

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.

YouGov Omnibus

Christmas Movies

US_nat Sample: 30th November - 3rd December 2018

YouGov°		Gender Age				Region				Race					
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
eQO7. 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%
oNJp. Does your family typically watch at least one Christmas															
ovie 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%	66%	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%
ot 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%
cQl. Which, if any, of the following would you say is your															
vorite Christmas movie or TV special?	1015	554	004	100	005	470	0.40	0.47	100	201	704	450	175	- 00	175
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 Die Hard	2% 3%	2% 4%	1% 1%	1% 4%	3% 2%	1% 2%	3% 2%	2% 3%	2% 2%	1% 4%	1% 3%	2% 3%	2% 3%	4%	2% 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%
Don't kilowilot sui e	570												270	770	570
ot 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)

YouGov Omnibus

Christmas Movies

US_nat Sample: 30th November - 3rd December 2018

Section Part Part Part Section Part Pa	OUGOV Vhat the world thinks		Education			Marital Status						Children under the age of 18		Income		
Description of the property	т	Total	•	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married		Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base 1210 381 200 114 350 25 110 52 354 360 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 450 320 450 320 370 450	QO7. To what extent, if at all, do you enjoy Christmas movies?															
Base 1210 391 2020 114 356 25 119 52 354 60 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 320 370 450 450 320 370 450	Unweighted base	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
Semential all part 42N, 43N, 44N,			381				25	118						450		270
But	I enjoy them a lot	33%	33%	29%	32%	37%	48%	28%	25%	28%	36%	44%	29%	34%	36%	29%
Contribution and all 10	I somewhat enjoy them	42%	43%	46%	44%	41%	31%	43%	41%	45%	35%	37%	44%	42%	35%	50%
Contributing the air and 19	I don't enjoy them very much	13%	14%	14%	10%	12%	10%	13%	18%	13%	17%	9%	15%	9%	16%	14%
NAD. Does your family typically with all easts one Christmas view together at any point during the holidagy assens? Chronighted base 1215 337 226 178 595 275 118 595 394 595		8%	7%	8%	10%	8%	11%	9%	12%	7%	9%	9%	7%	9%	10%	7%
NAP. Description at any point during the holiday seasor? ***Provisional Contributions*** ***Provisional Contributions** ***Provisional Contribut	Don't know/not sure	4%	3%	4%	4%	2%	-	8%	3%	7%	3%	1%	5%	5%	4%	0%
When the property of any point during the holiday easons of the property of the following washing the holiday easons of the property of the following washing the holiday easons of the property of the following washing the holiday easons of the property of the following would you say the well my family during the holiday easons of the property of the following would you say the well my family during the holiday easons of the property of the following would you say the well my family during the holiday of the following would you say to your order order orde																
Base 1210 381 200 114 595 25 118 52 354 66 332 678 450 333																
Ne, we do No, we don't 30% 63% 63% 63% 39% 39% 39% 44% 59% 59% 59% 59% 69% 79% 59% 59% 69% 37% 69% 39% 39% 39% 39% 39% 39% 39% 39% 39% 3	Unweighted base	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
