

042721 - HOD FLASH (24 Hour) Survey

Q53Q1: Which of the following ways do you plan to celebrate Mother's Day (e.g., with your mother, with your children) this year? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92	N=246	N=242	N=344	N=76
Buying a gift or card	37%	dEF	47%	34%	F	15%
Having an in-person gathering at home	31%	F	36%	F	29%	F
Talking on the phone	25%	13%	36%	28%	21%	f
Going out to eat at a restaurant	23%	32%	ef	e	22%	17%
Sending a text message	21%	15%	34%	22%	12%	9%
Making a gift or card	16%	46%	CDEF	20%	EF	6%
Receiving a gift or card	10%	2%	13%	12%	B	11%
Having a virtual gathering (i.e., over Zoom or another)	10%	7%	16%	8%	7%	b
Other	2%	0%	0%	4%	C	3%
Not at all sure	11%	4%	11%	11%	9%	23%
None of these - I don't plan to celebrate Mother's Day	17%	4%	8%	14%	bc	33%
Count	2.03	2.06	2.49	2.00	1.77	1.35

* Table Base: U.S. RESPONDENTS

Q53Q2: How much money do you plan to spend on Mother's Day this year (e.g., gifts, dining out) compared to Mother's Day before the COVID-19 pandemic?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=726	N=103	N=236	N=176	N=175	N=36
Total (Unweighted)	N=711	N=79	N=207	N=182	N=208	N=35
More this year	21%	39%	25%	17%	11%	13%
About the same amount this year	54%	39%	51%	64%	B	47%
Less this year	11%	17%	e	8%	8%	10%
Not at all sure	8%	2%	9%	6%	12%	b
N/A - I do not spend money on Mother's Day	7%	2%	3%	4%	12%	BCD

* Table Base: U.S. RESPONDENTS

Q53Q3: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements. How much better or worse would your opinion be of a brand that offered this option?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92	N=246	N=242	N=344	N=76
Better opinion (Net)	66%	72%	67%	68%	60%	72%
Much better opinion	15%	21%	E	16%	E	15%
Somewhat better opinion	52%	51%	51%	52%	51%	57%
Worse opinion (Net)	34%	28%	33%	32%	40%	28%
Somewhat worse opinion	24%	22%	23%	20%	31%	cDf
Much worse opinion	9%	6%	10%	11%	8%	9%

Q53Q4: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements. How much more or less likely would you be to purchase from a brand that offered this option?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92	N=246	N=242	N=344	N=76
More likely (Net)	29%	47%	DEF	38%	DEF	27%
Much more likely	9%	8%	15%	10%	10%	6%
Somewhat more likely	20%	38%	CDEF	23%	EF	17%
No more or less likely	54%	38%	45%	52%	52%	63%
Less likely (Net)	17%	15%	17%	21%	f	17%
Somewhat less likely	10%	12%	f	12%	f	10%
Much less likely	7%	3%	5%	10%	7%	7%

* Table Base: U.S. RESPONDENTS

Q53Q5: Which of the following holidays, if any, would you opt out of seeing or receiving advertisements for? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1000	N=113	N=289	N=236	N=281	N=80
Total (Unweighted)	N=1000	N=92	N=246	N=242	N=344	N=76
Presidents' Day	24%	23%	28%	d	19%	25%
Mother's Day	23%	29%	24%	20%	21%	26%
St. Patrick's Day	23%	21%	27%	D	17%	22%
Labor Day	22%	20%	25%	20%	20%	26%
Father's Day	21%	20%	21%	20%	22%	23%
Valentine's Day	20%	21%	23%	d	14%	19%
Halloween	19%	18%	21%	14%	19%	28%
Thanksgiving (including Black Friday, Cyber Monday)	19%	23%	e	26%	DE	14%

Easter	18%	20%	21%	De	12%	14%	29%	DE
New Year's Eve/Day	17%	14%	21%	D	12%	17%	22%	d
Winter holidays (e.g., Christmas, Hannukah)	15%	8%	20%	bdE	13%	11%	24%	BdE
Independence Day (i.e., Fourth of July)	15%	15%	18%	de	11%	12%	21%	de
None of these	45%	34%	36%		51%	BC	54%	BC
Count	2.81	2.67	3.13		2.38	2.67	3.62	

* Table Base: U.S. RESPONDENTS

Q3Q6_1: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Presidents' Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=244	N=26	N=81	N=44	N=69	N=24
Total (Unweighted)	N=244	**	*	*	*	**
I don't spend money for this holiday.	54%	55%	44%	47%	64%	Cd
I don't celebrate this holiday.	44%	38%	37%	53%	45%	52%
I don't like themed ads in general.	17%	23%	16%	8%	20%	27%
I haven't liked ads for this holiday that I've seen in the Brands/products that I like don't advertise for this holi	11%	31%	17%	3%	5%	0%
Ads for this holiday are too personal.	8%	6%	18%	2%	3%	0%
Ads for this holiday remind me of a friend or family m	8%	7%	11%	2%	7%	9%
Other	5%	0%	7%	10%	4%	2%
Count	1.63	1.70	1.81	1.36	1.54	1.70

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT PRESIDENTS' DAY

Q3Q6_2: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Valentine's Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=199	N=24	N=67	N=34	N=54	N=19
Total (Unweighted)	N=201	**	*	*	*	**
I don't celebrate this holiday.	27%	12%	25%	25%	28%	Bcde
I don't spend money for this holiday.	25%	22%	22%	18%	28%	d
I don't like themed ads in general.	22%	2%	17%	29%	31%	24%
Ads for this holiday are too personal.	22%	51%	17%	23%	19%	6%
Ads for this holiday remind me of a friend or family m	20%	37%	18%	9%	18%	26%
I haven't liked ads for this holiday that I've seen in the Brands/products that I like don't advertise for this holi	14%	23%	22%	28%	10%	11%
Other	6%	0%	30%	10%	4%	0%
Count	1.54	1.54	1.61	1.46	1.41	1.77

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT VALENTINE'S DAY

Q3Q6_3: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. St. Patrick's Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=229	N=24	N=78	N=41	N=62	N=25
Total (Unweighted)	N=210	**	*	*	*	**
I don't celebrate this holiday.	51%	43%	36%	56%	53%	BCDE
I don't spend money for this holiday.	40%	50%	34%	36%	36%	68%
I don't like themed ads in general.	24%	14%	30%	19%	26%	18%
I haven't liked ads for this holiday that I've seen in the Brands/products that I like don't advertise for this holi	13%	8%	21%	13%	10%	8%
Ads for this holiday remind me of a friend or family m	10%	20%	24%	7%	5%	5%
Ads for this holiday are too personal.	6%	5%	14%	2%	3%	0%
Other	5%	13%	5%	4%	3%	5%
Count	1.63	1.51	1.85	1.40	1.45	1.92

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT ST. PATRICK'S DAY

Q3Q6_4: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Easter

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=176	N=23	N=61	N=29	N=39	N=24
Total (Unweighted)	N=156	**	*	*	*	**
I don't celebrate this holiday.	31%	32%	17%	42%	35%	44%
I don't spend money for this holiday.	28%	38%	16%	26%	33%	45%
I don't like themed ads in general.	27%	35%	24%	24%	34%	20%
Ads for this holiday remind me of a friend or family m	17%	14%	31%	4%	11%	11%
Ads for this holiday are too personal.	12%	18%	14%	11%	10%	9%
Brands/products that I like don't advertise for this holi	12%	7%	23%	12%	3%	0%
I haven't liked ads for this holiday that I've seen in the	11%	15%	13%	14%	8%	6%
Other	13%	7%	17%	1%	7%	30%
Count	1.51	1.65	1.56	1.34	1.41	1.65

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT EASTER

Q3Q6_5: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Mother's Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=232	N=32	N=71	N=48	N=60	N=21
Total (Unweighted)	N=228	**	*	*	*	**

Ads for this holiday remind me of a friend or family m	33%	11%	36%	29%	42%	B	41%
I don't like themed ads in general.	20%	23%	20%	16%	18%		30%
Ads for this holiday are too personal.	16%	11%	13%	23%	19%		8%
I don't celebrate this holiday.	16%	6%	11%	9%	24%	d	38%
Brands/products that I like don't advertise for this holi	15%	45%	DEF	DE	4%		8%
I don't spend money for this holiday.	13%	12%	7%	10%	16%		34%
I haven't liked ads for this holiday that I've seen in the	12%	16%	14%	e	19%	E	7%
Other	14%	16%	16%	e	24%	E	8%
Count	1.39	1.41	1.37	1.35	1.30		1.74

