## YouGov

## Holiday Spending

Fieldwork Dates: 27th -28th November 2018

Conducted by YouGov
On behalf of Internal
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## BACKGROUND

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greed to tre: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have provides a generic survey link. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and definition and quotas. (The sample definition could be "US adult population" respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.
YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally ssociated 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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1213 adults. Fieldwork was undertaken between 27th - 28th November 2018 The survey was caried 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 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

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|  | Unweighted base | 1213 | 527 | 686 | 344 | 378 | 491 | 226 | 263 | 475 | 249 | 828 | 143 | 139 | 103 | 456 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base: All US adults | 1206 | 597 | 609 | 374 | 374 | 457 | 223 | 255 | 485 | 243 | 779 | 144 | 189 | 94 | 505 |
|  | Yes, Ido | 76\% | 74\% | 78\% | 71\% | $81 \%$ | 77\% | 76\% | 80\% | 76\% | 75\% | 80\% | 70\% | 73\% | 68\% | 73\% |
|  | No, Ido not | 15\% | 17\% | 14\% | $\begin{gathered} \text { 18\% } \\ \mathrm{D} \end{gathered}$ | 11\% | $\underset{\mathrm{D}}{177 \%}$ | 14\% | 14\% | 16\% | 17\% | 14\% | $\begin{gathered} 23 \% \\ \mathrm{~J} \end{gathered}$ | 14\% | 21\% | 15\% |
|  | Don't know | $8 \%$ | 8\% | 8\% | $\underset{E}{11 \%}$ | 7\% | 7\% | 10\% | 6\% | 9\% | 8\% | 7\% | 8\% | $\begin{gathered} 13 \% \\ \mathrm{~J}^{1} \end{gathered}$ | 11\% |  |

EH_-q2. Approximately how many gifts have you ALREADY purchased that you plan to give to someone during the holiday
season?

| Unweighted base | 936 | 397 | 539 | 250 | 308 | 378 | 177 | 210 | 363 | 186 | 661 | 98 | 107 | 70 | 336 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 444 | 477 | 267 | 304 | 350 | 169 | 204 | 367 | 181 | 619 | 101 | 137 | 64 | 368 |
| 1 to 3 | 27\% | $\begin{gathered} 33 \% \\ \mathrm{~B} \end{gathered}$ | 22\% | 28\% | 27\% | 27\% | 29\% | 20\% | 28\% | $\begin{gathered} 32 \% \\ G \end{gathered}$ | 26\% | 31\% | 30\% | $\stackrel{27 \%}{ }$ | 25\% |
| 4106 | 21\% | 20\% | 22\% | 22\% | 18\% | 23\% | 14\% | 19\% | $\stackrel{24 \%}{\underset{F}{24}}$ | $\stackrel{23 \%}{\mathrm{~F}}$ | 20\% | 23\% | $\stackrel{21 \%}{ }$ | $\stackrel{23 \%}{ }$ | 20\% |
| 7 to 10 | 15\% | 12\% | $\begin{gathered} \text { 18\% } \\ \text { A } \end{gathered}$ | 12\% | $\begin{gathered} \text { 18\% } \\ \mathrm{c} \end{gathered}$ | 15\% | 18\% | 19\% | 13\% | 12\% | 16\% | $\stackrel{10 \%}{ }$ | $\stackrel{15 \%}{*}$ | 19\% | 15\% |
| 11 to 15 | 8\% | 7\% | 9\% | $\underset{E}{11 \%} \underset{E}{1 \%}$ | 6\% | 6\% | 8\% | $\begin{gathered} \text { 11\% } \\ \hline \end{gathered}$ | $\begin{gathered} 8 \% \\ 1 \end{gathered}$ | 3\% | 8\% | $\stackrel{5 \%}{*}$ | $\stackrel{10 \%}{*}$ | $\stackrel{5 \%}{*}$ | 9\% |
| 16 to 20 | 4\% | 3\% | $\begin{gathered} 6 \% \\ A \end{gathered}$ | 4\% | 5\% | 4\% | 6\% | 2\% | 5\% | 5\% | 4\% | $\stackrel{5 \%}{ }$ | 4\% | 3\% | 5\% |
| 21 to 24 | 1\% | 0\% | 1\% | 0\% | 2\% | 1\% | 2\% | - | 1\% | 1\% | 1\% | $1 \%$ | 1\% | - | 1\% |
| 25 or more | 4\% | 2\% | $\begin{gathered} 5 \% \\ \mathrm{~A} \end{gathered}$ | 2\% | 5\% | 3\% | 5\% | 5\% | 3\% | 2\% | 4\% | $\stackrel{3}{*}$ | $\stackrel{2 \%}{*}$ | : | $3 \%$ |
| Not applicable - I have not yet purchased any gifts for the upcoming holiday season | 20\% | 23\% | 18\% | 21\% | 19\% | 21\% | 19\% | 23\% | 18\% | 22\% | 20\% | 22\% | 18\% | 22\% | 21\% | GEH- $\mathrm{q3}$. Approximately how many people are you planning to

give gifts to during the holiday season (in total - including family give gifts to during the holiday season (in total - incluci

