

YouGov Survey: Employer Holiday Gifts



Sample 1130 U.S. adult citizens
 Conducted December 12 - 15, 2024
 Margin of Error ±3.8%

1. Do you expect to get a holiday gift from your employer this year?

Yes	20%
No	21%
I don't have an employer right now	56%
Not sure	4%

2. How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Very enthusiastic	Somewhat enthusiastic	Not very enthusiastic	Not at all enthusiastic	Not sure
A cash bonus	81%	11%	2%	2%	4%
Extra paid time off	59%	23%	6%	4%	8%
A gift card to a store or restaurant	46%	37%	8%	5%	4%
A physical present (such as a tech gadget or an item of clothing)	32%	39%	15%	9%	5%
An invitation to a holiday party (whether in-person or virtual)	15%	33%	22%	20%	9%

3. Which of these would you most like to get from an employer for the holidays?

A cash bonus	57%
A gift card to a store or restaurant	10%
Extra paid time off	9%
An invitation to a holiday party (whether in-person or virtual)	5%
A physical present (such as a tech gadget or an item of clothing)	5%
Something else	2%
Not sure	12%

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Interviewing Dates	December 12 - 15, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.036, with a mean of one and a standard deviation of 0.85.
Number of respondents	1130
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	91 questions not reported.

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1. Employer Holiday Gift

Do you expect to get a holiday gift from your employer this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	22%	17%	28%	38%	13%	2%	20%	19%	18%	18%
No	21%	20%	21%	12%	22%	34%	7%	20%	20%	21%	24%
I don't have an employer right now	56%	53%	58%	49%	34%	52%	90%	56%	55%	54%	58%
Not sure	4%	4%	4%	11%	7%	1%	0%	4%	7%	7%	0%
Totals	101%	99%	100%	100%	101%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,130)	(543)	(587)	(301)	(259)	(300)	(270)	(708)	(170)	(147)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	20%	23%	15%	21%	22%	24%	13%	26%	30%	22%	13%	18%	27%
No	21%	22%	18%	22%	24%	24%	13%	26%	30%	21%	23%	18%	21%
I don't have an employer right now	56%	49%	62%	55%	49%	49%	72%	43%	35%	49%	63%	60%	45%
Not sure	4%	6%	4%	2%	4%	3%	3%	5%	5%	7%	1%	4%	6%
Totals	101%	100%	99%	100%	99%	100%	101%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,130)	(404)	(382)	(344)	(447)	(431)	(432)	(307)	(267)	(218)	(245)	(438)	(229)

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2A. Enthusiasm of Employer Gifts — A cash bonus

How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very enthusiastic	81%	78%	84%	70%	81%	88%	83%	82%	80%	81%	82%
Somewhat enthusiastic	11%	14%	9%	22%	14%	5%	8%	12%	9%	8%	13%
Not very enthusiastic	2%	2%	1%	0%	2%	2%	2%	2%	1%	2%	0%
Not at all enthusiastic	2%	2%	2%	3%	2%	0%	3%	2%	4%	2%	1%
Not sure	4%	4%	3%	5%	1%	4%	4%	3%	6%	6%	4%
Totals	100%	100%	99%	100%	100%	99%	100%	101%	100%	99%	100%
Unweighted N	(1,129)	(542)	(587)	(301)	(259)	(300)	(269)	(707)	(170)	(147)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very enthusiastic	81%	80%	84%	80%	83%	82%	81%	87%	80%	78%	82%	84%	79%
Somewhat enthusiastic	11%	11%	9%	14%	11%	14%	11%	9%	14%	19%	10%	8%	13%
Not very enthusiastic	2%	2%	1%	2%	2%	2%	1%	1%	3%	1%	1%	1%	3%
Not at all enthusiastic	2%	2%	2%	2%	2%	1%	2%	2%	1%	0%	4%	3%	0%
Not sure	4%	5%	4%	2%	3%	2%	5%	2%	1%	3%	3%	4%	4%
Totals	100%	100%	100%	100%	101%	101%	100%	101%	99%	101%	100%	100%	99%
Unweighted N	(1,129)	(404)	(381)	(344)	(446)	(431)	(431)	(307)	(267)	(218)	(244)	(438)	(229)

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2B. Enthusiasm of Employer Gifts — Extra paid time off

