



Christmas Movies

Fieldwork Dates: 30th November - 3rd December 2018

**Conducted by YouGov
On behalf of YouGov Omnibus**

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BACKGROUND

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

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

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

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

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1215 adults. Fieldwork was undertaken between 30th November - 3rd December 2018. The 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 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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Christmas Movies

US_nat Sample: 30th November - 3rd December 2018



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

SeQO7. To what extent, if at all, do you enjoy Christmas movies?

Unweighted base	1215	554	661	408	335	472	242	247	462	264	794	156	175	90	475
Base	1210	600	611	407	338	466	244	246	460	260	789	149	187	85	506
I enjoy them a lot	33%	25%	41%	35%	33%	31%	31%	35%	35%	30%	31%	39%	42%	19%	35%
I somewhat enjoy them	42%	45%	39%	40%	41%	44%	46%	39%	40%	44%	44%	35%	38%	38%	38%
I don't enjoy them very much	13%	16%	10%	12%	12%	15%	12%	11%	13%	15%	14%	11%	8%	23%	13%
I don't enjoy them at all	8%	9%	6%	6%	9%	8%	7%	8%	9%	7%	7%	12%	6%	9%	8%
Don't know/not sure	4%	4%	4%	7%	4%	2%	4%	7%	3%	4%	4%	3%	6%	10%	5%

UbNj. Does your family typically watch at least one Christmas movie together at any point during the holiday season?

Unweighted base	1215	554	661	408	335	472	242	247	462	264	794	156	175	90	475
Base	1210	600	611	407	338	466	244	246	460	260	789	149	187	85	506
Yes, we do	60%	58%	62%	62%	68%	54%	58%	58%	62%	61%	61%	56%	64%	46%	58%
No, we don't	33%	33%	32%	26%	28%	41%	36%	33%	31%	33%	32%	35%	27%	43%	34%
Not applicable - I don't spend any time with my family during the holiday season	7%	9%	6%	11%	6%	5%	7%	9%	7%	6%	6%	8%	10%	11%	8%

rqcQI. Which, if any, of the following would you say is your favorite Christmas movie or TV special?

Unweighted base	1215	554	661	408	335	472	242	247	462	264	794	156	175	90	475
Base	1210	600	611	407	338	466	244	246	460	260	789	149	187	85	506
A Charlie Brown Christmas	4%	5%	4%	3%	6%	4%	4%	2%	6%	4%	4%	9%	3%	2%	3%
A Christmas Carol	4%	4%	4%	3%	3%	6%	3%	5%	4%	4%	4%	7%	3%	1%	4%
A Christmas Prince	1%	2%	1%	4%	-	0%	0%	-	3%	1%	1%	5%	1%	1%	2%
A Christmas Story	9%	11%	7%	8%	10%	9%	10%	11%	8%	7%	10%	9%	7%	8%	10%
Bad Santa	2%	2%	1%	1%	3%	1%	3%	2%	2%	1%	1%	2%	2%	4%	2%
Die Hard	3%	4%	1%	4%	2%	2%	2%	3%	2%	4%	3%	3%	3%	-	2%
Elf	5%	4%	7%	9%	6%	2%	6%	5%	4%	8%	6%	2%	6%	6%	4%
Frosty the Snowman	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	1%
Home Alone	7%	7%	7%	9%	7%	6%	6%	6%	10%	5%	6%	8%	9%	7%	8%
How the Grinch Stole Christmas	5%	5%	5%	7%	6%	2%	6%	5%	5%	5%	4%	4%	9%	7%	6%
It's A Wonderful Life	9%	10%	9%	3%	7%	16%	8%	11%	9%	10%	11%	6%	7%	8%	9%
Love Actually	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	-	0%
Miracle on 34th Street	5%	5%	5%	1%	4%	9%	5%	4%	5%	6%	5%	4%	5%	6%	5%
National Lampoon's Christmas Vacation	7%	7%	7%	4%	10%	7%	9%	6%	8%	4%	9%	4%	4%	2%	5%
Rudolph the Red-Nosed Reindeer	5%	4%	5%	5%	5%	4%	8%	5%	4%	2%	5%	8%	2%	5%	5%
The Nightmare Before Christmas	4%	3%	5%	6%	4%	1%	3%	4%	4%	5%	3%	2%	8%	8%	5%
The Polar Express	4%	3%	6%	6%	4%	3%	2%	5%	4%	7%	4%	1%	7%	4%	5%
The Santa Clause	2%	2%	2%	3%	2%	1%	3%	1%	2%	2%	2%	1%	3%	1%	2%
The Year Without a Santa Claus	1%	1%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	3%	1%
Santa Claus Is Comin' to Town	1%	1%	1%	1%	2%	0%	2%	1%	1%	1%	1%	2%	1%	1%	1%
Other	4%	4%	5%	4%	3%	6%	6%	3%	3%	6%	5%	2%	3%	6%	3%
Don't know/not sure	3%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	2%	4%	3%
Not applicable - I do not have a favorite Christmas movie or TV special	11%	11%	12%	11%	9%	13%	9%	16%	10%	12%	10%	14%	11%	16%	12%

