# YouGov 

Holiday Budget Gifts
Fieldwork Dates: 11th - 12th November 2019

Conducted by YouGov
YouGov RealTime
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## YouGov

## background

This spreadsheet contains survey data collected and analysed by YouGov plc.
Methodology: This survey has been conducted using an online interview administered to members of the YouGov PIc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides 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
 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 email uspress@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 1240 adults. Fieldwork was undertaken between 11 th -12 th November 2019. The survey was carried out online The figures have been weighted and are representative of all US adults (aged 18+)

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.

YouGov RealTime
Holiday Budget Gifts
us_nat int Sample: 11th - 12th November 2019
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HYH_q1. Do you have a budget for your holiday spending

| Total | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | Gen Z $\mathbf{2 0 0 0}^{2}$ and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | Gen X (1965- <br> 1981) | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
|  | A | B | c | D | E | F | G | H | 1 | J | к | L | m | N |

HYH_q1. Do you have a budget for yon
(e.9., food, drink, gifts, travel, etc.)?

| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Yes, Ido | 43\% | 39\% | $\begin{gathered} 47 \% \\ A \end{gathered}$ | $42 \%$ | $\begin{gathered} 51 \% \\ \text { F.G } \end{gathered}$ | 43\% | 37\% | $32 \%$ | * | - | 40\% | 43\% | 43\% | 46\% | 39\% |
| No, Ido not | 49\% | $\begin{gathered} 54 \% \\ \mathrm{~B} \end{gathered}$ | 44\% | $51 \%$ | 41\% | 44\% | $\begin{gathered} 57 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 66 \% \\ & \text { D.E } \end{aligned}$ | $\therefore$ | * | 50\% | 49\% | 50\% | 46\% | $\begin{gathered} \text { 53\% } \\ \mathrm{P} \end{gathered}$ |
| Don't know | 8\% | 7\% | 9\% | $7 \%$ | 8\% | $\begin{gathered} \text { 12\% } \\ \text { F.G } \end{gathered}$ | 6\% | 3\% | * | ** | 10\% | 8\% | 6\% | 8\% | 8\% |

HYH_-q2nm. You indicated that you have a holiday spending budget. How much have you budgeted for holiday
spending? Please type your answer in the box below to the spending? Please type your answer in the box below to the

H_q3. And is this more or less than your budget for year?
Base: All US adults that have a budget for $h$

| Unweighted base | 524 | 206 | 318 | 8 | 188 | 132 | 173 | 23 | - | - | 95 | 125 | 186 | 118 | 359 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 535 | 239 | 296 | 12 | 220 | 115 | 164 | 24 | - | - | 88 | 113 | 201 | 134 | 316 |
| so | 0\% | - | 1\% | ** | 0\% | - | 1\% |  | - | ** |  | 1\% | 0\% | 0\% | 1\% |
| \$1 to \$100 | 15\% | 14\% | 15\% | $34 \%$ | 17\% | 15\% | 12\% | $3 \%$ | $\div$ | $\div$ | 10\% | 14\% | 17\% | 14\% | 11\% |
| \$101 to \$250 | 20\% | 20\% | 20\% | 18\% | 21\% | 22\% | 17\% | 22\% | $\therefore$ | $\stackrel{-}{*}$ | 20\% | 18\% | 21\% | $21 \%$ | 21\% |
| \$251 to \$500 | 33\% | 31\% | $34 \%$ | $24 \%$ | 32\% | 28\% | 39\% | $21 \%$ | $\div$ | $\stackrel{*}{*}$ | $37 \%$ | 34\% | 30\% | $34 \%$ | 31\% |
| \$501 to \$1,000 | 20\% | 20\% | 19\% | 19\% | 14\% | $\begin{gathered} \text { 24\% } \\ \text { D } \end{gathered}$ | 22\% | $33 \%$ | $\div$ | $\div$ | 22\% | 21\% | 20\% | $17 \%$ | 22\% |
| \$1,001 to \$2,500 | 9\% | 10\% | 8\% | $\div$ | 10\% | 9\% | 6\% | $21 \%$ | ** | $* *$ | $7 \%$ | 10\% | 9\% | $9 \%$ | 11\% |
| \$2,501 to \$5,000 | 1\% | 2\% | 0\% | $\div$ | 1\% | 2\% | 1\% | * | $\div$ | $\therefore$ | $2 \%$ | 1\% | 1\% | 1\% | 1\% |
| Over \$5,000 | 2\% | 2\% | 2\% | $4 \%$ | $\begin{gathered} 4 \% \\ \mathrm{E} \end{gathered}$ | - | 1\% | $\div$ | $\div$ | ** | 1\% | 1\% | 2\% | 3\% | 3\% |
| Mean | 708.03 | 736.69 | 684.93 | $785.61$ | 828.58 | 625.34 | 598.92 | $711.79$ | $\div$ | * | $673.65$ | 691.74 | 700.81 | $755.20$ | 790.21 |


| hted base | 524 | 206 | 318 | 8 | 188 | 132 | 173 | 23 | - | - |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| spending | 535 | 239 | 296 | 12 | 220 | 115 | 164 | 24 | - | - |
| $n$ last year | 22\% | $\begin{gathered} 31 \% \\ \mathrm{~B} \end{gathered}$ | 15\% | $42 \%$ | $\begin{gathered} 32 \% \\ \text { E.F } \end{gathered}$ | 15\% | 15\% | $8 \%$ | $\div$ | * |
| s last year | 53\% | 50\% | 56\% | $38 \%$ | 44\% | $\begin{gathered} 58 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 60 \% \\ \mathrm{D} \end{gathered}$ | $84 \%$ |  | ** |
| $n$ last year | 21\% | 16\% | $\begin{gathered} 25 \% \\ \mathrm{~A} \end{gathered}$ | $4 \%$ | 19\% | 25\% | 25\% | $8 \%$ |  | - |
| Don't know | 1\% | 1\% | 1\% | $9 \%$ | 2\% | 1\% | - | $\div$ | $\therefore$ | ** |
| t last year | 2\% | 2\% | $3 \%$ | $7 \%$ | 3\% | 2\% | 1\% |  | $\stackrel{\square}{*}$ | * |


|  |  |
| :---: | :---: |
| 95 | 125 |
| 88 | 113 |
| $15 \%$ | $19 \%$ |
| $*$ |  |
| $59 \%$ | $53 \%$ |
| $*$ |  |
| $20 \%$ | $25 \%$ |
| $*$ |  |
| $2 \%$ | $1 \%$ |
| $*$ |  |
| $5 \%$ | $2 \%$ |
| $*$ |  |


| 186 | 118 | 359 |
| :---: | :---: | :---: |
| 201 | 134 | 316 |
| 24\% | $26 \%$ | 19\% |
| 52\% | $52 \%$ | 59\% |
| 21\% | 19\% | 20\% |
| 1\% | $1 \%$ | 1\% |
| 2\% | 1\% | 1\% |

HYH -q4. Do you anticipate accumulating any debt from your
holiday spending for this year?
holiday spending for this year?

| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Yes, Ido | 16\% | 18\% | 14\% | 3\% | 21\% | 15\% | 13\% | 10\% |  |  | 15\% | 13\% | 18\% | 17\% | 15\% |

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HYH_q1. Do you have a budget for your holiday spending

| Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civil partnership |  not living together | NET: In a relationship | Single | Divorced |
|  | - | P | Q | R | s | T | $u$ | v | w | x | $Y$ | z | AA | AB |

(e.g., food, drink, gifts, travel, etc.)?

| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Yes, Ido | 43\% | 46\% | 57\% | 42\% | 42\% | 45\% | 47\% | 36\% | 45\% | 48\% | 50\% | 67\% | 46\% | 35\% | 48\% |
|  |  | * | $\mathrm{N}^{*}$ | * |  |  | u |  | AA | ** | $A^{*}$ | ** | AA |  | $A A *^{*}$ |
| No, I do not | 49\% | $45 \%$ | $34 \%$ | $52 \%$ | 49\% | 48\% | 44\% | $59 \%$ | 50\% | $39 \%$ | $41 \%$ | 18\% | 47\% | $55 \%$ | $48 \%$ |
| Don't know | 8\% | 10\% | 8\% | ${ }^{6 \%}$ | 9\% | 6\% | 8\% | 6\% | 6\% | $12 \%$ | ${ }^{9 \%}$ | $14 \%$ | 6\% | 11\% | $5 \%$ |

HYH_q2_nm. You indicated that you have a holiday
spending budget. How much have you budgeted for holiday
spending? Please type your answer in the box below to the

H_q3. And is this more or less than your budget for last year?
Base: All US adults that have a budget for

| Unweighted base | 524 | 56 | 68 | 41 | 162 | 186 | 119 | 57 | 275 | 8 | 44 | 20 | 347 | 92 | 48 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 535 | 66 | 111 | 42 | 209 | 174 | 107 | 45 | 258 |  | 45 | 22 | 334 | 110 | 52 |
| so | 0\% | - | - | - | 0\% | - | 1\% | 1\% | 1\% | - | - | - | 0\% | 1\% | - |
|  |  |  |  | * |  |  |  |  |  |  |  | * |  |  | * |
| \$1 to \$100 | 15\% | 20\% | 18\% | 22\% | $\begin{gathered} \text { 20\% } \\ \text { T.U } \end{gathered}$ | $\begin{gathered} \text { 16\% } \\ \hline \end{gathered}$ | 6\% | 5\% | 10\% | 9\% | 13\% | $23 \%$ | 11\% | $\begin{aligned} & 27 \% \\ & \text { v. } z^{*} \end{aligned}$ | $12 \%$ |
| \$101 to \$250 | 20\% | 18\% | 20\% | 16\% | 22\% | 22\% | 15\% | 18\% | 13\% | $\stackrel{\circ}{*}$ | 20\% | $40 \%$ | $\begin{aligned} & 15 \% \\ & \mathrm{v} \end{aligned}$ | $\begin{aligned} & 32 \% \\ & \text { v. } \mathbf{Z}^{*} \end{aligned}$ | 14\% |
| \$251 to \$500 | $33 \%$ | 34\% | $40 \%$ | $28 \%$ | 37\% | 32\% | 31\% | $24 \%$ | $\begin{gathered} 34 \% \\ A A \end{gathered}$ | 66\% | $\begin{aligned} & 41 \% \\ & A A^{*} \end{aligned}$ | $22 \%$ | $\begin{gathered} 35 \% \\ \text { AA } \end{gathered}$ | $20 \%$ | $\begin{gathered} 49 \% \\ A A^{*} \end{gathered}$ |
| \$501 to \$1,000 | 20\% | 14\% | 16\% | 26\% | 15\% | 22\% | 20\% | $\begin{gathered} \text { 28\% } \\ \mathrm{R}^{*} \end{gathered}$ | $\underset{\text { 25\% }}{\substack{24}}$ | $8 \%$ | 21\% | 15\% | $\begin{gathered} 23 \% \\ \text { AA } \end{gathered}$ | 11\% | $22 \%$ |
| \$1,001 to \$2,500 | 9\% | 11\% | $4 \%$ | $6 \%$ | 4\% | 7\% | $\begin{aligned} & \text { 18\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & \text { 18\% } \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 13 \% \\ A B \end{gathered}$ | $\begin{aligned} & 16 \% \\ & \hline \end{aligned}$ | $6 \%$ | $\div$ | $\begin{gathered} 11 \% \\ A B \end{gathered}$ | 6\% |  |
| \$2,501 to \$5,000 | 1\% | 2\% | 1\% |  | 1\% | 1\% | 2\% | 1\% | 2\% | $\div$ |  | $\div$ | 2\% | 1\% |  |
| Over $\$ 5,000$ | 2\% |  | 1\% | 3\% | - | 0\% | $\begin{aligned} & 8 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & \text { 4\% } \\ & \text { R.S } \end{aligned}$ | 3\% | $\div$ |  | - | 2\% | $2 \%$ | 3\% |
| Mean | 708.03 | $629.54$ | $539.12$ | $661.29$ | 477.59 | 578.15 | $\begin{gathered} 1209.23 \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 1087.73 \\ \text { R.S } \end{gathered}$ | $898.31$ | $575.43$ | $491.41$ | $277.76$ | 794.34 | $511.30$ | $726.95$ |

 holiday spending for this year?

| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Yes, Ido | 16\% | 11\% | 24\% | 13\% | 15\% | 17\% | 17\% | 12\% | 15\% | $31 \%$ | $\begin{gathered} 27 \% \\ \text { v.Z.AA.AB* } \end{gathered}$ | 18\% | 17\% | 14\% | 14\% |
|  |  |  | N. ${ }^{*}$ |  |  |  |  |  |  |  |  | * | v |  |  |

## YouGov RealTime

Holiday Budget Gifts
us_nat int Sample: 11th - 12th November 2019
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HYH_q1. Do you have a budget for your holiday spending
(e.g., food, drink, gifts, travel, etc.)?

| Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Widowed | Separated | Other | Prefer not to say | $\underset{18}{\text { Younger than }}$ | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
|  | AC | AD | AE | AF | AG | АН | Al | AJ | AK | AL | AM | AN | AO | AP |


|  | Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
|  | Yes, Ido | 43\% | 37\% | $64 \%$ | $55 \%$ | $27 \%$ | $\begin{aligned} & 52 \% \\ & \text { A1.AJ } \end{aligned}$ | 44\% | $\begin{gathered} 47 \% \\ \text { AJ } \end{gathered}$ | 39\% | $41 \%$ | $\begin{gathered} 49 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 42 \% \\ \text { AO } \end{gathered}$ | 30\% | $\begin{gathered} 51 \% \\ \text { AQ.AR } \end{gathered}$ |
|  | No, I do not | 49\% | $\begin{gathered} 59 \% \\ x^{*} \end{gathered}$ | $27 \%$ | $45 \%$ | $34 \%$ | $\begin{gathered} 41 \% \\ \text { AK } \end{gathered}$ | 51\% AG.AI.AK | $\begin{aligned} & \text { 47\% } \\ & \text { AG.AK } \end{aligned}$ | 54\% AG.AI.AK | 17\% | 43\% | 49\% | $\begin{gathered} 54 \% \\ \mathrm{AL} \end{gathered}$ | $\underset{\mathrm{AL}}{53 \%}$ | 42\% |
|  | Don't know | 8\% | $3 \%$ | $\stackrel{8 \%}{*}$ |  | 39\% | 7\% | 5\% | 6\% | 7\% | 42\% AG.AH.AI.AJ* | $\begin{aligned} & 8 \% \\ & \text { AN } \end{aligned}$ | 6\% | 4\% | $\begin{gathered} 16 \% \\ \text { AL.AM.AN } \end{gathered}$ | 7\% | HYH_92_nm. You indicated that you have a holiday

spending budget. How much have you budgeted for holiday
spending? Please type your answer in the box below to the spending? Plea
nearest dollar

year?
year?

| Unweighted base | 524 | 20 | 10 | 2 | 5 | 152 | 201 | 325 | 183 | 16 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| iday spending | 535 | 17 | 14 | 2 | 6 | 145 | 193 | 314 | 201 |  |


| 177 | 147 | 142 | 58 |
| :---: | :---: | :---: | :---: |
| 202 | 153 | 123 | 57 |
| $31 \%$ | $12 \%$ | $21 \%$ | $20 \%$ |
| AM |  |  | $*$ |
| $45 \%$ | $57 \%$ | $63 \%$ | $54 \%$ |
|  |  | AL | $*$ |
| $19 \%$ | $28 \%$ | $16 \%$ | $19 \%$ |
|  | AN |  | $*$ |
| $1 \%$ | $1 \%$ | - | $4 \%$ |
|  |  |  | AN |
| $4 \%$ | $1 \%$ | - | $4 \%$ |
| AN |  |  | AN $^{*}$ |


| 178 |
| :---: |
| 195 |
| $25 \%$ |
| $46 \%$ |
| $25 \%$ |
| $2 \%$ |
| $3 \%$ |

HYH_q4. Do you anticipate accumulating any debt from your
holiday spending for this year?

| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| Yes, Ido | 16\% | 12\% | 37\% | 20\% | 7\% | 23\% | 14\% | 17\% | 14\% | 17\% | 19\% | 17\% | 17\% | 6\% | 21\% |
|  |  | * | ** |  | ** | AH.AI.AJ |  | AH |  |  | AO | AO | AO |  | AR |

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Holiday Budget Gifts
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| YouGov | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
|  |  | AQ | AR | As |
| HYH_q1. Do you have a budget for your holiday spending (e.g., food, drink, gifts, travel, etc.)? |  |  |  |  |
| Unweighted base | 1240 | 620 | 245 | 6 |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Yes, Ido | 43\% | 42\% | 35\% | $27 \%$ |
| No, Ido not | 49\% | 51\% | 56\% | 58\% |
|  |  | AP | AP | ** |
| Don't know | 8\% | 8\% | 8\% | 15\% |

HYH_q2_nm. You indicated that you have a holiday
spending budget. How much have you budgeted for holiday
spending? Please type your answer in the box below to the

| nearest doilar |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Unweighted base | 524 | 252 | 92 | 2 |
|  | Base: All US adults | 535 | 257 | 82 | 2 |
|  | \$0 | 0\% | 0\% | : | - |
|  | \$1 to \$100 | 15\% | 13\% | 16\% | - |
|  |  |  |  | * | ** |
|  | \$101 to \$250 | 20\% | 17\% | 18\% | 50\% |
|  |  |  |  |  |  |
|  | \$251 to \$500 | 33\% | $33 \%$ | 32\% | - |
|  |  |  |  | * | ** |
|  | \$501 to \$1,000 | 20\% | 23\% | 28\% | 50\% |
|  |  |  | AP | AP* | ** |
|  | \$1,001 to \$2,500 | 9\% | 10\% | 6\% | - |
|  |  |  |  | * | ** |
|  | \$2,501 to \$5,000 | 1\% | 1\% | - | - |
|  |  |  |  | * | ** |
|  | Over \$5,000 | 2\% | 1\% | 1\% | - |
|  |  |  |  | * | ** |
|  | Mean | 708.03 | 699.84 | 625.88 | 603.63 |
|  |  |  |  |  | ** |

year?
Base: All US adults that have a budget for

| Unweighted base | 524 | 252 | 92 | 2 |
| :---: | :---: | :---: | :---: | :---: |
| for holiday spending | 535 | 257 | 82 | 2 |
| More than last year | 22\% | 22\% | $15 \%$ | $50 \%$ |
| ne amount as last year | 53\% | $\begin{gathered} 58 \% \\ \text { AP } \end{gathered}$ | $58 \%$ | $\div$ |
| Less than last year | 21\% | 17\% | $25 \%$ |  |
| Don't know | 1\% | 1\% |  |  |
| ave a budget last year | 2\% | $2 \%$ | 1\% | $50 \%$ |

HYH_q4. Do you anticipate accumulating any debt from your
holiday spending for this year?

| Unweighted base | 1240 | 620 | 245 | 6 |
| ---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Yes, I do | $16 \%$ | $15 \%$ | $11 \%$ | - |
|  |  |  |  | $* *$ |

