



**Holiday Budget Gifts**  
Fieldwork Dates: 11th - 12th November 2019

**Conducted by YouGov**  
**YouGov RealTime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

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

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

For further information about the results in this spreadsheet, please email [uspress@yougov.com](mailto:uspress@yougov.com) quoting the survey details

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

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1240 adults. Fieldwork was undertaken between 11th - 12th November 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

HYH\_q1. Do you have a budget for your holiday spending (e.g., food, drink, gifts, travel, etc.)?

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Yes, I do	43%	39%	47%	42%	51%	43%	37%	32%	*	**	40%	43%	43%	46%	39%
			A	**	F.G					**					
No, I do not	49%	54%	44%	51%	41%	44%	57%	66%	-	-	50%	49%	50%	46%	53%
		B	**				D.E	D.E*	**	**					P
Don't know	8%	7%	9%	7%	8%	12%	6%	3%	-	-	10%	8%	6%	8%	8%
			**			F.G		*	**	**					

HYH\_q2\_nm. You indicated that you have a holiday spending budget. How much have you budgeted for holiday spending? Please type your answer in the box below to the nearest dollar

Unweighted base	524	206	318	8	188	132	173	23	-	-	95	125	186	118	359
<b>Base: All US adults</b>	535	239	296	12	220	115	164	24	-	-	88	113	201	134	316
\$0	0%	-	1%	-	0%	-	1%	-	**	**	-	1%	0%	0%	1%
			**	**	**	**	**	**	**	**	*	*	*	*	*
\$1 to \$100	15%	14%	15%	34%	17%	15%	12%	3%	-	-	10%	14%	17%	14%	11%
			**	**	**	**	**	**	**	**	*	*	*	*	*
\$101 to \$250	20%	20%	20%	18%	21%	22%	17%	22%	-	-	20%	18%	21%	21%	21%
			**	**	**	**	**	**	**	**	*	*	*	*	*
\$251 to \$500	33%	31%	34%	24%	32%	28%	39%	21%	-	-	37%	34%	30%	34%	31%
			**	**	**	**	**	**	**	**	*	*	*	*	*
\$501 to \$1,000	20%	20%	19%	19%	14%	24%	22%	33%	-	-	22%	21%	20%	17%	22%
			**	**	**	D	**	**	**	**	*	*	*	*	*
\$1,001 to \$2,500	9%	10%	8%	-	10%	9%	6%	21%	-	-	7%	10%	9%	9%	11%
			**	**	**	**	**	**	**	**	*	*	*	*	*
\$2,501 to \$5,000	1%	2%	0%	-	1%	2%	1%	-	-	-	2%	1%	1%	1%	1%
			**	**	**	**	**	**	**	**	*	*	*	*	*
Over \$5,000	2%	2%	2%	4%	4%	-	1%	-	-	-	1%	1%	2%	3%	3%
			**	**	**	E	**	**	**	**	*	*	*	*	*
Mean	708.03	736.69	684.93	785.61	828.58	625.34	598.92	711.79	-	-	673.65	691.74	700.81	755.20	790.21
			**	**	**	**	**	**	**	**	*	*	*	*	*

HYH\_q3. And is this more or less than your budget for last year?

Unweighted base	524	206	318	8	188	132	173	23	-	-	95	125	186	118	359
<b>Base: All US adults that have a budget for holiday spending</b>	535	239	296	12	220	115	164	24	-	-	88	113	201	134	316
More than last year	22%	31%	15%	42%	32%	15%	15%	8%	-	-	15%	19%	24%	26%	19%
		B	**	**	E.F	**	**	**	**	**	*	*	*	*	*
About the same amount as last year	53%	50%	56%	38%	44%	58%	60%	84%	-	-	59%	53%	52%	52%	59%
		**	**	**	**	D	D	**	**	**	*	*	*	*	*
Less than last year	21%	16%	25%	4%	19%	25%	25%	8%	-	-	20%	25%	21%	19%	20%
		A	**	**	**	**	**	**	**	**	*	*	*	*	*
Don't know	1%	1%	1%	9%	2%	1%	-	-	-	-	2%	1%	1%	1%	1%
		**	**	**	**	**	**	**	**	**	*	*	*	*	*
Not applicable - I didn't have a budget last year	2%	2%	3%	7%	3%	2%	1%	-	-	-	5%	2%	2%	1%	1%
		**	**	**	**	**	**	**	**	**	*	*	*	*	*

HYH\_q4. Do you anticipate accumulating any debt from your holiday spending for this year?

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Yes, I do	16%	18%	14%	3%	21%	15%	13%	10%	-	-	15%	13%	18%	17%	15%
		**	**	**	F.G	**	**	*	**	**	*	*	*	*	*

# YouGov RealTime

## Holiday Budget Gifts

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYH\_q1. Do you have a budget for your holiday spending (e.g., food, drink, gifts, travel, etc.)?

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Yes, I do	43%	46%	57%	42%	42%	45%	47%	36%	45%	48%	50%	67%	46%	35%	48%
		*	N*	*			U		AA	**	AA*	**	AA		AA*
No, I do not	49%	45%	34%	52%	49%	48%	44%	59%	50%	39%	41%	18%	47%	55%	48%
		*	*	P*				S.T	Z	**	*	**		X	*
Don't know	8%	10%	8%	6%	9%	6%	8%	6%	6%	12%	9%	14%	6%	11%	5%
		*	*	*						**	*	**	V	V	*

HYH\_q2\_nm. You indicated that you have a holiday spending budget. How much have you budgeted for holiday spending? Please type your answer in the box below to the nearest dollar

Unweighted base	524	56	68	41	162	186	119	57	275	8	44	20	347	92	48
<b>Base: All US adults</b>	535	66	111	42	209	174	107	45	258	9	45	22	334	110	52
\$0	0%	-	-	-	0%	-	1%	1%	1%	-	-	-	0%	1%	-
		*	*	*			*	*	**	*	*	**		-	*
\$1 to \$100	15%	20%	18%	22%	20%	16%	6%	5%	10%	9%	13%	23%	11%	27%	12%
		*	*	*	T.U	T		*	**	*	**	**		V.Z*	*
\$101 to \$250	20%	18%	20%	16%	22%	22%	15%	18%	13%	-	20%	40%	15%	32%	14%
		*	*	*				*	**	**	*	**	V	V.Z*	*
\$251 to \$500	33%	34%	40%	28%	37%	32%	31%	24%	34%	66%	41%	22%	35%	20%	49%
		*	*	*				*	AA	**	AA*	**	AA	*	AA*
\$501 to \$1,000	20%	14%	16%	26%	15%	22%	20%	28%	25%	8%	21%	15%	23%	11%	22%
		*	*	*				R*	AA	**	*	**	AA	*	*
\$1,001 to \$2,500	9%	11%	4%	6%	4%	7%	18%	18%	13%	16%	6%	-	11%	6%	-
		*	*	*			R.S	R.S*	AB	**	*	**	AB	*	*
\$2,501 to \$5,000	1%	2%	1%	-	1%	1%	2%	1%	2%	-	-	-	2%	1%	-
		*	*	*			*	*	**	*	**	**		*	*
Over \$5,000	2%	-	1%	3%	-	0%	8%	4%	3%	-	-	-	2%	2%	3%
		*	*	*			R.S	R.S*	**	*	**	**		*	*
Mean	708.03	629.54	539.12	661.29	477.59	578.15	1209.23	1087.73	898.31	575.43	491.41	277.76	794.34	511.30	726.95
		*	*	*			R.S	R.S*	Z.AA	**	*	**		*	*

HYH\_q3. And is this more or less than your budget for last year?

Unweighted base	524	56	68	41	162	186	119	57	275	8	44	20	347	92	48
<b>Base: All US adults that have a budget for holiday spending</b>	535	66	111	42	209	174	107	45	258	9	45	22	334	110	52
More than last year	22%	30%	26%	24%	25%	22%	20%	13%	17%	35%	25%	36%	20%	24%	25%
		*	*	*			*	*	**	*	**	**	V	*	*
About the same amount as last year	53%	48%	44%	44%	47%	51%	61%	73%	62%	27%	50%	15%	57%	48%	46%
		*	*	*			R	R.S*	Z.AA	**	*	**		*	*
Less than last year	21%	19%	25%	22%	23%	23%	18%	11%	19%	38%	23%	31%	21%	23%	24%
		*	*	*			*	*	**	*	*	**		*	*
Don't know	1%	-	1%	5%	2%	1%	1%	-	1%	-	-	-	0%	3%	2%
		*	*	*			*	*	**	*	**	**		*	*
Not applicable - I didn't have a budget last year	2%	3%	4%	6%	3%	2%	-	2%	0%	-	2%	18%	2%	3%	4%
		*	*	N*			*	*	**	*	*	**	V	*	*

HYH\_q4. Do you anticipate accumulating any debt from your holiday spending for this year?

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Yes, I do	16%	11%	24%	13%	15%	17%	17%	12%	15%	31%	27%	18%	17%	14%	14%
		*	N.O*	*						**	V.Z.AA.AB*	**	V	*	*

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Parent or guardian of any children										Income				Urban
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say		
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO		

HYH\_q1. Do you have a budget for your holiday spending (e.g., food, drink, gifts, travel, etc.)?