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT MOTHER'S DAY

QS3Q6_6: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Father's Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)					
Total	N=209	N=22	**	N=60	*	N=47	*	N=61	*	N=19	**
Total (Unweighted)	N=205	N=16	**	N=46	*	N=48	*	N=79	*	N=16	**
I don't celebrate this holiday.	36%	25%	38%	29%	45%	38%		25%	40%		
I don't like themed ads in general.	26%	41%	21%	21%	21%	25%		21%	33%		
Ads for this holiday are too personal.	24%	24%	29%	20%	21%	8%		11%	8%		
I don't spend money for this holiday.	19%	38%	e	27%	e	14%		11%	8%		
Brands/products that I like don't advertise for this holi	17%	24%	12%	10%	20%	38%	CD	20%	0%		
I haven't liked ads for this holiday that I've seen in the	11%	32%	EF	14%	e	10%		3%	0%		
Other	9%	0%	11%	12%	8%	8%		3%	9%		
Count	1.52	2.01	e	9%	16%	E		3%	1.74		

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT FATHER'S DAY

QS3Q6_7: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Independence Day (I.e., Fourth of July)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)					
Total	N=147	N=17	**	N=53	*	N=25	**	N=34	*	N=17	**
Total (Unweighted)	N=140	N=16	**	N=42	*	N=26	**	N=42	*	N=14	**
I don't spend money for this holiday.	33%	34%	37%	19%	26%	41%	c	41%	c	74%	CD
I don't celebrate this holiday.	22%	37%	C	5%	27%	21%	C	21%	c	52%	Ce
I don't like themed ads in general.	20%	12%	22%	25%	16%	16%		16%		23%	
Brands/products that I like don't advertise for this holi	19%	31%	25%	23%	32%	5%		5%		2%	
Ads for this holiday remind me of a friend or family m	14%	3%	e	31%	e	8%	EF	8%		0%	
I haven't liked ads for this holiday that I've seen in the	10%	25%	11%	10%	6%	2%		6%		2%	
Ads for this holiday are too personal.	9%	20%	15%	3%	3%	6%		3%		0%	
Other	16%	19%	25%	d	1%	18%		18%		7%	
Count	1.44	1.81	1.52	1.33	1.16	1.59		1.16		1.59	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT INDEPENDENCE DAY

QS3Q6_8: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Labor Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)					
Total	N=220	N=23	**	N=73	*	N=47	*	N=56	*	N=21	**
Total (Unweighted)	N=207	N=17	**	N=59	*	N=46	*	N=66	*	N=19	**
I don't celebrate this holiday.	38%	63%	C	21%	21%	45%	C	43%	C	45%	
I don't spend money for this holiday.	34%	27%	23%	22%	22%	55%	CD	54%	CD	54%	cd
I don't like themed ads in general.	25%	9%	31%	21%	21%	20%		20%		40%	
Brands/products that I like don't advertise for this holi	12%	2%	23%	E	15%	E		1%		5%	
I haven't liked ads for this holiday that I've seen in the	11%	19%	10%	10%	12%	7%		7%		9%	
Ads for this holiday are too personal.	9%	5%	22%	DE	1%	1%		1%		5%	
Ads for this holiday remind me of a friend or family m	7%	8%	12%	8%	8%	4%		8%		0%	
Other	7%	7%	13%	e	4%	3%		3%		5%	
Count	1.43	1.39	1.55	1.27	1.34	1.63		1.34		1.63	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT LABOR DAY

QS3Q6_9: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Halloween

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)					
Total	N=193	N=21	**	N=62	*	N=34	*	N=54	*	N=23	**
Total (Unweighted)	N=189	N=13	**	N=47	*	N=41	*	N=70	*	N=18	**
I don't celebrate this holiday.	38%	7%	23%	23%	44%	b		51%	BC	68%	BC
I don't spend money for this holiday.	33%	27%	31%	37%	24%	37%		24%		62%	Ce
I haven't liked ads for this holiday that I've seen in the	24%	24%	29%	22%	16%	33%		16%		33%	
I don't like themed ads in general.	21%	0%	16%	29%	31%	17%		31%	b	17%	
Brands/products that I like don't advertise for this holi	11%	33%	dEF	11%	9%	7%		7%		0%	
Ads for this holiday remind me of a friend or family m	10%	37%	DEF	13%	E	7%		1%		0%	
Ads for this holiday are too personal.	5%	0%	8%	7%	4%	0%		4%		0%	
Other	14%	27%	D	23%	D	1%		10%		5%	
Count	1.55	1.55	1.54	1.56	1.42	1.85		1.42		1.85	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT HALLOWEEN

QS3Q6_10: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Thanksgiving (including Black Friday, Cyber Monday)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=188	N=26 **	N=75 *	N=34 *	N=34 *	N=18 **
Total (Unweighted)	N=172	N=18 **	N=53 *	N=40 *	N=46 *	N=15 **
Ads for this holiday remind me of a friend or family m	25%	21%	36% DE	12%	13%	35%
I don't like themed ads in general.	20%	3%	14%	28%	33% bc	34%
I don't celebrate this holiday.	19%	25%	16%	18%	15%	38%
Ads for this holiday are too personal.	19%	26%	19%	30%	7%	9%
I don't spend money for this holiday.	16%	38% C	5%	13%	20% c	31% C
Brands/products that I like don't advertise for this holi	13%	9%	20%	13%	7%	0%
I haven't liked ads for this holiday that I've seen in the	11%	12%	6%	15%	21% c	5%
Other	14%	13%	21% d	4%	11%	10%
Count	1.38	1.47	1.37	1.33	1.27	1.62

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT THANKSGIVING (INCLUDING BLACK FRIDAY AND CYBER MONDAY)

QS3Q6_11: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Winter holidays (e.g., Christmas, Hannukah)

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=148	N=9 **	N=59 *	N=30 *	N=31 *	N=19 **
Total (Unweighted)	N=141	N=8 **	N=45 *	N=31 *	N=41 *	N=16 **
I don't like themed ads in general.	33%	53%	20%	46%	42% c	29%
Ads for this holiday remind me of a friend or family m	21%	0%	24%	16%	18%	36%
I don't celebrate this holiday.	19%	11%	18%	15%	17%	35%
I haven't liked ads for this holiday that I've seen in the	16%	4%	26%	12%	13%	4%
Ads for this holiday are too personal.	16%	11%	24%	18%	7%	6%
I don't spend money for this holiday.	13%	8%	13%	2%	15%	30% D
Brands/products that I like don't advertise for this holi	9%	15%	15%	5%	4%	0%
Other	14%	28%	15%	7%	12%	19%
Count	1.42	1.31	1.56	1.22	1.28	1.59

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT WINTER HOLIDAYS (E.G., CHRISTMAS, HANNUKAH)

QS3Q6_12: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. New Year's Eve/Day

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=170	N=16 **	N=62 *	N=28 **	N=47 *	N=18 **
Total (Unweighted)	N=161	N=9 **	N=44 *	N=33 *	N=59 *	N=16 **
I don't spend money for this holiday.	31%	45%	15%	27%	35%	71% CDE
I don't celebrate this holiday.	29%	61% C	14%	23%	31%	63% CDE
I don't like themed ads in general.	20%	38%	9%	33% C	20%	20%
Ads for this holiday remind me of a friend or family m	18%	5%	40% DEF	9%	5%	2%
I haven't liked ads for this holiday that I've seen in the	15%	39%	9%	27% c	12%	5%
Brands/products that I like don't advertise for this holi	13%	20%	18%	15%	6%	6%
Ads for this holiday are too personal.	12%	3%	24% E	14% E	0%	2%
Other	15%	11%	25% D	3%	15%	6%
Count	1.53	2.22	1.54	1.51	1.23	1.75

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT NEW YEAR'S EVE/DAY

042721 - HOD FLASH (24 Hour) Survey

Q3Q3J: Which of the following ways do you plan to celebrate Mother's Day (e.g., with your mother, with your children) this year? Please select all that apply.