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Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen Z (2000 and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | $\begin{gathered} \text { Gen X (1965- } \\ \text { 1981) } \end{gathered}$ | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| No, Ido not | 75\% | 74\% | 76\% | 90\% | 68\% | 74\% | $\begin{gathered} 79 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 87 \% \\ & \text { D.E } \end{aligned}$ | - |  | 74\% | $\begin{gathered} 81 \% \\ M \end{gathered}$ | 75\% | 71\% | 77\% |
| Don't know / prefer not to say | 9\% | 8\% | 10\% | 7\% | $\begin{gathered} 11 \% \\ G \end{gathered}$ | 11\% | 7\% | $3 \%$ | $\div$ | $\therefore$ | 11\% | 7\% | 7\% | $\begin{aligned} & \text { 13\% } \\ & \text { K.L } \end{aligned}$ | 7\% |
| HYH_q5. How much money, if any, do you plan to spend on holiday travel for 2019? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| None - I plan to travel, but not spend money doing so | 11\% | 10\% | 13\% | $\div$ | 12\% | 13\% | 11\% | $6 \%$ |  | $\div$ | 11\% | 12\% | 11\% | 12\% | 12\% |
| \$1 to \$100 | 11\% | 10\% | 13\% | 11\% | $\begin{gathered} 13 \% \\ G \end{gathered}$ | $\begin{gathered} 12 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 10 \% \\ \mathrm{G} \end{gathered}$ | $3 \%$ |  |  | 11\% | 13\% | 13\% | 8\% | 11\% |
| \$101 to \$200 | 7\% | $8 \%$ | 6\% |  | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | 5\% | $8 \%$ | 4\% | $\div$ | $\div$ | 5\% | $\begin{gathered} 9 \% \\ \mathrm{~L} \end{gathered}$ | 4\% | $\begin{gathered} \text { 12\% } \\ \text { J. } \end{gathered}$ | 7\% |
| \$201 to \$300 | 5\% | 5\% | 5\% |  | 6\% | 4\% | 5\% | 1\% |  |  | 4\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{~K} \end{gathered}$ | 4\% | 4\% |
| \$301 to \$400 | 2\% | $2 \%$ | 3\% | - | 4\% | 3\% | 2\% |  |  |  | 1\% | 3\% | 3\% | 2\% | 3\% |
| \$401 to \$500 | 4\% | 5\% | 3\% |  | 4\% | 5\% | 3\% | 3\% |  |  | 3\% | 4\% | 4\% | 3\% | 3\% |
| \$501 to \$600 | 3\% | 4\% | 3\% | " | 4\% | $\begin{gathered} 5 \% \\ \mathrm{~F} \end{gathered}$ | 2\% | 3\% | $\div$ | $\bar{*}$ | 2\% | 3\% | 5\% | 2\% | 3\% |
| \$601 to \$700 | 1\% | 1\% | 1\% | - | 0\% | 1\% | 1\% | 1\% |  |  | - | 0\% | 1\% | 1\% | 1\% |
| \$701 to \$800 | 1\% | 1\% | 1\% | $8 \%$ | 1\% | 1\% | 1\% | 3\% | $\div$ |  | 1\% | 1\% | 2\% | 1\% | 2\% |
| \$800 to \$900 | 0\% | 0\% | 0\% | 2\% | 0\% | 1\% | 0\% |  |  |  | 1\% | 1\% | 0\% | 1\% | 1\% |
| \$901 to \$1000 | 2\% | $2 \%$ | 2\% | 7\% | 2\% | 3\% | 1\% | 1\% |  |  | 2\% | 1\% | 2\% | 2\% | 2\% |
| More than \$1000 | 6\% | 7\% | 5\% | 3\% | 5\% | 6\% | 6\% | 3\% |  |  | 6\% | 4\% | 5\% | 8\% | 6\% |
| Don't know | 6\% | $8 \%$ | 5\% | $15 \%$ | 6\% | 4\% | 7\% | $4 \%$ | $\div$ | $\div$ | 6\% | 4\% | 6\% | $\begin{gathered} \text { 10\% } \\ \mathrm{k} \end{gathered}$ | 5\% |
| Not applicable - I do not plan to travel for the holidays at all | 40\% | 38\% | 42\% | $53 \%$ | 32\% | 40\% | $\begin{gathered} 43 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 68 \% \\ & \text { D.E.F } \end{aligned}$ | $\div$ | $\div$ | $\begin{gathered} 48 \% \\ \text { L.M } \end{gathered}$ | 41\% | 38\% | 37\% | 43\% |
| Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row. <br> HYH_q6_1. Travel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 587 | 285 | 302 | 9 | 208 | 139 | 212 | 19 | - | - | 98 | 135 | 217 | 137 | 412 |
| Base: All US adults | 602 | 316 | 286 | 13 | 243 | 125 | 202 | 19 | - | $\cdot$ | 89 | 120 | 241 | 152 | 364 |
| Only use credit cards | 30\% | 29\% | 31\% | $\begin{gathered} 35 \% \\ \ldots+ \end{gathered}$ | 30\% | $36 \%$ | 25\% | $36 \%$ |  |  | $21 \%$ | 29\% | $\begin{gathered} 34 \% \\ J \end{gathered}$ | $29 \%$ | 28\% |
| Use credit cards more than cash/debit cards | 17\% | 20\% | 15\% |  | 17\% | 13\% | 18\% | $44 \%$ |  |  | $21 \%$ | 17\% | 14\% | 20\% | 19\% |
| Use credit cards and cash/debit cards equally | 14\% | 14\% | 13\% | $24 \%$ | 15\% | 15\% | 10\% | $5 \%$ | $\div$ | $\div$ | $18 \%$ | 13\% | 12\% | 13\% | 14\% |
| Use cash/debit cards more than credit cards | 14\% | 14\% | 14\% |  | 17\% | $13 \%$ | 13\% | 15\% | $\div$ |  | 11\% | 14\% | 16\% | 12\% | 17\% |
| Only use cash/debit cards | 17\% | 16\% | 19\% | $42 \%$ | 12\% | 18\% | $\begin{gathered} 23 \% \\ \mathrm{D} \end{gathered}$ |  | $\div$ | $5$ | 19\% | 14\% | 17\% | 18\% | 15\% |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2 -year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not living } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
| No, Ido not | 75\% | 76\% | $62 \%$ | 80\% | 72\% | 75\% | 76\% | $\begin{aligned} & \text { 86\% } \\ & \text { R.S.T } \end{aligned}$ | $\begin{gathered} 78 \% \\ \text { 7.Z } \end{gathered}$ | $58 \%$ | $64 \%$ | 66\% | $\begin{gathered} 75 \% \\ \times \end{gathered}$ | 73\% | $\begin{gathered} 81 \% \\ x^{*} \end{gathered}$ |
| Don't know / prefer not to say | 9\% | 13\% | $\begin{gathered} 14 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $7 \%$ | $\begin{aligned} & \text { 12\% } \\ & \text { T.U } \end{aligned}$ | $\begin{gathered} 8 \% \\ u \end{gathered}$ | $\begin{gathered} 7 \% \\ u \end{gathered}$ | 2\% | 7\% | 11\% | 9\% | 16\% | 7\% | $\begin{gathered} 13 \% \\ \text { v.Z.AB } \end{gathered}$ | $5 \%$ |
| HYH_q5. How much money, if any, do you plan to spend on holiday travel for 2019? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| None - I plan to travel, but not spend money doing so | 11\% | 13\% | 10\% | 8\% | 11\% | $\begin{aligned} & \text { 16\%\% } \\ & \text { T. } \end{aligned}$ | 7\% | 5\% | 10\% | $16 \%$ | $12 \%$ | 17\% | 11\% | 13\% | 9\% |
| \$1 to \$100 | 11\% | 12\% | 11\% | $9 \%$ | 10\% | 13\% | 12\% | 11\% | 11\% | $13 \%$ | $13 \%$ | 18\% | 11\% | 13\% | $9 \%$ |
| \$101 to \$200 | 7\% | 5\% | 9\% | $8 \%$ | 7\% | 7\% | 8\% | 7\% | 8\% | $\div$ | $7 \%$ | $3 \%$ | 7\% | 6\% | 10\% |
| \$201 to \$300 | 5\% | $7 \%$ | 7\% | $3 \%$ | 5\% | 5\% | 4\% | 6\% | 5\% | 17\% | $2 \%$ | $2 \%$ | 5\% | 5\% | $4 \%$ |
| \$301 to \$400 | 2\% | $3 \%$ | $3 \%$ |  | 1\% | $\begin{gathered} 3 \% \\ R \end{gathered}$ | $\begin{gathered} 4 \% \\ R \end{gathered}$ | $\begin{gathered} 5 \% \\ R \end{gathered}$ | 3\% |  | $\begin{aligned} & 5 \% \\ & A^{*}{ }^{*} \end{aligned}$ | $13 \%$ | $\begin{gathered} 3 \% \\ \mathrm{v} \end{gathered}$ | 1\% | 1\% |
| \$401 to \$500 | 4\% | $4 \%$ | $\begin{aligned} & 7 \% \\ & \mathbf{N}^{*} \end{aligned}$ | $5 \%$ | 4\% | 2\% | 3\% | $\begin{gathered} 6 \% \\ \mathrm{~s} \end{gathered}$ | 3\% | $3 \%$ | 1\% | $3 \%$ | 3\% | 6\% | $4 \%$ |
| \$501 to \$600 | 3\% | $6 \%$ | $4 \%$ | $1 \%$ | 3\% | 3\% | 3\% | 4\% | 4\% | $12 \%$ |  | $6 \%$ | 4\% | 2\% | 2\% |
| \$601 to \$700 | 1\% | $1 \%$ | $\stackrel{\%}{*}$ | ${ }^{1 \%}$ | 1\% | 1\% | 1\% | 1\% | 1\% |  |  |  | 1\% | 0\% |  |
| \$701 to \$800 | 1\% |  | 1\% | $3 \%$ | 1\% | 0\% | $\begin{gathered} 2 \% \\ \mathrm{~s} \end{gathered}$ | 1\% | 1\% | $\div$ | 2\% | $3 \%$ | 2\% | 1\% | $1 \%$ |
| \$800 to \$900 | 0\% |  | 0\% | $1 \%$ | 0\% | - | $\begin{aligned} & \text { 1\% } \\ & \text { R.S } \end{aligned}$ | 1\% | 1\% | $4 \%$ |  |  | 1\% | 0\% | 0\% |
| \$901 to \$1000 | 2\% | $3 \%$ | 1\% | 4\% | 1\% | 1\% | $\begin{aligned} & 5 \% \\ & \text { R.S } \end{aligned}$ | 2\% | $\begin{aligned} & 3 \% \\ & \text { AA } \end{aligned}$ | 4\% | 2\% | - | $\begin{aligned} & 3 \% \\ & \text { AA } \end{aligned}$ | 0\% | 2\% |
| More than \$1000 | 6\% | 2\% | 8\% | $7 \%$ | 4\% | 3\% | $\begin{aligned} & \text { 10\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & \text { 15\% } \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 9 \% \\ \text { AA.AB } \end{gathered}$ | $\div$ | $3 \%$ | 7\% | $\begin{aligned} & 8 \% \\ & \text { AA } \end{aligned}$ | 3\% | $2 \%$ |
| Don't know | 6\% | 6\% | 6\% | $\begin{gathered} 14 \% \\ \mathbf{N}^{*} \end{gathered}$ | 8\% | 5\% | 6\% | 4\% | 5\% | $4 \%$ | 5\% | $\div$ | 5\% | $\begin{gathered} 9 \% \\ \text { Z.AB } \end{gathered}$ | 2\% |
| Not applicable - I do not plan to travel for the holidays at all | 40\% | 37\% | $33 \%$ | 37\% | $\begin{gathered} \text { 45\% } \\ \text { T.U } \end{gathered}$ | $\begin{gathered} 41 \% \\ \text { T.U } \end{gathered}$ | $33 \%$ | 30\% | 36\% | $27 \%$ | $47 \%$ | 28\% | 37\% | 42\% | $\begin{aligned} & 53 \% \\ & \mathrm{v} . \mathrm{Z}^{*} \end{aligned}$ |
| Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row. <br> HYH_q6_1. Travel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 587 | 59 | 64 | 52 | 155 | 184 | 149 | 99 | 329 | 10 | 32 | 17 | 388 | 118 | 41 |
| Base: All US adults | 602 | 72 | 111 | 55 | 222 | 165 | 134 | 81 | 307 | 10 | 36 | 18 | 371 | 145 | 41 |
| Only use credit cards | 30\% | 18\% | $37 \%$ | $\begin{gathered} 39 \% \\ \mathrm{o}^{3} \end{gathered}$ | 31\% | 26\% | 32\% | $31 \%$ | 30\% | 20\% | $23 \%$ | $28 \%$ | 29\% | $31 \%$ | $26 \%$ |
| Use credit cards more than cash/debit cards | 17\% | 15\% | 14\% | 14\% | 10\% | 17\% | $\begin{gathered} 22 \% \\ R_{2} \end{gathered}$ | $\begin{aligned} & 31 \% \\ & \text { R.S } \end{aligned}$ | 20\% | $21 \%$ | 11\% | 19\% | 19\% | 16\% | 14\% |
| Use credit cards and cash/debit cards equally | 14\% | 13\% | $12 \%$ | $14 \%$ | 14\% | 11\% | 16\% | $15 \%$ | 16\% | $\div$ | 11\% | 9\% | 15\% | $12 \%$ | $10 \%$ |
| Use cash/debit cards more than credit cards | 14\% | 15\% | $9 \%$ | $7 \%$ | 9\% | $\begin{gathered} 20 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 17 \% \\ R \end{gathered}$ | $13 \%$ | 13\% | $41 \%$ | 16\% | $22 \%$ | 15\% | 13\% | 20\% |
| Only use cash/debit cards | 17\% | 20\% | $21 \%$ | 17\% | $\begin{gathered} \text { 22\% } \% \text { rut } \end{gathered}$ | $\begin{gathered} 20 \% \\ \text { T.U } \end{gathered}$ | 10\% | 10\% | 16\% | 18\% | $30 \%$ | 12\% | 17\% | 17\% | 24\% |

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| YouGov | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | Younger than 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
| No, Ido not | 75\% | 79\% | 59\% | 80\% | 65\% | $\begin{gathered} 70 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { AG.AI.AK } \end{gathered}$ | $\begin{gathered} \hline 76 \% \\ \text { AG.AK } \end{gathered}$ | $\begin{gathered} 76 \% \\ \text { AK } \end{gathered}$ | $46 \%$ | 72\% | 75\% | 80\% | 73\% | 71\% |
| Don't know / prefer not to say | 9\% | $9 \%$ | 4\% |  | $28 \%$ | 7\% | 6\% | 7\% | 9\% | $\begin{gathered} 36 \% \\ \text { AG.AH.AI.AJ* } \end{gathered}$ | $\begin{aligned} & 9 \% \\ & \text { AN } \end{aligned}$ | 7\% | 4\% | $\begin{gathered} 21 \% \\ \text { AL.AM.AN } \end{gathered}$ | 9\% |
| HYH_q5. How much money, if any, do you plan to spend on holiday travel for 2019? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| None - I plan to travel, but not spend money doing so | 11\% | 11\% | $\begin{gathered} 13 \% \\ * \end{gathered}$ | $\div$ | 10\% | 12\% | 10\% | 10\% | 13\% | 5\% | $\begin{gathered} \text { 17\% } \\ \text { AM.AN } \end{gathered}$ | 10\% | 7\% | 10\% | 12\% |
| \$1 to \$100 | 11\% | 8\% | : | $\dot{*}$ | 10\% | 9\% | 11\% | 10\% | 12\% | $\begin{aligned} & 20 \% \\ & A G^{*} \end{aligned}$ | $\begin{gathered} 14 \% \\ \text { AN.AO } \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AN.AO } \end{gathered}$ | 8\% | 6\% | 11\% |
| \$101 to \$200 | 7\% | 3\% | 18\% | $\stackrel{\circ}{*}$ | $3 \%$ | 7\% | 8\% | 8\% | 6\% | 5\% | 9\% | 7\% | 7\% | 4\% | 5\% |
| \$201 to \$300 | 5\% | $2 \%$ | $24 \%$ | $29 \%$ |  | 8\% | 4\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 4\% |  | $\begin{aligned} & \text { 7\% } \\ & \text { AO } \end{aligned}$ | 5\% | 4\% | 2\% | $\begin{aligned} & 7 \% \\ & \text { AQ } \end{aligned}$ |
| \$301 to \$400 | 2\% | 4\% |  |  |  | 3\% | 1\% | 2\% | 3\% |  | 1\% | 3\% | $\begin{aligned} & 4 \% \\ & \text { AL } \end{aligned}$ | 1\% | 2\% |
| \$401 to \$500 | 4\% | $6 \%$ | $\div$ | $\div$ | - | 4\% | 4\% | 4\% | 3\% | $2 \%$ | 2\% | $\begin{gathered} 6 \% \\ \text { AL.AO } \end{gathered}$ | 4\% | 1\% | $\begin{aligned} & 5 \% \\ & \text { AR } \end{aligned}$ |
| \$501 to \$600 | 3\% |  | 4\% | $\div$ | $\begin{aligned} & 8 \% \\ & * * \end{aligned}$ | $\begin{gathered} 6 \% \\ \text { AH.AJ } \end{gathered}$ | 3\% | $\begin{aligned} & 4 \% \\ & \text { AH } \end{aligned}$ | 2\% | 4\% | $\begin{aligned} & 3 \% \\ & \text { AO } \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \text { AO } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { AO } \end{aligned}$ | - | 3\% |
| \$601 to \$700 | 1\% | ${ }^{2 \%}$ | $7 \%$ |  |  | 1\% | 1\% | 1\% | 0\% |  | 0\% | 1\% | 1\% | 0\% | 1\% |
| \$701 to \$800 | 1\% | $2 \%$ | * | $\therefore$ | $\div$ | 2\% | 1\% | 1\% | 1\% | $\begin{aligned} & 4 \% \\ & A J^{*} \end{aligned}$ | 1\% | 2\% | 1\% | 1\% | 1\% |
| \$800 to \$900 | 0\% |  |  |  |  | 1\% | 0\% | 0\% | 1\% |  | - | - | $\begin{gathered} 2 \% \\ \text { AL.AM } \end{gathered}$ | 0\% | 0\% |
| \$901 to \$1000 | 2\% | 2\% | ** | $\div$ | $\stackrel{-}{*}$ | $\begin{gathered} 4 \% \\ \text { AH.AJ } \end{gathered}$ | 1\% | $\begin{aligned} & 3 \% \\ & \text { AH } \end{aligned}$ | 1\% |  | 1\% | 0\% | $\begin{gathered} 5 \% \\ \text { AL.AM } \end{gathered}$ | 2\% | 2\% |
| More than \$1000 | 6\% | 3\% | $\div$ | - | - | 10\% AJ.AK | 6\% | $\begin{gathered} 8 \% \\ \text { AH.AJ } \end{gathered}$ | 4\% |  | 4\% | 4\% | $\begin{gathered} 13 \% \\ \text { AL.AM.AO } \end{gathered}$ | 1\% | 6\% |
| Don't know | 6\% | 5\% | 4\% |  | 36\% | 6\% | 4\% | 5\% | $\begin{aligned} & 7 \% \\ & \text { AH } \end{aligned}$ | $\begin{gathered} 14 \% \\ A H \cdot A I^{*} \end{gathered}$ | 5\% | 2\% | $\begin{aligned} & 7 \% \\ & \text { AM } \end{aligned}$ | 17\% AL.AM.AN | 7\% |
| Not applicable - I do not plan to travel for the holidays at all | 40\% | 50\% | 30\% | 71\% | 33\% | 27\% | $\begin{aligned} & 45 \% \\ & \text { AG.AI } \end{aligned}$ | $\begin{gathered} 38 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 42 \% \\ A G \end{gathered}$ | $\begin{aligned} & 46 \% \\ & A G^{*} \end{aligned}$ | 37\% | $\begin{gathered} 43 \% \\ \text { AN } \end{gathered}$ | 32\% | $\begin{gathered} 54 \% \\ \text { AL.AM.AN } \end{gathered}$ | $36 \%$ |
| Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row. <br> HYH_q6_1. Travel |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 587 | 19 | 9 | 1 | 11 | 168 | 204 | 349 | 216 | 22 | 162 | 152 | 204 | 69 | 183 |
| Base: All US adults | 602 | 18 | 12 | 1 | 13 | 170 | 198 | 346 | 232 | 24 | 194 | 162 | 179 | 67 | 201 |
| Only use credit cards | 30\% | $31 \%$ | 56\% | $\stackrel{\circ}{*}$ | $14 \%$ | 27\% | 29\% | 29\% | 31\% | $34 \%$ | 27\% | 27\% | 37\% | 25\% | 30\% |
| Use credit cards more than cash/debit cards | 17\% | 18\% | $7 \%$ | 100\% | $6 \%$ | 17\% | 20\% | 19\% | 16\% | $16 \%$ | 12\% | 18\% | $\underset{\mathrm{AL}}{22 \%}$ | 18\% | 17\% |
| Use credit cards and cash/debit cards equally | 14\% | $6 \%$ | $16 \%$ | $\div$ | 17\% | 17\% | 13\% | 15\% | 13\% | $3 \%$ | 12\% | 15\% | 16\% | 9\% | 12\% |
| Use cash/debit cards more than credit cards | 14\% | $8 \%$ | $14 \%$ | $\div$ | 6\% | 16\% | 15\% | 15\% | 13\% | $14 \%$ | 14\% | 14\% | 16\% | 11\% | 18\% |
| Only use cash/debit cards | 17\% | 28\% | $6 \%$ | $\div$ | 5\% | 16\% | 19\% | 17\% | 19\% | $8 \%$ | $\begin{gathered} 22 \% \\ \text { AN } \end{gathered}$ | $\begin{aligned} & \text { 19\% } \\ & \text { AN } \end{aligned}$ | 9\% | $\begin{aligned} & 20 \% \\ & \text { AN }^{*} \end{aligned}$ | 14\% |

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| YouGov |  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ <br> Town | Rural | Other |
| No, Ido not | 75\% | $\begin{gathered} 78 \% \\ \text { AP } \end{gathered}$ | 75\% | $41 \%$ |
| Don't know / prefer not to say | 9\% | 7\% | $\begin{gathered} 14 \% \\ \text { AP.AQ } \end{gathered}$ | $59 \%$ |
| HYH_q5. How much money, if any, do you plan to spend on holiday travel for 2019? |  |  |  |  |
| Unweighted base | 1240 | 620 | 245 | 6 |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| None - I plan to travel, but not spend money doing so | 11\% | 11\% | 13\% | 15\% |
| \$1 to \$100 | 11\% | 10\% | 14\% | $\div$ |
| \$101 to \$200 | 7\% | 9\% | 6\% | - |
| \$201 to \$300 | 5\% | 4\% | 5\% | $\bar{*}$ |
| \$301 to \$400 | $2 \%$ | 2\% | 3\% | .* |
| \$401 to \$500 | 4\% | 3\% | 2\% | \% |
| \$501 to \$600 | 3\% | 3\% | 2\% | ** |
| \$601 to \$700 | 1\% | 1\% | 0\% | ** |
| \$701 to \$800 | 1\% | 2\% | - | 12\% |
| \$800 to \$900 | 0\% | 1\% | - | $\bar{*}$ |
| \$901 to \$1000 | $2 \%$ | 2\% | 1\% | : |
| More than \$1000 | 6\% | 6\% | 3\% | 14\% |
| Don't know | 6\% | 7\% | 4\% | 14\% |
| Not applicable - I do not plan to travel for the holidays at all | 40\% | 41\% | $\begin{gathered} 46 \% \\ \text { AP } \end{gathered}$ | $45 \%$ |
| Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row. |  |  |  |  |
| HYH_q6_1. Travel |  |  |  |  |
| Unweighted base | 587 | 300 | 101 | 3 |
| Base: All US adults | 602 | 302 | 97 | 3 |
| Only use credit cards | 30\% | 32\% | $22 \%$ | $30 \%$ |
| Use credit cards more than cash/debit cards | 17\% | 18\% | 17\% | $\bar{*}$ |
| Use credit cards and cash/debit cards equally | 14\% | 14\% | 13\% | $35 \%$ |
| Use cash/debit cards more than credit cards | 14\% | 12\% | 12\% | $\div$ |
| Only use cash/debit cards | 17\% | 17\% | 26\% AP* |  |