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Yes, I do	43%	37%	64%	55%	27%	52%	44%	47%	39%	41%	49%	44%	42%	30%	51%
No, I do not	49%	59%	27%	45%	34%	41%	51%	47%	54%	17%	43%	49%	54%	53%	42%
Don't know	8%	3%	8%	-	39%	7%	5%	6%	7%	42%	8%	6%	4%	16%	7%
		*	**	**	**					AG,AH,AI,AJ*	AN			AL,AM,AN	

HYH\_q2\_nm. You indicated that you have a holiday spending budget. How much have you budgeted for holiday spending? Please type your answer in the box below to the nearest dollar

Unweighted base	524	20	10	2	5	152	201	325	183	16	177	147	142	58	178
<b>Base: All US adults</b>	535	17	14	2	6	145	193	314	201	20	202	153	123	57	195
\$0	0%	-	-	-	-	1%	0%	0%	0%	-	0%	1%	-	1%	1%
\$1 to \$100	15%	15%	12%	-	-	5%	13%	10%	20%	32%	23%	8%	5%	23%	16%
\$101 to \$250	20%	34%	53%	48%	-	24%	16%	19%	22%	24%	22%	23%	12%	21%	24%
\$251 to \$500	33%	36%	18%	-	40%	29%	32%	32%	36%	25%	35%	40%	25%	22%	33%
\$501 to \$1,000	20%	9%	10%	52%	23%	22%	24%	23%	15%	14%	13%	20%	29%	21%	11%
\$1,001 to \$2,500	9%	5%	6%	-	37%	13%	13%	12%	4%	5%	4%	6%	20%	12%	8%
\$2,501 to \$5,000	1%	-	-	-	-	3%	1%	2%	-	-	1%	2%	2%	-	2%
Over \$5,000	2%	-	-	-	-	3%	1%	2%	3%	-	1%	-	7%	-	4%
Mean	708.03	392.41	374.05	460.23	1103.67	944.34	707.87	788.30	615.33	376.64	518.15	556.00	1275.45	565.38	754.17
		**	**	**	**	AJ				**	AL,AM,AN		AL,AM,AN	*	

HYH\_q3. And is this more or less than your budget for last year?

Unweighted base	524	20	10	2	5	152	201	325	183	16	177	147	142	58	178
<b>Base: All US adults that have a budget for holiday spending</b>	535	17	14	2	6	145	193	314	201	20	202	153	123	57	195
More than last year	22%	18%	45%	-	31%	28%	12%	19%	25%	42%	31%	12%	21%	20%	25%
About the same amount as last year	53%	62%	31%	52%	60%	54%	62%	58%	47%	40%	45%	57%	63%	54%	46%
Less than last year	21%	11%	24%	-	9%	14%	25%	20%	23%	18%	19%	28%	16%	19%	25%
Don't know	1%	8%	-	-	-	1%	1%	1%	2%	-	1%	1%	-	4%	2%
Not applicable - I didn't have a budget last year	2%	-	-	48%	-	3%	1%	2%	3%	-	4%	1%	-	4%	3%
		**	**	**	**					**	AN			AN*	

HYH\_q4. Do you anticipate accumulating any debt from your holiday spending for this year?

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Yes, I do	16%	12%	37%	20%	7%	23%	14%	17%	14%	17%	19%	17%	17%	6%	21%
		*	**	**	**	AH,AI,AJ		AH		*	AO	AO	AO		AR

# YouGov RealTime

## Holiday Budget Gifts

US\_nat\_int Sample: 11th - 12th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other
	AQ	AR	AS

HYH\_q1. Do you have a budget for your holiday spending (e.g., food, drink, gifts, travel, etc.)?

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
Yes, I do	43%	42%	35%	27%
				**
No, I do not	49%	51%	56%	58%
		AP	AP	**
Don't know	8%	8%	8%	15%
				**

HYH\_q2\_nm. You indicated that you have a holiday spending budget. How much have you budgeted for holiday spending? Please type your answer in the box below to the nearest dollar

Unweighted base	524	252	92	2
<b>Base: All US adults</b>	535	257	82	2
\$0	0%	0%	-	-
			*	**
\$1 to \$100	15%	13%	16%	-
			*	**
\$101 to \$250	20%	17%	18%	50%
			*	**
\$251 to \$500	33%	33%	32%	-
			*	**
\$501 to \$1,000	20%	23%	28%	50%
		AP	AP*	**
\$1,001 to \$2,500	9%	10%	6%	-
			*	**
\$2,501 to \$5,000	1%	1%	-	-
			*	**
Over \$5,000	2%	1%	1%	-
			*	**
Mean	708.03	699.84	625.88	603.63
			*	**

HYH\_q3. And is this more or less than your budget for last year?

Unweighted base	524	252	92	2
<b>Base: All US adults that have a budget for holiday spending</b>	535	257	82	2
More than last year	22%	22%	15%	50%
			*	**
About the same amount as last year	53%	58%	58%	-
		AP	*	**
Less than last year	21%	17%	25%	-
			*	**
Don't know	1%	1%	-	-
			*	**
Not applicable - I didn't have a budget last year	2%	2%	1%	50%
			*	**

HYH\_q4. Do you anticipate accumulating any debt from your holiday spending for this year?

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
Yes, I do	16%	15%	11%	-
				**

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
No, I do not	75%	74%	76%	90% **	68%	74%	79% D	87% D.E*	- **	- **	74%	81% M	75%	71%	77% P
Don't know / prefer not to say	9%	8%	10%	7% **	11% G	11%	7%	3% *	- **	- **	11%	7%	7%	13% K.L	7%

**HYH\_q5. How much money, if any, do you plan to spend on holiday travel for 2019?**

	Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>		1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
None - I plan to travel, but not spend money doing so	11%	10%	13%	- **	12%	13%	11%	6% *	- **	- **	- **	11%	12%	11%	12%	12%
\$1 to \$100	11%	10%	13%	11% **	13% G	12% G	10% G	3% *	- **	- **	- **	11%	13%	13%	8%	11%
\$101 to \$200	7%	8%	6%	- **	9% E	5%	8%	4% *	- **	- **	- **	5%	9% L	4%	12% J.L	7%
\$201 to \$300	5%	5%	5%	- **	6%	4%	5%	1% *	- **	- **	- **	4%	3%	7% K	4%	4%
\$301 to \$400	2%	2%	3%	- **	4%	3%	2%	- *	- **	- **	- **	1%	3%	3%	2%	3%
\$401 to \$500	4%	5%	3%	- **	4%	5%	3%	3% *	- **	- **	- **	3%	4%	4%	3%	3%
\$501 to \$600	3%	4%	3%	- **	4%	5% F	2%	3% *	- **	- **	- **	2%	3%	5%	2%	3%
\$601 to \$700	1%	1%	1%	- **	0%	1%	1%	1% *	- **	- **	- **	-	0%	1%	1%	1%
\$701 to \$800	1%	1%	1%	8% **	1%	1%	1%	3% *	- **	- **	- **	1%	1%	2%	1%	2%
\$800 to \$900	0%	0%	0%	2% **	0%	1%	0%	- *	- **	- **	- **	1%	1%	0%	1%	1%
\$901 to \$1000	2%	2%	2%	7% **	2%	3%	1%	1% *	- **	- **	- **	2%	1%	2%	2%	2%
More than \$1000	6%	7%	5%	3% **	5%	6%	6%	3% *	- **	- **	- **	6%	4%	5%	8%	6%
Don't know	6%	8%	5%	15% **	6%	4%	7%	4% *	- **	- **	- **	6%	4%	6%	10% K	5%
Not applicable - I do not plan to travel for the holidays at all	40%	38%	42%	53% **	32%	40%	43% D	68% D,E,F*	- **	- **	- **	48% L.M	41%	38%	37%	43%

**Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.**

**HYH\_q6\_1. Travel**

	Unweighted base	587	285	302	9	208	139	212	19	-	-	98	135	217	137	412
<b>Base: All US adults</b>		602	316	286	13	243	125	202	19	-	-	89	120	241	152	364
Only use credit cards	30%	29%	31%	35% **	30%	36% *	25%	36% **	- **	- **	- **	21% *	29%	34% J	29% *	28%
Use credit cards more than cash/debit cards	17%	20%	15%	- **	17%	13% *	18%	44% **	- **	- **	- **	21% *	17%	14% *	20% *	19%
Use credit cards and cash/debit cards equally	14%	14%	13%	24% **	15%	15% *	10%	5% **	- **	- **	- **	18% *	13%	12% *	13% *	14%
Use cash/debit cards more than credit cards	14%	14%	14%	- **	17%	13% *	13%	15% **	- **	- **	- **	11% *	14%	16% *	12% *	17%
Only use cash/debit cards	17%	16%	19%	42% **	12%	18% *	23% D	- **	- **	- **	- **	19% *	14%	17% *	18% *	15%

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
No, I do not	75%	76% P*	62% *	80% P*	72%	75%	76%	86% R.S.T	78% X.Z	58% **	64% *	66% **	75% X	73%	81% X*
Don't know / prefer not to say	9%	13% *	14% N*	7% *	12% T.U	8% U	7% U	2%	7%	11% **	9% *	16% **	7%	13% V.Z.AB	5% *

