%	12%	24%	16%	24%	10%	25% AV.AZ	16%
Between 16 and 20	8%	7%	8%	10%	10%	10%	4%	6%	4%	6%	6%	10%	10%	8%	5%
More than 20	8%	5%	10% BD	7%	8%	6%	14% AZ*	6%	6%	12%	10%	6%	2%	9%	8%
C_q4_2. Give to others this year															
Unweighted base	500	255	245	48	51	50	50	50	51	51	51	50	48	199	152
Base: 8 to 17 year old children	500	250	250	50	50	50	50	50	50	50	50	50	50	200	150
None	7%	10% BE	5%	4%	12%	2%	10%	8% *	4%	10%	4%	8%	13% AS*	7%	7%
Between one and five	53%	55%	51%	60%	41%	54% *	52% *	60%	53%	45% *	57% *	50%	56%	52%	53%
Between six and ten	24%	21%	28%	23%	27%	30%	24%	20%	22%	32% AZ*	20%	32% AZ*	15%	26%	24%
Between 11 and 15	9%	8%	11%	9%	14%	8% *	10%	6% *	16%	8%	8%	4%	10%	10%	10%
Between 16 and 20	3%	4%	2%	-	*	2%	4% *	2%	2%	6% *	10% AQ.AR.BA*	2%	2%	2%	3%
More than 20	3%	4%	3%	4%	6%	4% *	*	4%	4% *	-	2%	4%	4%	4%	3%
C_q5. What are your top 3 favorite parts of the holiday uson? Please select up to 3 options.															
Unweighted base	500	255	245	48	51	50	50	50	51	51	51	50	48	199	152
Base: 8 to 17 year old children	500	250	250	50	50	50	50	50	50	50	50	50	50	200	150
Receiving gifts	68%	69%	67% AT.A	85% AV.AX.AY.AZ.BA.BI	69%	72% *	68%	72% *	61%	77% AY.BC*	61%	54%	63%	73% AY.BC	70% AY
Giving gifts	29%	24%	33% BD	20%	34%	22%	28%	24%	33%	30%	37%	35%	25%	26%	29%
Having time off from school	69%	74% BE	64%	58%	69%	78% AQ*	64%	66%	68%	74% *	72%	74%	69%	67%	70%
Spending time with my family	55%	54%	55%	47%	59% *	60%	52% *	46% *	43%	49% *	57% *	64% AV.BB*	71% Q.AU.AV.AW.BA.BB	55%	46%
Eating special meals	31%	38%	25%	15%	21%	28%	26%	28%	37%	35%	29%	49%	46%	23%	339
*****		DE							AO BA*	۸0*		AD AS AT ALLAY			۸٥