| Unweighted base | 936 | 397 | 539 | 250 | 308 | 378 | 177 | 210 | 363 | 186 | 661 | 98 | 107 | 70 | 336 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gitts | 921 | 444 | 477 | 267 | 304 | 350 | 169 | 204 | 367 | 181 | 619 | 101 | 137 | 64 | 368 |
| 1 to 4 people | 29\% | $\begin{gathered} 35 \% \\ { }_{B}^{3 \%} \end{gathered}$ | 23\% | 28\% | 28\% | 30\% | 33\% | 27\% | 29\% | 26\% | 27\% | 32\% | 35\% | 27\% | 31\% |
| 5 to 8 people | 35\% | 38\% | 33\% | 37\% | 37\% | 33\% | 34\% | 37\% | 33\% | 41\% | 36\% | 39\% | 31\% | 37\% | 31\% |
| 9 to 12 people | 19\% | 15\% | $\stackrel{22 \%}{\mathrm{~A} \%}$ | 18\% | 19\% | 19\% | 14\% | 18\% | $\stackrel{22 \%}{\underset{F}{22}}$ | 17\% | 19\% | 16\% | $\stackrel{23 \%}{ }$ | 14\% | 18\% |
| 13 to 16 people | 9\% | 7\% | $\stackrel{11 \%}{\text { A }}$ | 9\% | 9\% | 9\% | $\stackrel{\substack{13 \% \\ H}}{ }$ | 10\% | 7\% | 8\% | 10\% | 4\% | $\stackrel{7 \%}{*}$ | 12\% | 10\% |
| 17 to 20 people | 4\% | 2\% | $\begin{gathered} \text { 5\% } \\ \mathrm{A} \end{gathered}$ | 2\% | $3 \%$ | 5\% | 1\% | 5\% | 4\% | 3\% | 3\% | 4\% | $\stackrel{5 \%}{ }$ | $1 \%$ | 5\% |
| 21 to 24 people | 1\% | 0\% | 1\% | 0\% | 0\% | 1\% | 1\% | 0\% | 1\% | 0\% | 1\% | : | $\stackrel{\%}{*}$ | : | 1\% |
| 25 or more people | 2\% | 1\% | 3\% | 2\% | 1\% | 2\% | 2\% | 1\% | 2\% | 2\% | 2\% | 4\% | : | $1 \%$ | 2\% |
| Don't know/not sure | 2\% | $2 \%$ | 2\% | $\begin{gathered} 3 \% \\ E \end{gathered}$ | 2\% | 1\% | 2\% | 2\% | 2\% | 2\% | 1\% | $\stackrel{2 \%}{*}$ | : | $\begin{gathered} 9 \% \\ \text { J.K.L* } \end{gathered}$ | $3 \%$ |

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| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | s80k+ |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |

## EH_q1. Do you plan to purchase gifts to give to anyone during

|  | Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | 313 | 900 | 468 | 335 | 251 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Base: All US adults | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
|  | Yes, Ido | 76\% | 77\% | 80\% | 85\% | 82\% | 87\% | 76\% | 72\% | 67\% | 72\% | 89\% | 72\% | 71\% | 79\% | 88\% |
|  |  |  |  |  | N | $v$ | v* |  | * |  |  | Y |  |  | z.AC | z.AA.AC |
|  | No, Ido not | 15\% | 17\% | 15\% | 12\% | 13\% | 5\% | 20\% | 25\% | 20\% | 11\% | 7\% | 18\% | 19\% | 14\% | 8\% |
|  |  |  |  |  |  |  | - | R.S | R. * $^{*}$ | R.S | * |  | x | AB | AB |  |
|  | Don't know | 8\% | 6\% | 6\% | 4\% | 5\% | 8\% | 5\% | 3\% | 13\% | 18\% | 4\% | 10\% | 10\% | 6\% | 4\% |
|  |  |  |  |  |  |  |  |  | * | R.T | R.T* |  | x | AB |  |  |

EH - 2 . Approximately how many gifts have you ALREADY
purchased that you plan to give to someone during the holiday

| Unweighted base | 936 | 313 | 179 | 108 | 479 | 30 | 109 | 26 | 241 | 51 | 27 | 659 | 333 | 268 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase girts | 921 | 287 | 167 | 99 | 468 | 30 | 101 | 23 | 243 | 56 | 286 | 635 | 330 | 267 | 214 |
| 1 to 3 | 27\% | 29\% | 29\% | 27\% | 26\% | 27\% | 21\% | 15\% | 31\% | 36\% | 22\% | $\begin{aligned} & 30 \% \\ & \times \end{aligned}$ | 27\% | 29\% | 24\% |
| 4 to 6 | 21\% | 21\% | 21\% | 26\% | 21\% | 26\% | 21\% | $31 \%$ | 21\% | ${ }^{17 \%}$ | 19\% | 22\% | 22\% | 20\% | 21\% |
| 7 to 10 | 15\% | 15\% | 14\% | 19\% | 16\% | 12\% | 17\% | 19\% | 11\% | 21\% | 20\% | 13\% | 15\% | 15\% | 18\% |
| 11 to 15 | $8 \%$ | 6\% | 9\% | 5\% | 9\% | $\stackrel{9 \%}{*}$ | 7\% | $\begin{aligned} & 7 \% \\ & u \% \end{aligned}$ | 6\% | ${ }^{5 \%}$ | 10\% | 7\% | 6\% | $\begin{gathered} 13 \% \\ \text { Z.AB.AC } \end{gathered}$ | 7\% |
| 16 to 20 | 4\% | 4\% | 5\% | 3\% | 5\% | - | 6\% | $4 \%$ | 4\% | ${ }^{5 \%}$ | 5\% | 4\% | 3\% | 5\% | 4\% |
| 21 to 24 | 1\% | 1\% | 1\% | - | 1\% | 3\% | 3\% | - | 0\% | * | 2\% | 1\% | 1\% | 1\% | 1\% |
| 25 or more | 4\% | 4\% | 3\% | 5\% | 4\% | $\bar{*}$ | 5\% | $4 \%$ | 2\% | 3\% | 5\% | 3\% | 4\% | 4\% | 2\% |
| Not applicable - I have not yet purchased any gifts for the upcoming holiday season | 20\% | 21\% | 19\% | 15\% | 19\% | $$ | 20\% | 20\% | 23\% | 12\% | 16\% | 22\% | $\begin{gathered} \text { 22\% } \\ \text { AA } \end{gathered}$ | 13\% | $\begin{gathered} \text { 22\% } \\ \text { AA } \end{gathered}$ | GEH- $\mathbf{q 3}$. Approximately how many people are you planning to

give gifts to during the holiday season (in total - including family give gifts to during the holiday season (in total - incluci
members, children, friends, coworkers, neighbors, etc.)?