How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very enthusiastic	59%	53%	64%	54%	54%	62%	63%	57%	59%	58%	71%
Somewhat enthusiastic	23%	24%	21%	26%	33%	19%	13%	24%	20%	22%	13%
Not very enthusiastic	6%	9%	3%	9%	6%	7%	3%	7%	5%	6%	2%
Not at all enthusiastic	4%	5%	3%	2%	2%	5%	7%	4%	6%	4%	4%
Not sure	8%	8%	9%	8%	5%	8%	14%	7%	10%	10%	11%
Totals	100%	99%	100%	99%	100%	101%	100%	99%	100%	100%	101%
Unweighted N	(1,127)	(543)	(584)	(301)	(258)	(300)	(268)	(705)	(170)	(147)	(105)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very enthusiastic	59%	57%	62%	57%	63%	56%	59%	61%	59%	59%	63%	58%	55%
Somewhat enthusiastic	23%	25%	18%	26%	21%	29%	20%	24%	27%	25%	21%	22%	25%
Not very enthusiastic	6%	6%	4%	8%	4%	6%	5%	7%	7%	8%	6%	5%	7%
Not at all enthusiastic	4%	3%	4%	4%	4%	3%	3%	4%	5%	1%	5%	6%	2%
Not sure	8%	9%	12%	4%	7%	5%	12%	5%	3%	7%	5%	9%	11%
Totals	100%	100%	100%	99%	99%	99%	99%	101%	101%	100%	100%	100%	100%
Unweighted N	(1,127)	(404)	(381)	(342)	(447)	(429)	(430)	(307)	(266)	(218)	(243)	(437)	(229)

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2C. Enthusiasm of Employer Gifts — A gift card to a store or restaurant

How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very enthusiastic	46%	37%	56%	42%	47%	43%	54%	44%	59%	43%	48%
Somewhat enthusiastic	37%	42%	32%	40%	38%	40%	30%	39%	26%	37%	40%
Not very enthusiastic	8%	9%	6%	8%	10%	6%	7%	9%	2%	9%	7%
Not at all enthusiastic	5%	8%	2%	5%	1%	7%	6%	4%	9%	8%	4%
Not sure	4%	3%	4%	4%	4%	4%	3%	4%	4%	3%	1%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,128)	(543)	(585)	(301)	(259)	(300)	(268)	(706)	(170)	(147)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very enthusiastic	46%	51%	43%	45%	47%	46%	46%	46%	49%	53%	45%	45%	45%
Somewhat enthusiastic	37%	36%	37%	39%	40%	40%	37%	39%	36%	35%	41%	37%	37%
Not very enthusiastic	8%	5%	10%	8%	6%	10%	6%	8%	12%	6%	5%	9%	10%
Not at all enthusiastic	5%	4%	6%	5%	4%	2%	7%	4%	2%	3%	6%	6%	4%
Not sure	4%	4%	4%	3%	3%	2%	5%	3%	1%	4%	4%	3%	4%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,128)	(404)	(382)	(342)	(447)	(429)	(432)	(305)	(267)	(218)	(244)	(437)	(229)

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2D. Enthusiasm of Employer Gifts — A physical present (such as a tech gadget or an item of clothing)

How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very enthusiastic	32%	30%	34%	45%	35%	29%	21%	26%	50%	46%	33%
Somewhat enthusiastic	39%	40%	38%	40%	35%	39%	43%	44%	28%	28%	35%
Not very enthusiastic	15%	15%	15%	6%	19%	16%	17%	17%	7%	10%	16%
Not at all enthusiastic	9%	9%	9%	4%	6%	11%	13%	9%	8%	7%	14%
Not sure	5%	5%	5%	6%	5%	5%	5%	5%	7%	9%	3%
Totals	100%	99%	101%	101%	100%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,126)	(543)	(583)	(299)	(259)	(300)	(268)	(706)	(169)	(147)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very enthusiastic	32%	39%	30%	28%	36%	27%	29%	35%	32%	36%	29%	30%	35%
Somewhat enthusiastic	39%	38%	35%	44%	35%	45%	44%	37%	34%	36%	44%	38%	39%
Not very enthusiastic	15%	12%	18%	14%	15%	17%	11%	15%	23%	17%	14%	16%	13%
Not at all enthusiastic	9%	6%	9%	12%	9%	8%	7%	10%	9%	6%	10%	11%	6%
Not sure	5%	5%	8%	2%	5%	2%	8%	3%	1%	5%	3%	5%	7%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,126)	(404)	(382)	(340)	(446)	(428)	(431)	(304)	(267)	(218)	(244)	(435)	(229)