**HYH\_q5. How much money, if any, do you plan to spend on holiday travel for 2019?**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
None - I plan to travel, but not spend money doing so	11%	13% *	10% *	8% *	11% T.U	16% T.U	7% T.U	5% T.U	10% T.U	16% **	12% *	17% **	11% T.U	13% T.U	9% *
\$1 to \$100	11%	12% *	11% *	9% *	10% T.U	13% T.U	12% T.U	11% T.U	11% T.U	13% **	13% *	18% **	11% T.U	13% T.U	9% *
\$101 to \$200	7%	5% *	9% *	8% *	7% T.U	7% T.U	8% T.U	7% T.U	8% T.U	- **	7% *	3% **	7% T.U	6% T.U	10% *
\$201 to \$300	5%	7% *	7% *	3% *	5% T.U	5% T.U	4% T.U	6% T.U	5% T.U	17% **	2% *	2% **	5% T.U	5% T.U	4% *
\$301 to \$400	2%	3% *	3% *	- *	1% T.U	3% R	4% R	5% R	3% T.U	- **	5% AA*	13% **	3% V	1% T.U	1% *
\$401 to \$500	4%	4% *	7% N*	5% *	4% T.U	2% T.U	3% T.U	6% S	3% T.U	3% **	1% *	3% **	3% T.U	6% T.U	4% *
\$501 to \$600	3%	6% *	4% *	1% *	3% T.U	3% T.U	3% T.U	4% T.U	4% T.U	12% **	- *	6% **	4% T.U	2% T.U	2% *
\$601 to \$700	1%	1% *	0% *	1% *	1% T.U	1% T.U	1% T.U	1% T.U	1% T.U	- **	- *	- **	1% T.U	0% T.U	- *
\$701 to \$800	1%	- *	1% *	3% *	1% T.U	0% T.U	2% S	1% T.U	1% T.U	- **	2% *	3% **	2% T.U	1% T.U	1% *
\$800 to \$900	0%	- *	0% *	1% *	0% T.U	- T.U	1% R.S	1% T.U	1% T.U	4% **	- *	- **	1% T.U	0% T.U	0% *
\$901 to \$1000	2%	3% *	1% *	4% *	1% T.U	1% T.U	5% R.S	2% T.U	3% T.U	4% **	2% *	- **	3% AA	0% T.U	2% *
More than \$1000	6%	2% *	8% *	7% *	4% T.U	3% T.U	10% R.S	15% R.S	9% AA.AB	- **	3% *	7% **	8% AA	3% T.U	2% *
Don't know	6%	6% *	6% *	14% N*	8% T.U	5% T.U	6% T.U	4% T.U	5% T.U	4% **	5% *	- **	5% Z.AB	9% T.U	2% *
Not applicable - I do not plan to travel for the holidays at all	40%	37% *	33% *	37% *	45% T.U	41% T.U	33% T.U	30% T.U	36% T.U	27% **	47% *	28% **	37% T.U	42% T.U	53% V.Z*

**Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.**

**HYH\_q6\_1. Travel**

	Unweighted base	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Only use credit cards	30%	18% *	37% *	39% O*	31% T.U	26% T.U	32% T.U	31% *	30% T.U	20% **	23% **	28% **	29% T.U	31% T.U	26% *
Use credit cards more than cash/debit cards	17%	15% *	14% *	14% *	10% T.U	17% T.U	22% R	31% R.S*	20% T.U	21% **	11% **	19% **	19% T.U	16% T.U	14% *
Use credit cards and cash/debit cards equally	14%	13% *	12% *	14% *	14% T.U	11% T.U	16% T.U	15% *	16% T.U	- **	11% **	9% **	15% T.U	12% T.U	10% *
Use cash/debit cards more than credit cards	14%	15% *	9% *	7% *	9% T.U	20% R	17% R	13% *	13% T.U	41% **	16% **	22% **	15% T.U	13% T.U	20% *
Only use cash/debit cards	17%	20% *	21% *	17% *	22% T.U	20% T.U	10% T.U	10% *	16% T.U	18% **	30% **	12% **	17% T.U	17% T.U	24% *

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Parent or guardian of any children					Income					Urban				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
No, I do not	75%	79%	59%	80%	65%	70%	80%	76%	76%	46%	72%	75%	80%	73%	71%
Don't know / prefer not to say	9%	9%	4%	-	28%	7%	6%	7%	9%	36%	9%	7%	4%	21%	9%
		*	**	**	**	AK	AG.AI.AK	AG.AK	AK	*	AN		AL	AL.AMAN	
		*	**	**	**					AG.AH.AI.AJ*	AN			AL.AMAN	

**HYH\_q5. How much money, if any, do you plan to spend on holiday travel for 2019?**

	Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>		1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
None - I plan to travel, but not spend money doing so	11%	11%	11%	13%	-	10%	12%	10%	10%	13%	5%	17%	10%	7%	10%	12%
\$1 to \$100	11%	8%	-	-	10%	9%	11%	10%	12%	20%	AG*	14%	14%	8%	6%	11%
\$101 to \$200	7%	3%	18%	-	3%	7%	8%	8%	6%	5%	AG*	9%	7%	7%	4%	5%
\$201 to \$300	5%	2%	24%	29%	-	8%	4%	6%	4%	-	*	7%	5%	4%	2%	7%
\$301 to \$400	2%	4%	-	-	-	3%	1%	2%	3%	-	*	1%	3%	4%	1%	2%
\$401 to \$500	4%	6%	-	-	-	4%	4%	4%	3%	2%	*	2%	6%	4%	1%	5%
\$501 to \$600	3%	-	4%	-	8%	6%	3%	4%	2%	4%	*	3%	4%	5%	-	3%
\$601 to \$700	1%	2%	7%	-	-	1%	1%	1%	0%	-	*	0%	1%	1%	0%	1%
\$701 to \$800	1%	2%	-	-	-	2%	1%	1%	1%	4%	AJ*	1%	2%	1%	1%	1%
\$800 to \$900	0%	-	-	-	-	1%	0%	0%	1%	-	*	-	-	2%	0%	0%
\$901 to \$1000	2%	2%	-	-	-	4%	1%	3%	1%	-	*	1%	0%	5%	2%	2%
More than \$1000	6%	3%	-	-	-	10%	6%	8%	4%	-	*	4%	4%	13%	1%	6%
Don't know	6%	5%	4%	-	36%	6%	4%	5%	7%	14%	AH.AI*	5%	2%	7%	17%	7%
Not applicable - I do not plan to travel for the holidays at all	40%	50%	30%	71%	33%	27%	45%	38%	42%	46%	AH	37%	43%	32%	54%	36%
		*	**	**	**	**	AG.AI	AG	AG	AG*		AN	AN	AN	AL.AMAN	

**Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.**

**HYH\_q6\_1. Travel**

	Unweighted base	587	19	9	1	11	168	204	349	216	22	162	152	204	69	183
<b>Base: All US adults</b>		602	18	12	1	13	170	198	346	232	24	194	162	179	67	201
Only use credit cards	30%	31%	31%	56%	-	14%	27%	29%	29%	31%	34%	27%	27%	37%	25%	30%
Use credit cards more than cash/debit cards	17%	18%	**	7%	100%	6%	17%	20%	19%	16%	16%	12%	18%	22%	18%	17%
Use credit cards and cash/debit cards equally	14%	6%	**	16%	-	17%	17%	13%	15%	13%	3%	12%	15%	16%	9%	12%
Use cash/debit cards more than credit cards	14%	8%	**	14%	-	6%	16%	15%	15%	13%	14%	14%	14%	16%	11%	18%
Only use cash/debit cards	17%	28%	**	6%	-	5%	16%	19%	17%	19%	8%	22%	19%	9%	20%	14%
		*	**	**	**	**	**	**	**	**	**	AN	AN	AN*	AN*	

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
No, I do not	75%	78% AP	75%	41% **
Don't know / prefer not to say	9%	7%	14% AP,AQ	59% **

**HYH\_q5. How much money, if any, do you plan to spend on holiday travel for 2019?**

	Unweighted base	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
None - I plan to travel, but not spend money doing so	11%	11%	13%	15% **
\$1 to \$100	11%	10%	14%	- **
\$101 to \$200	7%	9%	6%	- **
\$201 to \$300	5%	4%	5%	- **
\$301 to \$400	2%	2%	3%	- **
\$401 to \$500	4%	3%	2%	- **
\$501 to \$600	3%	3%	2%	- **
\$601 to \$700	1%	1%	0%	- **
\$701 to \$800	1%	2%	-	12% **
\$800 to \$900	0%	1%	-	- **
\$901 to \$1000	2%	2%	1%	- **
More than \$1000	6%	6%	3%	14% **
Don't know	6%	7%	4%	14% **
Not applicable - I do not plan to travel for the holidays at all	40%	41%	46% AP	45% **

Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.