	Age										Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Total (Unweighted)	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Buying a gift or card	31%	30%	C	42%	H	45%	GH	35%	h	24%	52%	LM	45%	30%	42%	30%	44%	28%	44%	44%	34%	36%
Having an in-person gathering at home	31%	31%	H	35%	H	35%	H	31%	H	29%	24%	33%	26%	34%	31%	37%	R	44%	28%	30%	30%	34%
Talking on the phone	25%	23%	27%	25%	H	30%	GH	31%	H	22%	30%	33%	13%	13%	27%	40%	40%	35%	44%	27%	22%	22%
Going out to eat at a restaurant	23%	23%	C	19%	23%	H	28%	H	34%	21%	34%	26%	27%	23%	20%	21%	NR	33%	23%	23%	19%	22%
Sending a text message	21%	21%	21%	25%	GH	33%	GH	24%	GH	13%	10%	28%	LM	6%	9%	22%	R	29%	24%	R	21%	15%
Making a gift or card	16%	17%	13%	32%	17%	17%	16%	GH	4%	4%	29%	LM	22%	LM	3%	14%	R	12%	R	6%	2%	18%
Receiving a gift or card	10%	10%	B	7%	10%	10%	11%	10%	8%	0%	0%	13%	0%	14%	CPQR	23%	10%	20%	11%	15%	10%	11%
Having a virtual gathering (i.e., over Zoom or another 100% online)	1%	1%	12%	1%	1%	1%	1%	GH	10%	8%	4%	28%	LM	15%	m	12%	6%	6%	15%	NR	9%	9%
Other	2%	2%	3%	4%	3%	4%	3%	d	3%	d	5%	0%	0%	2%	4%	0%	7%	ND	2%	4%	2%	2%
Not at all sure	11%	8%	14%	B	8%	11%	12%	13%	11%	13%	5%	12%	5%	10%	11%	9%	18%	13%	18%	5%	10%	13%
None of these - I don't plan to celebrate Mother's Day	17%	18%	15%	6%	10%	13%	6%	DEF	3%	DEF	9%	10%	12%	22%	1	36%	UKI	2%	14%	N	34%	N
Count	2.03	2.03	2.03	2.25	2.44	2.08	1.78	DEF	1.59	2.41	2.46	2.04	1.47	1.63	2.11	2.43	2.11	2.07	1.55	2.22	2.10	1.82

* Table Base: U.S. RESPONDENTS

Q3Q3K: How much money do you plan to spend on Mother's Day this year (e.g., gifts, dining out) compared to Mother's Day before the COVID-19 pandemic?

	Age										Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=726	N=353	N=365	N=244	N=132	N=120	N=112	N=119	N=116	N=64	N=63	N=67	N=56	N=78	N=48	N=57	N=54	N=63	N=140	N=278	N=143	N=165
Total (Unweighted)	N=726	N=353	N=365	N=244	N=132	N=120	N=112	N=119	N=116	N=64	N=63	N=67	N=56	N=78	N=48	N=57	N=54	N=63	N=140	N=278	N=143	N=165
More this year	21%	27%	C	16%	29%	17%	17%	35%	LM	40%	LM	24%	17%	23%	15%	10%	17%	17%	17%	17%	17%	17%
About the same amount this year	54%	54%	53%	48%	51%	47%	67%	DEH	58%	52%	41%	50%	72%	1	63%	1	62%	1	54%	52%	43%	47%
Less this year	9%	13%	10%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Not at all sure	8%	7%	9%	8%	6%	5%	15%	oP	10%	7%	8%	1%	1%	1%	15%	JK	9%	1%	1%	1%	1%	
N/A - I do not spend money on Mother's Day	7%	3%	10%	B	2%	5%	3%	7%	d	19%	DEF	2%	1%	0%	5%	5%	10%	JK	1%	9%	N	27%

* Table Base: U.S. RESPONDENTS

Q3Q3L: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements.

How much better or worse would your opinion be of a brand that offered this option?

	Age										Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Total (Unweighted)	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Better opinion (Net)	69%	69%	71%	69%	71%	69%	69%	69%	69%	69%	69%	71%	69%	69%	69%	69%	69%	69%	69%	69%	69%	69%
Much better opinion	15%	17%	15%	15%	17%	15%	17%	19%	13%	13%	13%	13%	13%	17%	q	20%	q	18%	q	7%	10%	13%
Somewhat better opinion	52%	54%	52%	54%	52%	54%	52%	52%	57%	49%	59%	58%	47%	51%	51%	42%	40%	46%	56%	52%	48%	52%
Worse opinion (Net)	31%	31%	30%	29%	31%	31%	37%	38%	37%	38%	38%	41%	32%	32%	38%	38%	40%	nr	33%	33%	37%	37%
Somewhat worse opinion	24%	21%	28%	B	19%	28%	d	21%	30%	D	27%	d	26%	1	20%	24%	1	28%	1	27%	30%	22%
Much worse opinion	9%	11%	8%	11%	7%	10%	8%	10%	17%	1	6%	8%	5%	13%	5%	8%	12%	10%	10%	8%	8%	9%

Q3Q3M: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements.

How much more or less likely would you be to purchase from a brand that offered this option?

	Age										Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Total (Unweighted)	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
More likely (Net)	29%	33%	C	26%	41%	FGH	40%	FGH	24%	20%	18%	47%	KLM	24%	20%	23%	36%	QR	32%	or	24%	r
Much more likely	9%	9%	13%	GH	13%	GH	11%	H	6%	5%	13%	8%	5%	10%	13%	r	13%	r	5%	13%	6%	11%
Somewhat more likely	20%	24%	C	17%	24%	FGH	27%	FGH	13%	14%	20%	18%	25%	18%	20%	r	11%	14%	9%	10%	22%	22%
Not more or less likely	54%	49%	54%	54%	42%	44%	57%	DE	64%	63%	37%	38%	53%	65%	U	57%	U	51%	60%	62%	N	72%
Less likely (Net)	17%	18%	16%	17%	16%	17%	17%	17%	17%	17%	17%	17%	18%	18%	18%	17%	18%	18%	18%	18%	18%	18%
Somewhat less likely	10%	11%	10%	12%	10%	12%	10%	9%	11%	7%	17%	10%	11%	13%	10%	11%	13%	10%	7%	9%	6%	11%
Much less likely	7%	6%	6%	5%	7%	6%	7%	6%	5%	6%	8%	6%	5%	6%	6%	6%	6%	6%	6%	6%	3%	8%

* Table Base: U.S. RESPONDENTS

Q3Q3N: Which of the following holidays, if any, would you opt out of seeing or receiving advertisements for? Please select all that apply.

	Age										Region											
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)
Total	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
Total (Unweighted)	N=1000	N=474	N=516	N=283	N=167	N=159	N=171	N=221	N=136	N=82	N=76	N=82	N=101	N=147	N=84	N=82	N=89	N=120	N=174	N=387	N=206	N=233
President's Day	24%	23%	27%	27%	25%	28%	28%	28%	28%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Mother's Day	23%	26%	C	20%	27%	25%	18%	24%	21%	33%	29%	20%	26%	22%	21%	21%	16%	23%	24%	22%	24%	25%
St. Patrick's Day	22%	24%	21%	21%	25%	19%	23%	24%	27%	22%	24%	24%	24%	24%	24%	24%	14%	24%	24%	22%	21%	21%
Labor Day	22%	24%	20%	23%	25%	21%	29%	21%	23%	25%	25%	24%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%
Father's Day	21%	23%	19%	20%	23%	20%	24%	21%	20%	30%	23%	24%	21%	20%	16%	16%	13%	23%	21%	22%	21%	19%
Valentine's Day	20%	21%	18%	22%	17%	17%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%
Halloween	19%	21%	17%	21%	16%	17%	21%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
Thanksgiving (including Black Friday, Cyber Monday)	19%	23%	C	14%	28%	FGH	19%	12%	14%	16%	16%	36%	KLM	25%	15%	19%	17%	20%	16%	14%	18%	18%
Easter	18%	19%	23%	16%	14%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
New Year's Eve/Day	17%	19%	15%	20%	F	18%	1%	18%	f	14%	14%	14%	14%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Winter holidays (e.g., Christmas, Hanukkah)	15%	15%	14%	16%	F	18%	F	9%	14%	15%	16%	17%	10%	18%	16%	17%	p					

Brands/products that I like don't advertise for this hol	14%	15%	12%	24%	GH	20%	GH	10%	1%	4%	22%	28%	I	8%	2%	10%	26%	QR	13%	14%	0%	0%	23%	10%	10%	17%
Other	6%	6%	6%	6%	6%	6%	6%	6%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Count	1,54	1,56	1,51	1,57	1,55	1,57	1,54	1,54	1,61	1,54	1,46	1,87	1,54	1,85	1,76	1,70	1,29	1,59	1,30	1,51	1,61	1,63	1,40	1,50	1,63	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT VALENTINE'S DAY