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2E. Enthusiasm of Employer Gifts — An invitation to a holiday party (whether in-person or virtual)

How enthusiastic would you be about receiving each of these around the holidays from an employer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very enthusiastic	15%	15%	16%	23%	18%	12%	11%	13%	23%	20%	14%
Somewhat enthusiastic	33%	37%	29%	45%	34%	26%	31%	33%	30%	35%	33%
Not very enthusiastic	22%	20%	25%	13%	18%	29%	26%	25%	17%	16%	21%
Not at all enthusiastic	20%	20%	21%	7%	20%	26%	25%	21%	19%	16%	26%
Not sure	9%	8%	9%	11%	9%	8%	7%	8%	11%	13%	5%
Totals	99%	100%	100%	99%	99%	101%	100%	100%	100%	100%	99%
Unweighted N	(1,129)	(543)	(586)	(301)	(259)	(300)	(269)	(708)	(170)	(147)	(104)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very enthusiastic	15%	20%	11%	16%	17%	14%	15%	14%	18%	20%	12%	15%	15%
Somewhat enthusiastic	33%	31%	33%	35%	30%	35%	36%	33%	31%	32%	31%	33%	36%
Not very enthusiastic	22%	24%	21%	22%	29%	25%	18%	28%	26%	23%	25%	20%	22%
Not at all enthusiastic	20%	15%	21%	24%	19%	22%	21%	19%	21%	14%	25%	23%	16%
Not sure	9%	10%	13%	3%	5%	3%	9%	6%	3%	11%	7%	8%	10%
Totals	99%	100%	99%	100%	100%	99%	99%	100%	99%	100%	100%	99%	99%
Unweighted N	(1,129)	(404)	(382)	(343)	(447)	(430)	(431)	(307)	(267)	(218)	(245)	(437)	(229)

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3. Preferred Employer Gift

Which of these would you most like to get from an employer for the holidays?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A cash bonus	57%	55%	59%	42%	58%	64%	60%	62%	46%	45%	54%
A gift card to a store or restaurant	10%	10%	10%	15%	12%	8%	6%	9%	16%	15%	3%
Extra paid time off	9%	9%	9%	9%	9%	9%	8%	9%	10%	8%	8%
An invitation to a holiday party (whether in-person or virtual)	5%	5%	5%	6%	4%	5%	5%	4%	5%	12%	7%
A physical present (such as a tech gadget or an item of clothing)	5%	5%	5%	10%	9%	2%	0%	5%	6%	3%	8%
Something else	2%	4%	1%	2%	3%	2%	2%	2%	4%	1%	7%
Not sure	12%	12%	11%	15%	5%	9%	19%	11%	12%	16%	14%
Totals	100%	100%	100%	99%	100%	99%	100%	102%	99%	100%	101%
Unweighted N	(1,129)	(542)	(587)	(301)	(259)	(300)	(269)	(707)	(170)	(147)	(105)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A cash bonus	57%	51%	57%	63%	54%	64%	56%	64%	58%	53%	67%	56%	51%
A gift card to a store or restaurant	10%	13%	8%	10%	11%	9%	11%	9%	11%	13%	6%	10%	12%
Extra paid time off	9%	9%	9%	9%	9%	9%	10%	8%	10%	7%	6%	9%	13%
An invitation to a holiday party (whether in-person or virtual)	5%	8%	3%	4%	6%	5%	4%	6%	5%	10%	6%	4%	3%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A physical present (such as a tech gadget or an item of clothing)	5%	6%	5%	4%	7%	6%	2%	7%	7%	4%	4%	5%	7%
Something else	2%	4%	1%	2%	3%	1%	2%	2%	2%	3%	1%	2%	3%
Not sure	12%	9%	18%	8%	10%	6%	15%	5%	7%	10%	8%	14%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	98%	100%	100%
Unweighted N	(1,129)	(404)	(381)	(344)	(446)	(431)	(431)	(307)	(267)	(218)	(245)	(438)	(228)

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Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 5.036, with a mean of one and a standard deviation of 0.85.
Number of respondents	1130
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	91 questions not reported.