AQ.BA\*

30%

4% \*

2%

40%

AW.AY.AZ.BC\*

6%

AQ\*

22%

26%

4%

AR.AS.AT.AU.AX.I AQ.AR.AT.BA\*

19%

2%

41%

2%

1%

W.AX.AY.AZ.BB.BC

18%

2% \* AQ.BA

30%

BE

24%

2%

1%

40%

BD

3%

57%

/.AW.AX.AY.AZ.B/

29%

4% \*

2%

36%

AY.BC\*

42%

AW.AY.AZ.BC\*

4% \*

2%

32%

3%

Decorating my house

Other

Don't know

US\_nat Sample: 10th - 13th December 2018

You	Gov
What the	world thinks

Spending time with my family

Eating special meals

Decorating my house

Other

Don't know

55%

31%

32%

3%

51%

25%

32%

G\*

2%

29%

18%

2%

37%

31%

G

2%

1%

AQ.AU.AV.BB

41%

AQ.AR.AX.BA

21%

3%

YouGov° What the world thinks				Reç	jion			R	ace				Parent Ma	rital Status	
	Total	15 to 17	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	Married	Separated	Divorced	Widowed	Never married
Don't know	3%	2%	5%	7% H*	1%	1%	3%	-	2%	5%	2%	- **	9% R*	-	5%
If you had to guess, how many holiday gifts do you think you will receive from others and give away to others this year? Please select one option on each row.  GEC_q4_1. Receive from others this year													, A		
Unweighted base	500	149	84	110	194	112	359	47	60	34	348	13	47	13	59
Base: 8 to 17 year old children	500	150	84	110	194	113	359	47	60	35	349	13	47	13	59
None	3%	1%	-	1%	4%	4%	2%	6%	-	6%	2%	8%	4%	8% **	3%
Between one and five	30%	32%	21%	29%	32%	36% F	26%	49% J*	40% J*	33%	31%	39%	19%	31%	38% T*
Between six and ten	32%	35%	30%	35%	31%	31%	33%	25%	34%	30%	34%	23%	26%	53%	24%
Between 11 and 15	20%	17%	25%	22%	19%	15%	22%	13%	12%	20%	21%	8%	23%	**	12%
Between 16 and 20	8%	9%	6%	8%	8%	8%	8%	4%	7%	5%	7%	7%	15%	**	8%
More than 20	8%	6%	18% G.H.I*	5%	5%	6%	8%	2%	8% *	6%	6%	15%	13% R*	8%	14% R*
GEC_q4_2. Give to others this year								-							-
Unweighted base	500	149 150	84 <b>84</b>	110	194	112	359	47	60	34 35	348 349	13	47 47	13	59
Base: 8 to 17 year old children	500 7%	150	2%	110	194	113	359	47 26%	60			13	6%	13	59 10%
None				6%	11% F 49%	6%	4%	J.L*	10%	10%	7%	23%	*	**	*
Between one and five  Between six and ten	53%	54%	54% * 26%	54%	21%	56%	53%	55% *	55% *	42% * 34%	53% 25%	46% **	55% *	62% ** 8%	54% * 15%
Detween SIX and ten	2470	22.70	*	21 /0	21/0	2076	K.L	*	12/0	K.L*	2376	**	*	**	*
Between 11 and 15	9%	7%	6%	8%	13%	6%	10%	7% *	11%	9%	8%	- **	8%	15%	15%
Between 16 and 20	3%	5%	6%	3%	3%	2%	3%	-	5% *	6%	3%	- **	2%	8%	-
More than 20	3%	3%	5%	2%	3%	4%	3%	-	8% K*	-	3%	- **	-	8%	5% *
GEC_q5. What are your top 3 favorite parts of the holiday season? Please select up to 3 options.															
Unweighted base	500	149	84	110	194	112	359	47	60	34	348	13	47	13	59
Base: 8 to 17 year old children	500	150	84	110	194	113	359	47	60	35	349	13	47	13	59
Receiving gifts	68%	59%	73% H*	74% H	60%	73% H	66%	74%	71%	71%	68%	46%	74%	61%	70% *
Giving gifts	29%	33%	35%	28%	30%	24%	32% K	10%	22%	29% K*	31%	23%	17%	31%	18%
Having time off from school	69%	72%	79%	73%	69%	58%	71%	72%	66%	53%	68%	61%	78%	77%	71%

М

56%

29%

31%

3%

0%

47%

45%

28%

2%

2%

49%

36%

39%

5%

62%

36%

29%

3%

31%

31%

2%

0%

62%

39%

39%

55%

19%

36%

7%

2%

46%

55%

23%

8%

40%

35%

39%

2%

2%

50%

30%

46%

F.G.H

4%

US\_nat Sample: 10th - 13th December 2018



			Inco	ome	
Total	Domestic / civil partnership	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say
3%	-	3%	3%	4%	-

If you had to guess, how many holiday gifts do you think you will receive from others and give away to others this year? Please select one option on each row.

Don't know

GEC\_q4\_1. Receive from others this year

Unweighted base	500	20	135	173	179	13
Base: 8 to 17 year old children	500	20	134	173	180	13
None	3%	-	6% AA.AB	1%	1%	15%
Between one and five	30%	25%	39% AB	31%	23%	30%
Between six and ten	32%	30%	21%	32% Z	40% Z	33%
Between 11 and 15	20%	30%	18%	17%	24%	8%
Between 16 and 20	8%	10%	8%	7%	7%	15%
More than 20	8%	5%	8%	11%	6%	-

GEC\_q4\_2. Give to others this year

ai -						
Unweighted base	500	20	135	173	179	13
Base: 8 to 17 year old children	500	20	134	173	180	13
None	7%	10%	13%	7%	4%	7%
		**	AB			**
Between one and five	53%	40%	53%	52%	53%	55%
		**				**
Between six and ten	24%	35%	22%	25%	26%	16%
		**				**
Between 11 and 15	9%	11%	7%	9%	11%	15%
		**				**
Between 16 and 20	3%	5%	2%	4%	2%	7%
		**				**
More than 20	3%	-	2%	3%	4%	-
		**				**

GEC\_q5. What are your top 3 favorite parts of the holiday season? Please select up to 3 options.

ions.						
Unweighted base	500	20	135	173	179	13
Base: 8 to 17 year old children	500	20	134	173	180	13
Receiving gifts	68%	65%	68%	63%	72%	77%
Giving gifts	29%	51%	26%	29%	31%	23%
Having time off from school	69%	64%	72%	66%	70%	69%
Spending time with my family	55%	55% **	51%	60%	51%	60%
Eating special meals	31%	35%	33%	31%	32%	16%
Decorating my house	32%	15%	31%	32%	32%	33%
Other	3%	- **	2%	3%	2%	7% **
Don't know	1%	- **	1%	1%	-	- **

US\_nat Sample: 10th - 13th December 2018



Gender of child Age of child Total Male 10 11 12 13 14 15 16 17 8 to 11 12 to 14 Female 8

GEC\_q6. What are some of the New Year's resolutions (goals you would like to work towards) that you are making for 2019? Please select all that apply.

