102822 - HOD FLASH (24 HOUR) SURVEY

Q3Q1: Do you typically recognize or celebrate the winter holiday season (e.g., display seasonal décor, exchange gifts, attend a religious service)?

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Yes	85%	83%	87%	85% h	90% H	86% h	87% H	77%	87% M	87% M	86% m	84% m	70%	84%	93% nR	86%	89%	84%	89% V	86% V	86%	78%
No	15%	17%	13%	15%	10%	14%	13%	23% dEfG	13%	13%	14%	16%	30% IJkl	16% o	7%	14%	11%	16% O	11%	14%	14%	22% ST

* Table Base: US RESPONDENTS

Q3Q2: Compared to the level of excitement you felt about the winter holiday season last year, are you feeling more excited, less excited, or about the same about the winter holiday season this year?

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
More excited	28%	28%	28%	39% FGH	34% GH	26% H	20%	15%	34% M	36% M	29% M	24% m	13%	45% oPQR	31% QR	22%	16%	17%	34% u	29%	23%	25%
About the same	58%	60%	56%	46%	56% d	60% D	59% D	73% DEFG	46%	56%	58%	67% I	78% IJK	46%	56%	62% n	51%	69% NoQ	56%	58%	58%	61%
Less excited	14%	12%	15%	14%	10%	14%	21% EH	12%	20% jlm	8%	13%	9%	10%	9%	12%	15%	33% NOPR	14%	10%	14%	19% S	14%

* Table Base: US RESPONDENTS

Q3Q3: In general, how nostalgic (i.e., sentimental about the past) do you feel during the winter holiday season?

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Nostalgic (Net)	76%	75%	78%	80% H	79% H	83% H	75% h	66%	82% M	75% m	85% M	73% m	59%	79%	83% r	81%	77%	71%	83% uV	77%	75%	72%
Very nostalgic	31%	30%	32%	37% H	37% H	28%	30% h	21%	38% M	34% m	25%	27%	19%	37% R	40% R	31%	34% r	22%	36% t	28%	29%	34%
Somewhat nostalgic	45%	45%	45%	43%	42%	55% de	45%	45%	44%	40%	60% jm	47%	40%	42%	43%	50%	43%	49%	47%	49% V	46%	38%
Not nostalgic (Net)	24%	25%	22%	20%	21%	17%	25%	34% DEFg	18%	25%	15%	27%	41% IJKl	21%	17%	19%	23%	29% o	17%	23%	25% s	28% S
Not very nostalgic	14%	14%	14%	9%	12%	14%	16% d	19% De	9%	12%	15%	13%	22% I	9%	12%	13%	19% n	17%	14%	14%	16%	13%
Not at all nostalgic	10%	11%	8%	10% F	9% f	3%	8% f	15% Fg	9% k	14% K	0%	14% K	19% IK	12% oq	5%	5%	3%	12% oq	3%	10% S	9% S	15% S

* Table Base: US RESPONDENTS

Q3Q4: How much do you agree or disagree with each of the following statements about the winter holiday season?

The winter holiday season reminds me to be thankful for the things I have.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	88%	86%	90% b	81%	92% D	93% D	87%	91% D	78%	89%	96% IL	81%	89% i	84%	94% N	91%	92%	92% n	86%	91% U	84%	87%
Strongly agree	46%	43%	50% b	46%	48%	45%	47%	45%	48%	41%	37%	42%	40%	44%	54%	53%	53%	49%	37%	51% Su	43%	47%
Somewhat agree	42%	43%	40%	35%	44%	48% D	39%	46% D	31%	48% I	59% Il	40%	50% I	40%	40%	38%	39%	43%	49% t	40%	41%	40%
Disagree (Net)	12%	14% c	10%	19% EFH	8%	7%	13%	9%	22% Km	11%	4%	19% K	11%	16% Or	6%	9%	8%	8%	14%	9%	16% T	13%
Somewhat disagree	7%	7%	7%	11% Eh	3%	5%	8%	6%	12% m	4%	4%	9%	4%	10% o	3%	6%	6%	7%	9%	6%	7%	7%
Strongly disagree	5%	7% C	3%	8% Fh	5%	2%	6%	3%	10% k	7%	0%	10% K	7%	6% R	3%	3%	2%	1%	5%	3%	8% T	6%

* Table Base: US RESPONDENTS

During the winter holiday season, I'm reminded of the things that are missing from my life.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	62%	60%	64%	64% h	70% H	60%	63%	54%	58%	74% IM	64%	59%	49%	71% pr	66%	56%	68%	58%	63%	62%	64%	60%
Strongly agree	24%	22%	25%	26%	24%	24%	26%	21%	24%	24%	28%	21%	15%	27%	24%	20%	30%	25%	25%	24%	23%	24%
Somewhat agree	38%	38%	39%	39%	46% H	36%	38%	33%	34%	50% im	36%	38%	33%	44%	42%	36%	37%	33%	38%	38%	41%	36%
Disagree (Net)	38%	40%	36%	36%	30%	40%	37%	46% dE	42% j	26%	36%	41%	51% J	29%	34%	44% n	32%	42% n	37%	38%	36%	40%
Somewhat disagree	22%	24%	20%	18%	17%	23%	20%	30% DEg	21%	16%	23%	22%	36% IJl	16%	18%	24%	17%	24%	22%	23%	19%	22%
Strongly disagree	16%	16%	16%	17%	13%	17%	17%	16%	21%	10%	13%	19%	15%	14%	16%	20%	15%	18%	15%	15%	18%	19%

* Table Base: US RESPONDENTS

The winter holiday season helps me disconnect from negative things happening around me.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	70%	67%	72%	71% H	78% GH	76% H	66%	60%	70% m	73% m	78% IM	73% m	56%	72%	84% nQR	73%	70%	63%	73%	71%	66%	67%
Strongly agree	25%	23%	27%	33% GH	28% H	31% GH	20% h	12%	33% M	23% M	24% M	21% M	6%	33% QR	33% QR	39% QR	18%	16%	25%	28%	23%	23%
Somewhat agree	44%	44%	44%	38%	50% D	44%	46%	48% d	37%	49%	54% i	51%	49%	39%	51% p	34%	53% nP	47%	48%	44%	43%	44%
Disagree (Net)	30%	33%	28%	29%	22%	24%	34% E	40% DEF	30%	27%	22%	27%	44% IJK	28% o	16%	27%	30% O	37% O	27%	29%	34%	33%
Somewhat disagree	19%	19%	19%	16%	13%	20%	20%	27% DE	15%	19%	14%	20%	28% I	18% o	8%	25% O	20% O	25% O	17%	21%	17%	20%
Strongly disagree	11%	14% C	9%	13% F	8%	5%	14% F	14% F	16%	8%	7%	19%	16%	10% p	8%	3%	9%	12% P	10%	8%	17% sT	13%

* Table Base: US RESPONDENTS

The winter holiday season adds too much stress to my life.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	39%	33%	45% B	48% fH	50% fgH	37% H	39% H	22%	43% M	46% lM	32% M	29% M	12%	53% R	53% R	41%	48% R	30%	43% t	34%	45% T	39%
Strongly agree	11%	10%	11%	13% H	14% H	11% H	11% H	4%	17% lM	14% M	9% M	6%	1%	9%	15% r	12%	16% r	7%	12%	10%	9%	14%
Somewhat agree	28%	22%	34% B	35% H	35% H	26%	27% H	17%	25% M	32% M	23%	22% m	11%	44% pR	39% R	29%	32%	22%	32% t	24%	36% Tv	26%
Disagree (Net)	61%	67% C	55%	52%	50%	63% de	61% e	78% DEFG	57%	54%	68%	71% j	88% IJKL	47%	47%	59%	52%	70% NOQ	57%	66% sU	55%	61%
Somewhat disagree	34%	36%	31%	25%	28%	39% De	33%	46% DEG	26%	29%	47% I	36%	49% IJ	24%	27%	32%	30%	43% NOq	33%	37% U	26%	34%
Strongly disagree	27%	31% C	24%	27%	22%	24%	29%	33% e	31%	26%	21%	35%	39% k	23%	19%	27%	22%	28%	23%	29%	29%	26%

* Table Base: US RESPONDENTS

Q3Q5: How important are each of the following aspects of the winter holiday season to you personally?