Cell Contents (Column Percentages)

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Christmas Movies

US_nat Sample: 30th November - 3rd December 2018



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 \$40k	\$40k to \$80k	\$80k+

SeQ07. To what extent, if at all, do you enjoy Christmas movies?

Unweighted base	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
Base	1210	381	209	114	595	25	118	52	354	66	332	878	450	323	270
I enjoy them a lot	33%	33%	29%	32%	37%	48%	28%	25%	28%	36%	44%	29%	34%	36%	29%
I somewhat enjoy them	42%	43%	46%	44%	41%	31%	43%	41%	45%	35%	37%	44%	42%	35%	50%
I don't enjoy them very much	13%	14%	14%	10%	12%	10%	13%	18%	13%	17%	9%	15%	9%	16%	14%
I don't enjoy them at all	8%	7%	8%	10%	8%	11%	9%	12%	7%	9%	9%	7%	9%	10%	7%
Don't know/not sure	4%	3%	4%	4%	2%	-	8%	3%	7%	3%	1%	5%	5%	4%	0%

UbNj. Does your family typically watch at least one Christmas movie together at any point during the holiday season?

Unweighted base	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
Base	1210	381	209	114	595	25	118	52	354	66	332	878	450	323	270
Yes, we do	60%	63%	60%	58%	67%	49%	45%	55%	53%	69%	54%	57%	60%	66%	66%
No, we don't	33%	29%	35%	38%	30%	44%	38%	35%	36%	24%	20%	37%	32%	35%	33%
Not applicable - I don't spend any time with my family during the holiday season	7%	8%	5%	4%	3%	7%	17%	11%	11%	7%	3%	9%	11%	5%	1%

rqcQI. Which, if any, of the following would you say is your favorite Christmas movie or TV special?

