Holiday parties
Fieldwork Dates: 8th - 11th December 2017

## Conducted by YouGov

On behalf of YouGov NY
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BACKGROUND
his spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YuGov Plc and the client named on the front cover.
hodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to ke part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic
 edefinition to provide a representative reporting sample. The profile is normally derived census data or, if not available from the census, from industry accepted data. pled dala
解 with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email omnibus.us@yougov.com quoting the survey details

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

figures unless otherwise stated, are from YouGov PIc. Total sample size was 1170 adults. Fieldwork was undertaken between 8th - 11th December 2017. Th survey was carried out online. The figures have been weighted and are representative of all US adults (aged $18+$ ).

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

- YouGov is registered with the Information Commissioner

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

Us_nat Sample: 8th - 11th December 2017
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| Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | No HS, High school graduate |
|  | A | в | c | D | E | F | G | н | 1 | J | к | L | m | N |

HYH_q1. What kind of holiday party, if any, are you attending
Hease select all that apply.

| Please select all that apply. |  |  |  |  |  | day p |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1170 1159 | 521 575 | 649 584 | 305 365 | 388 380 | 477 | 219 219 | $\begin{aligned} & 261 \\ & 263 \\ & \\ & 263 \end{aligned}$ | 431 422 | 259 255 | $\begin{aligned} & 837 \\ & 864 \end{aligned}$ | 116 136 | 142 181 | 75 78 | 431 487 |
| Base: All US adults A small family gathering | 1159 $47 \%$ | 575 | 584 $50 \%$ | 365 | 380 | 414 | 219 $46 \%$ | 263 $51 \%$ | 422 $46 \%$ | 255 | 764 $49 \%$ | 136 $34 \%$ | 181 $47 \%$ | 78 $47 \%$ | 487 $40 \%$ |
|  |  |  |  |  |  |  |  |  |  |  | k | $\stackrel{*}{*}$ | * | * |  |
| A large family gathering | 18\% | 18\% | 17\% | 20\% | 18\% | 14\% | 16\% | 20\% | 17\% | 17\% | 19\% | 12\% | ${ }^{19 \%}$ | 13\% | 17\% |
| A party with my coworkers | 13\% | 14\% | 12\% | $\stackrel{\substack{16 \% \\ E}}{ }$ | 15\% | 10\% | 14\% | 11\% | 15\% | 12\% | 14\% | 12\% | $\stackrel{11 \%}{ }$ | 13\% | $8 \%$ |
| A small gathering of friends | 22\% | 24\% | 21\% | 24\% | 19\% | 24\% | 24\% | 22\% | 22\% | 22\% | $\begin{gathered} 24 \% \\ \mathrm{~K} \end{gathered}$ | 11\% | ${ }^{19 \%}$ | $\begin{aligned} & 38 \% \\ & \text { J.K.L* } \end{aligned}$ | 15\% |
| A large gathering of friends | 6\% | 7\% | 6\% | 7\% | 5\% | 7\% | 7\% | 4\% | 6\% | $\begin{gathered} 9 \% \\ \mathrm{G} \end{gathered}$ | 7\% | $\stackrel{2 \%}{*}$ | $\stackrel{6 \%}{*}$ | $7 \%$ | 5\% |
| Other | 2\% | $2 \%$ | $2 \%$ | 0\% | $\begin{gathered} 3 \% \\ c \end{gathered}$ | $\begin{gathered} 3 \% \\ c \end{gathered}$ | $\begin{gathered} 4 \% \\ G \\ \hline \end{gathered}$ | 0\% | $2 \%$ | 2\% | $2 \%$ | $2 \%$ | $3 \%$ | ${ }^{1 \%}$ | 2\% |
| Not sure | 5\% | 4\% | 6\% | 6\% | 5\% | 4\% | 5\% | 6\% | $3 \%$ | 6\% | 5\% | 5\% | $\stackrel{6 \%}{*}$ | 4\% | 5\% |
| Not applicable - I am not attending any holiday parties this holiday season | 24\% | 24\% | 23\% | 19\% | 25\% | $\begin{gathered} 26 \% \\ c \end{gathered}$ | 24\% | 21\% | 26\% | 21\% | 23\% <br> ᄂ | $\begin{aligned} & 43 \% \\ & \text { J.L.M } \end{aligned}$ | 14\% | 15\% | $31 \%$ O.P.Q |