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season (e.g. Thanksgiving, Christmas, Hanukkah, New
season (e.g. Thanksgiving, Christmas, Hanukkah, New
Years Eve, etc), how would you characterize the typica
balance between how you use credit cards vs cash/debit
cards for each of the following categories? Please select
HYH_q6_2. Gifts

| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 77 | 897 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 40 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Only use credit cards | 9\% | 19\% | 19\% | 10\% | 17\% | 17\% | 19\% | $\begin{aligned} & 34 \% \\ & \text { D.E.F* } \end{aligned}$ | ** | - | 16\% | 19\% | 19\% | 20\% | $\begin{gathered} 19 \% \\ 0 \end{gathered}$ |
| Use credit cards more than cash/debit cards | 13\% | 15\% | 11\% | 19\% | 12\% | 13\% | 12\% | 16\% | $\stackrel{\circ}{*}$ | ** | 12\% | 14\% | 12\% | 13\% | $\begin{gathered} 14 \% \\ 0 \end{gathered}$ |
| Use credit cards and cash/debit cards equally | 10\% | 9\% | 10\% | 15\% | 12\% | 9\% | $8 \%$ | 8\% | $\stackrel{\circ}{*}$ | ** | 12\% | 12\% | 8\% | 10\% | 10\% |
| Use cash/debit cards more than credit cards | 19\% | 18\% | 19\% | 5\% | 17\% | $\begin{gathered} 23 \% \\ G \end{gathered}$ | 20\% | 12\% | $\div$ | $\stackrel{\sigma}{*}$ | 18\% | 22\% | 17\% | 19\% | 20\% |
| Only use cash/debit cards | 26\% | 25\% | 27\% | $43 \%$ | 25\% | 25\% | $\begin{gathered} 28 \% \\ \text { G } \end{gathered}$ | 16\% | $\div$ | ** | 28\% | 21\% | 28\% | 26\% | 26\% |
| Not applicable - I don't spend on this at all throughout the holiday $\begin{gathered}\text { season }\end{gathered}$ | 6\% | 5\% | 6\% | $\begin{aligned} & 4 \% \\ & { }_{* *} \end{aligned}$ | 3\% | 5\% | $\begin{gathered} 7 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 11 \% \\ D^{*} \end{gathered}$ |  |  | 5\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { K.M } \end{aligned}$ | 4\% | 5\% |
| Don't know | $8 \%$ | 8\% | $8 \%$ | 4\% | $\begin{aligned} & \text { 13\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} 9 \% \\ \mathrm{~F} \end{gathered}$ | 5\% | $3 \%$ | $\div$ | ** | 10\% | 8\% | 8\% | 8\% | 6\% |
| Net: Use Credit Cards more | 31\% | 33\% | 29\% | 29\% | 29\% | 30\% | 32\% | $\begin{aligned} & 50 \% \\ & \text { D.E.F } \end{aligned}$ | $\div$ | $\stackrel{\nabla}{*}$ | 28\% | 33\% | 31\% | 33\% | $\begin{gathered} 33 \% \\ 0 \end{gathered}$ |
| Net: Use Debit / Cash more | 45\% | 44\% | 46\% | 48\% | $\begin{gathered} 43 \% \\ G \end{gathered}$ | $47 \%$ | $\begin{gathered} 49 \% \\ G \end{gathered}$ | 28\% | ** | * | 46\% | 44\% | 46\% | 44\% | 46\% |
| Net: Use Credit Cards at all | 60\% | 61\% | 59\% | $49 \%$ | 58\% | 61\% | 60\% | 70\% | $* *$ | ** | 58\% | $67 \%$ | 56\% | 62\% | $\begin{gathered} 63 \% \\ 0 \end{gathered}$ |
| Net: Use Debit / Cash at all | 67\% | 68\% | 67\% | $83 \%$ | $\begin{gathered} 67 \% \\ G \end{gathered}$ | $\begin{gathered} 69 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 69 \% \\ \mathrm{G} \end{gathered}$ | $52 \%$ | ** | * | 70\% | 69\% | 65\% | 68\% | 70\% |
| HYH_96_3. Entertaining (e.g., food, drinks, etc) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Only use credit cards | 17\% | $\begin{gathered} 21 \% \\ B \end{gathered}$ | 14\% | 10\% | 16\% | 17\% | 17\% | $\begin{aligned} & 30 \% \\ & \text { D.E.F } \end{aligned}$ | - | - | 12\% | 17\% | $\begin{gathered} \text { 19\% } \\ \hline \end{gathered}$ | 18\% | $\begin{gathered} 17 \% \\ 0 \end{gathered}$ |
| Use credit cards more than cash/debit cards | 11\% | 11\% | 10\% | 23\% | 13\% | 8\% | 9\% | 13\% | $\stackrel{*}{*}$ | $\stackrel{\square}{*}$ | 11\% | 11\% | 10\% | 12\% | 11\% |
| Use credit cards and cash/debit cards equally | 10\% | 10\% | 10\% | $3 \%$ | 11\% | 10\% | 10\% | 6\% | $\div$ | $\stackrel{\circ}{*}$ | 10\% | 9\% | 10\% | 8\% | 9\% |
| Use cash/debit cards more than credit cards | 16\% | 16\% | 16\% | 5\% | 15\% | 18\% | 16\% | 13\% | $\div$ | $\stackrel{-}{*}$ | 16\% | 20\% | 13\% | 15\% | 16\% |
| Only use cash/debit cards | 30\% | 28\% | 32\% | 43\% | 28\% | 27\% | 35\% | 23\% | - | - | 27\% | 28\% | 31\% | 33\% | 29\% |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\begin{gathered} \text { Civil } \\ \text { Partnership } \end{gathered}$ | Living together, not married or civi partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not living } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
| Don't know | 8\% | 19\% | 6\% | 9\% | 15\% | 7\% | 3\% | ${ }^{1 \%}$ | 5\% | ** | $8 \%$ <br> $\%$ | 10\% | 6\% | 12\% | 6\% |
|  |  | N* | , | , | s.t.u | u |  |  |  |  |  |  |  | $\mathrm{v}^{*}$ | * |
| Net: Use Credit Cards more | 47\% | 33\% | 51\% | 53\% | 41\% | 42\% | 54\% | 62\% | 50\% | 41\% | 34\% | 47\% | 48\% | 47\% | 40\% |
|  |  | * | . | , |  |  | R.S | R.S* |  | ** | ** | ** |  | * | * |
| Net: Use Debit / Cash more | 31\% | 35\% | 30\% | 24\% | 30\% | 40\% | 27\% | 23\% | 29\% | 59\% | 46\% | 34\% | 31\% | 29\% | 44\% |
|  |  | * | * | * |  | t.U |  | * |  | ** | ** | ** | v | * | + |
| Net: Use Credit Cards at all | 75\% | 61\% | $73 \%$ | $73 \%$ | 64\% | 73\% | $\begin{aligned} & 87 \% \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & \text { 89\% } \\ & \text { R.S } \end{aligned}$ | 79\% | $82 \%$ | $62 \%$ | 78\% | 77\% | $72 \%$ | 70\% |
| Net: Use Debit / Cash at all | 62\% | 63\% | 57\% | 52\% | 54\% | 67\% | 65\% | 68\% | 65\% | 80\% | 68\% | 62\% | 65\% | 57\% | 68\% |
|  |  | , | * |  |  | R |  |  |  | ** | ** | ** |  | , |  |

season (e.g. Thanksgiving, Christmas, Hanukkah, New
Years Eve, etc), how would you characterize the typical
balance between how you use credit cards vs cash/debit
cards for each of the following categories? Please select
HYH_q6_2. Gifts

| Unweighted base | 1240 | 22 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 58 | 277 | 110 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Only use credit cards | 19\% | 8\% | 20\% | 25\% | 15\% | 14\% | 28\% | 31\% | $21 \%$ | 26\% | 14\% | 7\% | 19\% | 16\% | 24\% |
|  |  | * | O* | O* |  |  | R.S | R.S |  | ** | * | ** |  |  | * |
| Use credit cards more than cash/debit cards | 13\% | 5\% | 12\% | 16\% | 11\% | 9\% | 19\% | 21\% | 14\% | 17\% | 12\% | 9\% | 14\% | 10\% | 6\% |
|  |  | * | * | O* |  |  | R.S | R.S | AB | ** | * | ** | AB |  | * |
| Use credit cards and cash/debit cards equally | 10\% | 8\% | 9\% | 9\% | 9\% | 12\% | 9\% | $9 \%$ | 12\% | 4\% | 14\% | 7\% | 12\% | 7\% | 7\% |
|  |  |  |  | * |  |  |  |  | AA | ** |  |  | AA |  |  |
| Use cash/debit cards more than credit cards | 19\% | 22\% | 17\% | 14\% | 16\% | 22\% | 21\% | 19\% | 21\% | 12\% | 14\% | 29\% | 20\% | 17\% | 22\% |
|  |  |  |  | * |  | R |  |  |  |  |  | ** |  |  |  |
| Only use cash/debit cards | 26\% | 29\% | 27\% | 22\% | 31\% | 29\% | 18\% | 14\% | 24\% | 36\% | 32\% | 18\% | 25\% | 29\% | 29\% |
|  |  |  |  |  | т.U | T.U |  |  |  |  |  |  |  |  |  |
| Not applicable - I don't spend on this at all throughout the holiday | 6\% | 12\% | 4\% | 5\% | 8\% | 4\% | 3\% | 4\% | 4\% | 5\% | 4\% | 3\% | 4\% | 7\% |  |
| season |  | N. ${ }^{*}$ | * | * | ST |  |  |  |  | ** | * |  |  |  | * |
|  |  |  |  |  | 11\% |  | 3\% | 3\% | 5\% |  |  |  |  |  |  |
| Don't know | 8\% | 16\% | 12\% | 8\% | TU |  |  | 3\% |  | ** | 10\% | 26\% | 6\% | 14\% | 6\% |
|  |  | ${ }^{*}$ |  |  |  |  |  |  |  |  |  |  |  | V.Z.AC |  |
| Net: Use Credit Cards more | 31\% | 13\% | 32\% | 42\% | 26\% | 23\% | 47\% | 51\% | 35\% | 42\% | 26\% | 16\% | 33\% | 27\% | 30\% |
|  |  | * | -* | O* |  |  | R.S | R.S | AA | ** | * | ** |  |  | * |
| Net: Use Debit / Cash more | 45\% | 51\% | 43\% | 36\% | 47\% | 51\% | 38\% | 33\% | 44\% | 49\% | 46\% | 48\% | 45\% | 45\% | 51\% |
|  |  | Q* |  |  | т.U | t.U |  |  |  | ** | * | ** |  |  | * |
| Net: Use Credit Cards at all | 60\% | 43\% | 58\% | 65\% | 50\% | 56\% | 77\% | 80\% | 68\% | 58\% | 54\% | 52\% | 65\% | 50\% | 58\% |
|  |  | * | -* | -* |  |  | R.S | R.S | x.z.AA | ** | * | ** | X.AA |  | * |
| Net: Use Debit / Cash at all | 67\% | 64\% | 65\% | 61\% | 66\% | 71\% | 67\% | 63\% | 71\% | 69\% | 72\% | 64\% | 70\% | 63\% | 63\% |
|  |  | * | * | * |  |  |  |  | AA | ** | * | ** | AA |  |  |
| HYH_96_3. Entertaining (e.g., food, drinks, etc) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Only use credit cards | 17\% | 8\% | 20\% | 25\% | 14\% | 13\% | 24\% | 33\% | 21\% | 26\% | 9\% | 9\% | 19\% | 15\% | 14\% |
|  |  | * | -* | ${ }^{\circ}$ |  |  | R.S | R.S | x.z | ** | * | ** | $x$ |  | * |
| Use credit cards more than cash/debit cards | 11\% | 6\% | 11\% | 11\% | 6\% | 9\% | 16\% | 21\% | 12\% | 8\% | 7\% | 16\% | 12\% | 10\% | 4\% |
|  |  | * | * | * |  |  | R.S | R.S | AB | ** | * | ** | AB |  | * |
| Use credit cards and cash/debit cards equally | 10\% | 8\% | 10\% | 11\% | 10\% | 8\% | 12\% | 10\% | 11\% | 4\% | 14\% | $8 \%$ | 11\% | 8\% | 9\% |
|  |  |  |  |  |  |  |  |  |  | ** |  | ** |  |  | * |
| Use cash/debit cards more than credit cards | 16\% | 18\% | 14\% | 12\% | 14\% | 16\% | 19\% | 14\% | 16\% | 4\% | 14\% | 25\% | 16\% | 14\% | 21\% |
|  |  | * |  |  |  |  |  |  |  | ** | * | ** |  |  | * |
| Only use cash/debit cards | 30\% | 37\% | 30\% | 25\% | 34\% | 34\% | 21\% | 17\% | 30\% | $47 \%$ | $40 \%$ | 22\% | 31\% | 27\% | 35\% |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

season (e.g. Thanksgiving, Christmas, Hanukkah, New
Years Eve, etc), how would you characterize the typical
balance between how you use credit cards vs cashlddebit
cards for each of the following categories? Please select
cards for each of the following categories? Please select
HYH_q6_2. Gifts

| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| Only use credit cards | \% | 19\% | $14 \%$ | - | 8\% | 15\% | 17\% | 17\% | 21\% | $19 \%$ | 15\% | $\begin{gathered} 21 \% \\ \text { AL.AO } \end{gathered}$ | $\begin{aligned} & \text { 25\% } \\ & \text { AL.AO } \end{aligned}$ | 12\% | \% |
| Use credit cards more than cash/debit cards | 13\% | $\begin{gathered} 22 \% \\ \text { AA.AB* }^{*} \end{gathered}$ | 36\% | $29 \%$ | $7 \%$ | $\begin{aligned} & \text { 16\% } \\ & \text { AK } \end{aligned}$ | $\begin{gathered} \begin{array}{c} 13 \% \\ \text { AK } \end{array} \end{gathered}$ | $\begin{gathered} 14 \% \\ \text { AK } \end{gathered}$ | 12\% | $2 \%$ | 10\% | 11\% | $\begin{gathered} 21 \% \\ \text { AL.AM.AO } \end{gathered}$ | 9\% | 14\% |
| Use credit cards and cash/debit cards equally | 10\% | $5 \%$ | $3 \%$ | * | $3 \%$ | 13\% | 10\% | 11\% | 9\% | 3\% | 8\% | $\begin{gathered} 13 \% \\ \text { AL.AO } \end{gathered}$ | 11\% | 6\% | 10\% |
| Use cash/debit cards more than credit cards | 19\% | 17\% | $14 \%$ | $45 \%$ | $13 \%$ | 20\% | $\begin{gathered} 23 \% \\ \text { AJ.AK } \end{gathered}$ | 21\% | 17\% | 9\% | 18\% | 21\% | 19\% | 16\% | 18\% |
| Only use cash/debit cards | 26\% | 22\% | 29\% | - | $32 \%$ | 26\% | 29\% | 27\% | 25\% | 25\% | $\begin{gathered} 32 \% \\ \text { AM.AN } \end{gathered}$ | 25\% | 19\% | 27\% | 26\% |
| Not applicable - I don't spend on this at all throughout the holiday season | 6\% | $\begin{aligned} & \text { 12\% } \\ & \text { v. } \mathbf{z}^{*} \end{aligned}$ | $\begin{gathered} 4 \% \\ \stackrel{4}{*} \end{gathered}$ | $*$ | ** | 3\% | 5\% | 4\% | $\begin{aligned} & 7 \% \\ & \text { AG } \end{aligned}$ | 4\% | $\begin{aligned} & 8 \% \\ & \text { AN } \end{aligned}$ | 5\% | 2\% | 6\% | 5\% |
| Don't know | $8 \%$ | 2\% | :* | 27\% | $37 \%$ | 6\% | 3\% | $\begin{aligned} & 5 \% \\ & \text { AH } \end{aligned}$ | $\begin{aligned} & 10 \% \\ & \text { AH.AI } \end{aligned}$ | 39\% <br> AG.AH.AI.AJ* | 9\% AM.AN | 4\% | 2\% | $\begin{gathered} \text { 24\% } \\ \text { AL.AM.AN } \end{gathered}$ | 9\% |
| Net: Use Credit Cards more | 31\% | $\underset{A A^{*}}{41 \%}$ | $50 \%$ | $29 \%$ | 15\% | 31\% | 30\% | 31\% | 32\% | $21 \%$ | 24\% | $\begin{gathered} 32 \% \\ \text { AL.AO } \end{gathered}$ | $\begin{gathered} 46 \% \\ \text { AL.AM.AO } \end{gathered}$ | 21\% | $33 \%$ |
| Net: Use Debit / Cash more | 45\% | 39\% | $43 \%$ | $45 \%$ | $45 \%$ | 46\% | $51 \%$ AJ.AK | $\begin{gathered} \text { 48\% } \\ \text { AJ } \end{gathered}$ | 42\% | $34 \%$ | $\begin{gathered} 51 \% \\ \text { AN } \end{gathered}$ | 46\% | 38\% | 43\% | 43\% |
| Net: Use Credit Cards at all | 60\% | $63 \%$ | $67 \%$ | 73\% | $32 \%$ | $\begin{gathered} 65 \% \\ \text { AK } \end{gathered}$ | 63\% AK | 64\% AJ.AK | $\begin{gathered} 57 \% \\ \text { AK } \end{gathered}$ | $33 \%$ | 51\% | $\begin{gathered} \text { 67\% } \\ \text { AL.AO } \end{gathered}$ | $\begin{gathered} 76 \% \\ \text { AL.AM.AO } \end{gathered}$ | 43\% | $\begin{gathered} 61 \% \\ \text { AR } \end{gathered}$ |
| Net: Use Debit / Cash at all | 67\% | 66\% | $82 \%$ | $73 \%$ | 55\% | $76 \%$ AJ.AK | $75 \%$ AJ.AK | $\begin{aligned} & 74 \% \\ & \text { AJ.AK } \end{aligned}$ | $\begin{gathered} 62 \% \\ \text { AK } \end{gathered}$ | 38\% | $\begin{aligned} & \text { 68\% } \\ & \text { AO } \end{aligned}$ | $\begin{gathered} 70 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 70 \% \\ \text { AO } \end{gathered}$ | 57\% | 67\% |
| HYH_96_3. Entertaining (e.g., food, drinks, etc) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| Only use credit cards | 17\% | 13\% | $\begin{gathered} 27 \% \\ * \end{gathered}$ | : | $8 \%$ | 15\% | 16\% | 16\% | 20\% | 12\% | 13\% | 18\% | $\begin{gathered} \text { AL.AM.AO } \end{gathered}$ | 12\% | $\begin{aligned} & 18 \% \\ & \text { AR } \end{aligned}$ |
| Use credit cards more than cash/debit cards | 11\% | 12\% | $\begin{aligned} & 16 \% \\ & \hline \end{aligned}$ | $29 \%$ | $4 \%$ | $\begin{gathered} \text { 14\% } \\ \text { AK } \end{gathered}$ | 11\% | $\begin{gathered} \text { 12\% } \\ \text { AK } \end{gathered}$ | 9\% | $\stackrel{2 \%}{*}$ | 6\% | $\begin{gathered} 12 \% \\ \mathrm{AL} \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AL.AO } \end{aligned}$ | 7\% | 11\% |
| Use credit cards and cash/debit cards equally | 10\% | $4 \%$ | $9 \%$ | ** | $17 \%$ | $\begin{gathered} \text { 14\% } \\ \text { AJ } \end{gathered}$ | 10\% | 11\% | 8\% | 5\% | 8\% | $\begin{aligned} & \text { 14\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{aligned} & \text { 11\% } \\ & \text { AO } \end{aligned}$ | 5\% | 9\% |
| Use cash/debit cards more than credit cards | 16\% | $15 \%$ | 17\% | - | $4 \%$ | 15\% | 17\% | 16\% | 15\% | $11 \%$ | 16\% | 14\% | 19\% | 13\% | 18\% |
| Only use cash/debit cards | 30\% | 28\% | 17\% | $45 \%$ | $26 \%$ | 30\% | $35 \%$ | 33\% | 27\% | $21 \%$ | 36\% | $31 \%$ | 21\% | 29\% | 29\% |

YouGov RealTime
Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

| YOuGOV |  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ Town | Rural | Other |
| Don't know | 8\% | 7\% | 11\% | $35 \%$ |
| Net: Use Credit Cards more | 47\% | 50\% | 39\% | 30\% |
| Net: Use Debit / Cash more | 31\% | 29\% | $37 \%$ | ** |
| Net: Use Credit Cards at all | 75\% | $\begin{gathered} 76 \% \\ \text { AR } \end{gathered}$ | 63\% | $65 \%$ |
| Net: Use Debit / Cash at all | 62\% | 61\% | 67\% | $35 \%$ |
| Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row. <br> HYH_q6_2. Gifts |  |  |  |  |
|  |  |  |  |  |
| Unweighted base | 1240 | 620 | 245 | 6 |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Only use credit cards | 19\% | $\underset{\text { AR }}{20 \%}$ | 13\% | $27 \%$ |
| Use credit cards more than cash/debit cards | 13\% | 12\% | 12\% |  |
| Use credit cards and cash/debit cards equally | 10\% | 10\% | 10\% |  |
| Use cash/debit cards more than credit cards | 19\% | 20\% | 17\% | 14\% |
| Only use cash/debit cards | 26\% | 24\% | $\begin{gathered} 33 \% \\ A Q \end{gathered}$ | 32\% |
| Not applicable - I don't spend on this at all throughout the holiday season | 6\% | 5\% | 8\% |  |
| Don't know | 8\% | 8\% | 8\% | $27 \%$ |
| Net: Use Credit Cards more | 31\% | $\begin{gathered} 33 \% \\ A R \end{gathered}$ | 25\% | 27\% |
| Net: Use Debit / Cash more | 45\% | 44\% | 50\% | $46 \%$ |
| Net: Use Credit Cards at all | 60\% | $\begin{gathered} 63 \% \\ \text { AR } \end{gathered}$ | 52\% | 41\% |
| Net: Use Debit / Cash at all | 67\% | 67\% | 72\% | 46\% |
| HYH_96_3. Entertaining (e.g., food, drinks, etc) |  |  |  |  |
| Unweighted base | 1240 | 620 | 245 | 6 |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Only use credit cards | 17\% | $\begin{gathered} 19 \% \\ \text { AR } \end{gathered}$ | 11\% | $27 \%$ |
| Use credit cards more than cash/debit cards | 11\% | 10\% | 10\% | ** |
| Use credit cards and cash/debit cards equally | 10\% | 11\% | 8\% | $\div$ |
| Use cash/debit cards more than credit cards | 16\% | 16\% | 12\% | - |
| Only use cash/debit cards | 30\% | 28\% | $\begin{gathered} 37 \% \\ A Q \end{gathered}$ | 46\% |