Spiritual significance (i.e., recognizing aspects related to my faith)

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Important (Net)	66%	64%	68%	68%	69%	66%	66%	61%	72% lM	67%	62%	57%	54%	64%	71%	70%	74%	67%	67%	72% UV	62%	58%
Very important	38%	36%	39%	34%	39%	37%	42%	39%	37%	37%	33%	37%	37%	32%	41%	42%	46% n	41%	36%	43% uV	35%	33%
Somewhat important	28%	27%	29%	34% gH	30%	28%	24%	22%	35% LM	29%	29%	20%	18%	33%	30%	27%	28%	26%	31%	29%	28%	25%
Not important (Net)	34%	36%	32%	32%	31%	34%	34%	39%	28%	33%	38%	43% i	46% I	36%	29%	30%	26%	33%	33%	28%	38% T	42% T
Not very important	15%	14%	15%	14%	14%	16%	15%	14%	14%	13%	16%	18%	12%	15%	15%	17%	13%	16%	16%	14%	19% v	11%
Not at all important	19%	22% c	17%	17%	17%	18%	19%	25% d	14%	21%	22%	25%	34% I	21%	14%	14%	13%	17%	17%	14%	18%	31% STU

* Table Base: US RESPONDENTS

Cultural significance (i.e., recognizing aspects related to my heritage)

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Important (Net)	63%	63%	64%	64%	70% H	68% h	61%	56%	63%	70% m	75% lM	55%	53%	65%	71% r	61%	67%	58%	67% v	66% V	63%	56%
Very important	26%	25%	26%	27% H	29% H	26%	29% H	18%	28% M	26%	29% M	30% M	14%	26%	31%	23%	28%	21%	25%	28%	21%	26%
Somewhat important	38%	37%	38%	37%	42%	41%	32%	38%	35%	44% L	45% L	25%	39% l	39%	39%	37%	39%	37%	42% V	38% v	43% V	29%
Not important (Net)	37%	37%	36%	36%	30%	32%	39%	44% Ef	37%	30%	25%	45% k	47% jK	35%	29%	39%	33%	42% o	33%	34%	37%	44% sT
Not very important	22%	23%	20%	18%	20%	22%	24%	26% d	20%	17%	19%	31%	31% j	17%	22%	24%	18%	23%	22%	23%	19%	22%
Not at all important	15%	14%	16%	18% e	10%	11%	15%	18% e	18% k	13%	6%	15%	16%	18% O	7%	15%	15%	19% O	11%	11%	18% t	22% ST

* Table Base: US RESPONDENTS

Mainstream significance (i.e., participating in popular societal traditions such as watching holiday movies, shopping during sales events, attending parties)

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Important (Net)	67%	64%	71% B	68% H	67% h	80% DEGH	66% h	57%	69% M	60%	84% iJLM	56%	47%	68%	74%	77%	77% r	65%	73%	67%	64%	65%
Very important	23%	21%	25%	26% H	26% H	32% GH	20% h	11%	29% M	22% M	25% M	20% M	7%	25% r	29% R	38% nQR	20%	15%	26%	23%	21%	22%
Somewhat important	44%	42%	46%	42%	41%	48%	46%	46%	40%	38%	59% IjLm	36%	40%	43%	45%	38%	56% nP	50%	47%	44%	44%	44%
Not important (Net)	33%	36% C	29%	32% F	33% F	20%	34% F	43% DeFg	31% k	40% K	16%	44% K	53% IK	32%	26%	23%	23%	35% q	27%	33%	36%	35%
Not very important	21%	22%	21%	19%	23%	15%	18%	29% DFG	16%	27% k	12%	23%	33% IK	23%	18%	18%	14%	27% Q	19%	23%	22%	20%
Not at all important	12%	15% C	8%	12% f	10%	5%	15% F	14% F	15% k	13%	4%	21% K	20% K	10%	8%	6%	10%	9%	8%	10%	13%	15% s

* Table Base: US RESPONDENTS

Q3Q6: Which of the following best describes your winter holiday season traditions?

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
All/Most Passed Down (Net)	47%	52% C	42%	44%	54% d	44%	47%	46%	48%	60%	49%	53%	51%	40%	49%	38%	42%	42%	52% U	48%	40%	47%
All of my traditions were passed down (i.e., from my chil	21%	23% c	18%	23%	23%	17%	21%	18%	24%	26%	16%	28%	22%	23%	19%	19%	15%	14%	20%	24%	18%	19%
Most of my traditions were passed down, but I've adopte	26%	28%	24%	21%	32% D	26%	26%	28%	25%	34%	33%	25%	29%	17%	30% N	20%	27%	28% n	32% tu	24%	22%	29%
My traditions are equally divided between those passed d	22%	21%	23%	23%	20%	27%	19%	21%	22%	16%	26%	21%	19%	24%	24%	27%	18%	23%	20%	25% V	25% v	15%
All/Most New (Net)	18%	14%	22% B	21%	15%	14%	23%	16%	21% Km	13%	6%	17%	10%	21%	17%	23%	29% o	21%	16%	15%	20%	24% T
I've adopted most of my winter holiday traditions, but I s	10%	9%	12%	8%	11%	8%	17% DfH	9%	10%	12%	4%	11%	5%	6%	10%	12%	22% NOr	12%	12%	10%	9%	10%
I've created or adopted all of my own traditions.	8%	6%	11% B	13% EfG	4%	6%	6%	8%	10% J	1%	2%	6%	5%	16% oq	7%	10%	7%	10%	4%	5%	11% ST	14% ST
N/A - I don't have any winter holiday season traditions.	13%	13%	13%	12%	10%	15%	11%	17%	9%	11%	18%	9%	21% Il	14%	10%	12%	12%	14%	12%	12%	15%	14%

* Table Base: US RESPONDENTS

Q3Q7: How much do you agree or disagree with each of the following statements?

Passing down winter holiday traditions from one generation to the next benefits younger generations.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	84%	81%	86%	79%	87% d	87% d	85%	85%	78%	82%	83%	85%	82%	79%	92% N	91% N	84%	87%	84%	84%	83%	83%
Strongly agree	37%	31%	42% B	35%	41%	34%	41%	34%	33%	29%	25%	39%	26%	36%	53% N	42%	44%	41%	38%	38%	36%	35%
Somewhat agree	47%	50% c	44%	44%	46%	53%	43%	50%	45%	53%	58%	46%	55%	42%	39%	49%	41%	46%	47%	47%	47%	48%
Disagree (Net)	16%	19%	14%	21% ef	13%	13%	15%	15%	22%	18%	17%	15%	18%	21% OP	8%	9%	16%	13%	16%	16%	17%	17%
Somewhat disagree	10%	13% c	8%	11%	8%	12%	8%	12%	14%	11%	17% l	5%	15% l	9%	4%	7%	10%	10%	12%	10%	7%	12%
Strongly disagree	6%	6%	6%	10% FH	5% f	1%	8% Fh	3%	8% k	7%	0%	10% k	4%	12% OPR	4%	2%	5%	3%	3%	5%	10% Stv	5%

* Table Base: US RESPONDENTS

Passing down winter holiday traditions from one generation to the next benefits older generations.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	82%	79%	84% b	79%	84%	87%	81%	81%	78%	85%	80%	81%	74%	80%	84%	93% NoQ	81%	86%	78%	84%	84%	78%
Strongly agree	32%	30%	35%	30%	41% DH	36% h	35% H	24%	32% M	35% M	31%	33% M	17%	27%	47% NR	40% n	38%	30%	32%	32%	32%	33%
Somewhat agree	49%	49%	49%	50%	43%	51%	45%	56% Eg	46%	49%	49%	48%	57%	53% O	36%	53% o	43%	55% Oq	47%	52%	52%	45%
Disagree (Net)	18%	21% c	16%	21%	16%	13%	19%	19%	22%	15%	20%	19%	26%	20% P	16% p	7%	19% P	14%	22%	16%	16%	22%
Somewhat disagree	12%	14%	11%	13%	10%	12%	11%	14%	12%	9%	20% l	7%	20% L	13% p	10%	5%	14% p	10%	19% TU	10%	8%	15% u
Strongly disagree	6%	7%	5%	8% F	6% f	1%	9% F	5% f	10% k	6%	0%	12% K	6%	7%	7%	2%	5%	5%	3%	6%	8% s	7%

* Table Base: US RESPONDENTS

It's important to adopt new winter holiday traditions.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	75%	70%	80% B	79% gH	80% gH	79% H	69%	66%	77% lM	71%	72%	62%	62%	81% r	89% QR	85% R	76%	69%	81% tv	73%	76%	72%
Strongly agree	23%	19%	27% B	29% H	25% H	26% H	21% H	12%	30% jkM	15% M	16% M	25% M	4%	28%	35% QR	37% QR	18%	19%	24%	23%	23%	22%
Somewhat agree	52%	50%	53%	50%	54%	52%	48%	54%	47%	55% l	56% l	37%	58% L	53%	54%	48%	58%	50%	57%	49%	53%	50%
Disagree (Net)	25%	30% C	20%	21%	20%	21%	31% de	34% DEF	23%	29%	28%	38% i	38% I	19%	11%	15%	24% O	31% nOP	19%	27% s	24%	28% s
Somewhat disagree	18%	20%	15%	12%	13%	18%	19% d	27% DEf	9%	20% i	24% I	23% i	31% I	15% o	6%	13%	16% o	24% Op	15%	19%	14%	19%
Strongly disagree	8%	11% C	5%	9% f	7%	3%	11% F	7%	14%	9%	4%	15% k	7%	4%	5%	3%	8%	7%	3%	8% s	10% S	9% s