| Unweighted base | 936 | 313 | 179 | 108 | 479 | 30 | 109 | 26 | 241 | 51 | 27 | 659 | 333 | 268 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 287 | 167 | 99 | 468 | 30 | 101 | 23 | 243 | 56 | 286 | 635 | 330 | 267 | 214 |
| 1 to 4 people | 29\% | 29\% | 27\% | 24\% | 25\% | 32\% | 27\% | 23\% | ${ }^{35 \%}$ | ${ }^{41 \%}$ | 24\% | 31\% | 36\% | 22\% | 24\% |
| 5 to 8 people | 35\% | 37\% | 40\% | 39\% | 36\% | $\stackrel{\text { \% }}{\substack{38 \% \\ \text { \% }}}$ | 35\% | $\begin{gathered} \text { "* } \\ \text { 19\% } \end{gathered}$ | R $37 \%$ | $\stackrel{\mathrm{R}^{*}}{28 \%}$ | 35\% | $\underset{\text { 36\% }}{\text { x }}$ | ${ }_{33}^{\text {AA.AB }}$ | 36\% | 41\% |
| 9 to 12 people | 19\% | 18\% | 19\% | 24\% | 21\% | 13\% | 19\% | $32 \%$ | 14\% | 19\% | 23\% | 17\% | 17\% | 22\% | 19\% |
| 13 to 16 people | 9\% | 11\% | 7\% | 6\% | 10\% | $\stackrel{6 \%}{*}$ | 7\% | 15\% | 7\% | $\stackrel{11 \%}{*}$ | 11\% | 8\% | 6\% | $\begin{aligned} & \text { 14\% } \\ & \text { Z.AC } \end{aligned}$ | 9\% |
| 17 to 20 people | 4\% | $2 \%$ | 3\% | $3 \%$ | 4\% | $\underset{\sim}{7 \%}$ | 5\% | 7\% | 2\% | $\stackrel{2 \%}{*}$ | 4\% | 3\% | 4\% | 4\% | 4\% |
| 21 to 24 people | 1\% | 1\% | - | 2\% | 1\% | $3 \%$ | 2\% | $\begin{aligned} & 4 \% \\ & \ldots \end{aligned}$ | - | : | 1\% | 1\% | 1\% | 1\% | 0\% |
| 25 or more people | 2\% | 2\% | 3\% | 2\% | 2\% | ** | 4\% | - | 2\% | : | 1\% | 2\% | 2\% | 1\% | 3\% |
| Don't know/not sure | 2\% | 1\% | 2\% | 1\% | 1\% | * | 2\% | * | $\begin{gathered} 4 \% \\ \mathrm{R} \end{gathered}$ | : | 1\% | 2\% | $2 \%$ | 1\% | - |

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| YouGov <br> What the world thinks | Total |  |
| :---: | :---: | :---: |
|  |  | Prefer not to say |
|  |  | AC |
| GEH_q1. Do you plan to purchase gifts to give to anyone during the holiday season? |  |  |
| Unweighted base | 1213 | 159 |
| Base: All US aduls | 1206 | 159 |
| Yes, Ido | 76\% | 69\% |
| No, Ido not | 15\% | 17\% |
| Don't know | 8\% | AB $14 \%$ |
|  |  | AA.AB |

EH_q2. Approximately how many gifts have you ALREADY

| Unweighted base | 936 | 113 |
| :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 110 |
| 1 to 3 | 27\% | 28\% |
| 4106 | 21\% | 22\% |
| 7 to 10 | 15\% | 11\% |
| 11 to 15 | 8\% | 4\% |
| 16 to 20 | 4\% | 5\% |
| 21 to 24 | 1\% | - |
| 25 or more | 4\% | 2\% |
| Not appicable - I have not yet purchased any gits for the upcoming | 20\% | 29\% |
| hoilday season |  | AA |

GEH_q3. Approximately how many people are you planning to ive gifts to during the holiday season (in total - including family members, children, friends, coworkers, neighbors, etc.)?

| Unweighted base | 936 | 113 |
| :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 110 |
| 1 to 4 people | 29\% | $34 \%$ |
|  |  | AA |
| 5 to 8 people | 35\% | 33\% |
| 9 to 12 people | 19\% | 15\% |
| 13 to 16 people | 9\% | 6\% |
| 17 to 20 people | 4\% | 1\% |
| 21 to 24 people | 1\% | 1\% |
| 25 or more people | 2\% | 4\% |
| Don't know/not sure | 2\% | 6\% |
|  |  | AA.AB |

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GEH_q4. Specifically, how many children (people under 18 years

| Unweighted base | 920 | 390 | 530 | 243 | 301 | 376 | 174 | 207 | 356 | 183 | 652 | 96 | 107 | 65 | 327 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts and know how many people they're gifting | 905 | 436 | 469 | 259 | 298 | 348 | 166 | 200 | 361 | 179 | 611 | 99 | 137 | 58 | 358 |
| 1 to 4 children | 54\% | 56\% | 52\% | 54\% | $\begin{gathered} 58 \% \\ \mathrm{E} \end{gathered}$ | 50\% | 50\% | 52\% | 56\% | 55\% | 54\% | 58\% | 50\% | 52\% | 54\% |
| 5 to 8 children | 14\% | 11\% | $\begin{gathered} \text { 17\% } \\ A \end{gathered}$ | 13\% | 16\% | 12\% | 14\% | 15\% | 13\% | 14\% | 13\% | 11\% | $\stackrel{19 \%}{ }$ | $\stackrel{13 \%}{ }$ | 17\% |
| 9 to 12 children | 4\% | 4\% | 4\% | $3 \%$ | 4\% | 4\% | 3\% | 3\% | 5\% | $3 \%$ | 3\% | 3\% | $9 \%$ | $\stackrel{2 \%}{ }$ | 5\% |
| 13 to 16 children | 1\% | 1\% | 2\% | 1\% | 0\% | $\begin{gathered} 3 \% \\ \mathrm{D} \end{gathered}$ | - | 2\% | 2\% | 1\% | 1\% | ${ }^{1 \%}$ | $\stackrel{1 \%}{*}$ | 4\% | 1\% |
| 17 to 20 children | 0\% | - | 0\% | - | 0\% | - | - | - | - | 1\% | - | : | ${ }_{*}^{1 \%}$ | : | 0\% |
| 21 to 24 children | 0\% | - | 0\% | 0\% | - | - | - | - | 0\% | - | 0\% | : | : | - | - |
| 25 or more children | 0\% | 0\% | - | 1\% | - | - | - | - | - | 1\% | 0\% | : | : | : | 0\% |
| Don't know/not sure | 4\% | 5\% | 4\% | 4\% | 5\% | 4\% | 4\% | 5\% | 4\% | 4\% | 3\% | $\begin{gathered} 7 \% \\ \mathrm{J*} \end{gathered}$ | 9\% | 6\% | 4\% |
| Not applicable - I wor't be buying gifts for any children | 23\% | 24\% | 21\% | $\begin{gathered} 24 \% \\ \mathrm{D} \end{gathered}$ | 16\% | $\begin{gathered} 27 \% \\ D \\ \hline \end{gathered}$ | $\underset{\mathrm{H}}{29 \%}$ | 23\% | 20\% | 20\% | $\underset{L}{25 \%}$ | ${ }^{20 \%}$ | $\stackrel{12 \%}{*}$ | 23\% | 18\% |