YouGov RealTime
Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen $Z(2000$ and later) | $\begin{aligned} & \text { Millennial } \\ & \text { (1982-1999) } \end{aligned}$ | $\begin{aligned} & \text { Gen X (1965- } \\ & 1981) \end{aligned}$ | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Not applicable - I don't spend on this at all throughout the holiday season | 9\% | 7\% | $\begin{gathered} 10 \% \\ \text { A } \end{gathered}$ | 12\% | 6\% | 9\% | 10\% | $\begin{gathered} 13 \% \\ D^{*} \end{gathered}$ |  |  | $\begin{gathered} 11 \% \\ \text { M } \end{gathered}$ | 7\% | 10\% | 5\% | $\begin{gathered} 10 \% \\ \mathrm{P} \end{gathered}$ |
| Don't know | 8\% | 9\% | 8\% | 4\% | $\begin{gathered} \text { 12\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ \text { F.G } \end{gathered}$ | 4\% | 3\% |  | \% | 12\% | 8\% | 6\% | 9\% | 6\% |
| Net: Use Credit Cards more | 28\% | $\begin{gathered} 32 \% \\ \hline \end{gathered}$ | 24\% | $33 \%$ | 29\% | 25\% | 25\% | 43\% D.E.F* | $\bar{*}_{*}$ | $\bar{*}$ | 23\% | 28\% | 29\% | 30\% | 29\% |
| Net: Use Debit / Cash more | 46\% | 44\% | 48\% | 49\% | 42\% | 46\% | $\begin{aligned} & 51 \% \\ & \text { D.G } \end{aligned}$ | 35\% | $\div$ | $\div$ | 44\% | 47\% | 44\% | 48\% | 46\% |
| Net: Use Credit Cards at all | 53\% | $57 \%$ | 50\% | $41 \%$ | 55\% | 53\% | 51\% | 62\% | - | $\div$ | 49\% | 57\% | 53\% | 53\% | $\begin{gathered} 54 \% \\ 0 \end{gathered}$ |
| Net: Use Debit / Cash at all | 66\% | 64\% | 68\% | $75 \%$ | 66\% | 64\% | $\begin{gathered} \text { 69\% } \\ \text { G } \end{gathered}$ | $54 \%$ | * | $\cdots$ | 65\% | 67\% | 65\% | 68\% | 66\% |

HYH_q7. And when you use credit cards or accumulate deb
for holiday season spending, how long does it typically take for holiday season spending, how long does it ty
you to pay off the holiday debt you've incurred?

| Unweighted base | 863 | 386 | 477 | 9 | 268 | 203 | 326 | 57 | - | - | 158 | 211 | 293 | 201 | 632 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to accumulate debt for 2019 | 848 | 404 | 444 | 14 | 300 | 182 | 292 | 59 | - | - | 141 | 191 | 315 | 200 | 563 |
| By the end of December (that holiday season) | 29\% | 31\% | 26\% | $43 \%$ | 27\% | 22\% | $\begin{gathered} 33 \% \\ E \end{gathered}$ | $31 \%$ | $\therefore$ | $\div$ | 32\% | 28\% | 30\% | 25\% | $\begin{gathered} 32 \% \\ 0 . P \end{gathered}$ |
| By the end of January | 19\% | 20\% | 18\% | $6 \%$ | 14\% | 17\% | $\begin{gathered} 23 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 32 \% \\ & \text { D. }{ }^{*} \end{aligned}$ |  | $\stackrel{\square}{*}$ | 19\% | 18\% | 17\% | 23\% | 20\% |
| By the end of February | 7\% | 8\% | 7\% | $\div$ | 6\% | 7\% | $8 \%$ | 13\% | $\div$ | $\%$ | 7\% | 5\% | 8\% | 8\% | 8\% |
| By the end of March | 7\% | 7\% | 6\% | $7 \%$ | $8 \%$ | 4\% | 7\% | $3 \%$ |  | $\div$ | 6\% | 6\% | 7\% | 7\% | 6\% |
| By the end of April | 5\% | 5\% | 5\% | $\%$ | 6\% | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | $3 \%$ | $\stackrel{2 \%}{*}$ | $\div$ | $\stackrel{\circ}{*}$ | 5\% | 7\% | 4\% | 4\% | 4\% |
| By the end of May | 4\% | 4\% | 3\% | $20 \%$ | 5\% | 3\% | $2 \%$ | 2\% | $\div$ | $\stackrel{*}{*}$ | 4\% | 4\% | 4\% | 4\% | $2 \%$ |
| By the end of June | 3\% | $2 \%$ | 4\% | - | 4\% | 4\% | $2 \%$ |  | $\div$ | $\div$ | 2\% | $3 \%$ | 4\% | 4\% | $3 \%$ |
| By the end of July | 1\% | $2 \%$ | 1\% | $\bar{*}$ | 1\% | 2\% | 1\% |  | $\div$ | $\div$ | 2\% | 1\% | 2\% | 0\% | 1\% |
| By the end of August | 1\% | 1\% | 1\% | $\div$ | 1\% | 2\% | 1\% | - | $\div$ | $\div$ | 2\% | $2 \%$ | 0\% | 1\% | 1\% |
| By the end of September | 1\% | 1\% | 1\% |  | 0\% | 1\% | 1\% | : | $\div$ | $\div$ | - | 1\% | 0\% | 1\% | 1\% |
| By the end of October | 1\% | 1\% | 1\% |  | $2 \%$ | 0\% | - | : | $\div$ | $\div$ | 1\% | 0\% | 1\% | - | 1\% |
| By the end of November | 2\% | 2\% | 2\% | $\bar{*}$ | $\begin{aligned} & 4 \% \\ & \text { E.F } \end{aligned}$ | 0\% | 1\% | 4\% | $\div$ | $\div$ | 2\% | 1\% | 2\% | 4\% | 1\% |
| Not before the next holiday season | 5\% | 5\% | 5\% |  | 5\% | 7\% | 4\% | $4 \%$ |  | $\div$ | 5\% | $3 \%$ | 6\% | 5\% | 5\% |
| Don't know / prefer not to say | 16\% | 13\% | $\begin{gathered} 19 \% \\ A \end{gathered}$ | $24 \%$ | 16\% | $\begin{gathered} 22 \% \\ F \end{gathered}$ | 13\% | 10\% |  | $\div$ | 14\% | 21\% | 14\% | 16\% | 15\% |
| HYH_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 863 | 386 | 477 | 9 | 268 | 203 | 326 | 57 | - | - | 158 | 211 | 293 | 201 | 632 |
| Base: All US adults who plan to use a credit card for holiday spending | 848 | 404 | 444 | 14 | 300 | 182 | 292 | 59 | - | - | 141 | 191 | 315 | 200 | 563 |
| Cash back credit card | 42\% | 44\% | 39\% | $66 \%$ | $\underset{\mathrm{E}}{44 \%}$ | 31\% | $\underset{\mathrm{E}}{42 \%}$ | $55 \%$ | $\cdots$ | $\cdots$ | 41\% | 45\% | 42\% | 38\% | 42\% |

YouGov RealTime
Holiday Budget Gifts
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| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civi partnership | $\underset{\substack{\text { In a } \\ \text { reationship, } \\ \text { not living } \\ \text { together }}}{ }$ | NET: In a relationship | Single | Divorced |
| Not applicable - I don't spend on this at all throughout the holiday season | 9\% | $\begin{aligned} & 9 \% \\ & \mathrm{p}^{*} \end{aligned}$ | 2\% | $\begin{gathered} \text { 10\% } \\ \mathrm{P}^{*} \end{gathered}$ | $\begin{aligned} & \text { 12\% } \\ & \text { т.U } \end{aligned}$ | $\begin{gathered} 8 \% \\ u \end{gathered}$ | 5\% | 2\% | 6\% | 11\% | 7\% | $6 \%$ | 6\% | $\begin{gathered} \text { 11\% } \\ \text { v.z } \end{gathered}$ | $\begin{gathered} 12 \% \\ \mathrm{v}^{*} \end{gathered}$ |
| Don't know | 8\% | $\begin{gathered} \text { 14\% } \\ \mathrm{N}^{*} \end{gathered}$ | $12 \%$ | 7\% | $\begin{aligned} & \text { 11\% } \\ & \text { T.U } \end{aligned}$ | $\begin{aligned} & \text { 10\% } \\ & \text { T.U } \end{aligned}$ | 2\% | 3\% | 4\% |  | $9 \%$ | 15\% | $\begin{gathered} 5 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { v.Z.AB.AC } \end{gathered}$ | $5 \%$ |
| Net: Use Credit Cards more | 28\% | 14\% | $\begin{gathered} 31 \% \\ \mathrm{o}^{*} \end{gathered}$ | 35\% | 20\% | 23\% | $\begin{aligned} & \text { 40\% } \\ & \text { R.S } \end{aligned}$ | $\begin{aligned} & 54 \% \\ & \text { R.S.T } \end{aligned}$ | $\begin{gathered} 33 \% \\ \text { x.z.AA.AB } \end{gathered}$ | $33 \%$ | 16\% | $24 \%$ | $\begin{aligned} & 31 \% \\ & \text { X.AB } \end{aligned}$ | 25\% | 18\% |
| Net: Use Debit / Cash more | 46\% | $\begin{gathered} 55 \% \\ Q^{*} \end{gathered}$ | $44 \%$ | 37\% | $\begin{gathered} 48 \% \\ u \end{gathered}$ | $\begin{gathered} \text { 50\% } \\ \text { T.U } \end{gathered}$ | 41\% | 31\% | 46\% | $51 \%$ | $54 \%$ | $47 \%$ | 47\% | 42\% | $\underset{A A^{*}}{56 \%}$ |
| Net: Use Credit Cards at all | 53\% | 40\% | $\begin{gathered} 56 \% \\ \mathrm{o}^{*} \end{gathered}$ | $\begin{gathered} 58 \% \\ \mathrm{o}^{*} \end{gathered}$ | 43\% | 48\% | $\begin{gathered} 71 \% \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 79 \% \\ \text { R.S } \end{gathered}$ | $\begin{gathered} \quad 60 \% \\ \text { x.Z.AA.AB.AC } \end{gathered}$ | $41 \%$ | $44 \%$ | $57 \%$ | $\begin{aligned} & 58 \% \\ & \text { X.AA } \end{aligned}$ | 47\% | $48 \%$ |
| Net: Use Debit / Cash at all | 66\% | 70\% | ${ }^{65 \%}$ | 59\% | 64\% | 68\% | 68\% | 63\% | $\begin{gathered} 69 \% \\ A A \end{gathered}$ | $63 \%$ | $\underset{A^{*}}{75 \%}$ | $70 \%$ | $\underset{\substack{70 \% \\ A A}}{ }$ | 59\% | ${ }^{69 \%}$ |
| HYH_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 863 | 72 | 86 | 73 | 230 | 285 | 214 | 134 | 474 | 13 | 55 | 20 | 562 | 168 | 75 |
| Base: All US adults who plan to accumulate debt for 2019 | 848 | 81 | 131 | 73 | 288 | 253 | 194 | 112 | 434 | 13 | 55 | 20 | 522 | 193 | 74 |
| By the end of December (that holiday season) | 29\% | 13\% | 19\% | $\begin{gathered} 33 \% \\ \mathrm{o}^{*} \end{gathered}$ | 25\% | 23\% | $\begin{gathered} 33 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { R.S } \end{gathered}$ | 30\% | $14 \%$ | 25\% | $25 \%$ | 29\% | 30\% | 30\% |
| By the end of January | 19\% | 13\% | 15\% | $22 \%$ | 13\% | $\begin{gathered} 21 \% \\ R \end{gathered}$ | $\underset{\mathrm{R}}{21 \%}$ | $\begin{gathered} 27 \% \\ R \end{gathered}$ | $\begin{gathered} 23 \% \\ \text { AA.AB } \end{gathered}$ | $31 \%$ | $21 \%$ | 18\% | $\begin{gathered} 23 \% \\ \text { AA.AB } \end{gathered}$ | 13\% | 10\% |
| By the end of February | 7\% | $5 \%$ | $9 \%$ | $3 \%$ | 7\% | 9\% | 7\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { AA } \end{aligned}$ | $5 \%$ | $6 \%$ | 13\% | $\begin{aligned} & 8 \% \\ & \text { AA } \end{aligned}$ | 1\% | $\begin{aligned} & 11 \% \\ & {A A^{*}}^{2} \end{aligned}$ |
| By the end of March | 7\% | $9 \%$ | 8\% | 6\% | 5\% | $\begin{gathered} 10 \% \\ R \end{gathered}$ | 6\% | 7\% | 7\% | $5 \%$ | 10\% |  | 7\% | 7\% | $4 \%$ |
| By the end of April | 5\% | $5 \%$ | $9 \%$ | $4 \%$ | 7\% | 5\% | 4\% | 3\% | 6\% | $16 \%$ | $4 \%$ | 9\% | 6\% | 3\% | 3\% |
| By the end of May | 4\% | 4\% | $\underset{\mathrm{N}^{*}}{9 \%}$ | $\begin{aligned} & 8 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { T.U } \end{aligned}$ | 3\% | 2\% | 1\% | 3\% |  | 3\% | $\div$ | 3\% | $\begin{gathered} 7 \% \\ z \end{gathered}$ | $5 \%$ |
| By the end of June | 3\% | 6\% | 4\% | : | 4\% | 4\% | 3\% | 1\% | 3\% | 10\% | 3\% | $\div$ | $3 \%$ | 2\% | $6 \%$ |
| By the end of July | 1\% | 1\% | 1\% | 3\% | 1\% | 0\% | $\begin{gathered} 3 \% \\ \mathrm{~s} \end{gathered}$ | 2\% | 1\% |  | 2\% |  | 1\% | 2\% | 2\% |
| By the end of August | 1\% | $\begin{aligned} & 4 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | 1\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | \% |  | $4 \%$ | 1\% | 1\% |  |
| By the end of September | 1\% | 1\% |  | 2\% | - | 2\% | 0\% | - | 0\% |  | 2\% |  | $\begin{gathered} 0 \% \\ \mathrm{v} \end{gathered}$ | 1\% |  |
| By the end of October | 1\% | * | 2\% |  | 0\% | 1\% | 1\% | - | 1\% |  |  | $\div$ | 0\% | 2\% |  |
| By the end of November | 2\% | $\begin{aligned} & 5 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \mathrm{~N}^{*} \end{aligned}$ | : | 4\% | 1\% | 1\% | 1\% | 2\% | $\%$ | 3\% | - | 2\% | 2\% | $1 \%$ |
| Not before the next holiday season | 5\% | $\begin{aligned} & \text { 11\% } \\ & \text { P.Q } \end{aligned}$ | 2\% | 1\% | 5\% | 6\% | 3\% | 4\% | 4\% |  | 6\% | 15\% | 4\% | 6\% | 6\% |
| Don't know / prefer not to say | 16\% | 22\% | 17\% | 16\% | $\begin{gathered} \text { 22\% } \\ \text { T.U } \end{gathered}$ | $\begin{gathered} 16 \% \\ u \end{gathered}$ | $\begin{gathered} 13 \% \\ u \end{gathered}$ | 6\% | 12\% | 19\% | 15\% | $16 \%$ | 13\% | $\begin{gathered} 24 \% \\ \text { v.z } \end{gathered}$ | 20\% |
| HYH_q8. You said you typically make holiday purchases <br> with a credit card. What type of credit card(s) do you <br> typically use? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 863 | 72 | 86 | 73 | 230 | 285 | 214 | 134 | 474 | 13 | 55 | 20 | 562 | 168 | 75 |
| Base: All US adults who plan to use a credit card for holiday spending | 848 | 81 | 131 | 73 | 288 | 253 | 194 | 112 | 434 | 13 | 55 | 20 | 522 | 193 | 74 |
| Cash back credit card | 42\% | $44 \%$ | $34 \%$ | $51 \%$ | 38\% | 39\% | $\begin{gathered} 48 \% \\ \mathrm{~s} \end{gathered}$ | 45\% | 44\% | $26 \%$ | $46 \%$ | $61 \%$ | 44\% | 37\% | $35 \%$ |

YouGov RealTime
Holiday Budget Gifts
us nat int Sample: 11 th - 1 th November 2019

| YouGov | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to <br> say | Younger than 18 <br> 18 | 18 or over | NET: Any age | Not a parent / | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
| Not applicable - I don't spend on this at all throughout the holiday season | 9\% | $\begin{gathered} 26 \% \\ \text { v.x.Z.AA.AB* } \end{gathered}$ | $7 \%$ |  |  | 5\% | 8\% | 7\% | $\begin{aligned} & 11 \% \\ & \text { AG.A. } \end{aligned}$ | 10\% | $\begin{gathered} 14 \% \\ \text { AM.AN } \end{gathered}$ | $\begin{aligned} & 7 \% \\ & \text { AN } \end{aligned}$ | 3\% | $\begin{aligned} & 10 \% \\ & \text { AN } \end{aligned}$ | 6\% |
| Don't know | $8 \%$ | 2\% | $7 \%$ | $27 \%$ | $43 \%$ | 5\% | 4\% | 5\% | $\begin{aligned} & 10 \% \\ & \text { AH.AI } \end{aligned}$ | 39\% AG.AH.AI.AJ* | 8\% AM.AN | 4\% | 2\% | $\begin{gathered} 24 \% \\ \text { AL.AM.AN } \end{gathered}$ | 9\% |
| Net: Use Credit Cards more | 28\% | $25 \%$ | $43 \%$ | 29\% | 12\% | $\begin{gathered} 29 \% \\ \text { AK } \end{gathered}$ | 26\% | 28\% | $\underset{\text { AK }}{29 \%}$ | 14\% | 19\% | $\begin{gathered} 31 \% \\ \text { AL.AO } \end{gathered}$ | $\begin{gathered} 44 \% \\ \text { AL.AM.AO } \end{gathered}$ | 18\% | $\begin{gathered} 30 \% \\ \text { AR } \end{gathered}$ |
| Net: Use Debit / Cash more | 46\% | 43\% | $34 \%$ | $45 \%$ | 29\% | 46\% | $\begin{gathered} \text { AI.AJ.AK } \\ \text { A. } \end{gathered}$ | $\begin{gathered} 49 \% \\ \mathrm{AK} \end{gathered}$ | 43\% | 32\% | $\begin{gathered} 52 \% \\ \text { AN } \end{gathered}$ | 45\% | 40\% | 43\% | 47\% |
| Net: Use Credit Cards at all | 53\% | $44 \%$ | 69\% | 29\% | $32 \%$ | $\begin{gathered} 59 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 53 \% \\ \text { AK } \end{gathered}$ | $\begin{gathered} 56 \% \\ \mathrm{AK} \end{gathered}$ | $\begin{gathered} 52 \% \\ \text { AK } \end{gathered}$ | 30\% | 42\% | $\begin{aligned} & 59 \% \\ & \text { AL.AO } \end{aligned}$ | $\begin{gathered} \text { 74\% } \\ \text { AL.AM.AO } \end{gathered}$ | 36\% | $\begin{gathered} 56 \% \\ \text { AR } \end{gathered}$ |
| Net: Use Debit / Cash at all | 66\% | $59 \%$ | $59 \%$ | 73\% | $49 \%$ | $\begin{aligned} & \text { 74\% } \\ & \text { AJ.AK } \end{aligned}$ | $\begin{aligned} & \text { 73\% } \\ & \text { AJ.AK } \end{aligned}$ | $\begin{gathered} 73 \% \\ \text { AJ.AK } \\ \hline \end{gathered}$ | $\begin{gathered} 60 \% \\ \text { AK } \end{gathered}$ | 39\% | $\begin{aligned} & 65 \% \\ & \text { AO } \end{aligned}$ | $\begin{gathered} 71 \% \\ \text { AO } \end{gathered}$ | $\begin{aligned} & 69 \% \\ & \text { AO } \end{aligned}$ | 54\% | 67\% |
| HYH_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 863 | 33 | 14 | 3 | 8 | 216 | 324 | 504 | 335 | 24 | 228 | 252 | 284 | 99 | 261 |
| Base: All US adults who plan to accumulate debt for 2019 | 848 | 31 | 17 | 2 | 8 | 211 | 299 | 480 | 342 | 26 | 244 | 257 | 252 | 96 | 270 |
| By the end of December (that holiday season) | 29\% | $22 \%$ | 18\% |  | $23 \%$ | 16\% | $\begin{aligned} & 26 \% \\ & \text { AG.AI } \end{aligned}$ | $\begin{gathered} 23 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 37 \% \\ \text { AG.AH.AI } \end{gathered}$ | $26 \%$ | 20\% | $\underset{\mathrm{AL}}{29 \%}$ | $\begin{gathered} 37 \% \\ \mathrm{AL} \end{gathered}$ | $27 \%$ | 24\% |
| By the end of January | 19\% | $\begin{gathered} 28 \% \\ A A . A B^{*} \end{gathered}$ | $5 \%$ |  |  | 13\% | $\begin{gathered} 25 \% \\ \text { AG.AI.AJ } \end{gathered}$ | $\underset{\text { AG }}{21 \%}$ | 17\% | 16\% | 11\% | $\underset{\mathrm{AL}}{21 \%}$ | $\begin{gathered} 24 \% \\ \mathrm{AL} \end{gathered}$ | 20\% | 20\% |
| By the end of February | 7\% | $\begin{gathered} 12 \% \\ A A^{*} \end{gathered}$ | $24 \%$ | 34\% |  | $\underset{\text { AJ }}{10 \%}$ | $\underset{\text { AJ }}{\text { 10\% }}$ | $\begin{gathered} \text { 10\% } \\ \text { AJ } \end{gathered}$ | 3\% | $3 \%$ | 8\% | 7\% | 7\% | $\stackrel{6 \%}{*}$ | 5\% |
| By the end of March | 7\% | ; | 12\% | 27\% |  | $\begin{gathered} 12 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 6\% | $\begin{aligned} & 8 \% \\ & \text { AH } \end{aligned}$ | 5\% | $4 \%$ | 7\% | 8\% | 5\% | 6\% | 7\% |
| By the end of April | 5\% | * | 6\% | 39\% | 10\% | 7\% | 5\% | 6\% | 3\% | 7\% | 6\% | 6\% | 4\% | $3 \%$ | 4\% |
| By the end of May | 4\% | 3\% | $8 \%$ |  |  | 3\% | 4\% | 3\% | 4\% | $3 \%$ | 4\% | 6\% | 2\% | 1\% | $\begin{aligned} & 6 \% \\ & \text { AQ } \end{aligned}$ |
| By the end of June | 3\% | $5 \%$ |  |  | 10\% | $\begin{aligned} & 7 \% \\ & \text { AJ } \end{aligned}$ | $\begin{aligned} & 4 \% \\ & \text { AJ } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { AJ } \end{aligned}$ | 1\% | $3 \%$ | 5\% | 3\% | 3\% | 1\% | 3\% |
| By the end of July | 1\% |  | $4 \%$ |  |  | 3\% | 1\% | 1\% | 1\% |  | 2\% | 1\% | 1\% |  | 1\% |
| By the end of August | 1\% | " | 10\% | $\div$ |  | 1\% | 1\% | 1\% | 1\% |  | 1\% | 1\% | 2\% | 2\% | 1\% |
| By the end of September | 1\% | $\begin{gathered} 3 \% \\ v^{*} \end{gathered}$ | $4 \%$ |  |  | - | 1\% | 0\% | 1\% |  | 1\% | 1\% | 0\% |  | 1\% |
| By the end of October | 1\% |  |  |  |  | $\begin{gathered} 2 \% \\ \text { AH.AJ } \end{gathered}$ | 0\% | $\begin{aligned} & \text { 1\% } \\ & \text { AH } \end{aligned}$ | 0\% |  | 1\% | 1\% | 1\% |  | 1\% |
| By the end of November | $2 \%$ | 6\% |  |  |  | 3\% | 1\% | 2\% | 2\% |  | 5\% <br> AM.AN | 0\% | 1\% | 1\% | 2\% |
| Not before the next holiday season | 5\% | 5\% |  |  | 10\% | $\begin{gathered} 7 \% \\ \text { AH.AI } \end{gathered}$ | 3\% | $\begin{aligned} & 4 \% \\ & \text { AH } \end{aligned}$ | 5\% | 11\% | $\begin{aligned} & 9 \% \\ & \text { AN } \end{aligned}$ | 4\% | 3\% | $3 \%$ | 6\% |
| Don't know / prefer not to say | 16\% | $16 \%$ | 9\% |  | $47 \%$ | 17\% | 13\% | 14\% | 18\% | $27 \%$ | $\begin{gathered} 22 \% \\ \text { AM.AN } \end{gathered}$ | 12\% | 9\% | 30\% AM.AN* | $\begin{gathered} 18 \% \\ \text { AR } \end{gathered}$ |
| HYH_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 863 | 33 | 14 | 3 | 8 | 216 | 324 | 504 | 335 | 24 | 228 | 252 | 284 | 99 | 261 |
| Base: All US adults who plan to use a credit card for holiday spending | 848 | 31 | 17 | 2 | 8 | 211 | 299 | 480 | 342 | 26 | 244 | 257 | 252 | 96 | 270 |
| Cash back credit card | 42\% | $\begin{gathered} 59 \% \\ A A . A B^{*} \end{gathered}$ | $29 \%$ |  | $10 \%$ | 41\% | 40\% | 41\% | 44\% | $28 \%$ | 35\% | $\begin{gathered} \text { 47\% } \\ \text { AL.AO } \end{gathered}$ | $\begin{aligned} & \text { 47\% } \\ & \text { AL.AO } \end{aligned}$ | $30 \%$ | 37\% |