Q33Q6_3: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. St. Patrick's Day

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	Male Age	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	Female Age	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Region	Midwest (U)	West (V)	
Total	N=229	N=115	N=110	N=79	N=82	N=69	N=83	N=69	N=36	N=44	N=44	N=44	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12
Total (Unweighted)	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	51%	33%	
I don't celebrate this holiday.	40%	37%	40%	36%	41%	38%	41%	37%	40%	37%	40%	37%	40%	37%	40%	37%	40%	37%	40%	37%	40%	37%	40%	37%	40%	37%	
I don't spend money for this holiday.	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	41%	37%	
I don't like themed ads in general.	24%	20%	24%	23%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	
I haven't liked ads for this holiday that I've seen in the 14%	15%	13%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	
Brands/products that I like don't advertise for this hol	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	10%	
Ads for this holiday remind me of a friend or family r	10%	14%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Ads for this holiday are too personal.	6%	9%	3%	14%	h	3%	2%	22%	5%	0%	6%	2%	6%	5%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	5%	7%	7%	7%	3%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Count	1,63	1,66	1,60	1,178	1,62	1,52	1,24	1,77	2,00	1,93	1,13	1,21	1,21	1,76	1,59	1,21	1,98	1,28	1,77	1,96	1,48	1,53	1,76				

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT ST. PATRICK'S DAY

Q33Q6_4: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Easter

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	Male Age	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	Female Age	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Region	Midwest (U)	West (V)	
Total	N=176	N=83	N=83	N=45	N=47	N=27	N=43	N=43	N=23	N=23	N=23	N=23	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12
Total (Unweighted)	31%	36%	31%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't celebrate this holiday.	30%	26%	30%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't spend money for this holiday.	30%	26%	30%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't like themed ads in general.	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	
I haven't liked ads for this holiday that I've seen in the 14%	15%	13%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	15%	12%	15%	14%	
Brands/products that I like don't advertise for this hol	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	10%	
Ads for this holiday remind me of a friend or family r	10%	14%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Ads for this holiday are too personal.	6%	9%	3%	14%	h	3%	2%	22%	5%	0%	6%	2%	6%	5%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	5%	7%	7%	7%	3%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Count	1,63	1,66	1,60	1,178	1,62	1,52	1,24	1,77	2,00	1,93	1,13	1,21	1,21	1,76	1,59	1,21	1,98	1,28	1,77	1,96	1,48	1,53	1,76				

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT EASTER

Q33Q6_5: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Mother's Day

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	Male Age	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	Female Age	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Region	Midwest (U)	West (V)	
Total	N=228	N=113	N=115	N=61	N=63	N=34	N=51	N=51	N=26	N=26	N=26	N=26	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12
Total (Unweighted)	31%	36%	31%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't celebrate this holiday.	30%	26%	30%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't spend money for this holiday.	30%	26%	30%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
I don't like themed ads in general.	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	27%	24%	27%	20%	27%	23%	
I haven't liked ads for this holiday that I've seen in the 12%	10%	14%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Brands/products that I like don't advertise for this hol	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	10%	
Ads for this holiday remind me of a friend or family r	10%	14%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Ads for this holiday are too personal.	6%	9%	3%	14%	h	3%	2%	22%	5%	0%	6%	2%	6%	5%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	13%	13%	13%	12%	13%	12%	13%	13%	12%	13%	12%	13%	13%	12%	13%	12%	13%	12%	13%	12%	13%	12%	13%	12%	13%	12%	
Count	1,51	1,50	1,55	1,63	1,44	1,43	1,23	1,59	1,46	1,53	1,48	1,27	1,69	1,83	1,30	1,36	1,19	1,97	1,44	1,18	1,55	1,41	1,33	1,56	1,27		

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT MOTHER'S DAY

Q33Q6_6: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Father's Day

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	Male Age	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	Female Age	55-64 (Q)	65+ (R)	Northest (S)	South (T)	Region	Midwest (U)	West (V)	
Total	N=205	N=108	N=97	N=56	N=58	N=28	N=43	N=43	N=23	N=23	N=23	N=23	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12	N=12
Total (Unweighted)	31%	36%	31%	25%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	40%	31%	36%	
Ads for this holiday remind me of a friend or family r	26%	31%	21%	27%	34%	38%	26%	31%	38%	26%	31%	38%	26%	31%	38%	26%	31%	38%	26%	31%	38%	26%	31%	38%	26%	31%	
I don't celebrate this holiday.	24%	20%	24%	23%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	24%	20%	
I don't spend money for this holiday.	17%	12%	17%	14%	17%	16%	17%	12%	17%	16%	17%	16%	17%	12%	17%	16%	17%	16%	17%	12%	17%	16%	17%	16%	17%	16%	
Brands/products that I like don't advertise for this hol	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	9%	13%	10%	13%	12%	13%	10%	
Ads for this holiday remind me of a friend or family r	10%	14%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	
Ads for this holiday are too personal.	6%	9%	3%	14%	h	3%	2%	22%	5%	0%	6%	2%	6%	5%	7%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Other	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	15%	14%	
Count	1,52	1,60	1,45	1,64	1,43	1,20	1,59	1,49	1,38	1,23	1,23	1,17	1,76	1,83	1,33	2,23	1,23	1,37	1,44	1,34	1,62	1,41	1,33	1,60	1,42</		

Other	14%	16%	10%	28%	9%	2%	5%	10%	35%	6%	0%	4%	10%	18%	13%	4%	7%	11%	16%	13%	6%	23%
Count	135	161	150	159	172	150	156	167	168	145	143	170	125	147	194	164	148	158	148	169	149	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT HALLOWEEN

Q3SQE_10: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Thanksgiving (Including Black Friday, Cyber Monday)

	Total (A)	Gender										Age										Region									
		Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)									
Total	N=188	N=111	N=77	N=32	N=79	N=32	N=19	N=23	N=35	N=49	N=21	N=11	N=16	N=17	N=30	N=12	N=7	N=18	N=36	N=72	N=38	N=42									
Total (Unweighted)	N=172	N=78	N=89	N=47	N=44	N=22	N=11	N=24	N=19	N=20	N=10	N=10	N=16	N=17	N=28	N=14	N=12	N=15	N=21	N=38	N=64	N=39									
Ads for this holiday remind me of a friend or family member	20%	21%	23%	29%	18%	fg	7%	24%	25%	36%	9%	9%	15%	15%	35%	11%	8%	32%	29%	17%	29%	32%									
I don't like themed ads in general.	20%	23%	18%	9%	22%	16%	D	37%	D	26%	8%	25%	32%	45%	1	12%	16%	34%	v	20%	17%	11%									
I don't celebrate this holiday.	19%	22%	15%	20%	9%	20%	15%	22%	24%	12%	16%	14%	44%	1	12%	6%	27%	18%	23%	26%	16%	8%									
Ads for this holiday are too personal.	19%	26%	6%	23%	g	25%	g	29%	G	2%	10%	28%	35%	1	46%	1	3%	8%	3%	0%	10%	21%									
I don't spend money for this holiday.	16%	16%	18%	15%	11%	9%	30%	19%	15%	12%	0%	23%	19%	14%	9%	13%	46%	no	19%	18%	27%	uv									
Brands/products that I like don't advertise for this holiday	13%	13%	15%	14%	22%	h	10%	5%	13%	17%	17%	15%	0%	17%	33%	0%	11%	13%	12%	12%	12%	17%									
I haven't liked ads for this holiday that I've seen in the past	11%	8%	17%	8%	11%	15%	12%	16%	4%	10%	7%	7%	16%	15%	11%	27%	24%	15%	6%	7%	16%	17%									
Other	14%	14%	14%	22%	e	5%	5%	13%	25%	7%	0%	1%	9%	17%	0%	12%	14%	17%	18%	6%	18%	19%									
Count	138	142	134	140	143	131	133	143	143	153	129	117	152	134	125	133	135	135	152	137	125	140									

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT THANKSGIVING (INCLUDING BLACK FRIDAY AND CYBER MONDAY)

Q3SQE_11: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Winter holidays (e.g., Christmas, Hanukkah)