lidiay season, what kind of holiday hoiiday season, what kind of holiday party would you most

| Unweighted base | 1170 | 521 | 649 | 305 | 388 | 477 | 219 | 261 | 431 | 259 | 837 | 116 | 142 | 75 | 431 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1159 | 575 | 584 | 365 | 380 | 414 | 219 | 263 | 422 | 255 | 764 | 136 | 181 | 78 | 487 |
| A small family gathering | 35\% | 33\% | 36\% | 28\% | 35\% | $\begin{gathered} \text { 40\% } \\ \mathrm{c} \end{gathered}$ | 39\% | 35\% | 33\% | 32\% | 35\% | 30\% | $\stackrel{37 \%}{*}$ | $\stackrel{29}{ }$ \% | 36\% |
| A large family gathering | 14\% | 13\% | 15\% | 14\% | 14\% | 14\% | 14\% | 13\% | 14\% | 15\% | 13\% | $\stackrel{12 \%}{ }$ | $\stackrel{19 \%}{ }$ | $\stackrel{17}{*}$ | 14\% |
| A party with my coworkers | 2\% | 3\% | 2\% | $\stackrel{4 \%}{\mathrm{E}}$ | 2\% | 1\% | 2\% | $2 \%$ | 3\% | 2\% | 2\% | $2 \%$ | 4\% | 3\% | 3\% |
| A small gathering of friends | 21\% | 22\% | 20\% | 24\% | 18\% | 21\% | 18\% | 20\% | 21\% | 24\% | $\begin{gathered} \text { 23\% } \\ \text { K.L } \end{gathered}$ | $\stackrel{12 \%}{ }$ | $\stackrel{14 \%}{*}$ | $\begin{gathered} 27 \% \\ \text { K.L* } \end{gathered}$ | 14\% |
| A large gathering off friends | 7\% | 8\% | 6\% | 8\% | 8\% | 5\% | 6\% | 6\% | 6\% | 10\% | 7\% | ${ }^{8 \%}$ | $\stackrel{9 \%}{ }$ | 2\% | 8\% |
| Other | 1\% | 0\% | $\begin{gathered} 1 \% \\ \mathrm{~A} \end{gathered}$ | 1\% | 1\% | 1\% | 2\% | 1\% | 0\% | 0\% | 1\% | $\begin{gathered} 3 \% \\ J^{*} \end{gathered}$ | * | : | 1\% |
| Not sure | 6\% | 5\% | 6\% | 7\% | $\begin{gathered} 7 \% \\ E \\ E \end{gathered}$ | $3 \%$ | 6\% | 5\% | 6\% | 5\% | 5\% | 9\% | $\stackrel{6 \%}{ }$ | $\stackrel{7}{*}$ | 6\% |
| Not applicable - I wouldn't want to attend any holiday parties this holiday season | 15\% | 15\% | 14\% | 15\% | 15\% | 15\% | 13\% | 17\% | 16\% | 11\% | 15\% | $\begin{aligned} & \text { 23\% } \\ & \text { J.L* } \end{aligned}$ | 11\% | ${ }^{15 \%}$ | $\begin{gathered} \text { 18\% } \\ \text { p } \end{gathered}$ |
| HYH_q3. Generally, how often, if ever, do you enjoy family <br> holiday parties? If you do not attend any family holiday parties <br> please select the 'Not applicable' option. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1170 | 521 | 649 | 305 | 388 | 477 | 219 | 261 | 431 | 259 | 837 | 116 | 142 | 75 | 431 |
| Base: All US adults | 1159 | 575 | 584 | 365 | 380 | 414 | 219 | 263 | 422 | 255 | 764 | 136 | 181 | 78 | 487 |
| Always | 18\% | 19\% | 18\% | 15\% | 17\% | $\begin{gathered} \text { 22\% } \\ c \end{gathered}$ | 17\% | 16\% | 20\% | 20\% | 18\% | 23\% | ${ }^{16 \%}$ | 17\% | 17\% |
| Often | 21\% | 23\% | 20\% | 22\% | 21\% | 21\% | 19\% | 24\% | 19\% | 24\% | 23\% | 18\% | $20 \%$ | 14\% | 16\% |
| Sometimes | 27\% | 25\% | 28\% | 30\% | 26\% | 25\% | 28\% | 25\% | 27\% | 27\% | 24\% | 25\% | 34\% | 37\% | 29\% |