Yes, we do No, we don't 25% 60% 60% 25	Base	1210	381	209	114	595	25	118	52	354	66	332	878	450	323	270
Age Color Spend any time with my family during the holiday Spend any time with my family during the holiday Spend any time with my family during the holiday Spend and the following would you say is your worker Christmas movie or TV special? Unweighted base 1215 Spend and the following would you say is your worker Christmas movie or TV special? Unweighted base 1216 Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following would you say is your worker Christmas Spend and the following worker Chr	Yes, we do	60%	63%	60%	58%	67%	49%	45%	55%	53%	69%	76%	54%	57%	60%	66%
Sasson	No, we don't	33%	29%	35%	38%	30%	44%	38%	35%	36%	24%	20%	37%	32%	35%	33%
Col. Which, if any of the following would you say is your orite Christmas movie or TV special? Unweighted base 1216 387 225 128 598 24 118 54 357 68 328 889 4.45 328 388 4.45 328 388 4.45 328 388 4.45 328 388 4.45 328 388 4.45 4.45		7%	8%	5%	4%	3%	7%	17%	11%	11%	7%	3%	9%	11%	5%	1%
Unweighted base 1215 387 225 128 595 24 118 54 357 66 328 889 446 322 323 32																
Unweighted base 1215 387 225 128 558 24 118 54 357 68 326 889 448 326																
Base	·	1215	387	225	128	596	24	118	54	357	66	326	889	446	326	276
A Charle Brown Christmas A 4% 5% 6% 6% 6% 4% 4% 4% 4% 10% 5% 3% 3% 5% 5% 5% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3% 3%																270
A Christmas Prince A Christmas Prince A Christmas Prince A Christmas Prince A Christmas Story 9% 8% 9% 9% 1% - 1% 2% 2% 3% 1% Back Starta 2% 2% 2% 0% 0% 2% 2% 5% 5% 3% 6% 1% 0 194 ard 3% 2% 2% 2% 0% 5% 3% 6% 1% 0 194 ard 3% 2% 2% 2% 5% 5% 3% 6% 1% 0 194 ard 3% 2% 2% 5% 5% 9% 3% 6% 1% 0 194 ard 3% 2% 2% 5% 5% 9% 3% 6% 1% 0 194 ard 3% 2% 2% 5% 5% 9% 3% 6% 1% 0 194 ard 0 195 ard 0 194 ard 0 195 ard 0 195 ard 0 196 a	A Charlie Brown Christmas		5%	6%	6%	4%	4%	4%	10%		3%		5%	5%		4%
A Christmas Prince 1% 9% 9% 9% 9% 9% 9% 11% - 3% - 11% 22% 3% 11% 22% 8% 9% 9% 9% 9% 11% 7% 6% 9% 15% 8% 9% 9% 8% 12% 2% 12% 12% 12% 12% 12% 12% 12% 12%																6%
A Christmas Story Bad Santa 2% 2% 0% 0% 2% 2% 2% 2% 4% 1% 2% Die Hard 3% 2% 2% 0% 5% 3% 5% 2% 2% 4% 1% 3% 2% Elf 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%																1%
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Die Hard 3% 2% 2% 5% 5% 3% 6% 1% 2% 3% 3% 3% 3% 3% 2% 2% 2% 6% 6% 11% 7% 5% 5% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6% 6%	*		1111					-								2%
Frosty the Snowman Home Alone Home Alone Home Alone T% B% S%							6%	1%	2%							5%
Home Alone How the Grinch Stole Christmas How the Grinch Stole	Elf	5%	5%	9%	3%	5%	-	2%	2%	6%	11%	7%	5%	5%	6%	6%
How the Grinch Stole Christmas	Frosty the Snowman	1%	2%	1%	-	1%	-	1%	3%	1%	-	2%	1%	2%	1%	1%
It's A Wonderful Life 9% 10% 8% 12% 12% 4% 9% 14% 5% 5% 5% 4% 11% 7% 11% Love Actually 1% 19% 3% 11% 19% 4% 19% - 2% - 11% 11% 11% 11% 11% 11% 11% 11% 11%	Home Alone	7%	8%	5%	2%	5%	-	9%	13%	9%	10%	7%	7%	8%	7%	5%
Love Actually 1% 1% 3% 1% 1% 1% 4% 1% - 2% - 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1% 1%	How the Grinch Stole Christmas	5%	4%	7%	2%	4%	14%	4%	2%	7%	3%	7%	4%	6%	5%	4%
Miracle on 34th Street 5% 4% 3% 12% 5% 7% 9% 92% 12% 2% 3% 3% 6% 4% 5% 10% 6% 9% 9% 8% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 4% 5% 10% 6% 6% 4% 5% 10% 6% 5% 10	It's A Wonderful Life	9%	10%	8%	12%	12%	4%	9%	14%	5%	5%	4%	11%	7%	11%	11%