* Table Base: US RESPONDENTS

The winter holiday season is an important time to create new memories.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	86%	83%	89% B	86%	87%	98% DEGH	83%	82%	82%	85%	98% IJLM	79%	78%	89%	89%	97% noQR	86%	85%	88%	86%	84%	88%
Strongly agree	42%	38%	46% b	41% h	50% H	53% dgH	40%	32%	42% M	43% M	48% M	38%	24%	40%	57% NqR	58% NqR	42%	38%	37%	45%	41%	43%
Somewhat agree	44%	45%	43%	44%	37%	45%	43%	50% E	39%	42%	50%	42%	54% i	49% O	32%	39%	44%	47% O	51% T	41%	43%	45%
Disagree (Net)	14%	17% C	11%	14% F	13% F	2%	17% F	18% F	18% K	15% K	2%	21% K	22% K	11% p	11% p	3%	14% P	15% P	12%	14%	16%	12%
Somewhat disagree	7%	8%	7%	7% f	6% f	1%	8% F	13% dEF	8%	4%	1%	8%	17% IJK	6%	8% p	1%	8%	10% P	8%	9%	8%	4%
Strongly disagree	6%	8% C	4%	8% F	7% F	1%	9% F	5% f	11% k	11% k	1%	13% K	5%	5%	3%	1%	6%	5%	4%	5%	8%	8%

* Table Base: US RESPONDENTS

I think back on the winter holidays from my childhood fondly.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	81%	81%	81%	81%	86% H	84%	81%	76%	76%	86%	92% iM	80%	75%	85%	86%	78%	81%	76%	85%	82%	79%	78%
Strongly agree	42%	37%	47% B	42%	43%	37%	48%	41%	41%	34%	29%	47% km	31%	43%	52%	44%	49%	49%	46% v	47% V	39%	34%
Somewhat agree	39%	44% C	35%	39%	42%	47% Gh	33%	35%	35%	52% il	62% ILm	33%	44%	43% R	34%	33%	32%	28%	39%	35%	40%	44% t
Disagree (Net)	19%	19%	19%	19%	14%	16%	19%	24% E	24% k	14%	8%	20%	25% K	15%	14%	22%	19%	24%	15%	18%	21%	22%
Somewhat disagree	11%	10%	11%	9%	9%	10%	11%	14%	10%	7%	7%	9%	17%	8%	11%	13%	13%	12%	9%	11%	10%	10%
Strongly disagree	8%	9%	8%	10%	5%	5%	9%	10%	14% K	7%	1%	11% k	8%	7%	3%	10%	6%	12% O	5%	7%	11%	11% s

* Table Base: US RESPONDENTS

Q3Q8: Complete the following sentence with the answer that best applies to you. Please select only one. The winter holiday season is a time to...

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Connect with loved ones	29%	24%	33% B	29%	28%	24%	30%	31%	28%	19%	17%	33% k	23%	30%	36%	30%	27%	38%	26%	28%	29%	31%
Be thankful	23%	23%	23%	15%	26% D	30% D	22%	28% D	9%	29% I	34% I	19%	36% IL	21%	22%	27%	25%	21%	19%	27% sv	24%	19%
Celebrate	11%	11%	11%	10%	12%	10%	13%	11%	12%	13%	9%	15%	7%	8%	11%	11%	11%	14%	10%	10%	13%	12%
Relax	6%	9% C	4%	7%	9% h	5%	6%	4%	8%	15%	6%	9%	7%	6% r	3%	5%	3%	2%	4%	7%	6%	6%
Give back	5%	4%	6%	7% e	2%	4%	3%	6%	8% J	2%	2%	2%	3%	7%	4%	7%	5%	6%	9% Uv	5%	3%	3%
Worship	4%	5%	4%	3%	3%	3%	6%	7%	5%	1%	4%	5%	9% j	1%	5%	1%	7%	5%	3%	4%	2%	7% u
Reflect on the last year	4%	3%	4%	5%	5%	2%	5%	6%	4% m	4%	1%	6% M	0%	5%	5%	3%	3%	3%	2%	4%	4%	4%
Plan for the year ahead	3%	2%	3%	3%	4%	1%	4%	3%	3%	6%	0%	1%	2%	2%	2%	2%	7%	4%	5%	2%	3%	2%
Start fresh	3%	4% C	1%	4% G	2%	4% g	0%	2%	6%	1%	7% L	0%	3%	2%	1%	1%	1%	1%	4% u	3%	1%	4% u
Shop	3%	2%	3%	4% H	2%	4% H	3% h	0%	1%	3%	5% m	3%	0%	7% OR	0%	3%	3%	1%	4% tV	2%	6% TV	0%
Recharge	2%	3%	1%	2% h	2%	3% H	1%	0%	2%	3%	7% M	2%	0%	2%	2%	0%	1%	0%	2%	2%	1%	3%
Tie up loose ends	2%	2%	1%	1%	2%	3%	0%	3%	2%	0%	1%	1%	5%	1%	1%	4%	1%	1%	4% T	1%	1%	3% T
Reminisce about the past	2%	2%	2%	3%	0%	1%	2%	2%	4%	0%	1%	1%	1%	1%	1%	1%	4%	2%	1%	2%	2%	3%
Work	1%	1%	1%	3% H	1%	2%	1%	0%	3%	2%	0%	0%	0%	2%	0%	3% r	2%	0%	3% Tv	1%	2%	0%
Travel	1%	1%	1%	0%	1%	4% DGH	0%	0%	0%	1%	6% iJM	0%	0%	0%	1%	3%	0%	1%	3% tU	1%	0%	1%
None of the above	2%	3%	2%	3% f	3%	0%	2%	2%	3%	0%	0%	4%	5%	3%	5% pqR	0%	1%	0%	1%	2%	3%	2%

* Table Base: US RESPONDENTS

Q3Q9: How much do you agree or disagree with each of the following statements?

The winter holiday season is a time for me to focus on the things that give my life meaning.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	84%	80%	88% B	85%	87% h	88% h	81%	80%	84%	85%	82%	73%	76%	86%	90%	94% R	89%	83%	87% v	87% V	82%	78%
Strongly agree	40%	34%	45% B	45% H	43% h	38%	40%	32%	39%	35%	30%	37%	28%	52% R	50% R	47%	45%	34%	38%	41%	39%	41%
Somewhat agree	44%	46%	42%	40%	45%	50%	41%	48%	45%	50%	52%	37%	48%	35%	40%	48%	44%	48% n	50% V	47% v	43%	37%
Disagree (Net)	16%	20% C	12%	15%	13%	12%	19%	20% ef	16%	15%	18%	27%	24%	14%	10%	6%	11%	17% P	13%	13%	18%	22% sT
Somewhat disagree	10%	12%	8%	9%	7%	6%	11%	16% DEF	8%	7%	8%	16%	20% Ij	10%	7%	3%	6%	13% P	8%	9%	10%	14%
Strongly disagree	6%	8% C	4%	6%	6%	6%	8%	4%	8%	8%	9%	12% m	4%	4%	4%	3%	5%	4%	5%	4%	8% t	8%

* Table Base: US RESPONDENTS

I feel more connected to my loved ones during the winter holiday season.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	83%	82%	83%	85% h	88% GH	85%	79%	77%	85%	81%	89%	74%	81%	85% r	95% NPQR	80%	83%	74%	86%	83%	82%	81%
Strongly agree	37%	35%	40%	42% H	43% H	38% h	36% h	27%	40% m	37%	35%	36%	26%	45% R	50% qR	42% r	36%	28%	35%	41%	34%	37%
Somewhat agree	45%	47%	43%	43%	45%	46%	43%	50%	45%	44%	54%	38%	55% l	40%	45%	38%	47%	46%	51%	42%	48%	44%
Disagree (Net)	17%	18%	17%	15%	12%	15%	21% E	23% dE	15%	19%	11%	26% k	19%	15% O	5%	20% O	17% O	26% nO	14%	17%	18%	19%
Somewhat disagree	11%	10%	11%	9%	6%	13% e	11%	14% E	8%	10%	9%	12%	11%	10% O	2%	16% O	10% O	17% O	8%	13%	10%	10%
Strongly disagree	7%	8%	6%	6%	6%	3%	10% F	9% f	7%	9%	2%	13% k	8%	5%	3%	3%	7%	9% o	6%	5%	9% t	8%

* Table Base: US RESPONDENTS

I feel more connected to my community during the winter holiday season.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	64%	60%	67% B	68% GH	78% dGH	70% GH	57%	47%	66% M	73% M	68% M	57% M	36%	71% QR	83% nQR	72% qR	56%	57%	69% V	65% v	66% v	55%
Strongly agree	23%	21%	25%	33% FGH	34% FGH	19% h	17%	10%	31% klM	27% M	16%	16%	10%	36% pQR	40% PQR	22% r	17%	10%	24%	25%	18%	25%
Somewhat agree	40%	39%	42%	35%	44%	51% DgH	40%	37%	35%	45% M	52% IM	41% m	25%	35%	42%	51% n	39%	46%	46% V	40% V	48% V	30%
Disagree (Net)	36%	40% C	33%	32% e	22%	30%	43% DEF	53% DEF	34%	27%	32%	43%	64% IJKL	29%	17%	28%	44% NOp	43% NOP	31%	35%	34%	45% Stu
Somewhat disagree	26%	29% C	22%	23% e	15%	20%	27% E	41% DEFG	23%	16%	25%	28%	55% IJKL	23%	13%	16%	26% O	31% OP	25%	26%	20%	32% U
Strongly disagree	11%	11%	10%	9%	8%	10%	16% dE	11%	12%	11%	7%	14%	10%	7%	4%	12% o	18% NO	13% O	6%	9%	14% S	13% s

* Table Base: US RESPONDENTS

I feel more connected to people all over the country during the winter holiday season.