YouGov RealTime
Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

| YouGov |  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Total | Suburban/ Town | Rural | Other |
| Not applicable - I don't spend on this at all throughout the holiday season | 9\% | 8\% | $\begin{gathered} 15 \% \\ \text { AP.AQ } \end{gathered}$ | - |
| Don't know | 8\% | 8\% | 8\% | $27 \%$ |
| Net: Use Credit Cards more | 28\% | $\begin{gathered} 30 \% \\ \text { AR } \end{gathered}$ | 21\% | $27 \%$ |
| Net: Use Debit / Cash more | 46\% | 44\% | 49\% | $46 \%$ |
| Net: Use Credit Cards at all | 53\% | $\begin{gathered} 56 \% \\ \text { AR } \end{gathered}$ | 41\% | $27 \%$ |
| Net: Use Debit/ / Cash at all | 66\% | 65\% | 67\% | $46 \%$ |

HYH-q7. And when you use credit cards or accumulate deb
for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred?

| Unweighted base | 863 | 453 | 146 | 3 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to accumulate debt for 2019 | 848 | 443 | 132 | 3 |
| By the end of December (that holiday season) | 29\% | 32\% | 28\% |  |
| By the end of January | 19\% | 20\% | 16\% | $\bar{*}$ |
| By the end of February | 7\% | 6\% | $\begin{gathered} 15 \% \\ \text { AP.AQ } \end{gathered}$ | 29\% |
| By the end of March | 7\% | 6\% | 9\% |  |
| By the end of April | 5\% | 6\% | 4\% |  |
| By the end of May | 4\% | $2 \%$ | $\begin{aligned} & 6 \% \\ & \text { AQ } \end{aligned}$ |  |
| By the end of June | $3 \%$ | $3 \%$ | 4\% | $\div$ |
| By the end of July | 1\% | 1\% | $\begin{aligned} & 3 \% \\ & \text { AQ } \end{aligned}$ | $\%$ |
| By the end of August | 1\% | 1\% | - | $\div$ |
| By the end of September | 1\% | 1\% | - |  |
| By the end of October | 1\% | 0\% | 1\% |  |
| By the end of November | $2 \%$ | $2 \%$ | 2\% |  |
| Not before the next holiday season | 5\% | 4\% | 4\% | $34 \%$ |
| Don't know / prefer not to say | 16\% | $\begin{gathered} 17 \% \\ \text { AR } \end{gathered}$ | 10\% | $37 \%$ |
| HYH_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply. |  |  |  |  |
| Unweighted base | 863 | 453 | 146 | 3 |
| Base: All US adults who plan to use a credit card for holiday spending | 848 | 443 | 132 | 3 |
| Cash back credit card | 42\% | 44\% | 41\% | $63 \%$ |

## YouGov RealTime

Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen $Z(2000$ and later) | $\begin{aligned} & \text { Millennial } \\ & \text { (1982-1999) } \end{aligned}$ | $\begin{gathered} \text { Gen X(1965- } \\ 1981) \end{gathered}$ | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Travel rewards credit card | 15\% | 18\% | 12\% | $6 \%$ | $\begin{gathered} \text { 18\% } \\ \text { G } \end{gathered}$ | 15\% | 14\% | 7\% | $\vdots$ | $\%$ | 15\% | 11\% | 18\% | 14\% | $16 \%$ P |
| Store credit card (aka co-branded credit card) | 16\% | 16\% | 17\% | $23 \%$ | 19\% | 12\% | 15\% | $21 \%$ |  |  | $\begin{gathered} 20 \% \\ M \end{gathered}$ | $\begin{gathered} 21 \% \\ M \end{gathered}$ | 15\% | 12\% | 16\% |
| General-purpose credit card | 35\% | 35\% | 35\% | 30\% | 32\% | 37\% | 38\% | 32\% | $\div$ | $\dot{*}$ | 36\% | 30\% | 34\% | $\begin{gathered} 41 \% \\ \mathrm{k} \end{gathered}$ | 36\% |
| Secured credit card | 14\% | 15\% | 13\% | $40 \%$ | $\begin{aligned} & \text { 18\% } \\ & \text { E.F } \end{aligned}$ | 11\% | 10\% | 11\% | $\div$ | $\therefore$ | 14\% | 15\% | 15\% | 11\% | 12\% |
| Other | 2\% | 3\% | 2\% | $\div$ | 1\% | 4\% | 3\% |  |  | $\dot{\square}$ | 2\% | 4\% | 2\% | 2\% | 2\% |
| Don't know | $8 \%$ | 7\% | 10\% | $7 \%$ | 11\% | 9\% | 6\% | $3 \%$ |  |  | 7\% | 8\% | 9\% | 9\% | 7\% |
| HYH_q9. Are you still paying off any debt from any of your holiday purchases in December 2018? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Yes, Iam | 9\% | 10\% | 8\% | $\div$ | $\begin{gathered} \text { 14\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 11 \% \\ F \end{gathered}$ | 4\% | $4 \%$ |  |  | 7\% | 7\% | 11\% | $8 \%$ | 7\% |
| No, I am not | 84\% | 84\% | 85\% | $96 \%$ | 77\% | 82\% | $\begin{aligned} & 91 \% \\ & \text { D.E } \end{aligned}$ | $\begin{aligned} & \text { 944 } \\ & \text { D.E } \end{aligned}$ |  |  | 84\% | 87\% | 84\% | 84\% | 87\% |
| Don't know / prefer not to say | 7\% | 6\% | 7\% | $4 \%$ | $\begin{gathered} 10 \% \\ \mathrm{~F} \end{gathered}$ | 7\% | 5\% | $3 \%$ |  |  | 10\% | 6\% | 5\% | 7\% | 6\% |
| Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row. <br> HYH_q10_1. Significant other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 54\% | 54\% | 54\% | $45 \%$ | $\begin{gathered} 56 \% \\ G \end{gathered}$ | $\begin{gathered} 56 \% \\ G \end{gathered}$ | $\begin{gathered} 53 \% \\ G \end{gathered}$ | 39\% |  |  | 55\% | 58\% | 53\% | 51\% | $\begin{gathered} 57 \% \\ Q \end{gathered}$ |
| I don't plan to buy a gift | 14\% | 15\% | 12\% | $4 \%$ | 10\% | $\begin{gathered} 17 \% \\ \mathrm{D} \end{gathered}$ | 14\% | 18\% |  |  | 11\% | 11\% | 16\% | 14\% | 11\% |
| Don't know | 6\% | 6\% | 7\% | $4 \%$ | $\begin{aligned} & 9 \% \\ & \text { E.F } \end{aligned}$ | 4\% | 5\% | $9 \%$ |  |  | $8 \%$ | 7\% | 4\% | 8\% | 6\% |
| Not applicable - this does not apply to me | 26\% | 26\% | 27\% | $47 \%$ | 24\% | 24\% | 28\% | $35 \%$ |  |  | 26\% | 24\% | 27\% | 28\% | 26\% |
| HYH_q10_2. Family member(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 75\% | 70\% | $\begin{gathered} 79 \% \\ \mathrm{~A} \end{gathered}$ | 68\% | 74\% | 75\% | 75\% | $75 \%$ | \% |  | 73\% | 78\% | 77\% | 70\% | 78\% 0.0 |
| I don't plan to buy a gift | 11\% | $\begin{gathered} 14 \% \\ B \end{gathered}$ | 9\% | $24 \%$ | 9\% | $\begin{gathered} 14 \% \\ \mathrm{D} \end{gathered}$ | 12\% | 6\% | ** | $\div$ | 10\% | 9\% | 13\% | 12\% | 10\% |
| Don't know | $8 \%$ | $\begin{gathered} 11 \% \\ B \end{gathered}$ | 6\% | $4 \%$ | $\begin{gathered} 10 \% \\ \mathrm{E} \end{gathered}$ | 4\% | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | 12\% |  |  | ${ }^{12 \%}$ | 8\% | 6\% | 10\% | 8\% |
| Not applicable - this does not apply to me | 6\% | 6\% | 5\% | $5 \%$ | 6\% | 6\% | 4\% | 7\% | $\div$ |  | 5\% | 5\% | 4\% | $8 \%$ | 5\% |
| HYH_q10_3. Friend(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 37\% | 32\% | $\begin{gathered} 41 \% \\ A \end{gathered}$ | 61\% | $\begin{gathered} \text { 41\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 36 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 33 \% \\ \mathrm{G} \end{gathered}$ | 21\% |  | $\div$ | 30\% | 34\% | $\begin{gathered} 42 \% \\ \text { J.K } \end{gathered}$ | 36\% | 34\% |
| I don't plan to buy a gift | 38\% | $\begin{gathered} 43 \% \\ B \end{gathered}$ | 34\% | $7 \%$ | 35\% | 38\% | 42\% | $\begin{gathered} \text { 48\% } \\ \mathrm{D}^{*} \end{gathered}$ | $\div$ | * | 41\% | $\stackrel{44 \%}{L}$ | 35\% | 37\% | $\begin{gathered} 42 \% \\ 0 . Q \end{gathered}$ |

## YouGov RealTime

Holiday Budget Gifts
us_nat int Sample: 11th - 12th November 2019

| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not tiving } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
| Travel rewards credit card | 15\% | $\begin{gathered} \text { 19\% } \\ \mathrm{p}^{2} \end{gathered}$ | $6 \%$ | $\begin{gathered} \text { 17\% } \\ \mathrm{P}^{\prime} \end{gathered}$ | 5\% | $\begin{gathered} 12 \% \\ R \end{gathered}$ | $\begin{aligned} & 26 \% \\ & \text { R.S } \end{aligned}$ | $\begin{gathered} 27 \% \\ \text { R.S } \end{gathered}$ | $\begin{gathered} \text { 18\% } \\ \text { AA } \end{gathered}$ | $29 \%$ | 10\% | 18\% | 17\% | 10\% | $12 \%$ |
| Store credit card (aka co-branded credit card) | 16\% | 19\% | 15\% | 17\% | 16\% | 16\% | 18\% | 14\% | 17\% | $\div$ | $14 \%$ | $24 \%$ | 16\% | 19\% | 15\% |
| General-purpose credit card | 35\% | $\stackrel{27 \%}{ }$ | $39 \%$ | $27 \%$ | 31\% | 40\% | 32\% | 39\% | 36\% | $27 \%$ | $47 \%$ | $48 \%$ | 37\% | 33\% | $33 \%$ |
| Secured credit card | 14\% | 15\% | $\underset{\mathrm{N}^{*}}{24 \%}$ | 11\% | $\begin{aligned} & 22 \% \\ & \text { s.T.u } \end{aligned}$ | 10\% | 9\% | 10\% | 13\% | 16\% | 7\% | 20\% | 13\% | $\begin{gathered} \text { 20\% } \\ \text { v.Z.AB } \end{gathered}$ | 7\% |
| Other | 2\% | 6\% | 1\% | 1\% | 3\% | $3 \%$ | 2\% | 1\% | 1\% | $6 \%$ | 1\% |  | 1\% | $\begin{aligned} & 4 \% \\ & \text { v. } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { v. } \end{aligned}$ |
| Don't know | 8\% | 12\% | 11\% | 7\% | $\begin{gathered} \text { 13\% } \\ \text { T.U } \end{gathered}$ | $\begin{aligned} & \text { 10\% } \\ & \text { T.U } \end{aligned}$ | 3\% | 2\% | 7\% | $11 \%$ | 7\% | 8\% | 7\% | 10\% | $13 \%$ |
| HYH_q9. Are you still paying off any debt from any of your holiday purchases in December 2018? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Yes, Iam | 9\% | $6 \%$ | $\begin{aligned} & \text { 19\% } \\ & \text { N.0* } \end{aligned}$ | 8\% | 10\% | 8\% | 10\% | 4\% | 8\% | $4 \%$ | $13 \%$ | $9 \%$ | 9\% | 9\% | 10\% |
| No, lam not | 84\% | 82\% | $74 \%$ | 84\% | 81\% | 86\% | 86\% | $\begin{gathered} \text { 92\% } \\ \text { R.S } \end{gathered}$ | $\begin{gathered} 87 \% \\ A A \end{gathered}$ | $76 \%$ | $84 \%$ | $84 \%$ | $\begin{gathered} 87 \% \\ A A \end{gathered}$ | 81\% | 87\% |
| Don't know / prefer not to say | 7\% | $\begin{gathered} 12 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 7\% | 8\% | $\begin{gathered} 9 \% \\ u \end{gathered}$ | 6\% | 5\% | 3\% | 4\% | $20 \%$ | 3\% | 7\% | 5\% | $\begin{gathered} 11 \% \\ \text { v.X.Z.AB } \end{gathered}$ | 3\% |
| Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row. <br> HYH_q10_1. Significant other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| I plan to buy a gift | 54\% | $47 \%$ | $53 \%$ | $39 \%$ | 49\% | 56\% | $\begin{gathered} 58 \% \\ \mathrm{R} \end{gathered}$ | 58\% | $\begin{gathered} 72 \% \\ \text { AA.AB.AC } \end{gathered}$ | $91 \%$ | $\begin{gathered} 82 \% \\ \text { AA.AB.AC* } \end{gathered}$ | $82 \%$ | $\begin{gathered} 74 \% \\ \text { V.AA.AB.AC } \end{gathered}$ | 25\% | 26\% |
| I don't plan to buy a gift | 14\% | 16\% | $\underset{\mathrm{N}^{*}}{22 \%}$ | $13 \%$ | $\begin{gathered} 15 \% \\ \mathrm{~s} \end{gathered}$ | 10\% | 15\% | 15\% | $\begin{gathered} \text { 17\% } \\ \text { x.Z.AC } \end{gathered}$ |  | $7 \%$ |  | $\begin{aligned} & 15 \% \\ & \text { X.AC } \end{aligned}$ | $\begin{aligned} & 13 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 13 \% \\ & \text { AC* }^{*} \end{aligned}$ |
| Don't know | 6\% | 8\% | 4\% | $\begin{aligned} & \text { 14\% } \\ & \text { N.P* } \end{aligned}$ | 6\% | 7\% | 5\% | 8\% | 5\% | $4 \%$ | 8\% | 2\% | 5\% | 8\% | $4 \%$ |
| Not applicable - this does not apply to me | 26\% | $29 \%$ | $22 \%$ | $34 \%$ | $\begin{gathered} 30 \% \\ u \end{gathered}$ | $\begin{gathered} 27 \% \\ u \end{gathered}$ | 22\% | 18\% | 6\% | 5\% | $3 \%$ | $16 \%$ | 6\% | $\begin{aligned} & 54 \% \\ & \text { v.x.z } \end{aligned}$ | $\begin{gathered} 56 \% \\ \text { v.x.Z } \end{gathered}$ |
| HYH_q10_2. Family member(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | ${ }^{123}$ | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| 1 plan to buy a gift | 75\% | ${ }^{66 \%}$ | $\stackrel{75 \%}{ }$ | $62 \%$ | 68\% | $\begin{gathered} 78 \% \\ R \end{gathered}$ | $\begin{gathered} 80 \% \\ R \end{gathered}$ | $\begin{gathered} 79 \% \\ R \end{gathered}$ | $\begin{gathered} 80 \% \\ \text { AA } \end{gathered}$ | $85 \%$ | $\begin{gathered} 82 \% \\ A^{*} \end{gathered}$ | $81 \%$ | $\begin{gathered} 80 \% \\ A A \end{gathered}$ | 63\% | $\begin{gathered} 76 \% \\ \hline A^{*} \end{gathered}$ |
| I don't plan to buy a gift | 11\% | 15\% | 10\% | $\begin{gathered} 19 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 13\% | 8\% | 13\% | $\begin{gathered} 14 \% \\ \mathrm{~s} \end{gathered}$ | 10\% | 6\% | 12\% | $5 \%$ | 10\% | $\begin{gathered} 16 \% \\ \text { v.Z } \end{gathered}$ | 10\% |
| Don't know | 8\% | $7 \%$ | 10\% | $13 \%$ | $\begin{gathered} 12 \% \\ \mathrm{~T} \end{gathered}$ | 7\% | 5\% | 6\% | 8\% | $4 \%$ | 2\% | 5\% | 7\% | $\begin{gathered} 11 \% \\ \mathrm{x} \end{gathered}$ | 8\% |
| Not applicable - this does not apply to me | 6\% | $\begin{gathered} \text { 12\% } \\ \mathrm{N}^{*} \end{gathered}$ | 5\% | $6 \%$ | $\begin{aligned} & \text { 8\% } \\ & \text { T.U } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { T.U } \end{aligned}$ | 2\% | 1\% | 2\% | 5\% | $4 \%$ | 10\% | 3\% | $\begin{gathered} \text { 10\% } \\ \text { v.Z } \end{gathered}$ | $5 \%$ |
| HYH_q10_3. Friend(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| I plan to buy a gift | 37\% | 39\% | $\underset{N^{*}}{46 \%}$ | 38\% | 37\% | 34\% | 38\% | 39\% | 36\% | $34 \%$ | $42 \%$ | $50 \%$ | 37\% | 37\% | $33 \%$ |
| I don't plan to buy a gift | 38\% | 29\% | $35 \%$ | $30 \%$ | 37\% | 36\% | 41\% | 45\% | $\begin{aligned} & \text { 42\% } \\ & \text { AA.AC } \end{aligned}$ | $36 \%$ | $41 \%$ | $20 \%$ | $\begin{gathered} 41 \% \\ A C \end{gathered}$ | 34\% | $43 \%$ |