	Total (A)	Gender										Age										Region									
		Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)									
Total	N=148	N=73	N=72	N=24	N=47	N=14	N=24	N=22	N=33	N=42	N=12	N=8	N=15	N=16	N=25	N=11	N=6	N=18	N=24	N=62	N=32	N=32									
Total (Unweighted)	N=141	N=57	N=62	N=33	N=49	N=16	N=28	N=22	N=35	N=42	N=12	N=8	N=14	N=16	N=23	N=11	N=6	N=19	N=21	N=59	N=31	N=26									
I don't like themed ads in general.	33%	44%	23%	21%	34%	56%	d	54%	ob	25%	25%	56%	78%	47%	41%	18%	14%	27%	65%	11%	37%	25%									
Ads for this holiday remind me of a friend or family member	21%	11%	31%	B	19%	24%	7%	16%	30%	0%	23%	0%	13%	24%	36%	24%	15%	21%	36%	10%	14%	44%									
I don't celebrate this holiday.	19%	25%	14%	22%	7%	15%	16%	30%	9%	0%	17%	44%	12%	34%	5%	34%	13%	18%	15%	15%	13%	13%									
I haven't liked ads for this holiday that I've seen in the past	14%	14%	19%	20%	35%	Fgh	0%	12%	15%	0%	3%	15%	23%	39%	0%	3%	9%	15%	20%	11%	16%	16%									
Ads for this holiday are too personal.	16%	19%	14%	19%	28%	H	15%	9%	7%	21%	40%	0%	9%	13%	4%	10%	11%	11%	13%	18%	25%										
I don't spend money for this holiday.	13%	16%	12%	12%	9%	3%	15%	21%	0%	20%	0%	17%	0%	15%	9%	24%	15%	20%	22%	2%	4%										
Brands/products that I like don't advertise for this holiday	10%	9%	9%	18%	H	9%	0%	8%	0%	16%	8%	0%	14%	0%	20%	10%	0%	0%	8%	2%	16%	t									
Other	14%	12%	14%	22%	e	4%	14%	4%	20%	28%	0%	14%	1%	10%	16%	7%	13%	9%	29%	18%	11%	29%									
Count	142	149	136	153	150	127	145	159	178	120	128	155	147	125	124	125	136	135	142	134	156										

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT WINTER HOLIDAYS (E.G., CHRISTMAS, HANUKKAH)

Q3SQE_12: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. New Year's Eve/Day

	Total (A)	Gender										Age										Region									
		Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)									
Total	N=170	N=90	N=77	N=26	N=56	N=15	N=39	N=30	N=42	N=12	N=8	N=17	N=14	N=23	N=10	N=7	N=13	N=25	N=29	N=67	N=38	N=37									
Total (Unweighted)	N=161	N=70	N=88	N=30	N=43	N=18	N=37	N=22	N=42	N=12	N=8	N=18	N=13	N=22	N=11	N=7	N=12	N=27	N=34	N=60	N=32	N=35									
I don't spend money for this holiday.	31%	25%	40%	17%	28%	32%	34%	51%	De	24%	28%	26%	34%	33%	22%	28%	39%	34%	1%	19%	37%	38%									
I don't celebrate this holiday.	29%	31%	29%	24%	29%	21%	31%	47%	E	29%	28%	4%	35%	50%	k	16%	4%	44%	O	27%	36%	40%									
I don't like themed ads in general.	20%	26%	12%	12%	12%	29%	17%	20%	15%	32%	41%	46%	17%	28%	22%	28%	13%	5%	22%	16%	32%	13%									
Ads for this holiday remind me of a friend or family member	18%	14%	23%	13%	FGH	29%	FGH	5%	0%	7%	18%	2%	10%	0%	54%	PQR	28%	pQ	0%	0%	13%	14%									
I haven't liked ads for this holiday that I've seen in the past	15%	20%	c	18%	g	16%	g	29%	G	1%	16%	g	26%	1%	5%	6%	20%	3%	11%	15%	12%	25%									
Brands/products that I like don't advertise for this holiday	13%	14%	14%	20%	h	12%	17%	12%	4%	17%	15%	8%	0%	3%	7%	0%	23%	6%	21%	10%	6%										
Ads for this holiday are too personal.	12%	13%	11%	20%	GH	16%	gh	20%	GH	0%	1%	15%	19%	0%	29%	QR	10%	3%	0%	2%	8%										
Other	15%	19%	10%	8%	8%	5%	17%	8%	34%	6%	0%	21%	8%	16%	10%	10%	13%	8%	9%	14%	17%										
Count	153	161	146	170	157	144	113	153	169	128	188	114	163	173	115	144	112	147	135	139	170										

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT NEW YEAR'S EVE/DAY

042721 - HOD FLASH (24 Hour) Survey

Q3Q2: Which of the following ways do you plan to celebrate Mother's Day (e.g., with your mother, with your children) this year? Please select all that apply.

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=312	N=688	N=725	N=248	N=471	N=529	N=608	N=734	AA (T)	Hispanic (U)
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=279	N=721	N=709	N=262	N=506	N=484	N=574	N=482	N=82	N=85
Patent a gift or card	10%	15%	10%	8%	10%	8%	10%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Having an in-person gathering at home	31%	25%	29%	37%	37%	37%	37%	34%	29%	33%	29%	31%	31%	37%	28%	34%	28%	33%	33%	T	19%
Talking on the phone	23%	23%	23%	23%	29%	19%	29%	29%	19%	29%	29%	32%	L	21%	38%	N	20%	25%	27%	28%	29%
Going out to eat at a restaurant	21%	21%	21%	21%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Sending a text message	21%	20%	21%	19%	13%	17%	25%	12%	19%	13%	L	15%	13%	N	15%	22%	24%	20%	27%	22%	24%
Making a gift or card	16%	14%	9%	14%	21%	12%	17%	15%	18%	21%	J	10%	26%	L	11%	13%	15%	19%	12%	20%	17%
Receiving a gift or card	10%	8%	10%	8%	10%	8%	10%	8%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
Having a virtual gathering (i.e., over Zoom or another 10k)	9%	9%	12%	4%	11%	13%	F	11%	F	J	5%	16%	L	6%	9%	12%	9%	7%	17%	19%	S
Other	2%	2%	4%	3%	3%	0%	3%	F	4%	F	2%	3%	2%	3%	3%	2%	2%	3%	3%	2%	3%
Not at all sure	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
None of these - I don't plan to celebrate Mother's Day	17%	18%	16%	13%	14%	18%	15%	12%	13%	14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Count	2,03	1,85	1,96	1,92	2,27	1,87	2,08	2,20	2,25	1,77	2,46	1,79	2,55	1,80	2,03	2,05	2,09	1,98	2,00	1,90	2,25

* Table Base: U.S. RESPONDENTS

Q3Q2: How much money do you plan to spend on Mother's Day this year (e.g., gifts, dining out) compared to Mother's Day before the COVID-19 pandemic?

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=312	N=688	N=725	N=248	N=471	N=529	N=608	N=734	AA (T)	Hispanic (U)
Total (Unweighted)	N=1000	N=253	N=144	N=106	N=169	N=195	N=223	N=205	N=388	N=323	N=248	N=444	N=243	N=468	N=507	N=188	N=374	N=504	N=504	N=61	N=69
More this year	21%	17%	16%	10%	30%	BCD	21%	16%	22%	26%	14%	29%	15%	24%	22%	20%	18%	24%	16%	17%	33%
About the same amount this year	44%	51%	53%	40%	30%	h	46%	50%	52%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
Less this year	11%	10%	12%	13%	9%	6%	11%	17%	F	10%	12%	10%	12%	9%	11%	8%	13%	8%	20%	S	10%
Not at all sure	12%	11%	12%	11%	5%	10%	9%	6%	12%	11%	5%	10%	10%	6%	10%	8%	8%	6%	2%	12%	T
N/A - I do not spend money on Mother's Day	7%	8%	e	8%	e	13%	e	3%	6%	6%	8%	8%	3%	3%	7%	6%	6%	7%	9%	3%	3%

* Table Base: U.S. RESPONDENTS

Q3Q3: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements.

How much better or worse would your opinion be of a brand that offered this option?

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=312	N=688	N=725	N=248	N=471	N=529	N=608	N=734	AA (T)	Hispanic (U)
Total (Unweighted)	N=1000	N=253	N=144	N=106	N=169	N=195	N=223	N=205	N=388	N=323	N=248	N=444	N=243	N=468	N=507	N=188	N=374	N=504	N=504	N=61	N=69
Better opinion (Net)	66%	62%	67%	65%	70%	63%	62%	71%	67%	62%	70%	62%	65%	66%	67%	64%	65%	67%	65%	67%	67%
Much better opinion	15%	16%	d	16%	9%	16%	13%	16%	17%	16%	14%	16%	14%	15%	15%	14%	15%	15%	15%	11%	21%
Somewhat better opinion	52%	46%	51%	50%	54%	54%	47%	50%	50%	54%	54%	53%	52%	51%	52%	51%	51%	52%	51%	57%	45%
Worse opinion (Net)	34%	38%	33%	35%	30%	37%	38%	29%	30%	38%	30%	30%	35%	33%	34%	33%	34%	34%	34%	33%	33%
Somewhat worse opinion	2%	30%	e	22%	29%	e	20%	26%	21%	24%	23%	20%	25%	21%	20%	24%	22%	24%	20%	26%	22%
Much worse opinion	9%	8%	e	11%	6%	10%	11%	10%	10%	9%	7%	11%	11%	9%	10%	8%	10%	8%	12%	11%	11%

Q3Q4: To be sensitive to those whose family situation has changed during the COVID-19 pandemic (e.g., lost a family member, unable to travel to see family), some brands are asking consumers if they would like to opt out of seeing or receiving Mother's Day advertisements. How much more or less likely would you be to purchase from a brand that offered this option?