		Gender		Age					Male Age					Female 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=1031	N=496	N=530	N=303	N=170	N=162	N=168	N=228	N=152	N=83 *	N=79 *	N=82 *	N=102	N=150	N=87 *	N=83 *	N=86 *	N=126	N=178	N=397	N=213	N=242
Total (Unweighted)	N=1031	N=426	N=598	N=256	N=183	N=149	N=203	N=240	N=118	N=71 *	N=60 *	N=84 *	N=96 *	N=138	N=112	N=89 *	N=119	N=144	N=200	N=472	N=200	N=159
Agree (Net)	58%	57%	59%	66% GH	73% FGH	61% gH	50%	41%	68% LM	70% LM	62% M	47%	33%	64% R	75% pQR	60%	52%	46%	65% v	59%	57%	53%
Strongly agree	22%	22%	22%	32% FGH	30% FGH	19% H	18% H	8%	35% KLM	31% KM	11%	18% m	7%	29% R	29% qR	27% R	17% r	8%	24%	21%	18%	25%
Somewhat agree	36%	35%	37%	34%	43% gh	42%	32%	33%	33%	39%	51% ILM	29%	26%	35%	46%	33%	35%	38%	40% V	37% v	39% v	28%
Disagree (Net)	42%	43%	41%	34%	27%	39% e	50% DEf	59% DEF	32%	30%	38%	53% IJ	67% IJK	36%	25%	40% o	48% O	54% NO	35%	41%	43%	47% s
Somewhat disagree	27%	29%	25%	19%	15%	26% E	31% DE	43% DEFG	17%	14%	26%	36% IJ	57% IJKL	22%	16%	26%	26%	33% nO	22%	29%	25%	29%
Strongly disagree	15%	14%	16%	15%	12%	13%	20%	16%	15%	15%	12%	17%	10%	14%	9%	14%	22% O	21% O	13%	12%	19% t	18%

* Table Base: US RESPONDENTS

102822 - HOD FLASH (24 HOUR) SURVEY

QS3Q1: Do you typically recognize or celebrate the winter holiday season (e.g., display seasonal décor, exchange gifts, attend a religious service)?

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Yes	85%	79%	88% B	89% B	86% B	84%	87%	82%	85%	84%	92% L	80%	93% N	81%	87% P	80%	91% R	80%	85%	83%	87%
No	15%	21% cDE	12%	11%	14%	16%	13%	18%	15%	16%	8%	20% K	7%	19% M	13%	20% O	9%	20% Q	15%	17%	13%

* Table Base: US RESPONDENTS

QS3Q2: Compared to the level of excitement you felt about the winter holiday season last year, are you feeling more excited, less excited, or about the same about the winter holiday season this year?

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
More excited	28%	23%	27%	32% b	30%	29%	25%	30%	30%	25%	39% L	21%	38% N	23%	29%	26%	31%	25%	24%	28%	43% ST
About the same	58%	62% d	61% d	50%	57%	53%	64% F	58%	55%	62% i	51%	62% K	54%	60%	59%	57%	58%	58%	63% U	57% U	41%
Less excited	14%	15%	12%	18%	13%	18% g	12%	13%	15%	13%	10%	17% K	8%	17% M	13%	17%	12%	16% q	13%	15%	16%

* Table Base: US RESPONDENTS

QS3Q3: In general, how nostalgic (i.e., sentimental about the past) do you feel during the winter holiday season?

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Nostalgic (Net)	76%	74%	82% be	82%	74%	73%	77%	81%	79%	73%	83% L	73%	83% N	73%	76%	79%	77%	76%	78% T	63%	78% T
Very nostalgic	31%	25%	30%	42% Bc	33% b	28%	31%	33%	34% j	27%	34%	30%	37% N	28%	31%	31%	34%	28%	30%	26%	44% ST
Somewhat nostalgic	45%	49%	52% dE	40%	41%	45%	46%	48%	45%	47%	50%	43%	47%	45%	45%	48%	43%	48%	48% tU	37%	35%
Not nostalgic (Net)	24%	26% c	18%	18%	26% c	27% h	23%	19%	21%	27%	17%	27% K	17%	27% M	24%	21%	23%	24%	22%	37% SU	22%
Not very nostalgic	14%	16% C	9%	12%	15% c	15%	14%	12%	13%	15%	11%	16% k	12%	15%	15% P	9%	15%	13%	13%	21% s	12%
Not at all nostalgic	10%	10%	9%	7%	10%	11% h	8%	6%	8%	12% i	6%	12% K	5%	12% M	9%	11%	9%	10%	9%	16% S	10%

* Table Base: US RESPONDENTS

QS3Q4: How much do you agree or disagree with each of the following statements about the winter holiday season?

The winter holiday season reminds me to be thankful for the things I have.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	88%	82%	88%	89%	92% B	84%	90% F	89%	86%	91% i	89%	87%	90%	87%	91% P	82%	93% R	84%	90% t	82%	86%
Strongly agree	46%	41%	47%	59% BcE	45%	45%	45%	53%	46%	47%	49%	45%	50%	44%	48%	43%	50% r	43%	45%	55% s	52%
Somewhat agree	42%	41% D	41% d	29%	47% D	39%	46% h	37%	40%	44%	40%	43%	39%	43%	43%	39%	43%	41%	45% T	27%	34%
Disagree (Net)	12%	18% E	12%	11%	8%	16% G	10%	11%	14% j	9%	11%	13%	10%	13%	9%	18% O	7%	16% Q	10%	18% s	14%
Somewhat disagree	7%	9% E	10% E	7%	4%	7%	9%	7%	7%	6%	5%	8%	5%	8%	5%	11% O	4%	9% Q	7%	8%	8%
Strongly disagree	5%	8% Ce	2%	4%	4%	10% GH	1%	3% g	7% J	3%	5%	5%	6%	5%	4%	7%	3%	7% Q	4%	9% S	6%

* Table Base: US RESPONDENTS

During the winter holiday season, I'm reminded of the things that are missing from my life.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	62%	68% E	65% E	70% E	54%	64%	62%	63%	65% j	58%	63%	61%	64%	61%	61%	66%	57%	67% Q	60%	61%	72% s
Strongly agree	24%	25%	21%	35% bCE	20%	29% G	20%	24%	26%	21%	26%	23%	25%	23%	24%	23%	22%	26%	23%	24%	35% S
Somewhat agree	38%	43% e	44% e	35%	34%	36%	42%	39%	39%	37%	37%	38%	39%	38%	36%	43% o	35%	41%	37%	38%	37%
Disagree (Net)	38%	32%	35%	30%	46% BCD	36%	38%	37%	35%	42% i	37%	39%	36%	39%	39%	34%	43% R	33%	40% u	39%	28%
Somewhat disagree	22%	17%	26% Bd	16%	25% Bd	18%	25%	23%	19%	26% I	21%	22%	18%	23%	24% P	16%	24%	20%	25% TU	13%	11%
Strongly disagree	16%	14%	9%	14%	21% bC	18%	13%	13%	17%	16%	16%	17%	17%	16%	16%	17%	19% R	14%	15%	25% S	17%