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| Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { Some college, } 2 \\ \text { year } \end{gathered}$ | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
|  | o | P | Q | R | s | T | u | v | w | x | Y | z | AA | AB |

HYH_q1. What kind of holiday party, if any, are you attending
this holiday season (e.g. Thanksgiving to New Years Eve)?
his holiday season (e.g., Thanksgiving to New Years Eve)?

| Pease select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Unweighted base | 1170 | ${ }^{382}$ | ${ }^{229}$ | ${ }^{128}$ | ${ }^{576}$ | 18 | 128 | 45 | 358 | 44 | 284 | 885 | 417 | 322 | 265 |
| Base: All US adults | 1159 | 367 | 197 | 108 | 525 | 24 | 117 | 43 | 409 | 41 | 287 | 872 | 442 | 315 | 234 |
| A small family gathering | 47\% | 51\% | 57\% | 48\% | 48\% | 50\% | 42\% | 49\% | 48\% | 40\% | 49\% | 47\% | 44\% | 52\% | 52\% |
|  |  | N | N |  |  | ** |  | * |  | * |  |  |  | AC | AC |
| A large family gathering | 18\% | 13\% | 21\% | 28\% | 23\% | - | 14\% | 6\% | 13\% | 24\% | 29\% | 14\% | 14\% | 19\% | 24\% |
|  |  |  | - | N.O | t.u.v | * |  |  |  | U* | Y |  |  |  | z |
| A party with my coworkers | 13\% | 13\% | 22\% | 26\% | 16\% | 11\% | 6\% | 2\% | 12\% | 23\% | 18\% | 12\% | 9\% | 14\% | 23\% |
|  |  | N | N.O | N.O | т.U | ** |  | * |  | т.U.V* | r |  |  | z | z.AA.AC |
| A small gathering of friends | 22\% | 22\% | 35\% | 35\% | 24\% | 16\% | 15\% | 28\% | 22\% | 24\% | 22\% | 22\% | 17\% | 21\% | 33\% |
|  |  | N | N. 0 | N.O | T | * |  | , |  | * |  |  |  |  | z.AA |
| A large gathering of friends | 6\% | 6\% | 7\% | 13\% | 7\% | - | 4\% | 4\% | 6\% | 16\% | 7\% | 6\% | 4\% | $6 \%$ | 11\% |
|  |  |  |  | N.O |  | * |  | * |  | т. $\mathrm{V}^{*}$ |  |  |  |  | z |
| Other | 2\% | 2\% | 2\% | $3 \%$ | 3\% | $3 \%$ | 1\% | 2\% | 2\% | 2\% | 2\% | 2\% | 3\% | $2 \%$ | 1\% |
| Not sure | 5\% | 5\% | 5\% | 4\% | 4\% |  | 7\% |  | 6\% |  | 1\% |  | 4\% | 4\% | 4\% |
|  |  |  |  |  |  | ** |  | * |  | , |  | x |  |  |  |
| Not applicable - I am not attending any holiday parties this holiday | 24\% |  | 14\% | 18\% | 20\% |  |  | 24\% | 25\% | 17\% | 19\% | 25\% | 27\% | 22\% | 16\% |
|  |  |  |  |  |  | ** |  |  |  |  |  |  | AB |  |  |

hliday season, what kind of holiday pou plan to attend this holiday season, what kind of holiday party would you most
want to attend? Please select the option that best applies.