**HYH\_q6\_1. Travel**

	Unweighted base	300	101	3
<b>Base: All US adults</b>	602	302	97	3
Only use credit cards	30%	32%	22% *	30% **
Use credit cards more than cash/debit cards	17%	18%	17% *	- **
Use credit cards and cash/debit cards equally	14%	14%	13% *	35% **
Use cash/debit cards more than credit cards	14%	12%	12% *	- **
Only use cash/debit cards	17%	17%	26% AP*	- **

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Don't know	8%	8%	9%	-	8%	6%	11%	-	-	-	10%	12%	6%	7%	6%
Net: Use Credit Cards more	47%	49%	45%	35%	47%	49%	43%	80%	-	-	42%	46%	48%	49%	48%
Net: Use Debit / Cash more	31%	30%	33%	42%	29%	30%	36%	15%	-	-	31%	28%	33%	31%	32%
Net: Use Credit Cards at all	75%	76%	73%	58%	79%	77%	66%	100%	-	-	71%	73%	77%	75%	78%
Net: Use Debit / Cash at all	62%	64%	61%	65%	62%	59%	64%	64%	-	-	69%	59%	60%	64%	65%

Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.

**HYH\_q6\_2. Gifts**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Only use credit cards	19%	19%	19%	10%	17%	17%	19%	34%	-	-	16%	19%	19%	20%	19%
				**				D,E,F*	**	**					O
Use credit cards more than cash/debit cards	13%	15%	11%	19%	12%	13%	12%	16%	-	-	12%	14%	12%	13%	14%
				**				*	**	**					O
Use credit cards and cash/debit cards equally	10%	9%	10%	15%	12%	9%	8%	8%	-	-	12%	12%	8%	10%	10%
				**				*	**	**					
Use cash/debit cards more than credit cards	19%	18%	19%	5%	17%	23%	20%	12%	-	-	18%	22%	17%	19%	20%
				**		G		*	**	**					
Only use cash/debit cards	26%	25%	27%	43%	25%	25%	28%	16%	-	-	28%	21%	28%	26%	26%
				**			G	*	**	**					
Not applicable - I don't spend on this at all throughout the holiday season	6%	5%	6%	4%	3%	5%	7%	11%	-	-	5%	4%	8%	4%	5%
				**			D	D*	**	**			K,M		
Don't know	8%	8%	8%	4%	13%	9%	5%	3%	-	-	10%	8%	8%	8%	6%
				**	F,G	F	*	*	**	**					
Net: Use Credit Cards more	31%	33%	29%	29%	29%	30%	32%	50%	-	-	28%	33%	31%	33%	33%
				**				D,E,F*	**	**					O
Net: Use Debit / Cash more	45%	44%	46%	48%	43%	47%	49%	28%	-	-	46%	44%	46%	44%	46%
				**	G	G	G	*	**	**					
Net: Use Credit Cards at all	60%	61%	59%	49%	58%	61%	60%	70%	-	-	58%	67%	56%	62%	63%
				**				*	**	**		L			O
Net: Use Debit / Cash at all	67%	68%	67%	83%	67%	69%	69%	52%	-	-	70%	69%	65%	68%	70%
				**	G	G	G	*	**	**					

**HYH\_q6\_3. Entertaining (e.g., food, drinks, etc)**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Only use credit cards	17%	21%	14%	10%	16%	17%	17%	30%	-	-	12%	17%	19%	18%	17%
				**				D,E,F*	**	**			J		O
Use credit cards more than cash/debit cards	11%	11%	10%	23%	13%	8%	9%	13%	-	-	11%	11%	10%	12%	11%
				**				*	**	**					
Use credit cards and cash/debit cards equally	10%	10%	10%	3%	11%	10%	10%	6%	-	-	10%	9%	10%	8%	9%
				**				*	**	**					
Use cash/debit cards more than credit cards	16%	16%	16%	5%	15%	18%	16%	13%	-	-	16%	20%	13%	15%	16%
				**				*	**	**		L			
Only use cash/debit cards	30%	28%	32%	43%	28%	27%	35%	23%	-	-	27%	28%	31%	33%	29%
				**			D	*	**	**					

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Don't know	8%	19%	6%	9%	15%	7%	3%	1%	5%	-	8%	10%	6%	12%	6%
		N*	*	*	S.T.U	U	*	*	**	**	**	**	V*	*	*
Net: Use Credit Cards more	47%	33%	51%	53%	41%	42%	54%	62%	50%	41%	34%	47%	48%	47%	40%
		*	*	*	*	R.S	R.S	R.S*	**	**	**	**	*	*	*
Net: Use Debit / Cash more	31%	35%	30%	24%	30%	40%	27%	23%	29%	59%	46%	34%	31%	29%	44%
		*	*	*	*	T.U	*	*	**	**	**	V	*	*	*
Net: Use Credit Cards at all	75%	61%	73%	73%	64%	73%	87%	89%	79%	82%	62%	78%	77%	72%	70%
		*	*	*	*	R.S	R.S	R.S*	**	**	**	**	*	*	*
Net: Use Debit / Cash at all	62%	63%	57%	52%	54%	67%	65%	68%	65%	80%	68%	62%	65%	57%	68%
		*	*	*	*	R	*	*	**	**	**	**	*	*	*

Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.

HYH\_q6\_2. Gifts

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Only use credit cards	19%	8%	20%	25%	15%	14%	28%	31%	21%	26%	14%	7%	19%	16%	24%
		*	O*	O*	*	R.S	R.S	R.S	**	*	**	*	*	*	*
Use credit cards more than cash/debit cards	13%	5%	12%	16%	11%	9%	19%	21%	14%	17%	12%	9%	14%	10%	6%
		*	*	O*	*	R.S	R.S	AB	**	*	**	AB	10%	6%	*
Use credit cards and cash/debit cards equally	10%	8%	9%	9%	9%	12%	9%	9%	12%	4%	14%	7%	12%	7%	7%
		*	*	*	*	AA	**	**	AA	**	*	**	AA	*	*
Use cash/debit cards more than credit cards	19%	22%	17%	14%	16%	22%	21%	19%	21%	12%	14%	29%	20%	17%	22%
		*	*	*	*	R	**	*	**	*	**	**	20%	17%	22%
Only use cash/debit cards	26%	29%	27%	22%	31%	29%	18%	14%	24%	36%	32%	18%	25%	29%	29%
		*	*	*	T.U	T.U	**	*	**	*	**	**	25%	29%	29%
Not applicable - I don't spend on this at all throughout the holiday season	6%	12%	4%	5%	8%	4%	3%	4%	4%	5%	4%	3%	4%	7%	7%
		N.P*	*	*	S.T	**	*	**	*	*	**	*	*	*	*
Don't know	8%	16%	12%	8%	11%	3%	3%	3%	5%	-	10%	26%	6%	14%	6%
		N*	*	*	T.U	T.U	**	*	**	*	**	V	V.Z.AC	*	*
Net: Use Credit Cards more	31%	13%	32%	42%	26%	23%	47%	51%	35%	42%	26%	16%	33%	27%	30%
		*	O*	O*	*	R.S	R.S	AA	**	*	**	**	33%	27%	30%
Net: Use Debit / Cash more	45%	51%	43%	36%	47%	51%	38%	33%	44%	49%	46%	48%	45%	45%	51%
		Q*	*	*	T.U	T.U	**	*	**	*	**	**	45%	45%	51%
Net: Use Credit Cards at all	60%	43%	58%	65%	50%	56%	77%	80%	68%	58%	54%	52%	65%	50%	58%
		*	O*	O*	*	R.S	R.S	X.Z.AA	**	*	**	X.AA	65%	50%	58%
Net: Use Debit / Cash at all	67%	64%	65%	61%	66%	71%	67%	63%	71%	69%	72%	64%	70%	63%	63%
		*	*	*	*	AA	**	*	**	*	**	AA	70%	63%	63%

HYH\_q6\_3. Entertaining (e.g., food, drinks, etc)

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Only use credit cards	17%	8%	20%	25%	14%	13%	24%	33%	21%	26%	9%	9%	19%	15%	14%
		*	O*	O*	*	R.S	R.S	X.Z	**	*	**	X	15%	14%	*
Use credit cards more than cash/debit cards	11%	6%	11%	11%	6%	9%	16%	21%	12%	8%	7%	16%	12%	10%	4%
		*	*	*	*	R.S	R.S	AB	**	*	**	AB	12%	10%	4%
Use credit cards and cash/debit cards equally	10%	8%	10%	11%	10%	8%	12%	10%	11%	4%	14%	8%	11%	8%	9%
		*	*	*	*	**	*	**	**	*	**	**	11%	8%	9%
Use cash/debit cards more than credit cards	16%	18%	14%	12%	14%	16%	19%	14%	16%	4%	14%	25%	16%	14%	21%
		*	*	*	*	**	*	**	**	*	**	**	16%	14%	21%
Only use cash/debit cards	30%	37%	30%	25%	34%	34%	21%	17%	30%	47%	40%	22%	31%	27%	35%
		*	*	*	T.U	T.U	**	*	**	AA*	**	**	31%	27%	35%

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Parent or guardian of any children					Income					Urban				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Don't know	8%	9%	-	-	51%	7%	4%	6%	10%	25%	12%	7%	0%	19%	8%
	**	**	**	**	**	**	**	**	**	**	AN	AN	AM,AN*		
Net: Use Credit Cards more	47%	49%	63%	100%	20%	44%	49%	47%	46%	50%	39%	46%	58%	42%	47%
	**	**	**	**	**	**	**	**	**	**			AL,AM,AO	*	
Net: Use Debit / Cash more	31%	36%	21%	-	12%	32%	34%	32%	31%	22%	36%	33%	25%	30%	32%
	**	**	**	**	**	**	**	**	**	**				*	
Net: Use Credit Cards at all	75%	63%	94%	100%	44%	77%	77%	77%	72%	67%	65%	74%	90%	61%	78%
	**	**	**	**	**	**	**	**	**	**			AL,AM,AO	*	AR
Net: Use Debit / Cash at all	62%	60%	44%	100%	35%	66%	67%	65%	60%	41%	60%	66%	63%	56%	62%
	**	**	**	**	**	**	**	**	**	**				*	

Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.