* Table Base: US RESPONDENTS

The winter holiday season helps me disconnect from negative things happening around me.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	70%	69%	70%	69%	70%	68%	71%	69%	70%	68%	76% L	66%	78% N	65%	71%	67%	72%	68%	68%	70%	75%
Strongly agree	25%	23%	26%	32% b	24%	28%	24%	25%	27%	22%	33% L	21%	32% N	22%	26%	24%	25%	25%	22%	34% S	33% S
Somewhat agree	44%	46%	44%	37%	46%	41%	46%	45%	43%	46%	43%	45%	47%	43%	45%	43%	47%	42%	46% t	36%	43%
Disagree (Net)	30%	31%	30%	31%	30%	32%	29%	31%	30%	32%	24%	34% K	22%	35% M	29%	33%	28%	32%	32%	30%	25%
Somewhat disagree	19%	20%	21%	18%	18%	20%	20%	19%	17%	23% I	14%	22% K	12%	23% M	19%	19%	18%	20%	22% T	11%	16%
Strongly disagree	11%	11%	9%	12%	11%	12%	10%	12%	13% j	9%	10%	12%	10%	12%	10%	13%	10%	12%	10%	19% Su	9%

* Table Base: US RESPONDENTS

The winter holiday season adds too much stress to my life.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	39%	42%	40%	38%	37%	38%	40%	42%	43% J	33%	47% L	34%	47% N	35%	40%	36%	37%	41%	37%	40%	44%
Strongly agree	11%	11%	9%	12%	11%	11%	10%	12%	14% J	6%	14% L	9%	14% N	9%	12%	9%	11%	11%	8%	18% S	17% S
Somewhat agree	28%	32%	31%	26%	26%	27%	30%	31%	29%	27%	33% L	26%	33% n	26%	28%	27%	26%	30%	29%	22%	27%
Disagree (Net)	61%	58%	60%	62%	63%	62%	60%	58%	57%	67% I	53%	66% K	53%	65% M	60%	64%	63%	59%	63%	60%	56%
Somewhat disagree	34%	33%	30%	33%	36%	31%	34%	33%	30%	39% I	32%	35%	32%	34%	34%	34%	34%	33%	35%	27%	30%
Strongly disagree	27%	25%	31%	29%	27%	31%	25%	25%	27%	28%	21%	31% K	21%	30% M	26%	31%	29%	26%	28%	33%	27%

* Table Base: US RESPONDENTS

QS3Q5: How important are each of the following aspects of the winter holiday season to you personally?

Spiritual significance (i.e., recognizing aspects related to my faith)

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Important (Net)	66%	67%	64%	65%	67%	62%	67%	70%	67%	64%	71% L	63%	72% N	63%	68% P	60%	70% R	62%	62%	72% s	78% S
Very important	38%	31%	38%	46% B	39% b	33%	37%	43% F	39%	36%	42% l	35%	43% n	35%	40% p	33%	41% r	35%	36%	46% s	46% s
Somewhat important	28%	35% CD	25%	19%	28% d	29%	29%	27%	28%	28%	29%	27%	29%	28%	29%	28%	29%	28%	26%	27%	32%
Not important (Net)	34%	33%	36%	35%	33%	38%	33%	30%	33%	36%	29%	37% K	28%	37% M	32%	40% O	30%	38% Q	38% tU	28%	22%
Not very important	15%	17% c	11%	16%	14%	17%	14%	13%	15%	14%	15%	15%	15%	15%	14%	17%	13%	16%	16%	12%	12%
Not at all important	19%	16%	26% B	19%	19%	21%	19%	17%	17%	22%	14%	23% K	13%	22% M	18%	22%	17%	21%	22% U	16%	9%

* Table Base: US RESPONDENTS

Cultural significance (i.e., recognizing aspects related to my heritage)

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Important (Net)	63%	62%	64%	59%	66%	60%	63%	65%	68% J	57%	70% L	59%	70% N	60%	66% p	58%	65%	62%	58%	68% s	78% S
Very important	26%	21%	29% b	29% b	27%	24%	27%	25%	28% j	22%	33% L	21%	30% N	23%	27%	22%	28%	23%	20%	34% S	40% S
Somewhat important	38%	41% d	35%	30%	40% d	36%	36%	40%	40%	35%	38%	38%	39%	37%	39%	36%	37%	38%	38%	34%	39%
Not important (Net)	37%	38%	36%	41%	34%	40%	37%	35%	32%	43% I	30%	41% K	30%	40% M	34%	42% o	35%	38%	42% tU	32%	22%
Not very important	22%	25%	21%	24%	19%	24%	21%	23%	17%	28% I	18%	24% k	19%	23%	19%	27% O	22%	22%	25% t	16%	16%
Not at all important	15%	13%	15%	18%	14%	16%	16%	11%	15%	15%	12%	17% k	12%	16%	15%	15%	13%	17%	17% U	16% U	6%

* Table Base: US RESPONDENTS

Mainstream significance (i.e., participating in popular societal traditions such as watching holiday movies, shopping during sales events, attending parties)

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Important (Net)	67%	61%	70% b	67%	70% B	63%	69%	75% F	69%	64%	74% L	63%	74% N	64%	70% p	62%	70% r	64%	67%	65%	71%
Very important	23%	19%	24%	30% B	22%	24%	20%	27% g	25%	20%	30% L	19%	29% N	20%	25% p	18%	25%	21%	19%	34% S	32% S
Somewhat important	44%	42%	46%	36%	48% D	39%	50% F	48% f	44%	44%	44%	45%	45%	44%	45%	44%	45%	43%	48% T	31%	39%
Not important (Net)	33%	39% cE	30%	33%	30%	37% H	31%	25%	31%	36%	26%	37% K	26%	36% M	30%	38% o	30%	36% q	33%	35%	29%
Not very important	21%	25% e	22%	23%	18%	22%	22%	18%	18%	25% I	19%	23%	19%	22%	20%	25%	19%	23%	22%	18%	18%
Not at all important	12%	14% c	8%	11%	12%	15% gH	9%	7%	12%	10%	8%	14% K	7%	14% M	10%	13%	10%	13%	11%	16%	11%

* Table Base: US RESPONDENTS

QS3Q6: Which of the following best describes your winter holiday season traditions?

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
All/Most Passed Down (Net)	47%	43%	46%	50%	49%	44%	48%	45%	50% J	42%	52% L	43%	54% N	43%	46%	47%	50% r	44%	48%	49%	41%
All of my traditions were passed down (i.e., from my chil	21%	20%	21%	25%	19%	24% H	21%	15%	22%	19%	21%	20%	21%	21%	19%	24%	18%	23%	21%	25%	19%
Most of my traditions were passed down, but I've adopte	26%	23%	25%	25%	30% b	20%	27% f	30% F	29% j	22%	31% L	23%	33% N	23%	27%	24%	32% R	21%	27%	23%	22%
My traditions are equally divided between those passed dc	22%	24%	20%	20%	22%	19%	22%	27% f	21%	24%	22%	22%	22%	22%	24%	19%	25%	20%	22%	17%	27%
All/Most New (Net)	18%	14%	22% B	22% b	19%	18%	19%	19%	18%	18%	18%	19%	17%	19%	20%	15%	18%	19%	18%	16%	20%
I've adopted most of my winter holiday traditions, but I s	10%	7%	14% B	11%	11%	9%	10%	11%	10%	11%	10%	10%	9%	11%	12% P	6%	13% R	8%	10%	10%	11%
I've created or adopted all of my own traditions.	8%	7%	8%	11%	8%	9%	8%	8%	9%	8%	8%	8%	8%	8%	8%	9%	5%	11% Q	7%	5%	9%
N/A - I don't have any winter holiday season traditions.	13%	19% cDE	12%	8%	10%	19% GH	11%	9%	11%	16% I	8%	16% K	7%	16% M	10%	19% O	7%	18% Q	12%	18%	12%

* Table Base: US RESPONDENTS

QS3Q7: How much do you agree or disagree with each of the following statements?