GEH_q5. Do you do most of your holiday shopping
person? Please select the option that best applies.

| Unweighted base | 936 | 397 | 539 | 250 | 308 | 378 | 177 | 210 | 363 | 186 | 661 | 98 | 107 | 70 | 336 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 444 | 477 | 267 | 304 | 350 | 169 | 204 | 367 | 181 | 619 | 101 | 137 | 64 | 368 |
| I do all of my holiday shopping online | 13\% | $\begin{gathered} 16 \% \\ \mathrm{~B} \end{gathered}$ | 10\% | $\underset{E}{17 \%}$ | $\underset{\mathrm{E}}{15 \%}$ | 9\% | 16\% | 12\% | 14\% | 8\% | 13\% | $\begin{aligned} & \text { 22\% } \\ & \text { J. } .^{*} \end{aligned}$ | $\stackrel{8 \%}{*}$ | $\stackrel{13 \%}{ }$ | $\begin{gathered} \text { 16\% } \\ 0 \end{gathered}$ |
| I do most of my holiday shopping online, but buy a few things in-person | 33\% | 31\% | 34\% | 37\% | 32\% | 30\% | 34\% | 32\% | 31\% | 35\% | $34 \%$ | $23 \%$ | $36 \%$ | $31 \%$ | 26\% |
| I do about half of my holiday shopping online and half in-person | 25\% | 23\% | 27\% | 23\% | 25\% | 27\% | 26\% | 26\% | 26\% | 22\% | 26\% | 21\% | $22 \%$ | ${ }^{31 \%}$ | 23\% |
| I do most of my holiday shopping in-person, but buy a few things online | 16\% | 16\% | 16\% | $9 \%$ | $\begin{gathered} 17 \% \\ c \end{gathered}$ | $\begin{gathered} 20 \% \\ c \end{gathered}$ | 15\% | 16\% | 14\% | 20\% | 15\% | 16\% | 19\% | $18 \%$ | 15\% |
| I do all of my holiday shopping in-person | 10\% | 8\% | 11\% | 9\% | $8 \%$ | 11\% | 6\% | 10\% | 11\% | 11\% | 9\% | 14\% | 10\% | 5\% | $\begin{aligned} & 17 \% \\ & \text { O.P.Q } \end{aligned}$ |
| Don't know/not sure | $4 \%$ | 5\% | 3\% | 4\% | 3\% | 3\% | 3\% | 4\% | 3\% | 4\% | 3\% | 5\% | ${ }^{5 \%}$ | ${ }^{2 \%}$ | 4\% |
| To what extent do you agree or disagree with each of the following statements? Please select one option on each row. GEH_q6_1. In my family, gift-giving is an important tradition |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 527 | 686 | 344 | 378 | 491 | 226 | 263 | 475 | 249 | 828 | 143 | 139 | 103 | 456 |
| Base: All US adults | 1206 | 597 | 609 | 374 | 374 | 457 | 223 | 255 | 485 | 243 | 779 | 144 | 189 | 94 | 505 |
| Strongly agree | 25\% | 23\% | 27\% | 22\% | 26\% | 26\% | 25\% | 24\% | 26\% | 22\% | $\begin{gathered} 23 \% \\ M \end{gathered}$ | ${ }_{\text {J.M }}{ }^{\text {J2\% }}$ | $\begin{aligned} & \begin{array}{l} 30 \% \\ \mathrm{M}^{*} \end{array} \end{aligned}$ | 14\% | $\begin{aligned} & 28 \% \\ & 0.8 \end{aligned}$ |
| Somewhat agree | 33\% | 32\% | 33\% | 32\% | 34\% | 32\% | 37\% | 36\% | 30\% | 30\% | $\underset{k}{37 \%}$ | 17\% | $27 \%$ | $\begin{gathered} 31 \% \\ k \end{gathered}$ | 27\% |
| Neither agree nor disagree | 26\% | 27\% | 25\% | 28\% | 25\% | 26\% | 24\% | 23\% | 29\% | 27\% | 25\% | 30\% | 28\% | 32\% | 29\% |
| Somewhat disagree | 9\% | 10\% | 9\% | 10\% | 9\% | 10\% | 9\% | 9\% | 8\% | 13\% | 9\% | $\underset{\mathrm{L}}{14 \%}$ | $4 \%$ | $\begin{aligned} & 16 \% \\ & { }_{\text {J.L }} \end{aligned}$ | 8\% |
| Strongly disagree | 7\% | 8\% | 6\% | 9\% | 6\% | 7\% | 5\% | 8\% | $8 \%$ | ${ }^{8 \%}$ | 6\% | 8\% | 10\% | 8\% | 9\% |

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GEH_94. Specifically, how many children (people under 18 years