## YouGov RealTime

Holiday Budget Gifts
us nat int Sample: 11th - 1 2th November 2019

| YouGov | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | $\begin{aligned} & \text { Younger than } \\ & 18 \end{aligned}$ | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$ 40 k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
| Travel rewards credit card | 15\% | 9\% | 13\% | $\div$ | $51 \%$ | 17\% | 15\% | 16\% | 14\% | $\begin{gathered} 3 \% \\ * * \end{gathered}$ | 8\% | 10\% | $\begin{gathered} 28 \% \\ \text { AL.AM.AO } \end{gathered}$ | $14 \%$ | 18\% |
| Store credit card (aka co-branded credit card) | 16\% | $\stackrel{6}{*}$ | 16\% |  |  | 19\% | 17\% | 17\% | 16\% | $14 \%$ | 17\% | 20\% | 13\% | 11\% | 17\% |
| General-purpose credit card | 35\% | $\stackrel{32 \%}{*}$ | 11\% | $66 \%$ | 10\% | 36\% | 38\% | 37\% | 33\% | $23 \%$ | 33\% | 39\% | 35\% | $29 \%$ | $33 \%$ |
| Secured credit card | 14\% | 8\% | $24 \%$ |  | 10\% | $\begin{gathered} 21 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 13\% | $\begin{gathered} 16 \% \\ \text { AH } \end{gathered}$ | 13\% |  | $\begin{aligned} & \text { 17\% } \\ & \text { AO } \end{aligned}$ | 14\% | 14\% | 7\% | 16\% |
| Other | 2\% | : | 5\% | $34 \%$ |  | 1\% | 1\% | 1\% | $\begin{gathered} 4 \% \\ \text { AG.AH.AI } \end{gathered}$ | $3 \%$ | $6 \%$ AM.AN | 1\% | 1\% | $1 \%$ | 4\% |
| Don't know | 8\% | $\stackrel{3}{*}$ | $6 \%$ |  | 19\% | 7\% | 5\% | 6\% | 9\% | $38 \%$ | $\begin{gathered} 11 \% \\ \text { AM.AN } \end{gathered}$ | 5\% | 3\% | $\begin{gathered} 25 \% \\ \text { AL.AM.AN* } \end{gathered}$ | 11\% |
| HYH_q9. Are you still paying off any debt from any of your holiday purchases in December 2018? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| Yes, Iam | 9\% | 4\% | 26\% | - | 4\% |  | 6\% | 10\% | 7\% | 12\% | 11\% | 12\% | 8\% | 1\% | 11\% |
|  |  | + | ** | ** | ** | AH.AI.AJ |  | AH |  | + | AO | Aо | Aо |  | AR |
| No, lam not | 84\% | 90\% | 70\% | $73 \%$ | $55 \%$ | $\begin{gathered} 81 \% \\ \text { AK } \end{gathered}$ | 91\% <br> AG.AI.AJ.AK | $\begin{gathered} \text { 87\% } \\ \text { AG.AK } \end{gathered}$ | $\begin{gathered} 85 \% \\ \text { AK } \end{gathered}$ | $52 \%$ | 83\% | 84\% | $\begin{gathered} 90 \% \\ \text { AL.AO } \end{gathered}$ | 80\% | 82\% |
| Don't know / prefer not to say | 7\% | 6\% | $4 \%$ | 27\% | $41 \%$ | 4\% | $3 \%$ | 3\% | 8\% AG.AH.AI | 36\% <br> AG.AH.AI.AJ* | $\begin{aligned} & 7 \% \\ & \text { AN } \end{aligned}$ | 4\% | $2 \%$ | $\begin{gathered} \text { AL.AM.AN } \end{gathered}$ | 8\% |
| Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row. <br> HYH_q10_1. Significant other |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 54\% | 16\% | $36 \%$ | 46\% | 31\% | 70\% <br> AH.AI.AJ.AK | 55\% AJ.AK | $\begin{gathered} 60 \% \\ \text { AH.AJ.AK } \end{gathered}$ | 47\% | $37 \%$ | 45\% | $\begin{aligned} & 58 \% \\ & \text { AL.AO } \end{aligned}$ | $\begin{gathered} 69 \% \\ \text { AL.AM.AO } \end{gathered}$ | 43\% | 51\% |
| I don't plan to buy a gift | 14\% | 2\% | 8\% | 25\% | 14\% | 11\% | $\begin{gathered} \text { 18\% } \\ \text { AG.Al.AJ } \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { AG } \end{gathered}$ | 11\% | 11\% | 14\% | 15\% | 11\% | 14\% | 13\% |
| Don't know | 6\% | 7\% | $8 \%$ | $29 \%$ | $23 \%$ | $\begin{aligned} & \text { 9\% } \\ & \text { AH.AI } \end{aligned}$ | 5\% | $\begin{aligned} & 6 \% \\ & \text { AH } \end{aligned}$ | 6\% | $\begin{gathered} 15 \% \\ \text { AH.AI.AJ* } \end{gathered}$ | 6\% | 5\% | 4\% | $\begin{gathered} 11 \% \\ \text { AM.AN } \end{gathered}$ | 7\% |
| Not applicable - this does not apply to me | 26\% | $\begin{gathered} 75 \% \\ \text { v.x.z.AA.AB* } \end{gathered}$ | $47 \%$ |  | $33 \%$ | 10\% | $\begin{gathered} 23 \% \\ \text { AG.A } \end{gathered}$ | $\begin{gathered} 18 \% \\ \text { AG } \end{gathered}$ | $\begin{gathered} 36 \% \\ \text { AG.AH.AI } \end{gathered}$ | $\begin{gathered} 36 \% \\ A G . A A^{*} \end{gathered}$ | $\begin{gathered} 35 \% \\ \text { AM.AN } \end{gathered}$ | 21\% | 17\% | $\begin{gathered} 32 \% \\ \text { AM.AN } \end{gathered}$ | 28\% |
| HYH_910_2. Family member(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 75\% | 77\% | 70\% | $100 \%$ | $41 \%$ | 84\% AJ.AK | 80\% AJ.AK | 81\% AJ.AK | 68\% | $54 \%$ | $\begin{gathered} 71 \% \\ \text { AO } \end{gathered}$ | $\begin{aligned} & \text { 79\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{aligned} & \text { 85\% } \\ & \text { AL.AO } \end{aligned}$ | 58\% | 70\% |
| I don't plan to buy a gift | 11\% | 6\% | 14\% | $\div$ | $12 \%$ | 9\% | 11\% | 10\% | 14\% | $7 \%$ | 13\% | 10\% | 9\% | 14\% | 13\% |
| Don't know | 8\% | 9\% | 16\% | $\bar{*}$ | $22 \%$ | 5\% | 7\% | 7\% | 9\% | 23\% AG.AH.AI.AJ* | $\begin{gathered} 10 \% \\ \text { AN } \end{gathered}$ | 7\% | 4\% | $\begin{gathered} 15 \% \\ \text { AM.AN } \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ \text { AQ } \end{gathered}$ |
| Not applicable - this does not apply to me | 6\% | $\begin{aligned} & 9 \% \\ & \text { v.Z } \end{aligned}$ |  |  | $25 \%$ | 2\% | 2\% | 2\% | $\begin{gathered} \text { AG.AH.AI } \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { AG.AH.A/ } \end{gathered}$ | 7\% AM.AN | 3\% | 2\% | $\begin{aligned} & \text { 12\% } \\ & \text { AM.AN } \end{aligned}$ | 6\% |
| HYH_q10_3. Friend(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 37\% | $39 \%$ | 27\% | $73 \%$ | 30\% | 39\% | 33\% | $\begin{gathered} 36 \% \\ \text { AH } \end{gathered}$ | 38\% | 27\% | 35\% | $\begin{gathered} 42 \% \\ \text { AO } \end{gathered}$ | 38\% | 29\% | 37\% |
| I don't plan to buy a gift | 38\% | $26 \%$ | $42 \%$ | $\bar{*}$ | $22 \%$ | 36\% | $\begin{gathered} \text { 44\% } \\ \text { AG.AI.AJ } \end{gathered}$ | 40\% | 37\% | $29 \%$ | 37\% | 39\% | $\begin{gathered} 43 \% \\ \text { AO } \end{gathered}$ | 32\% | 40\% |

## YouGov RealTime

Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

## YouGov

|  |  |  |  | ** |
| :---: | :---: | :---: | :---: | :---: |
| card (aka co-branded credit card) | 16\% | 17\% | 13\% | $34 \%$ |
| General-purpose credit card | 35\% | 36\% | 36\% | $34 \%$ |
| Secured credit card | 14\% | 12\% | 16\% | $34 \%$ |
| Other | 2\% | 2\% | 1\% |  |
| Don't know | 8\% | $8 \%$ | 6\% | $37 \%$ |

HYH_q9. Are you still paying off any debt from any of your
holiday purchases in December 2018?

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Yes, I am | 9\% | 9\% | 5\% | - |
|  |  | AR |  | ** |
| No, lam not | 84\% | 84\% | 91\% | 39\% |
|  |  |  | AP.AQ | ** |
| Don't know / prefer not to say | 7\% | 7\% | 4\% | 61\% |
|  |  |  |  | ** |

Are you planning or not planning to buy gifts for each of th
following this holiday season? Please select one option on
HYH_q10_1. Significant other

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| I plan to buy a gift | 54\% | 54\% | 57\% | 27\% |
| I don't plan to buy a gift | 14\% | $\begin{gathered} 16 \% \\ \text { AR } \end{gathered}$ | 9\% | $\bar{*}$ |
| Don't know | 6\% | 5\% | 8\% | 14\% |
| Not applicable - this does not apply to me | 26\% | 25\% | 27\% | $59 \%$ |

HYH_q10_2. Family member(s)

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| 1 plan to buy a gift | 75\% | 78\% | 74\% | 54\% |
|  |  | AP |  | ** |
| I don't plan to buy a gift | 11\% | 10\% | 12\% | $\div$ |
| Don't know | 8\% | 7\% | 7\% | 14\% |
| Not applicable - this does not apply to me | 6\% | 5\% | 7\% | $32 \%$ |

HYH_q10_3. Friend(s)

| Unweighted base | 1240 | 620 | 245 | 6 |
| ---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| I plan to buy a gift | $37 \%$ | $37 \%$ | $35 \%$ | $46 \%$ |
| I don't plan to buy a gift | $38 \%$ | $39 \%$ | $35 \%$ | $12 \%$ <br>  |
|  |  |  |  | $* *$ |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen Z $\mathbf{2 0 0 0}^{2}$ and later) | $\begin{gathered} \text { Millennial } \\ (1982-1999) \end{gathered}$ | Gen X (19651981) | Baby Boomer (1946-1964) | $\begin{gathered} \text { Silent } \\ \text { Generation } \\ (1928-1945) \end{gathered}$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Don't know | 14\% | 15\% | 12\% | $24 \%$ | 14\% | 13\% | 12\% | 18\% | $\div$ |  | 16\% | 13\% | 12\% | 14\% | 14\% |
| Not applicable - this does not apply to me | 11\% | 10\% | 13\% | $8 \%$ | 10\% | 12\% | 12\% | $\stackrel{13 \%}{ }$ | $\div$ | $\dot{\square}$ | 13\% | 10\% | 11\% | 13\% | 10\% |
| HYH_q10_4. Co-worker(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US aduls | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 13\% | 11\% | 15\% | $26 \%$ | $\begin{aligned} & \text { 18\% } \\ & \text { F.G } \end{aligned}$ | $\begin{gathered} \text { 144\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 8 \% \\ G \end{gathered}$ | 1\% |  |  | 13\% | 12\% | 14\% | 11\% | 12\% |
| I don't plan to buy a gift | 39\% | $\begin{gathered} 47 \% \\ \mathrm{~B} \end{gathered}$ | 32\% | $43 \%$ | $\begin{gathered} 41 \% \\ G \end{gathered}$ | $\begin{gathered} 48 \% \\ \text { F.G } \end{gathered}$ | 35\% | 24\% | $\div$ |  | 36\% | 44\% | 39\% | 39\% | 40\% |
| Don't know | 9\% | 9\% | 8\% | $4 \%$ | $\begin{aligned} & \text { 13\% } \\ & \text { E.F.G } \end{aligned}$ | 7\% | 6\% | $4 \%$ |  |  | 11\% | 9\% | 7\% | 9\% | 9\% |
| Not applicable - this does not apply to me | 39\% | 34\% | $\begin{gathered} 45 \% \\ \mathrm{~A} \end{gathered}$ | $\underset{* *}{27 \%}$ | 28\% | 31\% | $\begin{gathered} 51 \% \\ \text { D.E } \end{gathered}$ | $\begin{aligned} & 71 \% \\ & \text { D.E.F* } \end{aligned}$ |  |  | 40\% | 36\% | 40\% | 40\% | 39\% |
| HYH_q10_5. Neighbor(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | $\cdot$ | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 10\% | 11\% | 10\% | $2 \%$ | 9\% | 12\% | 11\% | $12 \%$ | $\div$ | $\therefore$ | 9\% | 9\% | 12\% | 10\% | 10\% |
| I don't plan to buy a gift | 59\% | $\begin{gathered} 63 \% \\ \mathrm{~B} \end{gathered}$ | 56\% | $64 \%$ | 58\% | 60\% | 60\% | $54 \%$ | $\div$ | $\div$ | 56\% | 59\% | 60\% | 61\% | $\begin{gathered} 64 \% \\ 0 . P \end{gathered}$ |
| Don't know | 10\% | 10\% | 9\% | 9\% | $\begin{gathered} \text { 12\% } \\ \mathrm{F} \end{gathered}$ | 10\% | 6\% | 10\% | - |  | $\begin{gathered} 14 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 11 \% \\ \hline \end{gathered}$ | 6\% | 10\% | 9\% |
| Not applicable - this does not apply to me | 21\% | 17\% | $\begin{gathered} 25 \% \\ \mathrm{~A} \end{gathered}$ | $25 \%$ | 20\% | 18\% | 23\% | $\stackrel{25 \%}{*}$ |  |  | 22\% | 21\% | 22\% | 19\% | 17\% |
| HYH_q10_6. Pet(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| I plan to buy a gift | 31\% | 28\% | 34\% | 27\% | $\begin{gathered} 31 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 38 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 30 \% \\ \mathrm{G} \end{gathered}$ | $15 \%$ |  |  | 33\% | 29\% | 28\% | 36\% | $\begin{aligned} & 35 \% \\ & 0.0 \end{aligned}$ |
| I don't plan to buy a gift | 30\% | 33\% | 27\% | 20\% | 27\% | 30\% | 33\% | $34 \%$ |  |  | 25\% | 31\% | $32 \%$ | 30\% | 30\% |
| Don't know | 9\% | 10\% | 9\% | 27\% | $\begin{gathered} 11 \% \\ \mathrm{G} \end{gathered}$ | 8\% | 8\% | 2\% |  |  | 10\% | 12\% | 8\% | 9\% | 9\% |
| Not applicable - this does not apply to me | 30\% | 29\% | 30\% | $26 \%$ | 30\% | 24\% | 29\% | $\begin{aligned} & 48 \% \\ & \text { D.E.F* } \end{aligned}$ |  |  | $33 \%$ | 28\% | $32 \%$ | 25\% | 26\% |
| HYH_q10_multi. Multi count for error on amount |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1047 | 460 | 587 | 14 | 322 | 257 | 397 | 57 | - | - | 198 | 244 | 372 | 233 | 780 |
| Base | 1041 | 500 | 541 | 23 | 366 | 222 | 370 | 59 | - | - | 182 | 223 | 392 | 243 | 692 |
| Significant other | 64\% | 65\% | 63\% | $56 \%$ | $\begin{gathered} 67 \% \\ \mathrm{G} \end{gathered}$ | $\begin{gathered} 67 \% \\ \mathrm{G} \end{gathered}$ | 63\% | $49 \%$ |  |  | 66\% | 67\% | 63\% | 61\% | 66\% |
| Family member(s) | 89\% | 85\% | $\begin{gathered} 93 \% \\ A \end{gathered}$ | $83 \%$ | 88\% | 90\% | 88\% | 96\% |  |  | 88\% | 91\% | $\begin{gathered} 91 \% \\ M \end{gathered}$ | 84\% | 90\% |
| Friend(s) | 44\% | 39\% | $\begin{gathered} 48 \% \\ \mathrm{~A} \end{gathered}$ | 75\% | $\begin{gathered} \text { 49\% } \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 44 \% \\ \mathrm{G} \end{gathered}$ | 40\% | $28 \%$ |  |  | 36\% | 39\% | $\begin{gathered} \text { 50\% } \\ \text { J.K } \end{gathered}$ | 43\% | 39\% |
| Co-worker(s) | 15\% | 13\% | 17\% | $32 \%$ | $\begin{aligned} & 21 \% \\ & \text { F.G } \end{aligned}$ | $\begin{aligned} & \text { 17\% } \\ & \text { F.G } \end{aligned}$ | 9\% | 2\% |  |  | 15\% | 14\% | 17\% | 14\% | 14\% |
| Neighbor(s) | 12\% | 13\% | 12\% | $2 \%$ | 11\% | 15\% | 12\% | $15 \%$ |  |  | 10\% | 10\% | 15\% | 12\% | 11\% |
| Pet(s) | 37\% | 34\% | 40\% | $34 \%$ | $\begin{gathered} 37 \% \\ 6 \end{gathered}$ | $\begin{gathered} 45 \% \\ \text { F.G } \end{gathered}$ | $\begin{gathered} 36 \% \\ \mathrm{G} \end{gathered}$ | $20 \%$ | * | $\cdots$ | 40\% | 34\% | 34\% | $\begin{gathered} 43 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} 40 \% \\ 0 \end{gathered}$ |