Passing down winter holiday traditions from one generation to the next benefits younger generations.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	84%	81%	80%	88%	85%	77%	85% F	90% F	83%	85%	83%	84%	85%	83%	85%	82%	90% R	79%	86% T	76%	82%
Strongly agree	37%	29%	40% B	43% B	39% B	34%	36%	38%	38%	35%	40%	35%	39%	36%	38%	34%	41% R	33%	37%	40%	39%
Somewhat agree	47%	52% C	40%	45%	46%	43%	50%	52% f	45%	50%	43%	49%	46%	48%	47%	48%	48%	46%	49% T	36%	43%
Disagree (Net)	16%	19%	20%	12%	15%	23% GH	15%	10%	17%	15%	17%	16%	15%	17%	15%	18%	10%	21% Q	14%	24% S	18%
Somewhat disagree	10%	11%	16% dE	8%	9%	12%	11%	7%	10%	11%	11%	10%	10%	11%	10%	11%	8%	13% Q	10%	12%	9%
Strongly disagree	6%	7%	4%	4%	6%	11% GH	4%	3%	7% J	4%	6%	6%	5%	6%	5%	7%	3%	9% Q	5%	12% S	8%

* Table Base: US RESPONDENTS

Passing down winter holiday traditions from one generation to the next benefits older generations.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	82%	77%	83%	90% BE	81%	79%	83%	87% f	81%	83%	81%	82%	85% n	80%	81%	82%	86% R	78%	83% T	69%	81% t
Strongly agree	32%	31%	37%	37%	30%	34%	34%	29%	35%	29%	34%	31%	36%	31%	32%	31%	34%	31%	32%	34%	33%
Somewhat agree	49%	46%	47%	53%	51%	45%	49%	58% Fg	46%	54% I	47%	51%	49%	49%	49%	51%	52%	47%	52% T	36%	48%
Disagree (Net)	18%	23% D	17%	10%	19% D	21% h	17%	13%	19%	17%	19%	18%	15%	20% m	19%	18%	14%	22% Q	17%	31% Su	19%
Somewhat disagree	12%	14% D	11% d	5%	14% D	10%	12%	11%	12%	13%	13%	12%	9%	13%	13%	11%	11%	13%	12%	11%	15%
Strongly disagree	6%	9% e	6%	5%	5%	11% GH	5%	2%	8% J	4%	6%	7%	5%	7%	6%	7%	3%	9% Q	5%	20% SU	3%

* Table Base: US RESPONDENTS

It's important to adopt new winter holiday traditions.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	75%	71%	75%	77%	76%	71%	76%	79% f	75%	74%	81% L	71%	81% N	72%	76%	70%	78% r	72%	73%	72%	82%
Strongly agree	23%	25% e	24%	30% E	18%	25%	22%	22%	24%	22%	32% L	18%	32% N	19%	23%	24%	23%	23%	20%	29% s	30% S
Somewhat agree	52%	47%	51%	46%	58% Bd	46%	54%	57% F	51%	52%	49%	53%	48%	53%	53%	47%	55%	49%	53% t	43%	51%
Disagree (Net)	25%	29%	25%	23%	24%	29% h	24%	21%	25%	26%	19%	29% K	19%	28% M	24%	30%	22%	28% q	27%	28%	18%
Somewhat disagree	18%	19%	19%	14%	17%	19%	17%	17%	17%	18%	14%	20% k	13%	20% M	17%	19%	17%	18%	20% u	13%	11%
Strongly disagree	8%	9%	7%	9%	7%	10% H	7%	4%	8%	8%	5%	9% K	6%	9%	7%	10%	5%	10% Q	7%	15% S	7%

* Table Base: US RESPONDENTS

The winter holiday season is an important time to create new memories.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	86%	86%	91% E	89%	84%	84%	89% f	89%	86%	86%	90% l	84%	90% n	85%	87%	86%	89% r	84%	87% T	78%	88% t
Strongly agree	42%	35%	47% B	48% B	43%	42%	45%	44%	43%	41%	50% L	38%	50% N	38%	44%	38%	48% R	37%	42%	46%	46%
Somewhat agree	44%	51% E	44%	41%	41%	42%	44%	45%	44%	45%	40%	47%	40%	46%	43%	48%	41%	47% q	45% T	32%	43%
Disagree (Net)	14%	14%	9%	11%	16% C	16% g	11%	11%	14%	14%	10%	16% k	10%	15% m	13%	14%	11%	16% q	13%	22% Su	12%
Somewhat disagree	7%	7%	5%	4%	10% cd	7%	8%	7%	6%	9%	6%	8%	5%	8%	8%	6%	7%	8%	8%	8%	5%
Strongly disagree	6%	7%	4%	6%	6%	9% Gh	3%	4%	8% j	4%	4%	7%	5%	7%	5%	8%	4%	8% Q	5%	14% S	7%

* Table Base: US RESPONDENTS

I think back on the winter holidays from my childhood fondly.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	81%	80%	83%	84%	80%	77%	84% f	83%	81%	81%	84% l	79%	84%	80%	81%	81%	83%	79%	82%	75%	85%
Strongly agree	42%	33%	52% BE	52% Be	41%	36%	44%	48% F	45% j	38%	44%	41%	44%	41%	43%	41%	47% R	38%	44%	40%	45%
Somewhat agree	39%	46% CD	32%	32%	39%	41%	41%	35%	36%	43%	40%	38%	40%	38%	38%	40%	37%	41%	38%	35%	41%
Disagree (Net)	19%	20%	17%	16%	20%	23% g	16%	17%	19%	19%	16%	21% k	16%	20%	19%	19%	17%	21%	18%	25%	15%
Somewhat disagree	11%	11%	9%	9%	11%	12%	9%	12%	10%	11%	9%	11%	9%	11%	11%	8%	11%	10%	11%	11%	7%
Strongly disagree	8%	9%	8%	8%	9%	10% H	7%	5%	9%	8%	6%	10%	7%	9%	7%	11%	6%	10% Q	7%	14% S	8%

* Table Base: US RESPONDENTS

QS3Q8: Complete the following sentence with the answer that best applies to you. Please select only one.The winter holiday season is a time to...

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Connect with loved ones	29%	29%	27%	26%	30%	29%	29%	30%	26%	32% i	28%	29%	27%	29%	28%	29%	30%	27%	31% T	18%	34% T
Be thankful	23%	22%	23%	25%	23%	25%	21%	22%	25%	22%	22%	24%	22%	23%	23%	23%	24%	22%	22%	28%	19%
Celebrate	11%	8%	12%	15% B	12%	7%	10%	19% FG	10%	12%	12%	10%	13%	10%	13% p	8%	13%	9%	10%	10%	13%
Relax	6%	6%	7%	5%	7%	6%	6%	5%	7%	5%	6%	6%	7%	6%	6%	7%	7%	6%	7%	7%	4%
Give back	5%	7%	4%	3%	4%	6%	5%	3%	5%	4%	6%	4%	6%	4%	5%	6%	4%	6%	4%	5%	7%
Worship	4%	3%	5%	8% Be	4%	3%	6%	3%	5%	4%	3%	5%	3%	5%	5%	4%	6% R	3%	5%	3%	3%
Reflect on the last year	4%	4%	8% bDE	2%	3%	3%	4%	3%	3%	4%	3%	4%	3%	4%	3%	4%	3%	4%	4%	4%	2%
Plan for the year ahead	3%	3%	3%	4%	3%	3%	2%	2%	3%	2%	2%	4%	2%	4%	3%	3%	2%	4% q	2%	8% Su	2%
Start fresh	3%	4%	3%	3%	3%	2%	4%	2%	4%	2%	3%	3%	3%	2%	3%	4%	2%	3%	2%	2%	5%
Shop	3%	5% Cd	0%	1%	2%	5% GH	1%	1%	4% J	0%	3%	2%	4% n	2%	3%	2%	1%	4% Q	2%	1%	5% s
Recharge	2%	1%	2%	2%	3%	0%	2%	3% F	3%	1%	3%	1%	3%	1%	2%	2%	2%	1%	2%	3%	0%
Tie up loose ends	2%	2% c	0%	0%	3% c	1%	2%	3%	2%	2%	1%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Reminisce about the past	2%	2%	2%	4%	1%	2%	1%	2%	2%	2%	1%	2%	0%	2% m	2%	1%	1%	2%	2%	1%	1%
Work	1%	3% e	2%	0%	1%	3%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%
Travel	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	2% L	0%	1%	1%	1%	1%	1%	2%	1%	0%	0%
None of the above	2%	4% c	1%	1%	2%	3%	3%	1%	2%	3%	3%	2%	2%	2%	1%	3%	2%	2%	2%	3%	3%

* Table Base: US RESPONDENTS

QS3Q9: How much do you agree or disagree with each of the following statements?