| Unweighted base | 920 | 310 | 176 | 107 | 474 | 30 | 107 | 26 | 232 | 51 | 273 | 647 | 326 | 266 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts and know how many people they're gifting | 905 | 285 | 164 | 98 | 464 | 30 | 99 | ${ }^{23}$ | 234 | 56 | 282 | 623 | 323 | 266 | 214 |
| 1 to 4 children | 54\% | 51\% | 57\% | 55\% | 58\% | 60\% | 48\% | 54\% | 49\% | $47 \%$ | 66\% | 48\% | 51\% | 57\% | 56\% |
| 5 to 8 children | 14\% | 12\% | 11\% | 13\% | $\begin{gathered} \text { 15\% } \\ \mathrm{v} \end{gathered}$ | 12\% | $\begin{gathered} 21 \% \\ \mathrm{v} \end{gathered}$ | 12\% | 8\% | $\begin{gathered} 21 \% \\ \mathrm{v}^{21} \end{gathered}$ | $\begin{gathered} 24 \% \\ Y \end{gathered}$ | 10\% | 15\% | 14\% | 12\% |
| 9 to 12 children | 4\% | 3\% | 3\% | 3\% | $\begin{gathered} 6 \% \\ v \end{gathered}$ | $3 \%$ | 2\% | 4\% | 0\% | : | $\begin{gathered} 7 \% \\ Y \end{gathered}$ | 2\% | 3\% | $\begin{gathered} \begin{array}{c} 6 \% \\ \text { z.AB } \end{array} \end{gathered}$ | 2\% |
| 13 to 16 children | 1\% | 2\% | 1\% | : | 2\% | 3\% | - | $\underset{\substack{7 \% \\ \hline \\ \hline}}{ }$ | 1\% | : | 1\% | 2\% | 1\% | 2\% | 0\% |
| 17 to 20 children | 0\% | - | - | : | 0\% | - | - | $\cdots$ | - | : | 0\% | - | - | - | 1\% |
| 21 to 24 children | 0\% | - | - | $\stackrel{1 \%}{*}$ | 0\% | - | - | - | - | : | 0\% | - | - | - | 0\% |
| 25 or more children | 0\% | - | - | - | - | - | - | - | 1\% | : | - | 0\% | 1\% | - | - |
| Don't know/not sure | 4\% | 5\% | 3\% | 6\% | 3\% | $\stackrel{5 \%}{5 \%}$ | 6\% | $\underset{\substack{4 \% \\ \cdots}}{ }$ | 5\% | $\begin{aligned} & \begin{array}{l} 12 \% \\ \mathrm{R}^{*} \end{array} \end{aligned}$ | 2\% | $\begin{gathered} 6 \% \\ x \\ x \end{gathered}$ | 6\% | 4\% | 3\% |
| Not applicable - I wor't be buying gifts for any children | 23\% | $\stackrel{27 \%}{\mathrm{~N}}$ | 25\% | ${ }^{22 \%}$ | 16\% | 18\% | 23\% | 19\% | $\begin{aligned} & 36 \% \% \\ & \text { R.T } \end{aligned}$ | $21 \%$ | 1\% | $\stackrel{33 \%}{33 \%}$ | $\begin{gathered} 23 \% \\ A A \end{gathered}$ | 16\% | $\begin{gathered} 26 \% \\ A A \end{gathered}$ |

GEH_q5. Do you do most of your holiday shopping
person? Please select the option that best applies.

| Unweighted base | 936 | 313 | 179 | 108 | 479 | 30 | 109 | 26 | 241 | 51 | 277 | 659 | 333 | 268 | 222 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts | 921 | 287 | 167 | 99 | 468 | 30 | 101 | 23 | 243 | 56 | 286 | 635 | 330 | 267 | 214 |
| I do all of my holiday shopping online | 13\% | 10\% | 12\% | 14\% | 10\% | $\stackrel{9 \%}{\approx}$ | 15\% | $\begin{aligned} & 11 \% \\ & \ldots \end{aligned}$ | $\begin{gathered} \text { 19\% } \\ R \end{gathered}$ | 9\% | 14\% | 12\% | $\begin{aligned} & 16 \% \\ & \text { AA.AC } \end{aligned}$ | 10\% | 14\% |
| I do most of my holiday shopping online, but buy a few things in-person | 33\% | $\begin{gathered} 37 \% \\ N \end{gathered}$ | $\begin{gathered} 39 \% \\ \mathrm{~N} \end{gathered}$ | 35\% | 32\% | 28\% | 34\% | 50\% | 32\% | 36\% | 34\% | $32 \%$ | 29\% | 30\% | $\begin{aligned} & \text { 40\% } \\ & \text { z.AA } \end{aligned}$ |
| I do about half of my holiday shopping online and half in-person | 25\% | 23\% | 30\% | 31\% | 25\% | $34 \%$ | 28\% | 20\% | 24\% | 22\% | 24\% | 26\% | 22\% | $\begin{gathered} 33 \% \\ \text { z.AB.AC } \end{gathered}$ | 23\% |
| I do most of my holiday shopping in-person, but buy a few things online | 16\% | 18\% | 15\% | 15\% | $\begin{gathered} 21 \% \\ \mathrm{v} \end{gathered}$ | $15 \%$ | 14\% | $4 \%$ | 8\% | 14\% | 17\% | 16\% | 15\% | 15\% | 18\% |
| I do all of my holiday shopping in-person | 10\% | $\begin{aligned} & 8 \% \\ & \text { P.Q } \end{aligned}$ | 3\% | - | 8\% | 14\% | 8\% | 12\% | 12\% | 14\% | $8 \%$ | 10\% | $\begin{aligned} & 15 \% \\ & A A . A B \end{aligned}$ | $\begin{aligned} & 8 \% \\ & \text { AB } \end{aligned}$ | 3\% |
| Don't know/not sure | 4\% | 4\% | 2\% | 4\% | 3\% | " | 1\% | 4\% | $\begin{gathered} 6 \% \\ \hline \end{gathered}$ | 4\% | $3 \%$ | 4\% | 4\% | 3\% | 3\% |
| To what extent do you agree or disagree with each of the following statements? Please select one option on each row. GEH_q6_1. In my family, gift-giving is an important tradition |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | ${ }^{313}$ | 900 | 468 | 335 | 251 |
| Base: All US adults | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
| Strongly agree | 25\% | 21\% | 20\% | $\begin{aligned} & 31 \% \\ & \text { O.P } \end{aligned}$ | 24\% | $\stackrel{26 \%}{*}$ | 28\% | $\stackrel{25 \%}{*}$ | 24\% | $\stackrel{26 \%}{*}$ | $\begin{gathered} \text { 32\% } \\ Y \end{gathered}$ | 22\% | 24\% | 25\% | 30\% |
| Somewhat agree | 33\% | $\stackrel{38 \%}{N}$ | $\stackrel{36 \%}{N}$ | 34\% | $\stackrel{\substack{37 \% \\ v}}{ }$ | $\stackrel{29 \%}{ }$ | 31\% | 22\% | 29\% | 24\% | 33\% | 33\% | 31\% | 34\% | 37\% |
| Neither agree nor disagree | 26\% | 27\% | 22\% | 23\% | 25\% | $24 \%$ | 26\% | 39\% | 28\% | 28\% | 25\% | 27\% | 27\% | 28\% | 21\% |
| Somewhat disagree | 9\% | 9\% | $\begin{aligned} & \text { 15\% } \\ & \text { N.O.Q } \end{aligned}$ | 6\% | 9\% | 13\% | 5\% | $2 \%$ | 10\% | $\begin{aligned} & \quad 20 \% \\ & \text { R.T.U.V } \end{aligned}$ | 7\% | 10\% | 10\% | 9\% | 7\% |
| Strongly disagree | 7\% | 5\% | 7\% | 6\% | 6\% | 8\% | 9\% | 11\% | 9\% | 2\% | 4\% | 8\% | 8\% | 5\% | 6\% |