| Unweighted base | 1170 | 382 | 229 | 128 | 576 | 18 | 128 | 45 | 358 | 44 | 284 | 885 | 417 | 322 | 265 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1159 | 367 | 197 | 108 | 525 | 24 | 117 | 43 | 409 | 41 | 287 | 872 | 442 | 315 | 234 |
| A small family gathering | 35\% | 35\% | 34\% | 28\% | 36\% | 38\% | 40\% | 38\% | 31\% | 26\% | 37\% | 34\% | 36\% | 34\% | 32\% |
| A large family gathering | 14\% | 13\% | 12\% | 18\% | $\begin{aligned} & \text { 19\% } \\ & \text { T.V } \end{aligned}$ | $5 \%$ | 9\% | $\stackrel{6 \%}{*}$ | 11\% | $\stackrel{18 \%}{ }$ | $\underset{y}{21 \%}$ | 12\% | 13\% | 17\% | 14\% |
| A party with my coworkers | 2\% | 2\% | 1\% | $2 \%$ | 2\% | ** | 1\% | : | 4\% | 3\% | 3\% | 2\% | 3\% | 2\% | 3\% |
| A small gathering of friends | 21\% | ${ }^{24 \%}$ | ${ }_{N}^{31 \%}$ | $\stackrel{25 \%}{N}$ | 19\% | 11\% | 20\% | $\stackrel{28 \%}{ }$ | 23\% | $\stackrel{27 \%}{*}$ | 15\% | $\stackrel{23 \%}{2}$ | 19\% | 20\% | $\begin{gathered} 28 \% \\ \text { z.AA.AC } \end{gathered}$ |
| A large gathering of friends | 7\% | 6\% | 4\% | $10 \%$ | $\begin{gathered} 8 \% \\ \mathrm{~T} \end{gathered}$ | 3\% | 2\% | $\begin{gathered} 13 \% \\ T^{*} \end{gathered}$ | 7\% | 7\% | ${ }_{y}^{12 \%}$ | 5\% | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & \text { 9\% } \\ & \hline \text { AC } \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { AC } \end{aligned}$ |
| Other | 1\% | 0\% | 1\% | 0\% | 0\% | $3 \%$ | 2\% | : | 1\% | : | 1\% | 1\% | 1\% | 0\% | 0\% |
| Not sure | 6\% | 5\% | 6\% | 6\% | 4\% | 10\% | 4\% | $\stackrel{9}{ }{ }^{\circ}$ | 7\% | 4\% | $3 \%$ | $\begin{gathered} 6 \% \\ x \end{gathered}$ | 5\% | 4\% | 6\% |
| Not applicable - I wouldn't want to attend any holiday parties this holiday season | 15\% | 15\% | 10\% | 10\% | 11\% | 30\% | $\begin{aligned} & \text { 22\% } \\ & \text { R.U } \end{aligned}$ | 6\% | $\begin{gathered} \text { 17\% } \\ \text { R } \end{gathered}$ | 14\% | 9\% | $\begin{gathered} \text { 17\% } \\ \mathrm{x} \end{gathered}$ | $\begin{aligned} & 16 \% \\ & \text { AB } \end{aligned}$ | 14\% | 10\% |
| HYH_q3. Generally, how often, if ever, do you enjoy family holiday parties? If you do not attend any family holiday parties please select the 'Not applicable' option. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1170 | 382 | 229 | 128 | 576 | 18 | 128 | 45 | 358 | 44 | 284 | 885 | 417 | 322 | 265 |
| Base: All US adults | 1159 | 367 | 197 | 108 | 525 | 24 | 117 | 43 | 409 | 41 | 287 | 872 | 442 | 315 | 234 |
| Always | 18\% | 20\% | 17\% | 24\% | $\underset{v}{22 \%}$ | ** | 16\% | ${ }^{19 \%}$ | 15\% | 25\% | 20\% | 18\% | 16\% | 19\% | $\begin{gathered} 23 \% \\ z \end{gathered}$ |
| Offen | 21\% | 22\% | $29 \%$ | $\stackrel{27 \%}{27 \%}$ | 24\% | $32 \%$ | 16\% | 13\% | 19\% | $24 \%$ | $26 \%$ | 20\% | 17\% | $\begin{gathered} 26 \% \\ z \end{gathered}$ | $\begin{aligned} & 26 \% \\ & \text { Z.AC } \end{aligned}$ |
| Sometimes | 27\% | 26\% | 24\% | 24\% | 25\% | 47\% | 25\% | 29\% | 28\% | 23\% | 27\% | 26\% | 31\% | 25\% | 23\% |

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| Total | $\underset{\text { say }}{\substack{\text { Prefer not to }}}$ | Social networks membership |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Facebook | Twitter | Linkedin | Google+ | MySpace | Pinterest | Tumblr | Instagram | Snapchat | Periscope | Other | Don't know | None |
|  | AC | AD | AE | AF | AG | AH | Al | AJ | AK | AL | AM | AN | AO | AP |

HYH_ - 11 . What kind of holiday party, if any, are you attending
this holiday season (e.g, Thanksgiving to New Years Eve)?