The winter holiday season is a time for me to focus on the things that give my life meaning.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	84%	84%	87%	84%	83%	81%	86%	89% F	84%	85%	87% l	82%	89% N	82%	84%	84%	87% r	82%	83%	79%	92% ST
Strongly agree	40%	35%	43%	45% b	41%	38%	39%	40%	42%	37%	45% L	37%	47% N	37%	41%	38%	44% R	36%	40%	47%	44%
Somewhat agree	44%	49% d	44%	39%	42%	43%	47%	48%	41%	48% I	42%	45%	42%	45%	44%	45%	43%	45%	43% t	33%	49% T
Disagree (Net)	16%	16%	13%	16%	17%	19% H	14%	11%	16%	15%	13%	18% k	11%	18% M	16%	16%	13%	18% q	17% U	21% U	8%
Somewhat disagree	10%	10%	9%	10%	11%	12%	11%	7%	9%	11%	6%	12% K	5%	11%	9%	8%	9%	11%	11% u	10%	4%
Strongly disagree	6%	6%	4%	6%	6%	8% G	3%	5%	7%	4%	7%	5%	6%	6%	5%	8%	4%	8% Q	6%	10%	4%

* Table Base: US RESPONDENTS

I feel more connected to my loved ones during the winter holiday season.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	83%	80%	85%	77%	85% d	80%	84%	84%	83%	82%	87% L	80%	88% N	80%	84%	79%	86% r	80%	85% t	77%	80%
Strongly agree	37%	34%	34%	40%	41%	35%	39%	35%	38%	36%	43% L	34%	43% n	35%	37%	38%	39%	36%	35%	47% S	41%
Somewhat agree	45%	47%	51% D	37%	45%	45%	44%	49%	45%	46%	45%	46%	45%	45%	47%	41%	47%	44%	50% T	31%	39%
Disagree (Net)	17%	20%	15%	23% e	15%	20%	16%	16%	17%	18%	13%	20% K	12%	20% M	16%	21%	14%	20% q	15%	23% s	20%
Somewhat disagree	11%	11%	8%	18% CE	9%	12%	12%	11%	9%	13%	8%	12% K	7%	12% m	10%	12%	9%	12%	9%	11%	13%
Strongly disagree	7%	8%	8%	5%	6%	8%	4%	5%	8%	5%	5%	8%	5%	7%	6%	9%	5%	8%	6%	12% S	7%

* Table Base: US RESPONDENTS

I feel more connected to my community during the winter holiday season.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	64%	60%	69% b	64%	64%	59%	65%	65%	67% J	58%	73% L	58%	76% N	58%	63%	65%	66%	61%	60%	69%	73% S
Strongly agree	23%	21%	23%	26%	24%	23%	23%	24%	27% J	17%	33% L	19%	32% N	19%	24%	22%	26%	21%	18%	33% S	36% S
Somewhat agree	40%	39%	46%	38%	40%	36%	43%	41%	40%	41%	40%	40%	43%	39%	39%	44%	41%	40%	42%	36%	37%
Disagree (Net)	36%	40% c	31%	36%	36%	41%	35%	35%	33%	42% I	27%	42% K	24%	42% M	37%	35%	34%	39%	40% U	31%	27%
Somewhat disagree	26%	26%	19%	26%	29% C	28%	25%	27%	21%	33% I	18%	30% K	16%	31% M	27%	23%	25%	27%	30% Tu	15%	19%
Strongly disagree	11%	14% E	12%	10%	7%	13%	9%	8%	12%	9%	8%	12%	9%	12%	10%	12%	9%	12%	10%	16%	8%

* Table Base: US RESPONDENTS

I feel more connected to people all over the country during the winter holiday season.

		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)	Hispanic (U)
Total	N=1031	N=303	N=167	N=135	N=411	N=342	N=326	N=202	N=607	N=424	N=380	N=651	N=329	N=702	N=722	N=291	N=475	N=556	N=635	N=123	N=172
Total (Unweighted)	N=1031	N=359	N=200	N=156	N=302	N=314	N=311	N=246	N=585	N=446	N=356	N=675	N=317	N=714	N=729	N=283	N=520	N=511	N=729	N=128	N=88 *
Agree (Net)	58%	56%	64%	61%	56%	52%	65% F	57%	61% j	54%	68% L	52%	70% N	53%	58%	60%	60%	57%	53%	69% S	64% s
Strongly agree	22%	20%	20%	29% bc	22%	24%	22%	22%	27% J	15%	32% L	16%	32% N	17%	21%	25%	23%	21%	18%	32% S	33% S
Somewhat agree	36%	36%	45% dE	32%	34%	29%	43% Fh	35%	34%	39%	36%	36%	37%	35%	37%	35%	37%	35%	35%	38%	31%
Disagree (Net)	42%	44%	36%	39%	44%	48% G	35%	43%	39%	46% i	32%	48% K	30%	47% M	42%	40%	40%	43%	47% Tu	31%	36%
Somewhat disagree	27%	27%	20%	24%	31% C	27%	24%	31%	24%	31% I	19%	32% K	19%	31% M	29% p	22%	25%	28%	32% Tu	13%	20%
Strongly disagree	15%	17%	16%	15%	13%	21% GH	11%	12%	15%	15%	13%	16%	12%	17%	13%	18%	15%	15%	15%	18%	16%

* Table Base: US RESPONDENTS

102822 - HOD FLASH (24 HOUR) SURVEY

QS3Q1: Do you typically recognize or celebrate the winter holiday season (e.g., display seasonal décor, exchange gifts, attend a religious service)?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Yes	85%	f	84%		87%	eF	88%	eF	81%		72%	
No	15%		16%		13%		12%		19%	cd	28%	aCD

* Table Base: US RESPONDENTS

QS3Q2: Compared to the level of excitement you felt about the winter holiday season last year, are you feeling more excited, less excited, or about the same about the winter holiday season this year?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
More excited	28%	EF	39%	adEF	37%	AdEF	28%	EF	16%		9%	
About the same	58%	Bc	43%		51%		56%	b	68%	ABCD	89%	ABCDE
Less excited	14%	f	18%	F	11%		17%	F	16%	F	2%	

* Table Base: US RESPONDENTS

QS3Q3: In general, how nostalgic (i.e., sentimental about the past) do you feel during the winter holiday season?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Nostalgic (Net)	76%	F	79%	F	79%	F	80%	eF	72%		58%	
Very nostalgic	31%	E	30%		39%	AEf	33%	E	24%		21%	
Somewhat nostalgic	45%		49%		40%		48%		49%	c	37%	
Not nostalgic (Net)	24%		21%		21%		20%		28%	d	42%	ABCD
Not very nostalgic	14%	b	6%		12%		16%	b	17%	B	18%	b
Not at all nostalgic	10%	D	14%	D	9%	d	4%		11%	D	24%	ACDE

* Table Base: US RESPONDENTS

QS3Q4: How much do you agree or disagree with each of the following statements about the winter holiday season?

The winter holiday season reminds me to be thankful for the things I have.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	88%	B	71%		91%	B	93%	aB	89%	B	89%	b
Strongly agree	46%	f	39%		49%	F	48%	f	49%	F	29%	
Somewhat agree	42%		32%		41%		45%	b	40%		60%	ABcE
Disagree (Net)	12%	d	29%	ACDEf	9%		7%		11%		11%	
Somewhat disagree	7%		15%	ACDE	6%		6%		5%		8%	
Strongly disagree	5%	d	14%	ACDE	4%		2%		6%	D	3%	

* Table Base: US RESPONDENTS

During the winter holiday season, I'm reminded of the things that are missing from my life.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	62%	f	61%		70%	AEF	63%	f	57%		44%	
Strongly agree	24%		26%		25%		26%		21%		20%	
Somewhat agree	38%		35%		45%	aeF	37%		37%		24%	
Disagree (Net)	38%	C	39%		30%		37%		43%	C	56%	aCd
Somewhat disagree	22%	c	23%		16%		21%		24%	C	41%	AbCDe
Strongly disagree	16%		16%		14%		17%		19%		15%	

* Table Base: US RESPONDENTS

The winter holiday season helps me disconnect from negative things happening around me.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	70%	E	66%		77%	AbE	74%	E	60%		63%	
Strongly agree	25%	EF	30%	EF	35%	ADEF	25%	EF	16%		8%	
Somewhat agree	44%		36%		42%		49%	b	44%		55%	b
Disagree (Net)	30%	C	34%	c	23%		26%		40%	ACD	37%	
Somewhat disagree	19%	c	18%		14%		18%		24%	C	30%	C
Strongly disagree	11%		16%	D	9%		7%		15%	aCD	7%	

* Table Base: US RESPONDENTS

The winter holiday season adds too much stress to my life.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	39%	EF	44%	EF	50%	AdEF	40%	EF	29%	F	11%	
Strongly agree	11%	Ef	11%	f	16%	AEF	12%	EF	6%		0%	
Somewhat agree	28%	F	33%	eF	34%	EF	28%	f	23%		11%	
Disagree (Net)	61%	C	56%		50%		60%	c	71%	ABCD	89%	ABCDE
Somewhat disagree	34%	C	27%		26%		37%	C	35%	C	64%	ABCDE
Strongly disagree	27%		29%		24%		23%		35%	ACD	25%	

* Table Base: US RESPONDENTS

QS3Q5: How important are each of the following aspects of the winter holiday season to you personally?