Internal
Holiday Spending
Us_nat Sample: 27th - 28 th November 2018

| YOUGOV |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| What the world thinks |

GEH_94. Specifically, how many children (people under 18 years

| Unweighted base | 920 | 106 |
| :---: | :---: | :---: |
| Base: All adults who plan to purchase gifts and know how many people they're gifting | 905 | 103 |
| 1 to 4 children | 54\% | 49\% |
| 5 to 8 children | 14\% | 14\% |
| 9 to 12 children | 4\% | ${ }^{3 \%}$ |
| 13 to 16 children | 1\% | $1 \%$ |
| 17 to 20 children | 0\% |  |
| 21 to 24 children | 0\% | : |
| 25 or more children | 0\% | $\div$ |
| Don't know/not sure | 4\% | 3\% |
| Not applicable - I wor't be buying gifts for any children | 23\% | 29\% |

Eerson5. Do you do most of your holiday shopping online or in-
person? Please select the option that best applies. Unweighted base
Base: All adults wh
I do all of Ido all of my holiday shopping online
936
921 110 Ido all of my holiday shopping online

Ido most of my holiday shopping online, but buy a few things in-person
Ido about half of my holiday shopping online and half in-person
Ido most of my holiday shopping in-person, but buy a few things online
I do all of my holiday shopping in-person

Don't know/not sure

## 13\%

$33 \% \quad 36 \%$
$16 \%$
 $7 \%$

To what extent do you agree or disagree with each of the
ollowing statements? Please select one option on each row.
GEH_96_1. In my family, gift-giving is an important tradition

| Unweighted base | 1213 | 159 |
| ---: | :---: | :---: |
| Base: All ${ }^{\text {adults }}$ | 1206 | 159 |
| Strongly agree | $25 \%$ | $20 \%$ |
| Somewhat agree | $33 \%$ | $29 \%$ |
| Neither agree nor disagree | $26 \%$ | $28 \%$ |
| Somewhat disagree | $9 \%$ | $12 \%$ |
| Strongly disagree | $7 \%$ | $10 \%$ |

Internal
Holiday Spending
s_nat Sample: 27th - 28th November 20
YOUGOV

GEH_96_2. A gift is a good expression of how you feel about

## someone

| 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 |


| Unweighted base | 1213 | 527 | 686 | 344 | 378 | 491 | 226 | 263 | 475 | 249 | 828 | 143 | 139 | 103 | 456 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1206 | 597 | 609 | 374 | 374 | 457 | 223 | 255 | 485 | 243 | 779 | 144 | 189 | 94 | 505 |
| Strongly agree | 23\% | 21\% | 25\% | 23\% | 23\% | 24\% | 26\% | 21\% | 24\% | 22\% | 22\% | 29\% | $\stackrel{25 \%}{ }$ | 22\% | $\begin{gathered} 27 \% \\ 0 \end{gathered}$ |
| Somewhat agree | 41\% | 39\% | 42\% | 38\% | 44\% | 40\% | 43\% | 42\% | 40\% | 39\% | 41\% | 43\% | $\stackrel{36 \%}{ }$ | 45\% | 38\% |
| Neither agree nor disagree | 24\% | $\begin{gathered} \text { 27\% } \\ B \end{gathered}$ | 21\% | 26\% | 23\% | 23\% | 24\% | 25\% | 24\% | 20\% | 24\% | 18\% | $\stackrel{24 \%}{ }$ | 25\% | 24\% |
| Somewhat disagree | 7\% | 7\% | 7\% | 7\% | 5\% | $8 \%$ | 6\% | 6\% | 5\% | $\begin{aligned} & \text { 11\% } \\ & \text { G.H } \end{aligned}$ | 8\% | 5\% | $\stackrel{6 \%}{ }$ | 6\% | 5\% |
| Strongly disagree | 6\% | 7\% | 5\% | 6\% | 5\% | 6\% | 1\% | $\begin{gathered} 6 \% \\ F \\ F \end{gathered}$ | $\begin{gathered} 7 \% \\ F \end{gathered}$ | $\begin{gathered} \text { 7\% } \\ \mathrm{F} \end{gathered}$ | 6\% | 5\% | $\stackrel{9 \%}{ }$ | 2\% | 6\% |