| Unweighted base | 1170 | 166 | 934 | 414 | 322 | 287 | 64 | 323 | 94 | 352 | 204 | 24 | 22 | 9 | 133 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1159 | 168 | 925 | 421 | 305 | 301 | 64 | 311 | 100 | 366 | 220 | 22 | 21 | 10 | 126 |
| A small family gathering | 47\% | 40\% | 48\% | 50\% | A2\% | 40\% | 48\% | 51\% | 41\% | 49\% |  |  | 49\% | $\stackrel{17 \%}{* *}$ |  |
|  |  |  | AG | AG |  |  |  | AG | * | AG | AG | ** |  |  | 47\% |
| A large family gathering | 18\% | 17\% | 19\% | 22\% | 21\% | 24\% | 28\%AP* | 23\% | $\begin{aligned} & \text { 23\% } \\ & \text { AP* } \end{aligned}$ | 22\% | 26\% | 39\% | 37\% |  | 6\% |
|  |  |  | AP | AP | AP | AD.AP |  | AP |  | AP | AD.AP | ** |  | * |  |
| A party with my coworkers | 13\% | 10\% | 15\% | 17\% | 24\% AD.AE.AG.AI.AP | 16\% | 16\% | 17\% | 18\% | 18\% | 22\% | 19\% | 7\% | - | 5\% |
|  |  |  | AP | AP |  | AP | AP* | AP | AP* | AP | AD.AP | * | * | * |  |
| A small gathering of friends | 22\% | 24\% | 25\% | 26\% | 33\% | 28\% | 32\% | 26\% | 33\% | 28\% | 27\% | 36\% | 18\% | - | 11\% |
|  |  |  | AP | AP | AD.AE.AI.AP | AP | AP* | AP | AP* | AP | AP | * | $*$ | * |  |
| A large gathering of friends | 6\% | 6\% | 7\% | 7\% | 7\% | 7\% | $\begin{aligned} & 14 \% \\ & \text { AD.AP* } \end{aligned}$ | 7\% | 11\% | 9\% | 9\% | $24 \%$ | $7 \%$ | - | 4\% |
| Other | 2\% | 4\% | 2\% | 2\% |  | 3\% | 5\% |  | 4\% | 3\% | 4\% | - | 4\% | - | 0\% |
|  |  |  |  |  | AD |  | * | AD | * |  |  | * | * | * |  |
| Not sure | 5\% | $\begin{gathered} \text { ב.A. } \\ \text { z.AB } \end{gathered}$ | 4\% | 4\% | 5\% | 3\% | $1 \%$ | 4\% | ${ }^{6 \%}$ | 4\% | 5\% | $\cdots$ | 12\% | $63 \%$ | 5\% |
| Not applicable - I am not attending any holiday parties this holiday season | 24\% | 29\% AB | 22\% | $19 \%$ | 17\% | $21 \%$ | 12\% | 16\% | 14\% | 16\% | 13\% | 30\% .. | 10\% | 20\% | $38 \%$ <br> AF.AG.AH.AI.A |

oliday season, what kind of holiday party plan to attend this hoiiday season, what kind of holiday party would you most


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HYH_ $q 1$. What kind of holiday party, if any, are you attending
this holiday season (e.g., Thanksgiving to New Years Eve)?

| Unweighted base | 1170 |
| :---: | :---: |
| Base: All US adults | 1159 |
| A small family gathering | 47\% |
| A large family gathering | 18\% |
| A party with my coworkers | 13\% |
| A small gathering of friends | 22\% |
| A large gathering of friends | 6\% |
| Other | 2\% |
| Not sure | 5\% |
| Not applicable - I am not attending any holiday parties this holiday $\begin{gathered}\text { season }\end{gathered}$ | 24\% |

YH_q2. Regardess of what festivities you plan to attend this
holiday season, what kind of holiday yarty would you most
want to attend? Please select the option that best applies.

| Unweighted base | 1159 |
| :---: | :---: |
| Base: All US adults | 1159 |
| A small family gathering | 35\% |
| A large family gathering | 14\% |
| A party with my coworkers | 2\% |
| A small gathering of friends | 21\% |
| A large gathering of friends | 7\% |
| Other | 1\% |
| Not sure | 6\% |
| tend any holiday parties this holiday season | 15\% |