Spiritual significance (i.e., recognizing aspects related to my faith)

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Important (Net)	66%	F	66%	f	68%	F	68%	f	65%	f	48%	
Very important	38%		28%		38%		40%	b	42%	B	30%	
Somewhat important	28%		38%	aEf	30%		29%		23%		18%	
Not important (Net)	34%		34%		32%		32%		35%		52%	AbCDe
Not very important	15%		15%		14%		18%		12%		19%	
Not at all important	19%		20%		18%		14%		22%	D	34%	aCD

* Table Base: US RESPONDENTS

Cultural significance (i.e., recognizing aspects related to my heritage)

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Important (Net)	63%	e	59%		68%	Ef	70%	EF	57%		52%	
Very important	26%		25%		28%		29%		23%		15%	
Somewhat important	38%		34%		40%		41%		34%		37%	
Not important (Net)	37%		41%		32%		30%		43%	aCD	48%	cd
Not very important	22%		19%		19%		21%		24%		35%	abcd
Not at all important	15%	d	22%	cD	13%		9%		19%	cD	13%	

* Table Base: US RESPONDENTS

Mainstream significance (i.e., participating in popular societal traditions such as watching holiday movies, shopping during sales events, attending parties)

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Important (Net)	67%	f	67%		67%	f	77%	ACEF	61%		51%	
Very important	23%	EF	21%	f	30%	AEF	28%	EF	15%		7%	
Somewhat important	44%	c	45%		37%		49%	C	46%	c	45%	
Not important (Net)	33%	D	33%		33%	D	23%		39%	D	49%	acD
Not very important	21%		16%		24%		17%		22%		41%	ABCDE
Not at all important	12%	D	18%	cD	9%		6%		17%	ACD	8%	

* Table Base: US RESPONDENTS

QS3Q6: Which of the following best describes your winter holiday season traditions?

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
All/Most Passed Down (Net)	47%		44%		48%		46%		47%		49%	
All of my traditions were passed down (i.e., from my chil	21%		26%	d	23%	d	16%		20%		17%	
Most of my traditions were passed down, but I've adopte	26%		18%		25%		30%	b	26%		32%	
My traditions are equally divided between those passed d	22%		23%		23%		23%		22%		16%	
All/Most New (Net)	18%		19%		19%		18%		17%		21%	
I've adopted most of my winter holiday traditions, but I s	10%		11%		8%		12%		11%		7%	
I've created or adopted all of my own traditions.	8%		8%		11%	E	6%		6%		15%	e
N/A - I don't have any winter holiday season traditions.	13%		15%		10%		13%		14%		14%	

* Table Base: US RESPONDENTS

QS3Q7: How much do you agree or disagree with each of the following statements?

Passing down winter holiday traditions from one generation to the next benefits younger generations.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	84%	B	69%		86%	B	87%	B	84%	B	88%	b
Strongly agree	37%	b	26%		41%	B	37%		38%	b	33%	
Somewhat agree	47%		44%		45%		50%		46%		55%	
Disagree (Net)	16%		31%	ACDEf	14%		13%		16%		12%	
Somewhat disagree	10%		14%		9%		10%		11%		6%	
Strongly disagree	6%	d	17%	ACDE	5%		3%		4%		6%	

* Table Base: US RESPONDENTS

Passing down winter holiday traditions from one generation to the next benefits older generations.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	82%	B	70%		84%	B	86%	B	82%	B	80%	
Strongly agree	32%	f	24%		37%	bF	37%	bF	30%		16%	
Somewhat agree	49%		46%		47%		48%		51%		64%	c
Disagree (Net)	18%		30%	ACDE	16%		14%		18%		20%	
Somewhat disagree	12%		19%	cd	10%		10%		12%		14%	
Strongly disagree	6%		11%	D	6%		4%		6%		6%	

* Table Base: US RESPONDENTS

It's important to adopt new winter holiday traditions.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	75%	E	77%	e	79%	Ef	81%	aEf	65%		65%	
Strongly agree	23%	Ef	22%		31%	AEF	26%	EF	15%		10%	
Somewhat agree	52%		54%		49%		55%		49%		55%	
Disagree (Net)	25%	d	23%		21%		19%		35%	AbCD	35%	cd
Somewhat disagree	18%		10%		14%		15%		27%	ABCD	22%	
Strongly disagree	8%	d	13%	D	7%		4%		9%	d	14%	D

* Table Base: US RESPONDENTS

The winter holiday season is an important time to create new memories.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	86%		79%		88%	b	94%	ABcEF	83%		77%	
Strongly agree	42%	F	37%		46%	eF	50%	abEF	37%	f	21%	
Somewhat agree	44%		42%		42%		43%		46%		56%	
Disagree (Net)	14%	D	21%	cD	12%	d	6%		17%	D	23%	D
Somewhat disagree	7%		10%	d	6%		4%		10%	D	15%	cD
Strongly disagree	6%	d	11%	D	6%	d	2%		7%	D	9%	d

* Table Base: US RESPONDENTS

I think back on the winter holidays from my childhood fondly.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	81%		76%		85%	ef	85%	ef	78%		72%	
Strongly agree	42%		41%		42%		41%		47%	f	30%	
Somewhat agree	39%	E	36%		42%	E	44%	E	31%		42%	
Disagree (Net)	19%		24%		15%		15%		22%	cd	28%	cd
Somewhat disagree	11%		8%		10%		10%		13%		11%	
Strongly disagree	8%		16%	aCD	6%		5%		9%	d	17%	CD

* Table Base: US RESPONDENTS

QS3Q8: Complete the following sentence with the answer that best applies to you. Please select only one. The winter holiday season is a time to...

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Connect with loved ones	29%		35%	c	24%		28%		31%	c	26%	
Be thankful	23%	B	11%		21%	b	28%	B	24%	B	33%	B
Celebrate	11%	b	4%		14%	B	11%	b	11%	b	13%	b
Relax	6%	e	11%	E	7%	e	6%		3%		7%	
Give back	5%		8%		5%		4%		4%		3%	
Worship	4%		3%		4%		3%		8%	AD	3%	
Reflect on the last year	4%		5%		4%		2%		4%		0%	
Plan for the year ahead	3%		0%		5%		2%		3%		3%	
Start fresh	3%		5%		3%		3%		2%		2%	
Shop	3%		4%		2%		3%		2%		0%	
Recharge	2%		2%		3%		2%		1%		0%	
Tie up loose ends	2%		1%		1%		2%		2%		4%	
Reminisce about the past	2%		3%		2%		1%		2%		4%	
Work	1%		4%	E	2%		1%		1%		0%	
Travel	1%		1%		1%		3%	e	0%		0%	
None of the above	2%		4%		2%		1%		2%		3%	

* Table Base: US RESPONDENTS

QS3Q9: How much do you agree or disagree with each of the following statements?

The winter holiday season is a time for me to focus on the things that give my life meaning.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	84%		81%		87%	e	89%	E	80%		81%	
Strongly agree	40%		34%		48%	aBEf	41%		36%		31%	
Somewhat agree	44%		47%		39%		48%	c	44%		49%	
Disagree (Net)	16%		19%		13%		11%		20%	cD	19%	
Somewhat disagree	10%		10%		9%		6%		14%	aCD	14%	
Strongly disagree	6%		9%		5%		5%		6%		5%	

* Table Base: US RESPONDENTS

I feel more connected to my loved ones during the winter holiday season.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	83%	E	79%		88%	abE	86%	E	76%		81%	
Strongly agree	37%	e	38%		44%	aEF	40%	eF	31%		23%	
Somewhat agree	45%		41%		44%		47%		45%		58%	
Disagree (Net)	17%	c	21%	c	12%		14%		24%	ACD	19%	
Somewhat disagree	11%		11%		8%		10%		14%	C	12%	
Strongly disagree	7%		10%	cd	4%		4%		10%	CD	7%	

* Table Base: US RESPONDENTS

I feel more connected to my community during the winter holiday season.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	64%	EF	65%	eF	73%	AEF	70%	EF	52%		38%	
Strongly agree	23%	E	29%	Ef	35%	ADEF	20%	e	13%		11%	
Somewhat agree	40%		36%		38%		49%	AbCEF	39%		27%	
Disagree (Net)	36%	C	35%		27%		30%		48%	AbCD	62%	ABCD
Somewhat disagree	26%	c	23%		19%		21%		32%	aCD	56%	ABCDE
Strongly disagree	11%		11%		8%		9%		16%	ACd	5%	

* Table Base: US RESPONDENTS

I feel more connected to people all over the country during the winter holiday season.

	Total (A)		Gen Z 18-25 (B)		Millennials 26-41 (C)		Gen X 42-57 (D)		Boomers 58-76 (E)		Silent 77-94 (F)	
Total	N=1031		N=138		N=286		N=274		N=275		N=58	*
Total (Unweighted)	N=1031		N=108		N=278		N=268		N=333		N=44	*
Agree (Net)	58%	EF	65%	EF	67%	AEF	61%	EF	48%	F	28%	
Strongly agree	22%	EF	30%	EF	31%	ADEF	22%	E	12%		9%	
Somewhat agree	36%	f	36%	f	36%	f	40%	F	36%	f	19%	
Disagree (Net)	42%	C	35%		33%		39%		52%	ABCD	72%	ABCDE
Somewhat disagree	27%	Bc	15%		20%		26%	b	33%	aBC	63%	ABCDE
Strongly disagree	15%		19%		12%		13%		19%	c	9%	

* Table Base: US RESPONDENTS