- 4															
k towards) that you are making for 2019? Please ly.															
y. Unweighted base	500	255	245	48	51	50	50	50	51	51	51	50	48	199	152
Base: 8 to 17 year old children	500	250	250	50	50	50	50	50	50	50	50	50	50	200	150
Exercise more	21%	23%	20%	4%	14%	20%	24%	22%	27%	31%	18%	24%	27%	15%	27%
				*	*	AQ*	AQ*	AQ*	AQ.BA*	AQ.AR.BA*	AQ*	AQ*	AQ*	AQ	AQ.BA
Eat healthier	25%	25%	25%	8%	14%	16%	30%	26%	31%	45%	18%	32%	29%	17%	34%
					*	*	AQ.AR.BA*	AQ*	AQ.AR.BA*	AR.AS.AU.AX.BA.I	*	AQ.AR.BA*	AQ*		AQ.AR.AS.AX.B
Get better grades	33%	34%	33%	23%	35%	36%	40%	38%	31%	31%	33%	41%	25%	33%	34%
					•	*	•		•		*		•		
Spend more time with family	21%	23%	19%	25%	37%	16%	16%	20%	20%	23%	18%	16%	19%	24%	21%
					T.AX.AY.AZ.BA.BE		*	*	*	*	*	*	*		
Listen to my parents more	24%	21%	26%	26%	28%	38%	18%	34%	14%	29%	16%	18%	15%	27%	26%
				•		T.AV.AX.AY.AZ.BO		AV.AX.AZ.BC*	*	BC*	*	*	•	AV.BC	AV.BC
Make more friends	25%	25%	26%	23%	29%	36%	36%	22%	25%	26%	18%	16%	23%	31%	24%
					*	AX.AY.BC*	AX.AY.BC*					*		AY.BC	
Learn a new skill	17%	16%	18%	9%	14%	10%	24%	22%	16%	30%	8%	28%	8%	14%	23%
Join a club or sports team	12%	11%	12%	12%	12%	12%	AQ.AX.AZ.BA*	AX* 12%	10%	Q.AS.AX.AZ.BA.BC 18%	16%	Q.AS.AX.AZ.BA.BC	6%	12%	AQ.AX.AZ.BA 13%
Join a club or sports team	12%	11%	12%	12%	12%	12%	14%	12%	10%	18%	10%	0% ★	b% *	12%	13%
Spend more time volunteering in my community	9%	8%	11%	3%	-	10%	8%	8%	14%	16%	12%	12%	10%	5%	12%
Spend more time volunteering in my community	576	076	1170	*		AR*	AR*	AR*	AQ.AR.BA*	AQ.AR.BA*	AR*	AR*	AR*	AR	AQ.AR.BA
Spend less time on social media	6%	6%	6%		6%	4%	2%	12%	2%	6%	4%	6%	19%	3%	7%
opona noo amo on oodaa modaa	070	0,0	0,0		*	*	*	AQ.BA*	*	*	*		S.AT.AV.AX.BA.B		
Get a job	12%	13%	10%	2%	-	2%	4%	4%	6%	18%	18%	30%	33%	2%	9%
·					*	*	*			AR.AS.AT.AU.BA.	.AR.AS.AT.AU	B.R.AS.AT.AU.AV.B	R.AS.AT.AU.AV.B	A.BB*	AR.BA
Save money	27%	28%	27%	17%	18%	16%	20%	24%	27%	37%	27%	38%	48%	18%	30%
					*	*	*	*	*	AQ.AR.AS.BA*	*	AQ.AR.AS.BA*	AS.AT.AU.AV.AX	BA.BB*	BA
Other	3%	3%	2%	4%	4%	-	-	4%	2%	4%	4%	2%	2%	2%	3%
					*	*		*	*	*	•		•		
Don't know	4%	5%	2%	4%	2%	4%	6%	6%	6%	2%	6%	-	-	4%	5%
					*	*	*	*	*	*	*	*	*		
ot applicable - I don't make New Year's Resolutions	19%	19%	20%	24%	25%	26%	12%	20%	16%	18%	23%	12%	19%	22%	18%
					•	*	•	*	*	*	*	*	•		