HYH\_q6\_2. Gifts

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Only use credit cards	19%	19%	14%	-	8%	15%	17%	17%	21%	19%	15%	21%	25%	12%	19%
	*	*	**	**	**	*	*	*	*	*	AL,AO	AL,AO			
Use credit cards more than cash/debit cards	13%	22%	36%	29%	7%	16%	13%	14%	12%	2%	10%	11%	21%	9%	14%
	**	AA,AB*	**	**	**	AK	AK	AK	AK	*			AL,AM,AO		
Use credit cards and cash/debit cards equally	10%	5%	3%	-	3%	13%	10%	11%	9%	3%	8%	13%	11%	6%	10%
	*	*	**	**	**	*	*	*	*	*		AL,AO			
Use cash/debit cards more than credit cards	19%	17%	14%	45%	13%	20%	23%	21%	17%	9%	18%	21%	19%	16%	18%
	*	*	**	**	**		AJ,AK		*	*					
Only use cash/debit cards	26%	22%	29%	-	32%	26%	29%	27%	25%	25%	32%	25%	19%	27%	26%
	*	*	**	**	**	*	*	*	*	*	AM,AN				
Not applicable - I don't spend on this at all throughout the holiday season	6%	12%	4%	-	-	3%	5%	4%	7%	4%	8%	5%	2%	6%	5%
	**	V,Z*	**	**	**	*	*	*	AG	*	AN				
Don't know	8%	2%	-	27%	37%	6%	3%	5%	10%	39%	9%	4%	2%	24%	9%
	*	*	**	**	**	*	*	AH	AH,AI	AG,AH,AI,AJ*	AM,AN			AL,AM,AN	
Net: Use Credit Cards more	31%	41%	50%	29%	15%	31%	30%	31%	32%	21%	24%	32%	46%	21%	33%
	**	AA*	**	**	**	**	**	**	**	*		AL,AO	AL,AM,AO		AR
Net: Use Debit / Cash more	45%	39%	43%	45%	45%	46%	51%	48%	42%	34%	51%	46%	38%	43%	43%
	*	*	**	**	**		AJ,AK	AJ	*	*	AN				
Net: Use Credit Cards at all	60%	63%	67%	73%	32%	65%	63%	64%	57%	33%	51%	67%	76%	43%	61%
	*	*	**	**	**	AK	AK	AJ,AK	AK	*	AL,AO	AL,AM,AO			AR
Net: Use Debit / Cash at all	67%	66%	82%	73%	55%	76%	75%	74%	62%	38%	68%	70%	70%	57%	67%
	*	*	**	**	**	AJ,AK	AJ,AK	AJ,AK	AK	*	AO	AO	AO		

HYH\_q6\_3. Entertaining (e.g., food, drinks, etc)

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Only use credit cards	17%	13%	27%	-	8%	15%	16%	16%	20%	12%	13%	18%	26%	12%	18%
	*	*	**	**	**	*	*	*	*	*			AL,AM,AO		AR
Use credit cards more than cash/debit cards	11%	12%	16%	29%	4%	14%	11%	12%	9%	2%	6%	12%	18%	7%	11%
	**	*	**	**	**	AK	AK	AK	*	*		AL	AL,AO		
Use credit cards and cash/debit cards equally	10%	4%	9%	-	17%	14%	10%	11%	8%	5%	8%	14%	11%	5%	9%
	*	*	**	**	**	AJ		*	*	*	AL,AO	AO			
Use cash/debit cards more than credit cards	16%	15%	17%	-	4%	15%	17%	16%	15%	11%	16%	14%	19%	13%	18%
	*	*	**	**	**	*	*	*	*	*					
Only use cash/debit cards	30%	28%	17%	45%	26%	30%	35%	33%	27%	21%	36%	31%	21%	29%	29%
	*	*	**	**	**		AJ		*	*	AN	AN			

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	8%	7%	11%	35%
		*	*	**
Net: Use Credit Cards more	47%	50%	39%	30%
		*	*	**
Net: Use Debit / Cash more	31%	29%	37%	-
		*	*	**
Net: Use Credit Cards at all	75%	76%	63%	65%
		AR	*	**
Net: Use Debit / Cash at all	62%	61%	67%	35%
		*	*	**

Thinking about your spending throughout the holiday season (e.g. Thanksgiving, Christmas, Hanukkah, New Years Eve, etc), how would you characterize the typical balance between how you use credit cards vs cash/debit cards for each of the following categories? Please select one option on each row.

HYH\_q6\_2. Gifts

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
Only use credit cards	19%	20%	13%	27%
		AR	*	**
Use credit cards more than cash/debit cards	13%	12%	12%	-
		*	*	**
Use credit cards and cash/debit cards equally	10%	10%	10%	-
		*	*	**
Use cash/debit cards more than credit cards	19%	20%	17%	14%
		*	*	**
Only use cash/debit cards	26%	24%	33%	32%
		*	AQ	**
Not applicable - I don't spend on this at all throughout the holiday season	6%	5%	8%	-
		*	*	**
Don't know	8%	8%	8%	27%
		*	*	**
Net: Use Credit Cards more	31%	33%	25%	27%
		AR	*	**
Net: Use Debit / Cash more	45%	44%	50%	46%
		*	*	**
Net: Use Credit Cards at all	60%	63%	52%	41%
		AR	*	**
Net: Use Debit / Cash at all	67%	67%	72%	46%
		*	*	**

HYH\_q6\_3. Entertaining (e.g., food, drinks, etc)

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
Only use credit cards	17%	19%	11%	27%
		AR	*	**
Use credit cards more than cash/debit cards	11%	10%	10%	-
		*	*	**
Use credit cards and cash/debit cards equally	10%	11%	8%	-
		*	*	**
Use cash/debit cards more than credit cards	16%	16%	12%	-
		*	*	**
Only use cash/debit cards	30%	28%	37%	46%
		*	AQ	**

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not applicable - I don't spend on this at all throughout the holiday season	9%	7%	10%	12%	6%	9%	10%	13%	-	-	11%	7%	10%	5%	10%
			A	**				D*	**	**	M				P
Don't know	8%	9%	8%	4%	12%	11%	4%	3%	-	-	12%	8%	6%	9%	6%
			**	F.G	F.G		*	**	**	**	L				
Net: Use Credit Cards more	28%	32%	24%	33%	29%	25%	25%	43%	-	-	23%	28%	29%	30%	29%
		B	**	**				D.E.F*	**	**					O
Net: Use Debit / Cash more	46%	44%	48%	49%	42%	46%	51%	35%	-	-	44%	47%	44%	48%	46%
			**	**			D.G	*	**	**					
Net: Use Credit Cards at all	53%	57%	50%	41%	55%	53%	51%	62%	-	-	49%	57%	53%	53%	54%
		B	**	**				*	**	**					O
Net: Use Debit / Cash at all	66%	64%	68%	75%	66%	64%	69%	54%	-	-	65%	67%	65%	68%	66%
			**	**			G	*	**	**					

HYH\_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred?

	Unweighted base	863	386	477	9	268	203	326	57	-	-	158	211	293	201	632
<b>Base: All US adults who plan to accumulate debt for 2019 holiday purchases</b>	848	404	444	14	300	182	292	59	-	-	141	191	315	200	563	
By the end of December (that holiday season)	29%	31%	26%	43%	27%	22%	33%	31%	-	-	32%	28%	30%	25%	32%	
			**	**			E	*	**	**					O.P	
By the end of January	19%	20%	18%	6%	14%	17%	23%	32%	-	-	19%	18%	17%	23%	20%	
			**	**			D	D.E*	**	**						
By the end of February	7%	8%	7%	-	6%	7%	8%	13%	-	-	7%	5%	8%	8%	8%	
			**	**			*	*	**	**						
By the end of March	7%	7%	6%	7%	8%	4%	7%	3%	-	-	6%	6%	7%	7%	6%	
			**	**			*	*	**	**						
By the end of April	5%	5%	5%	-	6%	8%	3%	2%	-	-	5%	7%	4%	4%	4%	
			**	**			F	*	**	**						
By the end of May	4%	4%	3%	20%	5%	3%	2%	2%	-	-	4%	4%	4%	4%	2%	
			**	**			*	*	**	**						
By the end of June	3%	2%	4%	-	4%	4%	2%	-	-	-	2%	3%	4%	4%	3%	
			**	**			*	*	**	**						
By the end of July	1%	2%	1%	-	1%	2%	1%	-	-	-	2%	1%	2%	0%	1%	
			**	**			*	*	**	**						
By the end of August	1%	1%	1%	-	1%	2%	1%	-	-	-	2%	2%	0%	1%	1%	
			**	**			*	*	**	**						
By the end of September	1%	1%	1%	-	0%	1%	1%	-	-	-	-	1%	0%	1%	1%	
			**	**			*	*	**	**						
By the end of October	1%	1%	1%	-	2%	0%	-	-	-	-	1%	0%	1%	-	1%	
			**	**			*	*	**	**						
By the end of November	2%	2%	2%	-	4%	0%	1%	4%	-	-	2%	1%	2%	4%	1%	
			**	**	E.F	*	*	*	**	**						
Not before the next holiday season	5%	5%	5%	-	5%	7%	4%	4%	-	-	5%	3%	6%	5%	5%	
			**	**			*	*	**	**						
Don't know / prefer not to say	16%	13%	19%	24%	16%	22%	13%	10%	-	-	14%	21%	14%	16%	15%	
			A	**		F	*	*	**	**						

HYH\_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply.