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=312	N=688	N=725	N=248	N=471	N=529	N=608	N=734	AA (T)	Hispanic (U)
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=279	N=721	N=709	N=262	N=506	N=484	N=574	N=482	N=82	N=85
More likely (Net)	29%	33%	26%	28%	30%	30%	30%	27%	34%	34%	24%	38%	L	25%	39%	N	25%	28%	32%	27%	32%
Much more likely	2%	14%	7%	4%	10%	6%	11%	7%	10%	6%	10%	6%	10%	7%	15%	N	7%	8%	12%	9%	9%
Somewhat more likely	2%	19%	2%	20%	21%	20%	24%	17%	24%	18%	20%	20%	20%	20%	17%	24%	23%	17%	23%	3%	25%
No more or less likely	54%	51%	56%	55%	52%	53%	57%	49%	58%	47%	47%	57%	K	44%	58%	M	55%	52%	55%	52%	47%
Less likely (Net)	17%	15%	18%	17%	18%	18%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	16%	18%	16%	17%	15%
Somewhat less likely	10%	7%	11%	11%	12%	10%	9%	10%	10%	10%	10%	11%	10%	11%	10%	10%	11%	10%	11%	5%	10%
Much less likely	7%	8%	7%	6%	6%	7%	7%	7%	8%	7%	5%	7%	6%	7%	6%	6%	6%	5%	8%	7%	6%

* Table Base: U.S. RESPONDENTS

Q3Q5: Which of the following holidays, if any, would you opt out of seeing or receiving advertisements for? Please select all that apply.

	Household Income					HS or Less (F)	Education			Employed	Yes (K)	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)		Some College (G)	College Grad+ (H)	Yes (I)				No (J)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1000	N=278	N=156	N=127	N=377	N=327	N=318	N=227	N=536	N=464	N=360	N=312	N=688	N=725	N=248	N=471	N=529	N=608	N=734	AA (T)	Hispanic (U)
Total (Unweighted)	N=1000	N=375	N=202	N=148	N=214	N=289	N=306	N=271	N=479	N=521	N=309	N=279	N=721	N=709	N=262	N=506	N=484	N=574	N=482	N=82	N=85
President's Day	24%	22%	26%	26%	24%	24%	23%	23%	25%	24%	26%	28%	24%	26%	20%	24%	24%	24%	24%	26%	25%
Mother's Day	23%	22%	17%	27%	26%	26%	23%	27%	24%	22%	24%	24%	23%	24%	22%	24%	23%	23%	23%	23%	28%
St. Patrick's Day	2%	21%	19%	23%	24%	23%	27%	2%	24%	22%	23%	23%	23%	23%	23%	23%	24%	24%	22%	26%	27%
Labor Day	22%	21%	20%	24%	25%	24%	20%	23%	24%	24%	19%	21%	23%	22%	21%	22%	22%	22%	22%	23%	20%
Father's Day	21%	20%	22%	22%	21%	22%	22%	22%	21%	20%	19%	22%	21%	20%	22%	20%	22%	20%	20%	20%	20%
Valentine's Day	20%	21%	18%	21%	21%	20%	24%	6%	24%	24%	17%	22%	17%	20%	21%	20%	20%	20%	22%	t	12%
Halloween	19%	20%	15%	23%	19%	13%	15%	22%	8%	18%	21%	24%	L	17%	24%	n	17%	20%	20%	23%	17%
Thanksgiving (including Black Friday, Cyber Monday)	18%	15%	18%	23%	16%	20%	24%	6%	22%	21%	19%	22%	17%	20%	17%	16%	19%	19%	19%	19%	16%
Easter	18%	14%	13%	23%	16%	20%	24%	11%	17%	19%	16%	18%	L	16%	19%	16%	19%	16%	17%	14%	19%
New Year's Eve/Day	17%	17%	15%	15%	20%	20%	16%	11%	16%	19%	16%	17%	17%	18%	16%	17%	17%	17%	18%	T	6%
Winter holidays (e.g., Christmas, Hanukkah)	16%	12%	16%	17%	14%	16%	17%	17%	14%	16%	14%	18%	14%	15%	16%	14%	16%	15%	15%	15%	13%
Independence Day (i.e., Fourth of July)	15%	15%	10%	18%	e																

Ads for this holiday are too personal.	22%	16%	16%	23%	28%	19%	31%	22%	23%	20%	27%	18%	26%	19%	19%	28%	19%	24%	21%	14%	34%
Ads for this holiday remind me of a friend or family n	20%	15%	15%	12%	28%	20%	16%	22%	21%	18%	25%	16%	18%	20%	23%	11%	16%	23%	24%	9%	20%
I haven't liked ads for this holiday that I've seen in th	12%	10%	12%	6%	23%	16%	18%	18%	18%	20%	18%	18%	12%	18%	18%	22%	16%	13%	13%	13%	29%
Brands/products that I like don't advertise for this h	14%	13%	8%	6%	23%	16%	17%	18%	18%	11%	26%	N	2%	8%	13%	14%	14%	14%	14%	11%	11%
Other	6%	7%	7%	7%	16%	E	2%	8%	7%	9%	6%	6%	7%	5%	4%	9%	5%	6%	7%	13%	0%
Count	1.54	1.52	1.28	1.57	1.65	1.49	1.42	1.58	1.46	1.81	1.55	1.53	1.59	1.51	3.56	1.51	1.43	1.64	1.75	1.11	1.87

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT VALENTINE'S DAY

Q33Q6. 3: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. St. Patrick's Day

	Household Income					Education			Employed	Children in HH			Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)		Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=229	N=59	N=30	N=33	N=91	N=74	N=58	N=62	N=128	N=101	N=85	N=144	N=70	N=59	N=169	N=56	N=104	N=125	N=127	N=11	N=43
Total (Unweighted)	N=210	N=57	N=30	N=33	N=91	N=74	N=58	N=62	N=128	N=101	N=85	N=144	N=70	N=59	N=169	N=56	N=104	N=125	N=127	N=11	N=43
I don't celebrate this holiday.	51%	51%	47%	55%	42%	45%	50%	57%	47%	55%	42%	55%	37%	57%	49%	52%	49%	29%	46%	29%	29%
I don't spend money for this holiday.	40%	47%	37%	53%	32%	46%	39%	39%	39%	42%	36%	43%	36%	42%	45%	30%	38%	42%	40%	51%	39%
I don't like themed ads in general.	24%	24%	20%	23%	27%	18%	21%	18%	26%	21%	27%	14%	28%	21%	25%	20%	20%	20%	20%	20%	45%
I haven't liked ads for this holiday that I've seen in th	14%	11%	11%	9%	11%	9%	11%	10%	16%	15%	10%	16%	15%	10%	16%	10%	9%	17%	10%	19%	11%
Brands/products that I like don't advertise for this h	13%	9%	C	2%	11%	14%	C	14%	1%	14%	15%	11%	21%	I	9%	25%	N	8%	10%	14%	27%
Ads for this holiday remind me of a friend or family n	10%	11%	C	0%	12%	C	14%	C	10%	17%	10%	6%	10%	N	5%	10%	11%	11%	11%	10%	16%
I haven't liked ads for this holiday that I've seen in th	10%	9%	3%	11%	8%	6%	5%	6%	12%	6%	10%	6%	9%	13%	6%	11%	9%	12%	7%	27%	7%
Other	5%	6%	7%	15%	E	1%	8%	4%	2%	3%	8%	9%	10%	n	3%	5%	6%	6%	12%	0%	0%
Count	1.63	1.89	1.35	1.76	1.58	1.56	1.72	1.65	1.70	1.55	1.99	1.66	1.63	1.63	1.65	1.63	1.42	1.81	1.59	1.87	1.75