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| YouGov |  | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civi partnership | $\begin{aligned} & \text { In a } \\ & \text { relationship, } \\ & \text { not living } \\ & \text { together } \end{aligned}$ | NET: In a relationship | Single | Divorced |
| Don't know | 14\% | 14\% | $8 \%$ | $\underset{\text { p* }}{21 \%}$ | 11\% | 16\% | 13\% | 13\% | 13\% | 15\% | $12 \%$ | 12\% | 13\% | 15\% | $12 \%$ |
| Not applicable - this does not apply to me | 11\% | 17\% | $12 \%$ | 11\% | $\begin{gathered} \text { 14\% } \\ \text { T.U } \end{gathered}$ | $\begin{gathered} \text { 13\% } \\ \text { T.U } \end{gathered}$ | 7\% | 3\% | 9\% | $15 \%$ | 4\% | $18 \%$ | 9\% | $\begin{gathered} 14 \% \\ x . z \end{gathered}$ | $12 \%$ |
| HYH_q10_4. Co-worker(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| I plan to buy a gift | 13\% | 12\% | $13 \%$ | $18 \%$ | 10\% | 12\% | $\begin{aligned} & \text { 19\% } \\ & \text { R.S } \end{aligned}$ | 13\% | 13\% | 17\% | $15 \%$ | 17\% | 13\% | 14\% | $9 \%$ |
| I don't plan to buy a gift | 39\% | 33\% | $44 \%$ | $36 \%$ | 34\% | 40\% | $\begin{gathered} 48 \% \\ \text { R.S } \end{gathered}$ | 42\% | $\begin{gathered} 42 \% \\ A C \end{gathered}$ | $48 \%$ | $\begin{aligned} & 46 \% \\ & \text { AC }^{*} \end{aligned}$ | $46 \%$ | 43\% <br> AA.AC | 35\% | $36 \%$ |
| Don't know | 9\% | 5\% | 8\% | 12\% | 6\% | 9\% | 8\% | $\begin{aligned} & \text { 17\% } \\ & \text { R.S.T } \end{aligned}$ | 8\% |  | $7 \%$ | $6 \%$ | 7\% | 10\% | 9\% |
| Not applicable - this does not apply to me | 39\% | $\begin{aligned} & 50 \% \\ & \text { N.Q } Q^{*} \end{aligned}$ | 36\% | $34 \%$ | $\begin{aligned} & 49 \% \\ & \text { s.t.u } \end{aligned}$ | $\begin{gathered} 39 \% \\ \text { T.U } \end{gathered}$ | 25\% | 29\% | 37\% | $35 \%$ | $\stackrel{31 \%}{ }$ | $31 \%$ | 36\% | 41\% | $\underset{\substack{47 \% \\ x^{*}}}{ }$ |
| HYH_q10_5. Neighbor(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| I plan to buy a gift | 10\% | 10\% | 16\% | $5 \%$ | $\begin{gathered} 13 \% \\ \mathrm{~s} \end{gathered}$ | 6\% | $\begin{gathered} 13 \% \\ \mathrm{~s} \end{gathered}$ | 11\% | $\begin{gathered} 13 \% \\ \text { x.Z } \end{gathered}$ | $12 \%$ | $5 \%$ | 5\% | 11\% | 9\% | $5 \%$ |
| I don't plan to buy a gift | 59\% | 44\% | 51\% | $58 \%$ | 52\% | $\begin{gathered} 61 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 67 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 68 \% \\ \mathrm{R} \end{gathered}$ | 62\% | $69 \%$ | 66\% | $61 \%$ | 63\% | 55\% | 61\% |
| Don't know | 10\% | 10\% | 8\% | $\begin{gathered} \text { 17\% } \\ \mathrm{N}^{*} \end{gathered}$ | 10\% | 9\% | 8\% | 12\% | 9\% |  | 8\% |  | 8\% | 13\% | $9 \%$ |
| Not applicable - this does not apply to me | 21\% | $\begin{aligned} & 36 \% \\ & \text { N. } Q^{*} \end{aligned}$ | $24 \%$ | $20 \%$ | $\begin{gathered} \text { 25\% } \\ \text { T.U } \end{gathered}$ | $\begin{gathered} \text { 24\% } \\ \text { T.U } \end{gathered}$ | 13\% | 10\% | 16\% | $19 \%$ | $\stackrel{22 \%}{ }$ | $34 \%$ | $\underset{\text { v }}{\substack{18 \%}}$ | $\begin{gathered} 24 \% \\ \mathrm{v} \end{gathered}$ | $\underset{\substack{25 \% \\ \mathrm{v}^{*}}}{ }$ |
| HYH_q10_6. Pet(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| I plan to buy a gift | 31\% | 15\% | $\begin{gathered} 33 \% \\ 0^{* *} \end{gathered}$ | $21 \%$ | 32\% | 28\% | 32\% | 35\% | 31\% | $32 \%$ | $\begin{gathered} \text { 48\% } \\ \text { v.z.AA* } \end{gathered}$ | $24 \%$ | $\begin{gathered} 33 \% \\ \text { AA } \end{gathered}$ | 25\% | $35 \%$ |
| I don't plan to buy a gift | 30\% | 32\% | 30\% | 28\% | 28\% | 31\% | 32\% | 32\% | $\begin{gathered} 35 \% \\ \text { AA.AC } \end{gathered}$ | $32 \%$ | 26\% | $25 \%$ | $\begin{gathered} 33 \% \\ \text { AA.AC } \end{gathered}$ | 26\% | 30\% |
| Don't know | 9\% | $5 \%$ | 11\% | $\begin{gathered} 13 \% \\ 0^{*} \end{gathered}$ | 8\% | 12\% | 7\% | 7\% | 7\% | 8\% | $11 \%$ | $22 \%$ | $\begin{gathered} 8 \% \\ \mathrm{v} \end{gathered}$ | $\begin{aligned} & \text { 13\% } \\ & \text { V.AB } \end{aligned}$ | 4\% |
| Not applicable - this does not apply to me | 30\% | $\begin{aligned} & 48 \% \\ & \text { N.P* } \end{aligned}$ | 26\% | $\begin{gathered} 38 \% \\ \mathrm{~N}^{*} \end{gathered}$ | 31\% | 29\% | 29\% | 26\% | $\begin{gathered} 26 \% \\ \times \end{gathered}$ | $29 \%$ | $15 \%$ | 29\% | $\begin{gathered} 25 \% \\ \times \end{gathered}$ | $\begin{aligned} & 36 \% \\ & \text { v.x.z } \end{aligned}$ | $\begin{gathered} 30 \% \\ x^{* *} \end{gathered}$ |
| HYH_q10_multi. Multi count for error on amount |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1047 | 90 | 107 | 70 | 319 | 369 | 225 | 134 | 559 | 17 | 78 | 29 | 683 | 199 | 92 |
| Base | 1041 | 108 | 169 | 71 | 400 | 329 | 203 | 109 | 515 | 17 | 81 | 30 | 642 | 235 | 93 |
| Significant other | 64\% | 63\% | $61 \%$ | $54 \%$ | 61\% | 66\% | 65\% | 68\% | 81\% AA.AB.AC | $96 \%$ | 91\% V.AA.AB.AC* | $89 \%$ | $\begin{gathered} 83 \% \\ \text { AA.AB.AC } \end{gathered}$ | 34\% | $31 \%$ |
| Family member(s) | 89\% | 87\% | 86\% | 87\% | 86\% | $\begin{aligned} & 92 \% \\ & \hline \end{aligned}$ | 89\% | 91\% | 90\% | $89 \%$ | $91 \%$ | 88\% | 90\% | 86\% | 90\% |
| Friend(s) | 44\% | $\begin{gathered} 52 \% \\ \mathbf{N}^{*} \end{gathered}$ | $\begin{gathered} 53 \% \\ \mathrm{~N}^{*} \end{gathered}$ | $53 \%$ | 47\% | 40\% | 43\% | 45\% | 40\% | 36\% | $47 \%$ | $54 \%$ | 42\% | 50\% | $39 \%$ |
| Co-worker(s) | 15\% | 16\% | 14\% | $\underset{N^{*}}{25 \%}$ | 13\% | 14\% | $\begin{gathered} 21 \% \\ R \end{gathered}$ | 15\% | 14\% | 18\% | 17\% | 19\% | 15\% | 19\% | 10\% |
| Neighbor(s) | 12\% | 13\% | 18\% | 7\% | $\begin{gathered} 16 \% \\ \mathrm{~s} \end{gathered}$ | 7\% | $\begin{gathered} 14 \% \\ \mathrm{~s} \end{gathered}$ | 12\% | $\begin{gathered} 14 \% \\ x \end{gathered}$ | $13 \%$ | $5 \%$ | $5 \%$ | 13\% | 12\% | 6\% |
| Pet(s) | 37\% | $21 \%$ | $\begin{gathered} 38 \% \\ \mathrm{o}^{*} \end{gathered}$ | 30\% | 40\% | 33\% | $36 \%$ | 40\% | 35\% | $33 \%$ | $\begin{gathered} 53 \% \\ \text { v.Z.AA* } \end{gathered}$ | $26 \%$ | 37\% | 34\% | $42 \%$ |

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| YouGov | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | Younger than <br> 18 | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |
| Don't know | 14\% | 20\% | 13\% |  | 27\% | 16\% | 12\% | 13\% | 13\% | $22 \%$ | 14\% | 10\% | 13\% | $\begin{aligned} & \text { 19\% } \\ & \text { AM } \end{aligned}$ | 12\% |
| Not applicable - this does not apply to me | 11\% | $\begin{gathered} 15 \% \\ x^{*} \end{gathered}$ | 19\% | 27\% | $21 \%$ | 9\% | 11\% | 10\% | 12\% | $\begin{gathered} 23 \% \\ \text { AG.AH.A/* } \end{gathered}$ | $\begin{gathered} 15 \% \\ \text { AM.AN } \end{gathered}$ | 9\% | 5\% | $\begin{gathered} 19 \% \\ \text { AM.AN } \end{gathered}$ | 11\% |
| HYH_q10_4. Co-worker(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 13\% | $7 \%$ | $4 \%$ | 29\% | 6\% | $\begin{aligned} & \text { 17\% } \\ & \text { AH.AI } \end{aligned}$ | 9\% | $\begin{gathered} \text { 12\% } \\ \text { AH } \end{gathered}$ | 13\% | $9 \%$ | 12\% | 11\% | $\begin{gathered} \text { 18\% } \\ \text { AL.AM.AO } \end{gathered}$ | 9\% | 16\% |
| I don't plan to buy a gift | 39\% | 26\% | $53 \%$ | $45 \%$ | $25 \%$ | $\begin{gathered} 45 \% \\ \text { AH.AI.AK } \end{gathered}$ | 37\% | 40\% <br> AH.AK | $\begin{gathered} 40 \% \\ \text { AK } \end{gathered}$ | $23 \%$ | 36\% | $\begin{aligned} & \text { 44\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{gathered} \text { 4L6\% } \\ \text { AL.AO } \end{gathered}$ | 29\% | $\begin{gathered} 41 \% \\ \text { AR } \end{gathered}$ |
| Don't know | 9\% | 5\% | 12\% |  | $23 \%$ | $\begin{aligned} & \text { 10\% } \\ & \text { AH.AI } \end{aligned}$ | 5\% | $\begin{aligned} & 7 \% \\ & \text { AH } \end{aligned}$ | $\begin{gathered} 10 \% \\ \text { AH } \end{gathered}$ | 13\% | 6\% | 8\% | $\underset{\mathrm{AL}}{11 \%}$ | $\begin{gathered} { }^{12 \%} \\ \mathrm{AL} \end{gathered}$ | $\begin{gathered} 12 \% \\ \text { AQ } \end{gathered}$ |
| Not applicable - this does not apply to me | 39\% | $\begin{gathered} \text { 61\% } \\ \text { v.x.z.AA* } \end{gathered}$ | $30 \%$ | 27\% | $46 \%$ | 27\% | $\begin{gathered} \text { 48\% } \\ \text { AG.AI.AJ } \end{gathered}$ | $40 \%$ | $\begin{gathered} 37 \% \\ \text { AG } \end{gathered}$ | $\begin{aligned} & 55 \% \\ & \text { AG.AJ* } \end{aligned}$ | 46\% AM.AN | $\begin{gathered} 38 \% \\ \text { AN } \end{gathered}$ | 25\% | 51\% AM.AN | 32\% |
| HYH_q10_5. Neighbor(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 10\% | 6\% | 31\% | 29\% | 17\% | $\begin{gathered} \text { 14\% } \\ \text { AJ } \end{gathered}$ | 11\% | $\begin{gathered} \text { 12\% } \\ \text { AJ } \end{gathered}$ | 8\% | $9 \%$ | 12\% | 8\% | 12\% | 8\% | 12\% |
| I don't plan to buy a gift | 59\% | $54 \%$ | $41 \%$ | $45 \%$ | 28\% | 57\% | 60\% | 59\% | $\begin{gathered} 61 \% \\ \text { AK } \end{gathered}$ | $45 \%$ | 52\% | $\begin{aligned} & \text { 67\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{aligned} & \text { 68\% } \\ & \text { AL.AO } \end{aligned}$ | 45\% | 55\% |
| Don't know | 10\% | 10\% | $5 \%$ |  | 17\% | 12\% | 8\% | 10\% | 9\% | 15\% | 9\% | 8\% | 9\% | $\begin{aligned} & 14 \% \\ & \text { AM } \end{aligned}$ | 13\% |
| Not applicable - this does not apply to me | 21\% | $\begin{aligned} & 30 \% \\ & \text { v. } Z^{*} \end{aligned}$ | $24 \%$ | 27\% | 38\% | 17\% | 22\% | 19\% | 22\% | $30 \%$ | $\begin{aligned} & \text { 26\% } \\ & \text { AM.AN } \end{aligned}$ | $\begin{aligned} & 17 \% \\ & \text { AN } \end{aligned}$ | 11\% | 32\% <br> AM.AN | 21\% |
| HYH_q10_6. Pet(s) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base: All US adults | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| I plan to buy a gift | 31\% | 32\% | $45 \%$ | 46\% | 19\% | $\begin{aligned} & 36 \% \\ & \text { AH.AI } \end{aligned}$ | 28\% | $\begin{gathered} 31 \% \\ \text { AH } \end{gathered}$ | 32\% | $30 \%$ | $\begin{gathered} 31 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 30 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 40 \% \\ \text { AL.AM.AO } \end{gathered}$ | 21\% | 30\% |
| I don't plan to buy a gift | 30\% | 17\% | $21 \%$ | 25\% | 16\% | $\begin{gathered} 30 \% \\ \text { AK } \end{gathered}$ | $36 \%$ <br> AJ.AK | 34\% AJ.AK | 27\% | 15\% | 25\% | $\begin{gathered} 36 \% \\ \mathrm{AL} \end{gathered}$ | 31\% | 28\% | 27\% |
| Don't know | 9\% | 10\% | $4 \%$ | 29\% | 16\% | 10\% | 8\% | 9\% | 9\% | 17\% | 11\% | 6\% | 7\% | 14\% AM.AN | 9\% |
| Not applicable - this does not apply to me | 30\% | $\begin{aligned} & 42 \% \\ & \text { v.x.z } \end{aligned}$ | 30\% |  | $50 \%$ | 23\% | 29\% | 27\% | $\begin{gathered} 32 \% \\ \text { AG } \end{gathered}$ | $\begin{aligned} & 39 \% \\ & A G^{*} \end{aligned}$ | $\begin{gathered} 33 \% \\ \text { AN } \end{gathered}$ | 27\% | 22\% | $\begin{gathered} 37 \% \\ \text { AN } \end{gathered}$ | $34 \%$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1047 | 42 | 15 | 4 | 12 | 266 | 401 | 622 | 396 | 29 | 316 | 297 | 306 | 128 | 309 |
| Base | 1041 | 37 | 17 | 3 | 13 | 253 | 372 | 586 | 423 | 32 | 340 | 300 | 271 | 129 | 315 |
| Significant other | 64\% | $20 \%$ | $46 \%$ | $46 \%$ | $56 \%$ | $\begin{gathered} 77 \% \\ \text { AH.AI.AJ } \end{gathered}$ | 64\% | $\begin{gathered} \text { 69\% } \\ \text { АН.AJ } \end{gathered}$ | 58\% | $57 \%$ | 55\% | $\begin{gathered} \text { 67\% } \\ \mathrm{AL} \end{gathered}$ | $\begin{gathered} 74 \% \\ \text { AL.AO } \end{gathered}$ | 62\% | 62\% |
| Family member(s) | 89\% | 95\% | 88\% | $100 \%$ | $\begin{aligned} & 74 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { a3\% } \\ & \hline 1 \end{aligned}$ | $\begin{gathered} 94 \% \\ \text { AJ } \end{gathered}$ | $\begin{gathered} 93 \% \\ \text { AJ } \end{gathered}$ | 84\% | $82 \%$ | 86\% | 91\% | $\begin{gathered} 92 \% \\ \text { AO } \end{gathered}$ | 84\% | 85\% |
| Friend(s) | 44\% | $48 \%$ | $33 \%$ | $73 \%$ | $54 \%$ | 43\% | 38\% | 42\% | $\begin{gathered} 47 \% \\ \text { AH } \end{gathered}$ | $40 \%$ | 43\% | 48\% | 41\% | 42\% | 45\% |
| Co-worker(s) | 15\% | $9 \%$ | $5 \%$ | 29\% | 11\% | $\begin{aligned} & \text { 19\% } \\ & \text { AH.AI } \end{aligned}$ | 11\% | $\begin{gathered} 14 \% \\ \text { AH } \end{gathered}$ | $\begin{gathered} 16 \% \\ \text { AH } \end{gathered}$ | $14 \%$ | 15\% | 12\% | $\begin{gathered} 20 \% \\ \text { AM } \end{gathered}$ | 13\% | $\begin{gathered} \text { 19\% } \\ \text { AR } \end{gathered}$ |
| Neighbor(s) | 12\% | $8 \%$ | $38 \%$ | 29\% | $31 \%$ | $\begin{gathered} 16 \% \\ \text { AJ } \end{gathered}$ | 12\% | 14\% | 10\% | 14\% | $\begin{aligned} & 15 \% \\ & \text { AM } \end{aligned}$ | 9\% | 13\% | 12\% | 14\% |
| Pet(s) | 37\% | 39\% | $56 \%$ | 46\% | $35 \%$ | $\begin{gathered} 40 \% \% \\ \text { AH } \end{gathered}$ | 32\% | 35\% | 39\% | $45 \%$ | 37\% | 35\% | $\underset{\text { A3\% }}{4 \%}$ | 30\% | 36\% |

## YouGov RealTime

Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019
YouGov
_q10_4. Co-worker(s)

|  | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
| Don't know | 14\% | 14\% | 15\% | 14\% |
| Not applicable - this does not apply to me | 11\% | 10\% | 14\% | $29 \%$ |


| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| I plan to buy a gift | 13\% | 12\% | 10\% | $14 \%$ |
| I don't plan to buy a gift | 39\% | $\begin{gathered} 42 \% \\ \text { AR } \end{gathered}$ | 31\% | $14 \%$ |
| Don't know | 9\% | 7\% | 7\% | 15\% |
| Not applicable - this does not apply to me | 39\% | $\begin{gathered} 39 \% \\ \text { AP } \end{gathered}$ | $\begin{gathered} 52 \% \\ \text { AP.AQ } \end{gathered}$ | $57 \%$ |

HYH_q10_5. Neighbor(s)

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| I plan to buy a gift | 10\% | 10\% | 9\% | - |
| I don't plan to buy a gift | 59\% | $64 \%$ | 56\% | $14 \%$ |
| Don't know | 10\% | 8\% | 8\% | $12 \%$ |
| Not applicable - this does not apply to me | 21\% | 18\% | $\underset{\text { AQ }}{27 \%}$ | $74 \%$ |

HYH_q10_6. Pet(s)

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| I plan to buy a gift | 31\% | 32\% | 30\% | $71 \%$ |
| I don't plan to buy a gift | 30\% | 30\% | $\begin{gathered} 36 \% \\ \text { AP } \end{gathered}$ | 14\% |
| Don't know | 9\% | 10\% | 8\% | $15 \%$ |
| Not applicable - this does not apply to me | 30\% | 28\% | 26\% | -* |

HYH a10 multi. Multi count for error on amount

| Unweighted base | 1047 | 525 | 208 | 5 |
| :---: | :---: | :---: | :---: | :---: |
| Base | 1041 | 525 | 195 | 6 |
| Significant other | 64\% | 64\% | 68\% | 32\% |
| Family member(s) | 89\% | $\begin{aligned} & 92 \% \\ & \text { AP } \end{aligned}$ | 88\% | 63\% |
| Friend(s) | 44\% | 44\% | 41\% | 53\% |
| Co-worker(s) | 15\% | 14\% | 12\% | 16\% |
| Neighbor(s) | 12\% | 12\% | 11\% | $\div$ |
| Pet(s) | 37\% | 38\% | 36\% | 82\% |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov |  | Gender |  | Generation |  |  |  |  |  |  | Region |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | Gen Z $(2000$ and later) | $\begin{gathered} \text { Millennial } \\ \text { (1982-1999) } \end{gathered}$ | Gen X (19651981) | Baby Boomer (1946-1964) | Silent Generation $(1928-1945)$ | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White | HYH_-q11_nm. How many people/pets do you plan to buy

gifts for this holiday season? If you're unsure, please gifts for this holiday season? If you're unsure, please


HYH-q12. You indicated that you plan to purchase a gift
holiday season. When it comes to wrapping those gifts,
which of the following will you do? Please select all that
apply. Unweighted base

| Unweighted base | 1138 | 501 | 637 | 16 | 360 | 273 | 424 | 65 | - | - | 219 | 269 | 397 | 253 | 834 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to buy gifts | 1138 | 548 | 590 | 26 | 408 | 239 | 396 | 68 | - | - | 205 | 244 | 421 | 269 | 744 |
| I will wrap presents myself | 80\% | 72\% | $87 \%$ | 71\% | 75\% | $\begin{gathered} 82 \% \\ \text { D.G } \end{gathered}$ | 86\% | $69 \%$ |  |  | 81\% | 80\% | 82\% | 76\% | 82\% |
| I will have presents professionally wrapped | 7\% | $\begin{gathered} \text { 10\% } \\ \text { B } \end{gathered}$ | 5\% | 2\% | $\begin{gathered} 11 \% \\ \mathrm{~F} \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | 4\% | 6\% | $\div$ | ** | 5\% | 5\% | 9\% | 8\% | 6\% |
| I will have someone else I know wrap presents for me | 9\% | $\begin{gathered} 12 \% \\ \mathrm{~B} \end{gathered}$ | 6\% | $\therefore$ | $\begin{aligned} & 13 \% \\ & \text { E.F } \end{aligned}$ | 5\% | 6\% | $9 \%$ |  | * | 7\% | 8\% | 10\% | 8\% | 9\% |
| I will give at least some presents unwrapped | 6\% | 8\% | 5\% |  | 7\% | 4\% | 5\% | $\begin{aligned} & \text { 13\% } \\ & \text { E. } F^{*} \end{aligned}$ |  | ** | 5\% | 6\% | 6\% | 7\% | 6\% |
| I will not have any of my presents wrapped | 4\% | $\begin{gathered} 5 \% \\ B \end{gathered}$ | 2\% | 19\% | 2\% | 4\% | 4\% | $\begin{aligned} & 8 \% \\ & \mathrm{D}^{*} \end{aligned}$ |  | ** | 3\% | $3 \%$ | 4\% | 5\% | 4\% |
| Don't know | 6\% | 7\% | 5\% | 8\% | 8\% | 4\% | 4\% | $9 \%$ | $\div$ | $\therefore$ | 6\% | 7\% | 5\% | 6\% | 5\% |

HYH_q13. In genera
at wrapping gifts?