	Unweighted base	863	386	477	9	268	203	326	57	-	-	158	211	293	201	632
<b>Base: All US adults who plan to use a credit card for holiday spending</b>	848	404	444	14	300	182	292	59	-	-	141	191	315	200	563	
Cash back credit card	42%	44%	39%	66%	44%	31%	42%	55%	-	-	41%	45%	42%	38%	42%	
			**	**	E		E	E*	**	**						

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status							
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Not applicable - I don't spend on this at all throughout the holiday season	9%	9%	2%	10%	12%	8%	5%	2%	6%	11%	7%	6%	6%	11%	12%
Don't know	8%	P*	*	P*	T.U	U			**	*	**		V.Z	V*	
	14%	N*	*	*	T.U	T.U	2%	3%	4%	-	9%	15%	5%	15%	5%
Net: Use Credit Cards more	28%	14%	31%	35%	20%	23%	40%	54%	33%	33%	16%	24%	31%	25%	18%
Net: Use Debit / Cash more	46%	55%	44%	37%	48%	50%	41%	31%	46%	51%	54%	47%	47%	42%	56%
	53%	40%	56%	58%	43%	48%	71%	79%	60%	41%	44%	57%	58%	47%	48%
Net: Use Debit / Cash at all	66%	70%	65%	59%	64%	68%	68%	63%	69%	63%	75%	70%	70%	59%	69%
		*	*	*					AA	**	AA*	**	AA		*

**HYH\_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred?**

	Unweighted base	863	72	86	73	230	285	214	134	474	13	55	20	562	168	75
<b>Base: All US adults who plan to accumulate debt for 2019 holiday purchases</b>	848	81	131	73	288	253	194	112	434	13	55	20	522	193	74	
By the end of December (that holiday season)	29%	13%	19%	33%	25%	23%	33%	44%	30%	14%	25%	25%	29%	30%	30%	
By the end of January	19%	13%	15%	22%	13%	21%	21%	27%	23%	31%	21%	18%	23%	13%	10%	
		*	*	*		R	R	R	AA,AB	**	*	**	AA,AB		*	
By the end of February	7%	5%	9%	3%	7%	9%	7%	4%	8%	5%	6%	13%	8%	1%	11%	
By the end of March	7%	9%	8%	6%	5%	10%	6%	7%	7%	5%	10%	-	7%	7%	4%	
		*	*	*		R			AA	**	*	**	AA		AA*	
By the end of April	5%	5%	9%	4%	7%	5%	4%	3%	6%	16%	4%	9%	6%	3%	3%	
By the end of May	4%	4%	9%	8%	6%	3%	2%	1%	3%	-	3%	-	3%	7%	5%	
		*	N*	N*	T.U				**	*	**	**	V	Z	*	
By the end of June	3%	6%	4%	-	4%	4%	3%	1%	3%	10%	3%	-	3%	2%	6%	
By the end of July	1%	1%	1%	3%	1%	0%	3%	2%	1%	-	2%	-	1%	2%	2%	
		*	*	*		S			**	*	**	**		*	*	
By the end of August	1%	4%	1%	1%	1%	1%	2%	1%	1%	-	-	4%	1%	1%	-	
By the end of September	1%	1%	-	2%	-	2%	0%	-	0%	-	2%	-	0%	1%	-	
		*	*	*		**	V*	**	**	*	**	**	V	*	*	
By the end of October	1%	-	2%	-	0%	1%	1%	-	1%	-	-	-	0%	2%	-	
By the end of November	2%	5%	5%	-	4%	1%	1%	1%	2%	-	3%	-	2%	2%	1%	
		N*	N*	*		**	*	**	**	*	**	**		*	*	
Not before the next holiday season	5%	11%	2%	1%	5%	6%	3%	4%	4%	-	6%	15%	4%	6%	6%	
Don't know / prefer not to say	16%	22%	17%	16%	22%	16%	13%	6%	12%	19%	15%	16%	13%	24%	20%	
		*	*	*	T.U	U	U		**	*	**	**	V.Z	*	*	

**HYH\_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply.**

	Unweighted base	863	72	86	73	230	285	214	134	474	13	55	20	562	168	75
<b>Base: All US adults who plan to use a credit card for holiday spending</b>	848	81	131	73	288	253	194	112	434	13	55	20	522	193	74	
Cash back credit card	42%	44%	34%	51%	38%	39%	48%	45%	44%	26%	46%	61%	44%	37%	35%	
		*	*	*		S			**	*	**	**		*	*	

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Parent or guardian of any children					Income					Urban				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Not applicable - I don't spend on this at all throughout the holiday season	9%	26%	7%	-	-	5%	8%	7%	11%	10%	14%	7%	3%	10%	6%
Don't know	8%	V.X.Z.AA.AB*	**	**	**	5%	4%	5%	AG.AI	*	AM.AN	AN	2%	AN	9%
Net: Use Credit Cards more	28%	25%	43%	29%	12%	29%	26%	28%	29%	14%	19%	31%	44%	18%	30%
Net: Use Debit / Cash more	46%	43%	34%	45%	29%	46%	52%	49%	43%	32%	52%	45%	40%	43%	47%
Net: Use Credit Cards at all	53%	44%	69%	29%	32%	59%	53%	56%	52%	30%	42%	59%	74%	36%	56%
Net: Use Debit / Cash at all	66%	59%	59%	73%	49%	74%	73%	73%	60%	39%	65%	71%	69%	54%	67%

HYH\_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred?

	Unweighted base	863	33	14	3	8	216	324	504	335	24	228	252	284	99	261
<b>Base: All US adults who plan to accumulate debt for 2019 holiday purchases</b>	848	31	17	2	8	211	299	480	342	26	244	257	252	96	270	
By the end of December (that holiday season)	29%	22%	18%	-	23%	16%	26%	23%	37%	26%	20%	29%	37%	27%	24%	
By the end of January	19%	28%	5%	-	-	13%	25%	21%	17%	16%	11%	21%	24%	20%	20%	
By the end of February	7%	12%	24%	34%	-	10%	10%	10%	3%	3%	8%	7%	7%	6%	5%	
By the end of March	7%	-	12%	27%	-	12%	6%	8%	5%	4%	7%	8%	5%	6%	7%	
By the end of April	5%	-	6%	39%	10%	7%	5%	6%	3%	7%	6%	6%	4%	3%	4%	
By the end of May	4%	3%	8%	-	-	3%	4%	3%	4%	3%	4%	6%	2%	1%	6%	
By the end of June	3%	5%	-	-	10%	7%	4%	5%	1%	3%	5%	3%	3%	1%	3%	
By the end of July	1%	-	4%	-	-	3%	1%	1%	1%	-	2%	1%	1%	-	1%	
By the end of August	1%	-	10%	-	-	1%	1%	1%	1%	-	1%	1%	2%	2%	1%	
By the end of September	1%	3%	4%	-	-	-	1%	0%	1%	-	1%	1%	0%	-	1%	
By the end of October	1%	-	-	-	-	2%	0%	1%	0%	-	1%	1%	1%	-	1%	
By the end of November	2%	6%	-	-	-	3%	1%	2%	2%	-	-	5%	0%	1%	2%	
Not before the next holiday season	5%	5%	-	-	10%	7%	3%	4%	5%	11%	9%	4%	3%	3%	6%	
Don't know / prefer not to say	16%	16%	9%	-	47%	17%	13%	14%	18%	27%	22%	12%	9%	30%	18%	

HYH\_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply.

	Unweighted base	863	33	14	3	8	216	324	504	335	24	228	252	284	99	261
<b>Base: All US adults who plan to use a credit card for holiday spending</b>	848	31	17	2	8	211	299	480	342	26	244	257	252	96	270	
Cash back credit card	42%	59%	29%	-	10%	41%	40%	41%	44%	28%	35%	47%	47%	30%	37%	

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Not applicable - I don't spend on this at all throughout the holiday season	9%	8%	15%	-
Don't know	8%	8%	AP.AQ 8%	** 27%
Net: Use Credit Cards more	28%	30%	21%	27%
Net: Use Debit / Cash more	46%	44%	49%	46%
Net: Use Credit Cards at all	53%	56%	41%	27%
Net: Use Debit / Cash at all	66%	65%	67%	46%

HYH\_q7. And when you use credit cards or accumulate debt for holiday season spending, how long does it typically take you to pay off the holiday debt you've incurred?