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT ST. PATRICK'S DAY

Q33Q6. 4: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Easter

	Household Income					Education			Employed	Children in HH			Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)		Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=176	N=38	N=20	N=22	N=78	N=66	N=43	N=40	N=102	N=74	N=29	N=99	N=58	N=118	N=135	N=54	N=85	N=91	N=100	N=17	N=22
Total (Unweighted)	N=156	N=33	N=20	N=22	N=78	N=66	N=43	N=40	N=102	N=74	N=29	N=99	N=58	N=118	N=135	N=54	N=85	N=91	N=100	N=17	N=22
I don't celebrate this holiday.	33%	29%	32%	23%	39%	39%	42%	F	33%	27%	33%	18%	38%	K	35%	30%	37%	30%	26%	26%	24%
I don't spend money for this holiday.	28%	32%	17%	31%	28%	31%	28%	26%	32%	31%	28%	39%	17%	34%	30%	26%	25%	31%	32%	16%	13%
I don't like themed ads in general.	27%	24%	30%	33%	26%	30%	24%	20%	23%	20%	23%	20%	24%	24%	24%	23%	24%	23%	21%	21%	41%
I haven't liked ads for this holiday that I've seen in th	17%	14%	9%	12%	19%	15%	15%	20%	15%	15%	15%	11%	11%	20%	13%	11%	11%	12%	16%	16%	39%
Brands/products that I like don't advertise for this h	12%	15%	9%	3%	12%	14%	9%	21%	15%	11%	12%	20%	L	5%	18%	8%	6%	15%	6%	22%	5%
Ads for this holiday remind me of a friend or family n	12%	12%	10%	7%	12%	16%	14%	12%	14%	12%	14%	12%	14%	12%	12%	12%	12%	12%	12%	12%	12%
I haven't liked ads for this holiday that I've seen in th	10%	10%	8%	7%	16%	23%	G	6%	9%	11%	15%	18%	8%	18%	10%	13%	10%	14%	11%	12%	18%
Other	1.3%	1.74	1.27	1.41	1.21	1.62	1.44	1.60	1.41	1.82	1.48	1.54	1.50	1.52	1.47	1.67	1.37	1.64	1.51	1.38	1.81

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT EASTER

Q33Q6. 5: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Mother's Day

	Household Income					Education			Employed	Children in HH			Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)		Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=232	N=62	N=26	N=28	N=97	N=82	N=43	N=43	N=128	N=104	N=85	N=144	N=74	N=59	N=172	N=54	N=121	N=111	N=138	N=20	N=22
Total (Unweighted)	N=228	N=59	N=26	N=28	N=97	N=82	N=43	N=42	N=128	N=104	N=85	N=144	N=72	N=59	N=172	N=54	N=120	N=108	N=138	N=15	N=25
Ads for this holiday remind me of a friend or family n	33%	35%	C	12%	55%	Ce	31%	C	33%	31%	38%	29%	37%	23%	34%	27%	30%	36%	35%	25%	32%
I don't celebrate this holiday.	28%	29%	32%	23%	39%	39%	42%	F	33%	27%	33%	18%	38%	K	35%	30%	37%	30%	26%	26%	24%
I don't spend money for this holiday.	16%	18%	14%	17%	14%	17%	14%	27%	15%	12%	19%	14%	20%	14%	15%	28%	12%	18%	12%	13%	7%
I don't like themed ads in general.	16%	15%	34%	bd	9%	16%	9%	19%	20%	14%	18%	8%	20%	7%	20%	17%	19%	12%	20%	3%	8%
I haven't liked ads for this holiday that I've seen in th	13%	9%	20%	bd	9%	19%	12%	23%	13%	12%	19%	14%	14%	17%	9%	12%	17%	14%	13%	5%	6%
Brands/products that I like don't advertise for this h	10%	17%	11%	13%	5%	13%	10%	8%	13%	10%	14%	18%	K	10%	14%	15%	7%	12%	4%	4%	
Ads for this holiday remind me of a friend or family n	12%	11%	10%	10%	10%	14%	10%	12%	18%	15%	14%	11%	19%	9%	13%	11%	12%	12%	13%	14%	0%
I haven't liked ads for this holiday that I've seen in th	10%	10%	9%	9%	19%	20%	12%	18%	16%	12%	16%	9%	13%	N	14%	12%	14%	14%	14%	23%	
Other	1.39	1.42	1.32	1.29	1.43	1.30	1.38	1.46	1.42	1.34	1.42	1.34	1.41	1.41	1.43	1.27	1.39	1.38	1.44	1.24	1.15

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT MOTHER'S DAY

Q33Q6. 6: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Father's Day

	Household Income					Education			Employed	Children in HH			Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)		Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=205	N=86	N=29	N=29	N=99	N=85	N=45	N=64	N=101	N=84	N=48	N=146	N=50	N=55	N=139	N=60	N=97	N=108	N=117	N=22	N=23
Total (Unweighted)	N=205	N=86	N=29	N=29	N=99	N=85	N=45	N=64	N=101	N=84	N=48	N=146	N=50	N=55	N=139	N=60	N=97	N=108	N=117	N=22	N=23
Ads for this holiday remind me of a friend or family n	26%	29%	22%	45%	46%	C	32%	34%	44%	36%	37%	30%	33%	38%	42%	26%	42%	33%	42%	33%	28%
I don't celebrate this holiday.	20%	29%	30%	35%	20%	29%	20%	19%	20%	23%	20%	18%	28%	28%	32%	22%	29%	24%	24%	33%	20%
I don't like themed ads in general.	24%	19%	25%	13%	33%	33%	23%	18%	20%	23%	18%	20%	24%	23%	21%	21%	21%	21%	21%	0%	0%
Brands/products that I like don't advertise for this h	19%	24%	cd	2%	24%	cd	3%	3%	3%	24%	15%	32%	N	15%	19%	15%	18%	20%	20%	13%	27%
Ads for this holiday remind me of a friend or family n	14%	16%	10%	9%	14%	13%	10%	10%	23%	19%	15%	7%	23%	9%	10%	17%	17%	21%	18%	6%	6%
I haven't liked ads for this holiday that I've seen in th	9%	10%	3%	7%	10%	7%	10%	7%	10%	9%	7%	10%	9%	9%	9%	9%	9%	9%	9%	0%	0%
Other	9%	13%	e	2%	11%	5%	15%	5%	15%	5%	13%	15%	10%	9%	7%	15%	6%	11%	11%	8%	0%
Count	1.52	1.45	1.19	1.30	1.42	1.48	1.37	1.67	1.48	1.33	1.54	1.52	1.54	1.51	1.63	1.30	1.54	1.51	1.63	1.17	1.29

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT FATHER'S DAY

Q33Q6. 7: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Independence Day (i.e., Fourth of July)

	Household Income					Education			Employed	Children in HH			Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity		
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)		Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=147	N=42	N=16	N=23	N=63	N=51	N=39	N=29	N=93	N=54	N=57	N=90	N=49	N=99	N=113	N=32	N=69	N=78	N=89	N=15	N=19
Total (Unweighted)	N=140	N=36	N=23	N=23	N=63	N=45	N=34	N=24	N=74	N=66	N=47	N=86	N=42	N=99	N=99	N=38	N=67	N=73	N=100	N=10	N=12
I don't spend money for this holiday.	33%	41%	31%	43%	26%	46%															

I don't celebrate this holiday.	38%	51%	E	58%	dE	32%	25%	29%	52%	f	32%	37%	39%	22%	51%	K	25%	46%	M	41%	31%	35%	41%	42%	30%	34%
I don't spend money for this holiday.	33%	45%		26%	24%	30%	32%	29%	45%		31%	33%	33%	30%	35%		19%	42%	M	28%	50%	29%	39%	31%	39%	48%
I haven't heard ads for this holiday that I've seen in th	24%	25%	C	5%	23%	c	27%	27%	20%	25%	24%	25%	22%	27%	21%		20%	28%		10%	22%	21%	21%	24%	18%	24%
I don't like themed ads in general.	21%	25%		16%	28%		16%	12%	14%		21%	17%	23%	14%	20%	29%	K	17%		21%	20%	21%	20%	22%	18%	24%
Brands/products that I like don't advertise for this hc	11%	9%		3%	2%	18%	cd	10%	12%	11%	12%	12%	9%	15%	15%		7%	12%		9%	11%	8%	8%	13%	11%	6%
Ads for this holiday remind me of a friend or family m	10%	3%		0%	6%	17%	bc	14%	14%	2%	12%	12%	14%	1%	14%		3%	14%		7%	11%	9%	10%	9%	1%	6%
Ads for this holiday are too personal.	5%	1%		0%	15%	bc		5%	7%	2%	5%	6%	10%	n	2%	6%		10%	n	6%	1%	5%	6%	0%	0%	0%
Other	14%	11%		20%	21%	10%		28%	gh	1%	10%	14%	13%	22%	L	7%	20%	N	6%	19%	14%	14%	14%	11%	17%	17%
Count	1,55	1,73		1,29	1,49		1,53	1,66		1,35	1,41	1,41	1,48	1,49	1,60		1,55	1,65		1,59	1,43	1,44	1,68	1,32	1,36	1,48