GEH_96_3. 'm good at finding gifts that my friends and family


GEH_-964. I'd be perfectly happy to
without any kind of gift exchange

| Unweighted base | 1213 | 527 | 686 | 344 | 378 | 491 | 226 | 263 | 475 | 249 | 828 | 143 | 139 | 103 | 456 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US aduls | 1206 | 597 | 609 | 374 | 374 | 457 | 223 | 255 | 485 | 243 | 779 | 144 | 189 | 94 | 505 |
| Strongly agree | 34\% | 33\% | 35\% | 31\% | 38\% | 34\% | 30\% | 30\% | $\begin{gathered} 38 \% \\ \mathrm{G} \end{gathered}$ | 33\% | 33\% | 36\% | $\stackrel{37}{*}$ | 32\% | 35\% |
| Somewhat agree | 26\% | 27\% | 25\% | 26\% | 27\% | 25\% | 26\% | 28\% | 23\% | 29\% | 26\% | 23\% | 25\% | 31\% | 26\% |
| Neither agree nor disagree | 20\% | 22\% | 19\% | $\begin{gathered} \text { 25\% } \\ \text { D } \end{gathered}$ | 17\% | 19\% | 21\% | 20\% | 19\% | 22\% | 19\% | 26\% | 21\% | 20\% | $\begin{gathered} 21 \% \\ 0 \end{gathered}$ |
| Somewhat disagree | 13\% | 13\% | 13\% | 11\% | 12\% | 15\% | 15\% | 15\% | 12\% | 10\% | 14\% | 10\% | 10\% | 11\% | 11\% |
| Strongly disagree | 7\% | 6\% | 7\% | 8\% | 6\% | 7\% | $8 \%$ | 7\% | 7\% | 6\% | 7\% | 5\% | ${ }^{7 \%}$ | 6\% | 7\% |
| GEH_96_5. Shopping for gifts is stressful |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 527 | 686 | 344 | 378 | 491 | 226 | 263 | 475 | 249 | 828 | 143 | 139 | 103 | 456 |
| Base: All US adults | 1206 | 597 | 609 | 374 | 374 | 457 | 223 | 255 | 485 | 243 | 779 | 144 | 189 | 94 | 505 |
| Strongly agree | 25\% | 23\% | 26\% | 27\% | 24\% | 23\% | 25\% | 21\% | $\begin{gathered} 28 \% \\ \mathrm{G} \end{gathered}$ | 22\% | 23\% | 19\% | $\begin{aligned} & 34 \% \\ & \begin{array}{l} 34 \% \\ \text { J.K } \end{array} \end{aligned}$ | 24\% | 27\% |
| Somewhat agree | 33\% | 33\% | 33\% | 33\% | 32\% | 35\% | 32\% | 34\% | 31\% | $\underset{H}{\frac{38 \%}{H}}$ | $\begin{gathered} 35 \% \\ { }_{k} \end{gathered}$ | 23\% | 31\% | $\underset{k}{41 \%}$ | 32\% |
| Neither agree nor disagree | 21\% | 23\% | 19\% | 19\% | 21\% | 22\% | 22\% | 22\% | 21\% | 20\% | 21\% | $\begin{aligned} & \text { 30\% } \\ & \text { J.L } \end{aligned}$ | 18\% | 18\% | 21\% |
| Somewhat disagree | 13\% | 13\% | 12\% | 12\% | 14\% | 12\% | 12\% | 17\% | 11\% | 11\% | 13\% | 13\% | 10\% | 12\% | 11\% |
| Strongly disagree | 9\% | 8\% | 9\% | 9\% | 10\% | 7\% | 9\% | 7\% | 9\% | 9\% | 8\% | 15\% | 7\% | 5\% | 9\% |

Internal
Holiday Spending
s_nat Sample: 27th - 28th November 20
YOUGOV'

GEH_96_2. A gift is a good expression of how you feel about

## omeone

| Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | 313 | 900 | 468 | 335 | 251 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
| Strongly agree | 23\% | 20\% | 20\% | 25\% | 22\% | 23\% | 19\% | 19\% | 25\% | $\begin{gathered} 33 \% \\ \mathrm{~T}^{*} \end{gathered}$ | 25\% | 22\% | $\begin{gathered} 27 \% \\ A A . A C \end{gathered}$ | 19\% | 25\% |
| Somewhat agree | 41\% | 44\% | 42\% | 38\% | 39\% | $\stackrel{37}{ }$ | 45\% | 42\% | 40\% | 44\% | 43\% | 40\% | 40\% | 43\% | 40\% |
| Neither agree nor disagree | 24\% | 22\% | 27\% | 22\% | $\begin{aligned} & 26 \% \\ & w \end{aligned}$ | ${ }^{12 \%}$ | ${ }^{25 \%} w$ | 26\% | 22\% | ${ }^{11 \%}$ | 23\% | 24\% | 23\% | 23\% | 24\% |
| Somewhat disagree | 7\% | $\stackrel{9 \%}{\mathrm{~N}}$ | 5\% | 8\% | $8 \%$ | $9 \%$ | 7\% | $\stackrel{8 \%}{*}$ | 5\% | $\stackrel{8 \%}{*}$ | 4\% | $\stackrel{8 \%}{\mathrm{x}}$ | 6\% | 7\% | 8\% |
| Strongly disagree | 6\% | 5\% | 6\% | 7\% | 5\% | $\begin{gathered} \text { 19\% } \\ \text { R.T.V.W** } \end{gathered}$ | 4\% | $\stackrel{6}{*}$ | 7\% | 3\% | 4\% | 6\% | 4\% | $\begin{gathered} 8 \% \\ z \end{gathered}$ | 4\% |
| GEH_q6_3. Im good at finding gifts that my friends and family enjoy |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | 313 | 900 | 468 | 335 | 251 |
| Base: All US adults | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
| Strongly agree | 22\% | 21\% | 19\% | 28\% | 19\% | 21\% | 18\% | ${ }^{8 \%}$ | $\begin{aligned} & \text { 26\% } \\ & \text { R.U } \end{aligned}$ | $\begin{aligned} & 33 \% \\ & \text { R.T.U* } \end{aligned}$ | $\begin{gathered} 30 \% \\ y \\ y \end{gathered}$ | 19\% | 25\% | 20\% | 21\% |
| Somewhat agree | 38\% | 41\% | 40\% | 37\% | 40\% | $44 \%$ | 40\% | ${ }^{45 \%}$ | 34\% | $34 \%$ | $\begin{gathered} 43 \% \\ Y \end{gathered}$ | 36\% | 35\% | 41\% | 42\% |
| Neither agree nor disagree | 24\% | 25\% | 26\% | 19\% | 23\% | 15\% | 27\% | 33\% | 26\% | 22\% | 17\% | $\stackrel{27 \%}{x}$ | 25\% | 21\% | 24\% |
| Somewhat disagree | 10\% | 9\% | 10\% | 13\% | 11\% | $\stackrel{6 \%}{*}$ | 12\% | ${ }^{9 \%}$ | 9\% | 3\% | 7\% | 11\% | 9\% | 13\% | 8\% |
| Strongly disagree | 6\% | 3\% | 5\% | 3\% | 7\% | $\begin{gathered} 14 \% \\ T^{*} \end{gathered}$ | $3 \%$ | $\stackrel{5 \%}{ }$ | 6\% | $\stackrel{8 \%}{*}$ | 3\% | $\begin{gathered} 7 \% \\ \mathrm{x} \\ \mathrm{x} \end{gathered}$ | 6\% | 6\% | 6\% |