HYH_q3. Generally, how often, if ever, do you enjoy family


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| YouGov <br> What the world thinks |  | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  |  |  |  |  |  |  |  |  |  |  | * | J* | J* |  |
| Rarely | 13\% | 14\% | 12\% | 11\% | 15\% | 13\% | 11\% | 15\% | 12\% | 14\% | 14\% | $9 \%$ | 14\% | 12\% | 12\% |
| Never | 2\% | $2 \%$ | 2\% | 3\% | 2\% | 1\% | 3\% | 2\% | 2\% | 2\% | 3\% | - | $2 \%$ | $2 \%$ | 2\% |
| Don't know | 3\% | $3 \%$ | 2\% | $\begin{gathered} 5 \% \\ E \end{gathered}$ | 2\% | 1\% | 2\% | 3\% | 2\% | 3\% | 2\% | ${ }^{1 \%}$ | $\begin{aligned} & 6 \% \\ & { }_{\text {J.K }} \end{aligned}$ | $\begin{aligned} & 7 \% \\ & \text { J. }{ }^{*} \end{aligned}$ | 3\% |
| Not applicable - I don't attend any family holiday parties | 16\% | 15\% | 18\% | 14\% | 17\% | 17\% | 19\% | 15\% | 18\% | 11\% | $\underset{L}{17 \%}$ | $\begin{aligned} & \text { 24\% } \\ & \text { L.M* } \end{aligned}$ | $9 \%$ | 11\% | $\begin{aligned} & 20 \% \\ & \text { O.P } \end{aligned}$ |
| HYH_q4. Which, if any, of the following are reasons that you don't always enjoy family winter holiday parties? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 746 | 339 | 407 | 199 | 247 | 300 | 137 | 173 | 262 | 174 | 531 | 66 | 98 | 51 | 262 |
| Base: All US adults who attend holiday parties but do noi always enjoy them | 729 | 366 | 364 | 238 | 241 | 250 | 134 | 174 | 251 | 171 | 482 | 71 | 125 | 51 | 291 |
| They're boring | 16\% | 15\% | 16\% | $\underset{E}{22 \%}$ | $\begin{gathered} 16 \% \\ E \end{gathered}$ | 9\% | 8\% | $\stackrel{19 \%}{\mathrm{~F}}$ | 15\% | $\stackrel{19 \%}{\mathrm{~F}}$ | $\stackrel{18 \%}{L}$ | 17\% | $8 \%$ | 11\% | 8\% |
| They're awkward | 16\% | 15\% | 16\% | $\underset{\mathrm{E}}{21 \%}$ | 16\% | 10\% | 14\% | 16\% | 14\% | 19\% | 17\% | 11\% | 16\% | 11\% | 11\% |
| I don't like some/all of my relatives | 24\% | 17\% | $\underset{A}{30 \%}$ | $\begin{gathered} \text { 31\% } \\ \text { E } \end{gathered}$ | 24\% | 17\% | 21\% | 26\% | 20\% | 29\% | 27\% | 14\% | * ${ }^{\text {\% }}$ | 24\% | 17\% |
| I'm embarrassed by some/all of my relatives | 12\% | 12\% | 11\% | 12\% | 12\% | 10\% | 8\% | 11\% | 13\% | 12\% | 11\% | 20\% | 10\% | 6\% | 11\% |
| There are loud children | 13\% | 12\% | 13\% | 17\% | 11\% | 11\% | 13\% | 13\% | 10\% | 15\% | 13\% | ${ }^{12 \%}$ | 14\% | 5\% | 13\% |
| They are expensive | 14\% | 14\% | 14\% | 13\% | 16\% | 12\% | 15\% | 15\% | 13\% | 14\% | 14\% | 13\% | 16\% | 13\% | 15\% |
| They're tiring | 22\% | 24\% | 21\% | 26\% | 21\% | 20\% | 17\% | 24\% | 23\% | 23\% | 26\% | 20\% | 10\% | $21 \%$ | 17\% |
| I'm expected to do too much for them | 11\% | 10\% | 11\% | 13\% | 10\% | 8\% | 11\% | 10\% | 12\% | 9\% | 10\% | 19\% | $9 \%$ | 13\% | 11\% |
| They're inconvenient | 14\% | 16\% | 11\% | 15\% | 13\% | 13\% | 14\% | 16\% | 10\% | 16\% | $\underset{L}{17 \%}$ | $\begin{gathered} \text { 13\% } \\ L^{*} \end{gathered}$ | $2 \%$ | 17\% | 11\% |
| Other | 8\% | 6\% | 10\% | 5\% | 8\% | $\begin{gathered} \text { 11\% } \\ \mathrm{c} \end{gathered}$ | 9\% | 6\% | 8\% | 8\% | 10\% | 6\% | $5 \%$ | 2\% | 4\% |
| None of these | 21\% | $\begin{gathered} 24 \% \\ \mathrm{~B} \end{gathered}$ | 17\% | 11\% | $\stackrel{21 \%}{\mathrm{c}}$ | $28 \%$ | 22\% | 17\% | 21\% | 22\% | 20\% | ${ }^{24 \%}$ | 19\% | 25\% | 26\% |
| Don't know | 5\% | 5\% | 5\% | 5\% | 4\% | 6\% | $\begin{gathered} 9 \% \\ \mathrm{H} \end{gathered}$ | 5\% | 3\% | 5\% | 4\% | ${ }^{1 \%}$ | 9\% | 10\% | $\begin{gathered} 8 \% \\ 0 \\ \hline \end{gathered}$ |