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AV/AD/AAP, AQ/AR/AS/AT/AU/AV/AW/AX/AY/AZ/BA/BB/BC, BD/BE, Minin

US\_nat Sample: 10th - 13th December 2018



Parent Marital Status Region Race Total Northeast 15 to 17 Midwest South West White Black Other (NET) Married Divorced Widowed Never married Hispanic Separated

GEC\_q6. What are some of the New Year's resolutions (goals you would like to work towards) that you are making for 2019? Please select all that apply.

Unweighted base	500	149	84	110	194	112	359	47	60	34	348	13	47	13	59
Base: 8 to 17 year old children	500	150	84	110	194	113	359	47	60	35	349	13	47	13	5
Exercise more	21%	23% AQ	17%	18%	24%	23%	23%	13%	17%	17% *	22%	15%	15%	8%	27
Eat healthier	25%	26% AQ.BA	24%	27%	23%	27%	25%	26%	22%	26%	25%	15%	23%	39%	25
Get better grades	33%	33%	28%	32%	40% I	26%	30%	49% J*	41%	36%	32%	38%	38%	39%	37
Spend more time with family	21%	17%	21%	15%	24%	21%	19%	32% J*	22%	28%	18%	23%	34% R*	8%	25
Listen to my parents more	24%	16%	26%	20%	24%	25%	22%	30%	26%	25%	23%	38%	21%	31%	18
Make more friends	25%	19%	23%	23%	27%	27%	26%	26%	21%	29%	26%	8%	21%	23%	29
Learn a new skill	17%	15%	14%	16%	17%	20%	15%	21%	25%	12%	17%	15%	15%	31%	17
Join a club or sports team	12%	9%	12%	12%	13%	8%	11%	17%	17% *	6% *	11%	23%	6%	23%	12
and more time volunteering in my community	9%	11% AR.BA	8%	10%	9%	9%	10%	11%	3%	6% *	11%	8%	8%	- **	3
Spend less time on social media	6%	10% AQ.BA	8%	5%	6%	5%	6%	9%	8%	3%	6%	- **	9% V*	16%	
Get a job	12%	27% .R.AS.AT.AU.AV.B	6% *	12%	13%	13%	11%	21% J.M*	12%	3% *	11%	24%	15%	16%	14
Save money	27%	38% AQ.AR.AS.AT.BA	19%	27%	32% F	25%	27%	28%	25%	30% *	28%	31%	24%	- **	2
Other	3%	3%	6% *	1%	3%	2%	3%	2%	2%	3%	3%	8%	7% V*	- **	
Don't know	4%	2%	3%	5%	3%	5%	4%	2%	3% *	3% *	3%	- **	-	7% **	9 R
cable - I don't make New Year's Resolutions	19%	18%	21%	25%	16%	20%	21%	12%	17%	20%	20%	23%	17%	31%	20

Cell Contents (Cohum Base: 30 (\*\*), Small Base: 100 (\*))

US\_nat Sample: 10th - 13th December 2018



Total Domestic / civil partnership Under \$40k \$40k to \$80k \$80k+ Prefer not to say

GEC\_q6. What are some of the New Year's resolutions (goals you would like to work towards) that you are making for 2019? Please select all that apply.

<b>1.</b>						
Unweighted base	500	20	135	173	179	13
Base: 8 to 17 year old children	500	20	134	173	180	13
Exercise more	21%	10%	22%	18%	24%	15%
Eat healthier	25%	25%	26%	21%	28%	15%
Get better grades	33%	35%	38%	31%	34%	14%
Spend more time with family	21%	35%	26%	19%	18%	30%
Listen to my parents more	24%	45% **	26%	26%	20%	17%
Make more friends	25%	35%	27%	22%	27%	22%
Learn a new skill	17%	10%	13%	20%	17%	16%
Join a club or sports team	12%	20%	13%	11%	12%	16%
Spend more time volunteering in my community	9%	10%	8%	9%	10%	15%
Spend less time on social media	6%	20%	5%	6%	6%	15%
Get a job	12%	5% **	16%	12%	9%	- **
Save money	27%	36%	32% AA	21%	29%	45%
Other	3%	- **	2%	5%	2%	- **
Don't know	4%	5% **	5%	4%	3%	- **
ot applicable - I don't make New Year's Resolutions	19%	10%	16%	21%	20%	30%

Cell Contents (Col