GEH_-q64.4. 'dd be perfectly happy to

| Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | 313 | 900 | 468 | 335 | 251 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US aduls | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
| Strongly agree | 34\% | 31\% | 34\% | 38\% | 33\% | 23\% | 38\% | 16\% | ${ }^{35 \%}$ | ${ }^{41 \%}$ | 29\% | 36\% | 34\% | 33\% | 34\% |
|  |  |  |  |  | $\stackrel{\text { U }}{\text { 26\% }}$ |  | $\underset{\text { U }}{\text { U }}$ |  | $\underset{\text { U }}{\text { U }}$ | U* |  | X 24 |  |  |  |
| Somewhat agree | 26\% | $\underset{\mathrm{P}}{29 \%}$ | 19\% | $\begin{gathered} 30 \% \\ \mathrm{P} \end{gathered}$ | 26\% | $\stackrel{40 \%}{ }$ | 26\% | 20\% | 25\% | $\stackrel{29 \%}{*}$ | 30\% | 24\% | 27\% | 26\% | 28\% |
| Neither agree nor disagree | 20\% | 19\% | $26 \%$ | 11\% | 20\% | 18\% | 20\% | 28\% | 21\% | 18\% | 21\% | 20\% | 24\% | 18\% | 17\% |
| Somewhat disagree | 13\% | 14\% | 15\% | 13\% | $\begin{aligned} & 15 \% \\ & v \end{aligned}$ | 8\% | 10\% | $\begin{aligned} & 26 \% \\ & \text { s.T. } \end{aligned}$ | 10\% | ${ }^{11 \%}$ | 14\% | 12\% | 10\% | $\begin{gathered} 15 \% \\ z \end{gathered}$ | $\begin{gathered} 16 \% \\ z \end{gathered}$ |
| Strongly disagree | 7\% | 7\% | 6\% | 9\% | 6\% | $\begin{gathered} 11 \% \\ w^{*} \end{gathered}$ | 6\% | $\begin{gathered} 11 \% \\ w^{*} \end{gathered}$ | 9\% | $\stackrel{1 \%}{*}$ | 6\% | 7\% | 6\% | 8\% | 5\% |
| GEH_96_5. Shopping for gifts is stressful |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1213 | 403 | 225 | 129 | 578 | 35 | 143 | 36 | 352 | 69 | 313 | 900 | 468 | 335 | 251 |
| Base: All US aduls | 1206 | 375 | 209 | 117 | 568 | 35 | 133 | 32 | 360 | 78 | 323 | 883 | 468 | 337 | 242 |
| Strongly agree | 25\% | 22\% | 20\% | 29\% | 25\% | 19\% | 23\% | 11\% | 24\% | $\begin{gathered} \text { 31\% } \\ u^{*} \end{gathered}$ | 24\% | 25\% | 24\% | 28\% | 24\% |
| Somewhat agree | 33\% | 35\% | 36\% | 28\% | 35\% | 33\% | 38\% | 34\% | 30\% | 29\% | 32\% | 33\% | 35\% | 33\% | 35\% |
| Neither agree nor disagree | 21\% | 23\% | 21\% | 18\% | 21\% | 19\% | 19\% | $\begin{aligned} & 39 \% \\ & \text { R.T. }{ }^{3 *} \end{aligned}$ | 21\% | 21\% | 18\% | 22\% | 21\% | 19\% | 19\% |
| Somewhat disagree | 13\% | 11\% | $\stackrel{17 \%}{\mathrm{~N}}$ | 14\% | 13\% | 14\% | 11\% | 11\% | 14\% | 8\% | 14\% | 12\% | 11\% | 14\% | 14\% |
| Strongly disagree | 9\% | 10\% | 6\% | 10\% | 6\% | 14\% | 9\% | 5\% | 11\% | 12\% | 11\% | 8\% | 10\% | 7\% | $8 \%$ |

Internal
Holiday Spending
Us_nat Sample: 27th - 28th November 2018

| YOUGOV' |
| :--- | :--- | :--- | :--- |
| What the world thinks |

Someone

| someone | Unweioht |  |  |
| :---: | :---: | :---: | :---: |
|  | Base: All US adults | 1206 | 159 |
|  | Strongly agree | 23\% | 17\% |
|  | Somewhat agree | 41\% | 40\% |
|  | Neither agree nor disagree | 24\% | 25\% |
|  | Somewhat disagree | 7\% | 7\% |
|  | Strongly disagree | 6\% | $\begin{aligned} & \text { z.AB } \\ & \hline \end{aligned}$ |

GEH__ 66 .3. 1 lm good at finding giftst that my friends and family
enjoy

| Unweighted base | 1213 | 159 |
| ---: | :---: | :---: |
| Base: All US adults | 1206 | 159 |
| Strongly agree | $22 \%$ | $18 \%$ |
| Somewhat agree | $38 \%$ | $35 \%$ |
| Neither agree nor disagree | $24 \%$ | $30 \%$ |
| Somewhat disagree | $10 \%$ | AA |
| Strongly disagree | $6 \%$ | $10 \%$ |
|  |  |  |

EEH $\mathbf{9 6} 4.1$ 'd be berfectly happy to celebrat the holidays


GEH_q6_5. Shopping for gifts is stressful

|  |  |  |
| ---: | :---: | :---: |
| Unweighted base | 1213 | 159 |
| Base: All US adults | 1206 | 159 |
| Strongly agree | $25 \%$ | $21 \%$ |
| Somewhat agree | $33 \%$ | $28 \%$ |
| Neither agree nor disagree | $21 \%$ | $31 \%$ <br> Somewhat disagree |
| $13 \%$ | Z.AA.AB |  |
| Strongly disagree | $9 \%$ | $9 \%$ |

Internal

| Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) | No HS, High school graduate |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95\%): AB, CID/E, F/G/HII, JKLMM, N/I/P/Q, R/ST/UNNN, XY, Z/AAAAB/AC, AD/AE/AF/AG/AHIA/A/A/AKAALAMAAN/AO/AP, Minimum Base: 30 (**), Small Base: 100 ( ${ }^{*}$ ))

Internal
Holiday Spending
US_nat Sample: 27th - 28th November 2018
YouGov
What the world thinks

| Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under \$40k | \$40k to \$80k | \$80k+ |
|  |  |  |  |  | * |  | * | R | * |  |  |  |  |  |

## Internal

YouGov