Us_nat Sample: 8th - 11th December 2017

| YouGov |  | Educ |  |  |  |  | Mari | atus |  |  | Children | age of 18 |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\text { Some college, } 2$ year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | s80k+ |
|  |  |  |  |  |  | * |  | * |  | * |  |  | AB |  |  |
| Rarely | 13\% | $\begin{gathered} 16 \% \\ Q \end{gathered}$ | 14\% | 7\% | 14\% | 3\% | 15\% | 12\% | 13\% | $\stackrel{8 \%}{*}$ | 12\% | 13\% | 14\% | 14\% | 12\% |
| Never | 2\% | 1\% | $\begin{gathered} 4 \% \\ 0 \end{gathered}$ | 0\% | 2\% | : | 3\% | $\stackrel{\text { 2\% }}{*}$ | 3\% | - | 2\% | 2\% | 2\% | 2\% | 1\% |
| Don't know | 3\% | 3\% | 1\% | 4\% | 2\% | $7 \%$ | - | $\begin{gathered} 4 \% \\ T^{*} \end{gathered}$ | $\begin{gathered} 4 \% \\ T \end{gathered}$ | 3\% | 2\% | 3\% | 2\% | 3\% | 3\% |
| Not applicable - I don't attend any family holiday parties | 16\% | 14\% | 11\% | 14\% | 12\% | 11\% | $\begin{gathered} 25 \% \\ R \end{gathered}$ | 20\% | $\begin{gathered} 19 \% \\ \mathrm{R} \end{gathered}$ | 17\% | 11\% | $\begin{gathered} 18 \% \\ \times \end{gathered}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AB } \end{aligned}$ | 12\% | 10\% |
| HYH_q4. Which, if any, of the following are reasons that you don't always enjoy family winter holiday parties? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 746 | 244 | 165 | 75 | 381 | 14 | 76 | 26 | 223 | 25 | 191 | 554 | 265 | 221 | 168 |
| Base: All US adults who attend holiday parties but do not $\begin{array}{r}\text { always enjoy them }\end{array}$ | 729 | 236 | 140 | 63 | 339 | 20 | 68 | 24 | 255 | ${ }^{23}$ | 192 | 537 | 283 | 210 | 148 |
| They're boring | 16\% | $\stackrel{20 \%}{\mathrm{~N}}$ | $\stackrel{22 \%}{N}$ | ${ }^{18 \%}$ | 13\% | $9 \%$ | 10\% | $13 \%$ | 21\% | 12\% | 15\% | 16\% | 14\% | 15\% | 20\% |
| They're awkward | 16\% | $\stackrel{19 \%}{\mathrm{~N}}$ | $\stackrel{21 \%}{\mathrm{~N}}$ | 12\% | 15\% | $\underset{\sim}{4 \%}$ | $7 \%$ | $\underset{\sim}{6 \%}$ | $\begin{gathered} \text { 20\% } \\ \mathrm{T} \end{gathered}$ | $22 \%$ | 20\% | 14\% | 17\% | 11\% | $\begin{gathered} 19 \% \\ A A \end{gathered}$ |
| I don't ike some/all of my relatives | 24\% | $\stackrel{30 \%}{\mathrm{~N}}$ | $\stackrel{26 \%}{\mathrm{~N}}$ | 26\% | 23\% | $8 \%$ | $\stackrel{26 \%}{ }$ | 10\% | 28\% | 12\% | 25\% | 23\% | 24\% | 19\% | 27\% |
| I'm embarrassed by somelall of my relatives | 12\% | 12\% | 14\% | 8\% | 10\% | 28\% | $13 \%$ | 7\% | 13\% | 4\% | 13\% | 11\% | 14\% | 10\% | 10\% |
| There are loud children | 13\% | 14\% | 12\% | 12\% | 11\% | $\cdots$ | 16\% | 13\% | 15\% | 25\% | 11\% | 13\% | 12\% | 11\% | 16\% |