Unweighted base	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
Base	1210	381	209	114	595	25	118	52	354	66	332	878	450	323	270
A Charlie Brown Christmas	4%	5%	6%	6%	4%	4%	4%	10%	5%	3%	3%	5%	5%	3%	4%
A Christmas Carol	4%	5%	3%	6%	5%	4%	2%	9%	3%	1%	3%	4%	4%	3%	6%
A Christmas Prince	1%	1%	0%	-	1%	9%	1%	-	3%	-	1%	2%	3%	1%	1%
A Christmas Story	9%	8%	9%	8%	9%	11%	7%	6%	9%	15%	8%	9%	8%	12%	6%
Bad Santa	2%	2%	0%	2%	2%	-	-	-	2%	2%	4%	1%	2%	2%	2%
Die Hard	3%	2%	2%	5%	3%	6%	1%	2%	3%	3%	3%	3%	2%	2%	5%
Elf	5%	5%	9%	3%	5%	-	2%	2%	6%	11%	7%	5%	5%	6%	6%
Frosty the Snowman	1%	2%	1%	-	1%	-	1%	3%	1%	-	2%	1%	2%	1%	1%
Home Alone	7%	8%	5%	2%	5%	-	9%	13%	9%	10%	7%	7%	8%	7%	5%
How the Grinch Stole Christmas	5%	4%	7%	2%	4%	14%	4%	2%	7%	3%	7%	4%	6%	5%	4%
It's A Wonderful Life	9%	10%	8%	12%	12%	4%	9%	14%	5%	5%	4%	11%	7%	11%	11%
Love Actually	1%	1%	3%	1%	1%	4%	1%	-	2%	-	1%	1%	1%	1%	2%
Miracle on 34th Street	5%	4%	3%	12%	5%	7%	9%	12%	2%	3%	3%	6%	4%	5%	5%
National Lampoon's Christmas Vacation	7%	8%	10%	6%	9%	9%	8%	6%	4%	5%	10%	6%	4%	9%	11%
Rudolph the Red-Nosed Reindeer	5%	4%	6%	4%	5%	-	9%	-	4%	6%	6%	4%	5%	4%	5%
The Nightmare Before Christmas	4%	4%	2%	2%	3%	-	1%	2%	5%	8%	6%	3%	6%	2%	2%
The Polar Express	4%	4%	4%	4%	4%	4%	4%	3%	5%	6%	7%	4%	5%	4%	3%
The Santa Clause	2%	2%	1%	3%	2%	4%	3%	-	2%	-	3%	2%	3%	2%	1%
The Year Without a Santa Claus	1%	1%	2%	2%	1%	-	2%	3%	1%	-	1%	1%	2%	2%	1%
Santa Claus Is Comin' to Town	1%	1%	1%	-	1%	-	1%	-	2%	-	2%	1%	2%	1%	0%
Other	4%	6%	5%	6%	4%	-	5%	3%	4%	7%	4%	5%	4%	4%	5%
Don't know/not sure	3%	4%	2%	1%	2%	4%	4%	2%	4%	3%	3%	3%	3%	3%	1%
Not applicable - I do not have a favorite Christmas movie or TV special	11%	9%	12%	12%	11%	16%	14%	8%	12%	8%	6%	13%	12%	11%	11%

Cell Contents (Col

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Christmas Movies

US_nat Sample: 30th November - 3rd December 2018



Total	
	Prefer not to say

SeQ07. To what extent, if at all, do you enjoy Christmas movies?

Unweighted base	1215	167
Base	1210	167
I enjoy them a lot	33%	32%
I somewhat enjoy them	42%	40%
I don't enjoy them very much	13%	15%
I don't enjoy them at all	8%	3%
Don't know/not sure	4%	11%

UbNj. Does your family typically watch at least one Christmas movie together at any point during the holiday season?

Unweighted base	1215	167
Base	1210	167
Yes, we do	60%	57%
No, we don't	33%	32%
Not applicable - I don't spend any time with my family during the holiday season	7%	11%

rqcQl. Which, if any, of the following would you say is your favorite Christmas movie or TV special?

Unweighted base	1215	167
Base	1210	167
A Charlie Brown Christmas	4%	4%
A Christmas Carol	4%	2%
A Christmas Prince	1%	1%
A Christmas Story	9%	11%
Bad Santa	2%	-
Die Hard	3%	2%
Elf	5%	5%
Frosty the Snowman	1%	-
Home Alone	7%	8%
How the Grinch Stole Christmas	5%	4%
It's A Wonderful Life	9%	8%
Love Actually	1%	1%
Miracle on 34th Street	5%	8%
National Lampoon's Christmas Vacation	7%	4%
Rudolph the Red-Nosed Reindeer	5%	3%
The Nightmare Before Christmas	4%	5%
The Polar Express	4%	6%
The Santa Clause	2%	1%
The Year Without a Santa Claus	1%	-
Santa Claus Is Comin' to Town	1%	1%
Other	4%	7%
Don't know/not sure	3%	5%
Not applicable - I do not have a favorite Christmas movie or TV special	11%	13%

Cell Contents (Col