National Lampoon's Christmas Vacation 7% 8% 10% 6% 9% 9% 8% 6% 4% 5% 10% 6% 4% 9% 9% Rudolph the Red-Nosed Reindeer 5% 4% 6% 4% 5% - 9% - 4% 6% 6% 4% 5% 5% 4% 5% 4% 5% 4% 5% 5% 5% 8% 6% 3% 6% 2% 5% 5% 8% 6% 7% 4% 5% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 6% 7% 4% 5% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 5% 6% 7% 4% 5% 5% 5% 5% 5% 6% 7% 4% 5% 5% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Love Actually	1%	1%	3%	1%	1%	4%	1%	-	2%	-	1%	1%	1%	1%	2%
Rudolph the Red-Nosed Reindeer 5% 4% 6% 4% 5% - 9% - 4% 6% 6% 4% 5% 4% 5% 4% The Nightmare Before Christmas 4% 4% 2% 2% 3% - 11% 2% 5% 8% 6% 3% 6% 2% The Polar Express 4% 4% 4% 4% 4% 4% 4% 3% 5% 6% 7% 4% 5% 4% 5% 4% The Santa Clause 2% 2% 11% 3% 22% 4% 3% - 2% - 3% 2% 3% 2% 5% 5% 6% 4% 5% 5% 5% 5% 5% 5% 6% 5% 5% 6% 4% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	Miracle on 34th Street	5%	4%	3%	12%	5%	7%	9%	12%	2%	3%	3%	6%	4%	5%	5%
The Nightmare Before Christmas 4% 4% 2% 2% 3% - 1% 2% 5% 8% 6% 3% 6% 2% The Polar Express 4% 4% 4% 4% 4% 4% 4% 3% 5% 6% 7% 4% 5% 4% 5% 4% 5% 6% 7% 5% 6% 7% 5% 6% 4% 5 5% 5% 5% 5% 5% 5% 5% 6% 5% 6% 5% 6% 4% 5 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%	National Lampoon's Christmas Vacation	7%	8%	10%	6%	9%	9%	8%	6%	4%	5%	10%	6%	4%	9%	11%
The Polar Express 4% 4% 4% 4% 4% 4% 4% 4% 4% 3% 5% 6% 7% 4% 5% 4% The Santa Clause 2% 2% 1% 3% 22% 4% 3% - 2% - 3% 2% 3% 2% The Year Without a Santa Claus 1 1% 1% 2% 2% 11% - 2% 3% 11% - 11% 1% 2% 2% Santa Claus Is Comin' to Town 1% 19% 11% - 11% - 11% - 2% 4 5% 11% 2% 1 1% 2% 1 1% Other 4% 6% 5% 6% 4% - 5% 3% 4% 7% 4% 5% 4% 4% Don't know/not sure 3% 4% 2% 11% 2% 4% 4% 2% 4% 3% 3% 3% 3% 3% 3% 3%	Rudolph the Red-Nosed Reindeer	5%	4%	6%	4%	5%	-	9%	-	4%	6%	6%	4%	5%	4%	5%
The Polar Express 4% 4% 4% 4% 4% 4% 4% 4% 4% 3% 5% 6% 7% 4% 5% 4% The Santa Clause 2% 2% 1% 3% 22% 4% 3% - 2% - 3% 2% 3% 2% 3% 2% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5% 5%		4%	4%	2%	2%	3%	-	1%	2%	5%	8%	6%	3%	6%	2%	2%
The Santa Clause 2% 2% 1% 3% 2% 4% 3% - 2% - 3% 2% 3% 2% The Year Without Santa Claus 1 1% 1% 2% 2% 1% - 2% 3% 1% - 11% 1% 1% 2% 2% 1% Santa Claus Is Comin' to Town 1 1% 1 1% - 11% - 11% - 2% 1 1% 2% 1 1% 2% 1 1% 2% 1 1% 2 1 1 1 1	-	4%	4%	4%	4%	4%	4%	4%	3%	5%	6%	7%	4%	5%	4%	3%
Santa Claus Is Comin' to Town 1% 1% 1% - 1% - 1% - 2% - 2% 1% 2% 1% Other 4% 6% 5% 6% 4% - 5% 3% 4% 7% 4% 5% 4% 4% Don't know/not sure 3% 4% 2% 1% 2% 4% 4% 2% 4% 3% 3% 3% 3% 3% 3%	The Santa Clause		2%	1%	3%	2%	4%	3%	-	2%	-	3%	2%	3%	2%	1%
Other 4% 6% 5% 6% 4% - 5% 3% 4% 7% 4% 5% 4% 4% Don't know/not sure 3% 4% 2% 1% 2% 4% 4% 2% 4% 3% 3% 3% 3% 3% 3%	The Year Without a Santa Claus	1%	1%	2%	2%	1%	-	2%	3%	1%	-	1%	1%	2%	2%	1%
Other 4% 6% 5% 6% 4% - 5% 3% 4% 7% 4% 5% 4% 4% Don't know/not sure 3% 4% 2% 1% 2% 4% 4% 2% 4% 3% 3% 3% 3% 3% 3%							-				-					0%
Don't know/not sure 3% 4% 2% 1% 2% 4% 4% 2% 4% 3% 3% 3% 3% 3%					6%		-		3%		7%					5%
							4%									1%
	ot 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

YouGov Omnibus

Christmas Movies

US_nat Sample: 30th November - 3rd December 2018



Total Prefer not to say

SeQO7. 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%

UbNJp. 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?

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