| They are expensive | 14\% | 15\% | 12\% | 12\% | $\begin{gathered} \text { 17\% } \\ T \end{gathered}$ | $\underset{\sim}{8 \%}$ | 7\% | $3 \%$ | 14\% | $$ | 16\% | 13\% | $\begin{aligned} & 16 \% \\ & \text { AC } \end{aligned}$ | 14\% | 15\% |
| They're tiring | 22\% | $\stackrel{26 \%}{\mathrm{~N}}$ | $\stackrel{29 \%}{\mathrm{~N}}$ | 18\% | 22\% | 4\% | 12\% | 13\% | $\begin{gathered} \text { 27\% } \\ \hline \end{gathered}$ | $31 \%$ | 21\% | 23\% | 20\% | 19\% | $\underset{A A}{29 \%}$ |
| I'm expected to do too much for them | 11\% | 12\% | 10\% | $7 \%$ | $\begin{aligned} & \text { 14\%\% } \\ & \text { T.V } \end{aligned}$ | 15\% | 3\% | 12\% | 8\% | $6 \%$ | $\underset{y}{15 \%}$ | 9\% | 10\% | 7\% | $\begin{gathered} \text { che } \\ A A \end{gathered}$ |
| They're inconvenient | 14\% | 13\% | $\begin{aligned} & 22 \% \\ & \text { N.O } \end{aligned}$ | 12\% | 15\% | $\cdots$ | $7 \%$ | $24 \%$ | 14\% | 12\% | 10\% | 15\% | 11\% | 13\% | $\begin{aligned} & 21 \% \\ & \text { z.AA } \end{aligned}$ |
| Other | 8\% | ${ }_{\mathrm{N}}^{11 \%}$ | ${ }_{\mathrm{N}}^{11 \%}$ | 7\% | 8\% | 14\% | $9 \%$ | 13\% | 6\% | $\underset{\substack{7 \%}}{ }$ | 6\% | 8\% | 10\% | 5\% | 7\% |
| None of these | 21\% | 19\% | 13\% | 20\% | $\begin{gathered} 24 \% \\ v \end{gathered}$ | 27\% | $\begin{gathered} \text { 28\% } \\ \mathrm{v}^{*} \end{gathered}$ | 11\% | 14\% | 22\% | 21\% | 20\% | 15\% | $\begin{gathered} 31 \% \\ \text { Z.AB.AC } \end{gathered}$ | 17\% |
| Don't know | 5\% | 3\% | 3\% | 3\% | 3\% | 4\% | $\begin{aligned} & 8 \% \\ & \mathrm{R}^{*} \end{aligned}$ | $30 \%$ | 6\% | " | 4\% | 5\% | 6\% | 3\% | 4\% |

Us_nat Sample: 8th - 11th December 2017


| YouGov <br> What the world thinks |  |
| :---: | :---: |
|  | Total |
| Rarely | 13\% |
| Never | 2\% |
| Don't know | 3\% |
| Not applicable - I don't atend any family holiday parties | 16\% |
| HYH_44. Which, if any, of the following are reasons that you don't always enjoy family winter holiday parties? Please select all that apply. |  |
| Unweighted base | 746 |
| Base: All US adults who attend holiday parties but do not $\begin{array}{r}\text { always enjoy them }\end{array}$ | 729 |
| They're boring | 16\% |
| They're awkward | 16\% |
| I don't ike someall of my relatives | 24\% |
| I'm embarrassed by some/all of my relatives | 12\% |
| There are loud children | 13\% |
| They are expensive | 14\% |
| They're tiring | 22\% |
| I'm expected to do too much for them | 11\% |
| They're inconvenient | 14\% |
| Other | 8\% |
| None of these | 21\% |
| Don't know | 5\% |