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT HALLOWEEN

Q3Q6_10: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Thanksgiving (including Black Friday, Cyber Monday)

	Total (A)	Household Income					Education				Employed	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Marital Status		Race/Ethnicity					
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)		Not married (R)	White (S)	AA (T)	Hispanic (U)				
Total	N=188	N=42	N=25	N=23	N=89	N=66	N=39	N=54	N=120	N=88	N=76	N=59	N=113	N=76	N=112	N=139	N=43	N=89	N=99	N=118	N=23	N=25	N=25	N=23	N=25	N=25
Total (Unweighted)	N=172	N=58	N=36	N=26	N=44	N=49	N=36	N=56	N=98	N=74	N=59	N=113	N=58	N=114	N=122	N=122	N=46	N=86	N=86	N=113	N=11	N=14	N=14	N=14	N=14	N=14
Ads for this holiday remind me of a friend or family n	25%	16%	9%	22%	16%	36%	bc	26%	24%	24%	24%	24%	24%	24%	23%	26%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
I don't like themed ads in general.	20%	22%	17%	19%	22%	10%	25%	19%	19%	23%	16%	24%	15%	24%	23%	13%	25%	16%	20%	26%	26%	0%	28%	0%	28%	
I don't celebrate this holiday.	19%	18%	31%	2%	24%	19%	d	19%	22%	19%	22%	21%	16%	12%	24%	20%	19%	20%	19%	20%	26%	0%	16%	0%	16%	
Ads for this holiday are too personal.	19%	20%	C	6%	20%	18%		20%	23%	18%	22%	13%	28%	I	13%	20%	18%	22%	16%	10%	15%	5%	16%	0%	16%	
I don't spend money for this holiday.	16%	29%	E	14%	25%	9%	22%	16%	10%	15%	19%	11%	20%	10%	21%	17%	17%	11%	21%	20%	13%	14%	20%	13%	14%	
Brands/products that I like don't advertise for this hc	13%	18%		11%	7%	12%		13%	9%	19%	7%	17%	11%	20%	8%	12%	20%	12%	14%	10%	19%	27%	10%	19%	27%	
I haven't heard ads for this holiday that I've seen in th	13%	8%		21%	10%	10%		5%	11%	14%	13%	8%	9%	13%	8%	14%	10%	15%	12%	10%	15%	0%	0%	0%	0%	
Other	14%	18%		11%	29%	e	7%	27%	gh	2%	10%	11%	18%	21%	I	9%	22%	N	8%	12%	10%	19%	6%	6%	17%	
Count	1,38	1,55		1,19	1,38		1,38	1,26	1,39	1,44	1,29	1,34	1,41	1,34	1,49	1,31	1,37	1,38	1,38	1,38	1,44	1,32	1,32	1,32	1,38	

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT THANKSGIVING (INCLUDING BLACK FRIDAY AND CYBER MONDAY)

Q3Q6_11: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. Winter holidays (e.g., Christmas, Hanukkah)

	Total (A)	Household Income					Education				Employed	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Marital Status		Race/Ethnicity				
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)		Not married (R)	White (S)	AA (T)	Hispanic (U)			
Total	N=148	N=43	N=18	N=20	N=63	N=54	N=26	N=39	N=90	N=58	N=61	N=87	N=58	N=90	N=108	N=33	N=84	N=64	N=84	N=94	N=13	N=22	N=22	N=22	N=22
Total (Unweighted)	N=141	N=54	N=28	N=22	N=32	N=43	N=28	N=42	N=77	N=64	N=50	N=91	N=49	N=92	N=98	N=38	N=70	N=71	N=106	N=9	N=16	N=16	N=16	N=16	N=16
I don't like themed ads in general.	33%	21%	26%	33%	45%	b	23%	40%	f	32%	40%	I	23%	42%	k	28%	37%	28%	40%	28%	34%	25%	39%	25%	39%
Ads for this holiday remind me of a friend or family n	21%	8%	21%	25%	29%	B	28%	14%	21%	18%	26%	30%	I	14%	24%	20%	29%	23%	17%	21%	0%	24%	0%	24%	
I don't celebrate this holiday.	19%	27%	d	14%	3%	19%	4%	30%	G	18%	21%	17%	20%	18%	20%	16%	23%	17%	20%	17%	28%	3%	28%	3%	28%
Ads for this holiday are too personal.	16%	20%	C	12%	7%	12%	15%	23%	9%	17%	16%	23%	12%	25%	15%	20%	18%	15%	20%	17%	28%	14%	28%	14%	
I don't spend money for this holiday.	16%	11%	24%	5%	20%	8%	16%	28%	f	22%	J	7%	7%	16%	16%	14%	19%	24%	9%	11%	19%	9%	19%	9%	
Brands/products that I like don't advertise for this hc	13%	13%	E	11%	7%	6%	18%	K	1%	15%	13%	13%	12%	15%	13%	17%	12%	13%	15%	13%	28%	13%	28%	13%	
I haven't heard ads for this holiday that I've seen in th	9%	7%	6%	3%	13%	2%	12%	5%	12%	3%	12%	7%	2%	20%	7%	7%	8%	9%	8%	9%	5%	5%	5%	5%	
Other	14%	20%	E	14%	34%	E	2%	22%	5%	10%	9%	14%	13%	15%	14%	14%	8%	18%	14%	14%	24%	3%	24%	3%	
Count	1,42	1,49		1,30	1,45	1,34	1,28	1,64	1,39	1,53	1,42	1,43	1,57	1,33	1,38	1,44	1,44	1,41	1,41	1,41	1,43	1,47	1,43	1,47	1,58

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT WINTER HOLIDAYS (E.G., CHRISTMAS, HANUKKAH)

Q3Q6_12: For which of the following reasons would you opt out of seeing or receiving advertisements for each holiday? Please select all that apply. New Year's Eve/Day

	Total (A)	Household Income					Education				Employed	Children in HH		Parent of Child Under 18		Home Ownership		Married (Q)	Marital Status		Race/Ethnicity				
		Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)		Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)		Not married (R)	White (S)	AA (T)	Hispanic (U)			
Total	N=170	N=46	N=23	N=19	N=77	N=66	N=35	N=57	N=103	N=67	N=68	N=102	N=53	N=117	N=127	N=41	N=80	N=90	N=112	N=7	N=23	N=23	N=23	N=23	N=23
Total (Unweighted)	N=161	N=60	N=30	N=21	N=44	N=35	N=45	N=37	N=86	N=75	N=44	N=107	N=48	N=113	N=116	N=41	N=83	N=78	N=125	N=7	N=22	N=22	N=22	N=22	N=22
I don't celebrate this holiday.	29%	28%	32%	9%	37%	28%	35%	50%	23%	40%	2%	35%	14%	37%	32%	19%	33%	25%	33%	32%	0%	22%	0%	22%	0%
I don't like themed ads in general.	20%	13%	23%	20%	18%	14%	14%	19%	20%	19%	20%	19%	23%	N	21%	19%	22%	17%	22%	19%	0%	23%	0%	24%	0%
Ads for this holiday remind me of a friend or family n	18%	25%	c	5%	8%	21%	20%	21%	15%	22%	13%	32%	L	8%	32%	N	11%	13%	34%	O	17%	18%	11%	30%	53%
I haven't heard ads for this holiday that I've seen in th	15%	12%		15%	27%	15%	14%	17%	15%	15%	15%	18%	I	5%	13%	13%	11%	17%	16%	10%	15%	0%	3%	0%	3%
Brands/products that I like don't advertise for this hc	13%	19%		7%	0%	1%	10%	14%	3%	10%	1%	8%	29%	N	8%	13%	10%	11%	17%	5%	17%	4%	43%	5%	
Ads for this holiday are too personal.	12%	16%		5%	11%	12%	6%	16%	20%	17%	3%	20%	L	6%	27%	N	4%	11%	13%	13%	10%	0%	0%	29%	
Other	15%	12%		6%	37%	14%	24%	12%	14%	14%	14%	14%	14%	20%	9%	16%	14%	13%	13%	13%	13%	13%	13%	13%	
Count	1,53	1,64		1,29	1,44	1,57	1,53	1,50	1,61	1,57	1,44	1,44	1,65	1,48	1,57	1,35	1,44	1,44	1,62	1,44	1,62	1,44	1,62	1,44	1,62

* Table Base: WOULD OPT OUT OF SEEING OR RECEIVING ADS ABOUT NEW YEAR'S EVE/DAY