| Unweighted base | 1240 | 554 | 686 | 18 | 380 | 303 | 466 | 73 | - | - | 235 | 287 | 441 | 277 | 897 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 605 | 635 | 28 | 432 | 266 | 438 | 76 | - | - | 221 | 261 | 467 | 292 | 802 |
| Very good | 24\% | 18\% | $\begin{gathered} 30 \% \\ A \end{gathered}$ | $13 \%$ | 21\% | 26\% | 26\% | $22 \%$ | :* | ** | 23\% | 25\% | 24\% | 23\% | 22\% |
| Somewhat good | 45\% | 43\% | 47\% | $58 \%$ | 42\% | 42\% | 48\% | $48 \%$ | $\therefore$ | ** | 47\% | 40\% | 48\% | 44\% | 45\% |
| Somewhat bad | 17\% | $\begin{gathered} \text { 20\% } \\ \hline \end{gathered}$ | 13\% | $16 \%$ | 18\% | 16\% | 16\% | 14\% | ** | $\div$ | 15\% | $\begin{gathered} 22 \% \\ \text { J.L } \end{gathered}$ | 15\% | 17\% | 19\% |
| Very bad | 9\% | $\begin{gathered} 13 \% \\ \mathrm{~B} \end{gathered}$ | 5\% | 13\% | 10\% | 10\% | 7\% | 13\% | ** | $\div$ | 9\% | 8\% | 9\% | 10\% | $\begin{gathered} 10 \% \\ \mathrm{P} \end{gathered}$ |
| Don't know | 5\% | 6\% | 5\% | $\therefore$ | $\begin{gathered} 8 \% \\ \mathrm{~F} \end{gathered}$ | 6\% | 3\% | $3 \%$ | $\cdots$ | ** | 6\% | 6\% | 4\% | 6\% | 4\% |
| Net: Very/Somewhat good | 69\% | 61\% | $\begin{gathered} 77 \% \\ \text { A } \end{gathered}$ | $71 \%$ | 64\% | 68\% | $\begin{gathered} 74 \% \\ D \end{gathered}$ | 70\% | - | ** | 70\% | 64\% | $\begin{gathered} 72 \% \\ \mathrm{k} \end{gathered}$ | 67\% | 67\% |
| Net: Very/Somewhat bad | 26\% | $\begin{gathered} 33 \% \\ \text { B } \end{gathered}$ | 18\% | $29 \%$ | 28\% | 26\% | 23\% | 27\% | - | $\stackrel{-}{*}$ | 24\% | 30\% | 24\% | 26\% | $\begin{gathered} 29 \% \\ \mathrm{P} \end{gathered}$ |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019

| YouGov | Total | Race |  |  | Education |  |  |  | Marital Status |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Married | $\underset{\text { Partnership }}{\text { Civil }}$ | Living together, not married or civil partnership | $\begin{gathered} \text { In a } \\ \text { relationship, } \\ \text { not living } \\ \text { together } \end{gathered}$ | NET: In a relationship | Single | Divorced |
| HYH_q11_nm. How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| Base | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| 0 | 8\% | 18\% | 2\% | 14\% | 10\% | 8\% | 6\% | 6\% | 5\% | - | 5\% | 8\% | 5\% | 13\% | 12\% |
|  |  | N.P* | * | N.P* |  |  |  |  |  | ** | * | ** |  | v.z | v.z* |
| 1 to 5 | 39\% | 38\% | $46 \%$ | $46 \%$ | 41\% | 38\% | 35\% | 39\% | 30\% | $37 \%$ | $35 \%$ | $50 \%$ | 32\% | $\begin{gathered} 56 \% \\ \text { v.x.Z.AB.AC } \end{gathered}$ | $40 \%$ |
| 6 to 10 | 32\% | 30\% | 28\% | $26 \%$ | 27\% | $\stackrel{34 \%}{\mathrm{R}}$ | $\begin{gathered} 39 \% \\ R \end{gathered}$ | 34\% | $\begin{gathered} 36 \% \\ A A \end{gathered}$ | $41 \%$ | $\begin{gathered} 40 \% \\ A^{*} \end{gathered}$ | $33 \%$ | $\begin{gathered} 36 \% \\ \text { AA } \end{gathered}$ | 22\% | $31 \%$ |
| 11 to 25 | 19\% | 11\% | 20\% | 12\% | 19\% | 19\% | 18\% | 18\% | $\begin{aligned} & 26 \% \\ & \text { Z.AA } \end{aligned}$ | 14\% | $\begin{aligned} & 20 \% \\ & \text { AA }^{*} \end{aligned}$ | $9 \%$ | $\begin{gathered} 24 \% \\ A A \end{gathered}$ | 7\% | $\begin{aligned} & \text { 16\% } \\ & A^{*} \end{aligned}$ |
| 26 to 50 | $2 \%$ | $2 \%$ | $3 \%$ | 2\% | $\begin{gathered} 3 \% \\ T \end{gathered}$ | 1\% | 0\% | 1\% | 2\% | $8 \%$ |  | $\div$ | 2\% | 2\% |  |
| Over 50 | 1\% | 1\% | 0\% | 1\% | 1\% | 0\% | $\begin{gathered} 2 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{gathered} 3 \% \\ \mathrm{~s} \end{gathered}$ | 1\% |  |  |  | 1\% | 1\% | 2\% |
| Mean | 8.09 | $7.20$ | $8.26$ | $6.88$ | 7.99 | 7.29 | $8.96$ | $\begin{aligned} & 9.36 \\ & \mathrm{~s} \end{aligned}$ | $\begin{gathered} 9.29 \\ A A \end{gathered}$ | $11.07$ | $7.95$ | $6.24$ | $\begin{gathered} 9.03 \\ A A \end{gathered}$ | 5.75 | $7.60$ |

holiday season. When it comes to wrapping those gifts,
holitay season. When it comes to wrapping those gifts,
which of the following will you do? Please select all that
apply
apply. Unweighted base

| Unweighted base | 1138 | 101 | 118 | 85 | 359 | 398 | 237 | 144 | 590 | 18 | 83 | 29 | 720 | 237 | 97 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to buy gifts | 1138 | 118 | 190 | 86 | 451 | 356 | 212 | 119 | 547 | 18 | 86 | 30 | 681 | 278 | 97 |
| I will wrap presents myself | 80\% | 73\% | 79\% | $76 \%$ | 77\% | 83\% | 84\% | 77\% | $\begin{gathered} 84 \% \\ A A \end{gathered}$ | $75 \%$ | 82\% | $89 \%$ | $\begin{gathered} 84 \% \\ A A \end{gathered}$ | 74\% | $81 \%$ |
| I will have presents professionally wrapped | 7\% | 10\% | 11\% | 10\% | $\begin{gathered} 8 \% \\ \mathrm{~s} \end{gathered}$ | 4\% | $\begin{gathered} 9 \% \\ \mathrm{~s} \end{gathered}$ | $\begin{aligned} & 12 \% \\ & \mathrm{~s} \end{aligned}$ | 7\% | $\div$ | $4 \%$ | $8 \%$ | 7\% | 7\% | 6\% |
| I will have someone else I know wrap presents for me | 9\% | $9 \%$ | $7 \%$ | 6\% | 7\% | 10\% | 10\% | 10\% | 9\% | $9 \%$ | $12 \%$ | $9 \%$ | 10\% | 6\% | 7\% |
| I will give at least some presents unwrapped | 6\% | 10\% | $4 \%$ | 6\% | 5\% | 7\% | 5\% | $\begin{gathered} 11 \% \\ R \end{gathered}$ | 6\% | $\dot{\sim}_{\star *}$ | $6 \%$ | 11\% | 6\% | 7\% | 3\% |
| I will not have any of my presents wrapped | 4\% | $2 \%$ | $3 \%$ | $4 \%$ | 4\% | 4\% | 2\% | 3\% | 2\% | $4 \%$ | 3\% |  | 2\% | 5\% | 6\% |
| Don't know | 6\% | $\begin{aligned} & \text { 10\% } \\ & \mathrm{N}^{*} \end{aligned}$ | 7\% | $5 \%$ | $\begin{aligned} & \text { 9\% } \\ & \text { S.T } \end{aligned}$ | 3\% | 3\% | 6\% | $3 \%$ | 11\% | $5 \%$ | $3 \%$ | 3\% | $\begin{aligned} & \text { 9\% } \\ & \text { v.z } \end{aligned}$ | $7 \%$ |

HYH__133. In general, how good or bad do you think you are
at wrapping gifts?

| Unweighted base | 1240 | 122 | 123 | 98 | 405 | 432 | 252 | 151 | 620 | 18 | 88 | 32 | 758 | 277 | 110 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 144 | 194 | 100 | 502 | 386 | 226 | 126 | 578 | 18 | 90 | 32 | 718 | 318 | 110 |
| Very good | 24\% | $24 \%$ | $30 \%$ | $26 \%$ | 24\% | 21\% | $\begin{gathered} 30 \% \\ \mathrm{~s} \end{gathered}$ | 22\% | $\underset{A B}{25 \%}$ | $23 \%$ | 20\% | $\begin{gathered} 36 \% \\ * \end{gathered}$ | $\underset{\text { 25\% }}{25 \%}$ | 18\% | $\begin{aligned} & 30 \% \\ & \mathrm{AA}^{*} \end{aligned}$ |
| Somewhat good | 45\% | $39 \%$ | $50 \%$ | $45 \%$ | 46\% | 45\% | 39\% | $\begin{gathered} 51 \% \\ T \end{gathered}$ | 46\% | $39 \%$ | $50 \%$ | 33\% | 46\% | 45\% | $42 \%$ |
| Somewhat bad | 17\% | $16 \%$ | $11 \%$ | $14 \%$ | 15\% | 19\% | 19\% | 14\% | 16\% | $24 \%$ | 16\% | $10 \%$ | 16\% | 17\% | $19 \%$ |
| Very bad | 9\% | $\underset{\substack{10 \% \\ p^{*}}}{ }$ | $2 \%$ | $\begin{gathered} \text { 10\% } \\ \mathrm{P}^{2} \end{gathered}$ | 8\% | 10\% | 11\% | 8\% | 9\% | 13\% | 10\% | 18\% | 9\% | 11\% | 6\% |
| Don't know | 5\% | $\underset{\mathrm{N}^{10}}{10 \%}$ | 7\% | $5 \%$ | $\begin{gathered} 7 \% \\ T \end{gathered}$ | $\begin{gathered} 5 \% \\ \mathrm{~T} \end{gathered}$ | 2\% | 4\% | 4\% | ** | $3 \%$ | $3 \%$ | 4\% | $\begin{gathered} \text { 10\% } \\ \text { v.z } \end{gathered}$ | 3\% |
| Net: Very/Somewhat good | 69\% | $63 \%$ | $\begin{aligned} & \text { 80\% } \\ & \text { N.O* } \end{aligned}$ | $71 \%$ | 70\% | 66\% | 69\% | 73\% | $\begin{gathered} 71 \% \\ \text { AA } \end{gathered}$ | 62\% | 70\% | 69\% | $\begin{gathered} 71 \% \\ A A \end{gathered}$ | 63\% | $72 \%$ |
| Net: Very/Somewhat bad | 26\% | $\begin{gathered} \text { 27\% } \\ \hline \text { p* } \end{gathered}$ | 13\% | $24 \%$ | 23\% | 29\% | 29\% | 23\% | 25\% | 38\% | 26\% | $\underset{* *}{28 \%}$ | 26\% | 28\% | 25\% |

YouGov RealTime
Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

| YouGov | Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  | Urban |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Widowed | Separated | Other | Prefer not to say | $\begin{aligned} & \text { Younger than } \\ & 18 \end{aligned}$ | 18 or over | NET: Any age | Not a parent / guardian | Don't know / Prefer not to say | Under \$ 40 k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say |  |
| HYH_q11_nm. How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| Base | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
| 0 | 8\% | 10\% | 9\% | - | 20\% | 3\% | 7\% | 5\% | 11\% | 14\% | 10\% | 5\% | 4\% | 18\% | 7\% |
|  |  | * | ** | * | ** |  | Ag.al | AG | AG.AH.AI | AG.A/* | Am.an |  |  | AL.AM.AN |  |
| 1 to 5 | 39\% | $24 \%$ | $38 \%$ | $51 \%$ | $40 \%$ | 36\% | 33\% | 33\% | $\begin{aligned} & \text { AG\% } \\ & \text { AG.A.AI } \end{aligned}$ | $43 \%$ | 41\% | 38\% | 34\% | 42\% | $\begin{aligned} & 45 \% \\ & \text { AQ.AR } \end{aligned}$ |
| 6 to 10 | 32\% | $\begin{aligned} & 37 \% \\ & A A^{*} \end{aligned}$ | 28\% | 20\% | $30 \%$ | 35\% | 33\% | 34\% | 29\% | $32 \%$ | 31\% | 31\% | $\begin{gathered} 38 \% \\ \text { AO } \end{gathered}$ | 28\% | $32 \%$ |
| 11 to 25 | 19\% | $\begin{aligned} & 26 \% \\ & \text { AA }^{*} \end{aligned}$ | 12\% | $29 \%$ | $\begin{aligned} & 7 \% \\ & \hline \end{aligned}$ | $\underset{\text { AJ }}{23 \%}$ | $\begin{aligned} & \text { 25\% } \\ & \text { AJ.AK } \end{aligned}$ | $\begin{aligned} & \text { 24\% } \\ & \text { AJ.AK } \end{aligned}$ | 12\% | $9 \%$ | 16\% | $\begin{aligned} & \text { 24\% } \\ & \text { AL.AO } \end{aligned}$ | $\begin{gathered} 21 \% \\ \text { AO } \end{gathered}$ | 11\% | 12\% |
| 26 to 50 | 2\% | $4 \%$ | $9 \%$ |  |  | 3\% | 2\% | 2\% | 1\% |  | 2\% | 2\% | 2\% | 1\% | $\begin{aligned} & 3 \% \\ & \text { AQ } \end{aligned}$ |
| Over 50 | 1\% |  | $3 \%$ |  | 3\% | 1\% | 0\% | 1\% | 1\% | 2\% | 1\% | 0\% | 1\% | 0\% | 1\% |
| Mean | 8.09 | $\begin{aligned} & 9.34 \\ & A A^{*} \end{aligned}$ | $11.46$ | $9.46$ | $7.49$ | $\begin{gathered} 10.00 \\ \text { AH.AI.AJ } \end{gathered}$ | $\begin{gathered} 8.51 \\ \text { AJ } \end{gathered}$ | $9.07$ AH.AJ | 6.96 | $6.62$ | 7.87 | $\begin{gathered} 8.21 \\ \text { AO } \end{gathered}$ | $\begin{aligned} & 9.61 \\ & \text { AO } \end{aligned}$ | 5.98 | 7.93 |

holiday season. When it comes to wrapping those gifts,
hoitay season. When it comes to wrapping those gifts,
which of the following will you do? Please select all that
apply. Unweighted base

| Unweighted base | 1138 | 46 | 17 | 4 | 17 | 283 | 428 | 663 | 437 | 38 | 351 | 318 | 317 | 152 | 341 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to buy gifts | 1138 | 42 | 20 | 3 | 18 | 273 | 404 | 634 | 462 | 42 | 376 | 328 | 281 | 152 | 354 |
| 1 will wrap presents myself | 80\% | 80\% | 72\% | 75\% | 22\% | 83\% | 80\% | 82\% | 81\% | 44\% | 79\% | 82\% | 84\% | 69\% | 75\% |
|  |  | * | ** | $* *$ | ** | AK | AK | AK | AK | * | AO | AO | AO |  |  |
| I will have presents professionally wrapped | 7\% | 10\% | $40 \%$ | $\div$ | 16\% | 9\% | 9\% | 9\% | 5\% | 11\% | 9\% | 6\% | 8\% | 5\% | $\begin{gathered} \text { 13\% } \\ \text { AQ.AR } \end{gathered}$ |
| I will have someone else I know wrap presents for me | 9\% | $5 \%$ | $31 \%$ |  | $4 \%$ | 16\% AH.AI.AJ | 8\% | $\begin{gathered} 11 \% \\ \text { AH.AJ } \end{gathered}$ | 6\% | $7 \%$ | 10\% | 7\% | $8 \%$ | 9\% | 10\% |
| I will give at least some presents unwrapped | 6\% | 11\% |  |  |  | 4\% | 5\% | 5\% | 7\% | $7 \%$ | 6\% | 6\% | 6\% | 7\% | 6\% |
| I will not have any of my presents wrapped | 4\% | 7\% | $9 \%$ | $25 \%$ | $\div$ | 1\% | $\begin{aligned} & 4 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & 2 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { AG } \end{aligned}$ | $\begin{aligned} & 8 \% \\ & A G^{*} \end{aligned}$ | 5\% | 4\% | $3 \%$ | 3\% | 4\% |
| Don't know | 6\% | 4\% |  |  | $58 \%$ | 2\% | 4\% | 4\% | 6\% | 36\% AG.AH.AI.AJ* | 4\% | 4\% | 2\% | $\begin{gathered} 19 \% \\ \text { AL.AM.AN } \end{gathered}$ | 8\% |

HYH_q13. In genera
at wrapping gifts?

| Unweighted base | 1240 | 51 | 19 | 4 | 21 | 290 | 457 | 697 | 497 | 46 | 394 | 334 | 329 | 183 | 369 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adultsVery good | 1240 | 46 | 22 | 3 | 23 | 280 | 434 | 669 | 522 | 49 | 416 | 345 | 293 | 186 | 382 |
|  | 24\% | 36\% | 27\% | 27\% | 28\% | 29\% | 27\% | 27\% | 20\% | 24\% | 24\% | 25\% | 25\% | 21\% | 27\% |
|  |  | $\mathrm{AA}^{*}$ | ** | * | ** | AJ | AJ | AJ |  | * |  |  |  |  |  |
| Somewhat good | 45\% | 37\% | $65 \%$ | 29\% | $28 \%$ | $47 \%$ | 46\% | $47 \%$ | $44 \%$ | $25 \%$ | $\begin{gathered} 48 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 49 \% \% \\ \text { AO } \end{gathered}$ | 43\% | 34\% | 43\% |
| Somewhat bad | 17\% | 18\% | $\stackrel{8 \%}{8 \%}$ | $45 \%$ | $\begin{gathered} 17 \% \\ * * \end{gathered}$ | 15\% | 17\% | 16\% | 17\% | 17\% | 16\% | 16\% | 20\% | 15\% | 18\% |
| Very bad | 9\% | $5 \%$ | \% | $\stackrel{-}{*}$ | $\%$ | 5\% | 8\% | 7\% | $\begin{gathered} \text { 12\% } \\ \text { AG.AH.AI } \end{gathered}$ | 5\% | 8\% | 8\% | 9\% | 13\% | 7\% |
| Don't know | 5\% | $4 \%$ | $\div$ | $\div$ | $27 \%$ | 4\% | 3\% | 3\% | $\begin{gathered} 6 \% \\ \text { AH.AI } \end{gathered}$ | 30\% AG.AH.AI.AJ* | 5\% | 3\% | 3\% | $\begin{gathered} \text { 17\% } \\ \text { AL.AM.AN } \end{gathered}$ | 6\% |
| Net: Very/Somewhat good | 69\% | $73 \%$ | $92 \%$ | 55\% | $56 \%$ | $\begin{aligned} & \text { 77\% } \\ & \text { AJ.AK } \end{aligned}$ | $\begin{aligned} & \text { 73\% } \\ & \text { AJ.AK } \end{aligned}$ | $\begin{aligned} & 74 \% \\ & \text { AJ.AK } \end{aligned}$ | 64\% | $48 \%$ | $\begin{gathered} 72 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 74 \% \\ \text { AO } \end{gathered}$ | $\begin{gathered} 68 \% \\ \text { AO } \end{gathered}$ | 55\% | 70\% |
| Net: Very/Somewhat bad | 26\% | $23 \%$ | 8\% | $45 \%$ | 17\% | 20\% | 24\% | 23\% | $\begin{aligned} & 30 \% \\ & \text { AG.AI } \end{aligned}$ | 22\% | 24\% | 24\% | 29\% | 28\% | 24\% |

## YouGov RealTime

Holiday Budget Gifts
us nat int Sample: 11th - 12th November 2019

| YouGov | Total | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Suburban/ Town | Rural | Other |
| HYH_q11_nm. How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate. |  |  |  |  |
| Unweighted base | 1240 | 620 | 245 | 6 |
| Base | 1240 | 619 | 232 | 7 |
| 0 | 8\% | 8\% | 11\% |  |
| 1 to 5 | 39\% | 37\% | 31\% | 75\% |
| 6 to 10 | 32\% | 32\% | 33\% | $\bar{L}_{*}$ |
| 11 to 25 | 19\% | $\begin{gathered} 22 \% \\ \text { AP } \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { AP } \end{gathered}$ | 12\% |
| 26 to 50 | 2\% | 1\% | 2\% | $\therefore$ |
| Over 50 | 1\% | 1\% | 1\% | 14\% |
| Mean | 8.09 | 8.10 | 8.28 | $9.88$ |

HYH_-q12. You indicated that you plan to purchase a gift
holiday season. When it comes to wrapping those gifts,
which of the following will you do? Please select all that

| Unweighted base | 1138 | 572 | 219 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who plan to buy gitts | 1138 | 571 | 206 | 7 |
| I will wrap presents myself | 80\% | 82\% | 84\% | 57\% |
|  |  | AP | AP | ** |
| I will have presents professionally wrapped | 7\% | 6\% | $3 \%$ | 14\% |
|  |  |  |  |  |
| I will have someone else I know wrap presents for me | 9\% | 8\% | 10\% | - |
|  |  |  |  | ** |
| I will give at least some presents unwrapped | 6\% | 6\% | 5\% | - |
|  |  |  |  | ** |
| I will not have any of my presents wrapped | 4\% | 4\% | 3\% | - |
|  |  |  |  | ** |
| Don't know | 6\% | 5\% | 5\% | 29\% |
|  |  |  |  | ** |

HYH_913. In general, how good or bad do you think you are
at wrapping gifts?

| Unweighted base | 1240 | 620 | 245 | 6 |
| :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1240 | 619 | 232 | 7 |
| Very good | 24\% | 24\% | 20\% | $13 \%$ |
| Somewhat good | 45\% | 45\% | 47\% | $57 \%$ |
| Somewhat bad | 17\% | 17\% | 15\% | - |
| Very bad | 9\% | 10\% | 11\% |  |
| Don't know | 5\% | 4\% | 7\% | $29 \%$ |
| Net: Very/Somewhat good | 69\% | 69\% | 67\% | $71 \%$ |
| Net: Very/Somewhat bad | 26\% | 27\% | 26\% | $\div$ |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019
YouGov


Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95\%): A/B, C/D/E/F/G/HI, J/KL/M, N/I/P/Q, R/ST/TU, V/I/XIVIZ/AA/AB/AC/AD/AE/AF, AG/AH/A/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 31

YouGov RealTime
Holiday Budget Gifts
US_nat_int Sample: 11th - 12th November 2019
YouGov


Cell Contents (CO (**), Small Base: $100\left(^{(*))}\right.$

YouGov RealTime
Holiday Budget Gifts
US_nat_int Sample: 11th - 12th November 2019
YouGov

| Total |  |  |  |  | Parent or guardian of any children |  |  |  |  | Income |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Widowed | Separated | Other | Prefer not to say | $\begin{gathered} \text { Younger than } \\ 18 \end{gathered}$ | 18 or over | NET: Any age | Not a parent $/$ guardian | Don't know / Prefer not to say | Under \$40k | \$40k to \$80k | \$80k+ | Don't know / Prefer not to say | Urban |

YouGov RealTime
Holiday Budget Gifts
US nat int Sample: 11th - 12th November 2019
YouGov

|  | Type of Area Lived in |  |  |
| :---: | :---: | :---: | :---: |
|  | Suburban/ <br> Town | Rural | Other |
|  |  |  |  |