	Unweighted base	863	453	146	3
<b>Base: All US adults who plan to accumulate debt for 2019 holiday purchases</b>	848	443	132	3	
By the end of December (that holiday season)	29%	32%	28%	-	**
By the end of January	19%	20%	16%	-	**
By the end of February	7%	6%	15%	29%	**
By the end of March	7%	6%	9%	-	**
By the end of April	5%	6%	4%	-	**
By the end of May	4%	2%	6%	-	**
By the end of June	3%	3%	4%	-	**
By the end of July	1%	1%	3%	-	**
By the end of August	1%	1%	-	-	**
By the end of September	1%	1%	-	-	**
By the end of October	1%	0%	1%	-	**
By the end of November	2%	2%	2%	-	**
Not before the next holiday season	5%	4%	4%	34%	**
Don't know / prefer not to say	16%	17%	10%	37%	**

HYH\_q8. You said you typically make holiday purchases with a credit card. What type of credit card(s) do you typically use? Please select all that apply.

	Unweighted base	863	453	146	3
<b>Base: All US adults who plan to use a credit card for holiday spending</b>	848	443	132	3	
Cash back credit card	42%	44%	41%	63%	**

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Gender		Generation						Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Travel rewards credit card	15%	18%	12%	6%	18%	15%	14%	7%	-	-	15%	11%	18%	14%	16%
				**	G			*	**	**					P
Store credit card (aka co-branded credit card)	16%	16%	17%	23%	19%	12%	15%	21%	-	-	20%	21%	15%	12%	16%
				**				*	**	**	M	M			
General-purpose credit card	35%	35%	35%	30%	32%	37%	38%	32%	-	-	36%	30%	34%	41%	36%
				**				*	**	**				K	
Secured credit card	14%	15%	13%	40%	18%	11%	10%	11%	-	-	14%	15%	15%	11%	12%
				**	E.F			*	**	**					
Other	2%	3%	2%	-	1%	4%	3%	-	-	-	2%	4%	2%	2%	2%
				**				*	**	**					
Don't know	8%	7%	10%	7%	11%	9%	6%	3%	-	-	7%	8%	9%	9%	7%
				**				*	**	**					

**HYH\_q9. Are you still paying off any debt from any of your holiday purchases in December 2018?**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Yes, I am	9%	10%	8%	-	14%	11%	4%	4%	-	-	7%	7%	11%	8%	7%
				**	F.G	F		*	**	**					
No, I am not	84%	84%	85%	96%	77%	82%	91%	94%	-	-	84%	87%	84%	84%	87%
				**			D.E	D.E*	**	**					P
Don't know / prefer not to say	7%	6%	7%	4%	10%	7%	5%	3%	-	-	10%	6%	5%	7%	6%
				**	F			*	**	**					

**Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row.**

**HYH\_q10\_1. Significant other**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
I plan to buy a gift	54%	54%	54%	45%	56%	56%	53%	39%	-	-	55%	58%	53%	51%	57%
				**	G	G	G	*	**	**					Q
I don't plan to buy a gift	14%	15%	12%	4%	10%	17%	14%	18%	-	-	11%	11%	16%	14%	11%
				**		D		*	**	**					
Don't know	6%	6%	7%	4%	9%	4%	5%	9%	-	-	8%	7%	4%	8%	6%
				**	E.F			*	**	**					L
Not applicable - this does not apply to me	26%	26%	27%	47%	24%	24%	28%	35%	-	-	26%	24%	27%	28%	26%
				**				*	**	**					

**HYH\_q10\_2. Family member(s)**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
I plan to buy a gift	75%	70%	79%	68%	74%	75%	75%	75%	-	-	73%	78%	77%	70%	78%
			A	**				*	**	**					O.Q
I don't plan to buy a gift	11%	14%	9%	24%	9%	14%	12%	6%	-	-	10%	9%	13%	12%	10%
			B	**		D		*	**	**					
Don't know	8%	11%	6%	4%	10%	4%	9%	12%	-	-	12%	8%	6%	10%	8%
			B	**	E		E	E*	**	**					L
Not applicable - this does not apply to me	6%	6%	5%	5%	6%	6%	4%	7%	-	-	5%	5%	4%	8%	5%
				**				*	**	**					

**HYH\_q10\_3. Friend(s)**

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
I plan to buy a gift	37%	32%	41%	61%	41%	36%	33%	21%	-	-	30%	34%	42%	36%	34%
			A	**	F.G	G	G	*	**	**			J.K		
I don't plan to buy a gift	38%	43%	34%	7%	35%	38%	42%	48%	-	-	41%	44%	35%	37%	42%
			B	**				D*	**	**			L		O.Q

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Travel rewards credit card	15%	19% P*	6% *	17% P*	5%	12% R	26% R.S	27% R.S	18% AA	29% **	10% *	18% **	17%	10%	12% *
Store credit card (aka co-branded credit card)	16%	19% *	15% *	17% *	16%	16%	18%	14%	17%	- **	14% *	24% **	16%	19%	15% *
General-purpose credit card	35%	27% *	39% *	27% *	31%	40%	32%	39%	36%	27% **	47% *	48% **	37%	33%	33% *
Secured credit card	14%	15% *	24% N*	11% *	22% S.T.U	10%	9%	10%	13%	16% **	7% *	20% **	13%	20% V.Z.AB	7% *
Other	2%	6% *	1% *	1% *	3%	3%	2%	1%	1%	6% **	1% *	- **	1%	4% V.Z	5% V.Z*
Don't know	8%	12% *	11% *	7% *	13% T.U	10% T.U	3%	2%	7%	11% **	7% *	8% **	7%	10%	13% *

**HYH\_q9. Are you still paying off any debt from any of your holiday purchases in December 2018?**

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Yes, I am	9%	6% *	19% N.O*	8% *	10%	8%	10%	4%	8%	4% **	13% *	9% **	9%	9%	10% *
No, I am not	84%	82% *	74% *	84% *	81%	86%	86%	92% R.S	87% AA	76% **	84% *	84% **	87% AA	81%	87% *
Don't know / prefer not to say	7%	12% N*	7% *	8% *	9% U	6%	5%	3%	4%	20% **	3% *	7% **	5%	11% V.X.Z.AB	3% *

**Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row.**

**HYH\_q10\_1. Significant other**

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
I plan to buy a gift	54%	47% *	53% *	39% *	49%	56%	58% R	58% R	72% AA.AB.AC	91% **	82% AA.AB.AC*	82% **	74% V.AA.AB.AC	25%	26% *
I don't plan to buy a gift	14%	16% *	22% N*	13% *	15% S	10%	15% S	15% X.Z.AC	17% X.Z.AC	7% **	7% *	- **	15% X.AC	13% AC	13% AC*
Don't know	6%	8% *	4% *	14% N.P*	6%	7%	5%	8%	5%	4% **	8% *	2% **	5%	8%	4% *
Not applicable - this does not apply to me	26%	29% *	22% *	34% *	30% U	27% U	22%	18%	6%	5% **	3% *	16% **	6%	54% V.X.Z	56% V.X.Z*

**HYH\_q10\_2. Family member(s)**

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
I plan to buy a gift	75%	66% *	75% *	62% *	68%	78% R	80% R	79% R	80% AA	85% **	82% AA*	81% **	80% AA	63% AA*	76% AA*
I don't plan to buy a gift	11%	15% *	10% *	19% N*	13%	8% S	13% S	14% S	10% S	6% **	12% *	5% **	10% V.Z	16% V.Z	10% *
Don't know	8%	7% *	10% *	13% *	12% T	7%	5%	6%	8%	4% **	2% *	5% **	7%	11% X	8% *
Not applicable - this does not apply to me	6%	12% N*	5% *	6% *	8% T.U	6% T.U	2%	1%	2%	5% **	4% *	10% **	3%	10% V.Z	5% *

**HYH\_q10\_3. Friend(s)**

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
I plan to buy a gift	37%	39% *	46% N*	38% *	37%	34%	38%	39%	36%	34% **	42% *	50% **	37%	37%	33% *
I don't plan to buy a gift	38%	29% *	35% *	30% *	37%	36%	41%	45%	42% AA.AC	36% **	41% *	20% **	41% AC	34%	43% *

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Parent or guardian of any children									Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Travel rewards credit card	15%	9%*	13%**	-	51%**	17%	15%	16%	14%	3%**	8%	10%	28% AL.AMAO	14%*	18%
Store credit card (aka co-branded credit card)	16%	6%*	16%**	-	-	19%	17%	17%	16%	14%**	17%	20%	13%	11%*	17%
General-purpose credit card	35%	32%*	11%**	66%**	10%**	36%	38%	37%	33%	23%**	33%	39%	35%	29%*	33%
Secured credit card	14%	8%*	24%**	-	10%**	21% AH.AI.AJ	13%	16% AH	13%	-	17% AO	14%	14%	7%*	16%
Other	2%	-	5%**	34%**	-	1%	1%	1%	4% AG.AH.AI	3%**	6% AM.AN	1%	1%	1%*	4%
Don't know	8%	3%*	6%**	-	19%**	7%	5%	6%	9%*	38%**	11% AM.AN	5%	3%	25%*	11%

**HYH\_q9. Are you still paying off any debt from any of your holiday purchases in December 2018?**

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Yes, I am	9%	4%*	26%**	-	4%**	15% AH.AI.AJ	6%	10% AH	7%	12%*	11% AO	12% AO	8% AO	1%*	11% AR
No, I am not	84%	90%*	70%**	73%**	55%**	81% AK	91% AG.AI.AJ.AK	87% AG.AK	85% AK	52%*	83% AL.AO	84%	90%*	80%*	82%
Don't know / prefer not to say	7%	6%*	4%**	27%**	41%**	4%*	3%*	3%*	8% AG.AH.AI	36%**	7% AN	4%	2%*	19%*	8% AL.AMAN

**Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row.**

**HYH\_q10\_1. Significant other**

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	54%	16%*	36%**	46%**	31%**	70% AH.AI.AJ.AK	55% AJ.AK	60% AH.AJ.AK	47%*	37%*	45% AL.AO	58% AL.AMAO	69%*	43%*	51%
I don't plan to buy a gift	14%	2%*	8%**	25%**	14%**	11% AG.AI.AJ	18% AG	15% AG	11%	11%*	14%*	15%*	11%*	14%*	13%
Don't know	6%	7%*	8%**	29%**	23%**	9% AH.AI	5% AH	6% AH	6%*	15% AH.AI.AJ*	6%*	5%*	4%*	11%*	7%*
Not applicable - this does not apply to me	26%	75% V.X.Z.AA.AB*	47%**	-	33%**	10% AG.AI	23% AG	18% AG.AH.AI	36% AG.AH.AI	36% AG.AI*	35% AM.AN	21%*	17%*	32%*	28%*

**HYH\_q10\_2. Family member(s)**

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	75%	77%*	70%**	100%**	41%**	84% AJ.AK	80% AJ.AK	81% AJ.AK	68%*	54%*	71% AO	79% AL.AO	85% AL.AO	58%*	70%*
I don't plan to buy a gift	11%	6%*	14%**	-	12%**	9%*	11%*	10%*	14%*	7%*	13%*	10%*	9%*	14%*	13%*
Don't know	8%	9%*	16%**	-	22%**	5%*	7%*	7%*	9%*	23% AG.AH.AI.AJ*	10% AN	7%*	4%*	15%*	11% AQ
Not applicable - this does not apply to me	6%	9% V.Z*	-	-	25%**	2%*	2%*	2%*	9% AG.AH.AI	16% AG.AH.AI*	7% AM.AN	3%*	2%*	12%*	6%*

**HYH\_q10\_3. Friend(s)**

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	37%	39%*	27%**	73%**	30%**	39%*	33%*	36% AH	38%*	27%*	35% AO	42%*	38%*	29%*	37%*
I don't plan to buy a gift	38%	26%*	42%**	-	22%**	36% AG.AI.AJ	44%*	40%*	37%*	29%*	37%*	39%*	43%*	32%*	40%*

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Travel rewards credit card	15%	14%	10%	63% **
Store credit card (aka co-branded credit card)	16%	17%	13%	34% **
General-purpose credit card	35%	36%	36%	34% **
Secured credit card	14%	12%	16%	34% **
Other	2%	2%	1%	- **
Don't know	8%	8%	6%	37% **

**HYH\_q9. Are you still paying off any debt from any of your holiday purchases in December 2018?**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
Yes, I am	9%	9%	5%	- **
		AR		
No, I am not	84%	84%	91%	39% **
			AP,AQ	
Don't know / prefer not to say	7%	7%	4%	61% **

**Are you planning or not planning to buy gifts for each of the following this holiday season? Please select one option on each row.**

**HYH\_q10\_1. Significant other**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	54%	54%	57%	27% **
I don't plan to buy a gift	14%	16%	9%	- **
		AR		
Don't know	6%	5%	8%	14% **
Not applicable - this does not apply to me	26%	25%	27%	59% **

**HYH\_q10\_2. Family member(s)**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	75%	78%	74%	54% **
		AP		
I don't plan to buy a gift	11%	10%	12%	- **
Don't know	8%	7%	7%	14% **
Not applicable - this does not apply to me	6%	5%	7%	32% **

**HYH\_q10\_3. Friend(s)**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	37%	37%	35%	46% **
I don't plan to buy a gift	38%	39%	35%	12% **

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



	Total	Gender		Generation							Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Don't know	14%	15%	12%	24% **	14%	13%	12%	18% *	- **	- **	16%	13%	12%	14%	14%	
Not applicable - this does not apply to me	11%	10%	13%	8% **	10%	12%	12%	13% *	- **	- **	13%	10%	11%	13%	10%	
<b>HYH_q10_4. Co-worker(s)</b>																
Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897	
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802	
I plan to buy a gift	13%	11%	15%	26% **	18% F.G	14% F.G	8% G	1% *	- **	- **	13%	12%	14%	11%	12%	
I don't plan to buy a gift	39%	47% B	32%	43% **	41% G	48% F.G	35% G	24% *	- **	- **	36%	44%	39%	39%	40%	
Don't know	9%	9%	8%	4% **	13% E.F.G	7%	6%	4% *	- **	- **	11%	9%	7%	9%	9%	
Not applicable - this does not apply to me	39%	34%	45% A	27% **	28% A	31%	51% D.E	71% D.E.F*	- **	- **	40%	36%	40%	40%	39%	
<b>HYH_q10_5. Neighbor(s)</b>																
Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897	
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802	
I plan to buy a gift	10%	11%	10%	2% **	9%	12%	11%	12% *	- **	- **	9%	9%	12%	10%	10%	
I don't plan to buy a gift	59%	63% B	56%	64% **	58%	60%	60%	54% *	- **	- **	56%	59%	60%	61%	64% O.P	
Don't know	10%	10%	9%	9% **	12% F	10%	6%	10% *	- **	- **	14% L	11% L	6%	10%	9%	
Not applicable - this does not apply to me	21%	17%	25% A	25% **	20%	18%	23%	25% *	- **	- **	22%	21%	22%	19%	17%	
<b>HYH_q10_6. Pet(s)</b>																
Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897	
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802	
I plan to buy a gift	31%	28%	34%	27% **	31% G	38% F.G	30% G	15% *	- **	- **	33%	29%	28%	36%	35% O.Q	
I don't plan to buy a gift	30%	33%	27%	20% **	27%	30%	33%	34% *	- **	- **	25%	31%	32%	30%	30%	
Don't know	9%	10%	9%	27% **	11% G	8%	8%	2% *	- **	- **	10%	12%	8%	9%	9%	
Not applicable - this does not apply to me	30%	29%	30%	26% **	30%	24%	29%	48% D.E.F*	- **	- **	33%	28%	32%	25%	26%	
<b>HYH_q10_multi. Multi count for error on amount</b>																
Unweighted base	1047	460	587	14	322	257	397	57	-	-	198	244	372	233	780	
<b>Base</b>	1041	500	541	23	366	222	370	59	-	-	182	223	392	243	692	
Significant other	64%	65%	63%	56% **	67% G	67% G	63%	49% *	- **	- **	66%	67%	63%	61%	66%	
Family member(s)	89%	85% A	93%	83% **	88% A	90% F.G	88% G	96% *	- **	- **	88%	91%	91% M	84%	90%	
Friend(s)	44%	39% A	48% A	75% **	49% F.G	44% G	40% G	28% *	- **	- **	36%	39%	50% J.K	43%	39%	
Co-worker(s)	15%	13%	17%	32% **	21% F.G	17% F.G	9% F.G	2% *	- **	- **	15%	14%	17%	14%	14%	
Neighbor(s)	12%	13%	12%	2% **	11%	15%	12%	15% *	- **	- **	10%	10%	15%	12%	11%	
Pet(s)	37%	34%	40%	34% **	37% G	45% F.G	36% G	20% *	- **	- **	40%	34%	34%	43% L	40% O	

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	Total	Race			Education				Marital Status							
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced	
Don't know	14%	14%*	8%*	21%P*	11%	16%	13%	13%	13%	15%**	12%*	12%**	13%	15%	12%*	
Not applicable - this does not apply to me	11%	17%N*	12%*	11%*	14%T.U.	13%T.U.	7%	3%	9%	15%**	4%*	18%**	9%	14%X.Z	12%*	
<b>HYH_q10_4. Co-worker(s)</b>																
Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110	
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110	
I plan to buy a gift	13%	12%*	13%*	18%*	10%	12%	19%R.S	13%	13%	17%**	15%*	17%**	13%	14%	9%*	
I don't plan to buy a gift	39%	33%*	44%*	36%*	34%	40%	48%R.S	42%	42%AC	48%**	46%AC*	46%**	43%AA.AC	35%	36%*	
Don't know	9%	5%*	8%*	12%*	6%	9%	8%R.S.T	17%	8%*	-**	7%*	6%**	7%	10%	9%*	
Not applicable - this does not apply to me	39%	50%N.Q*	36%*	34%*	49%S.T.U.	39%T.U.	25%	29%	37%	35%**	31%*	31%**	36%	41%	47%X*	
<b>HYH_q10_5. Neighbor(s)</b>																
Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110	
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110	
I plan to buy a gift	10%	10%*	16%Q*	5%*	13%S	6%	13%S	11%	13%X.Z	12%**	5%*	5%**	11%	9%	5%*	
I don't plan to buy a gift	59%	44%*	51%*	58%*	52%	61%	67%R	68%	62%R	69%**	66%*	61%**	63%	56%	61%*	
Don't know	10%	10%*	8%*	17%N*	10%	9%	8%R	12%	9%*	-**	8%*	-**	8%	13%	9%*	
Not applicable - this does not apply to me	21%	36%N.Q*	24%*	20%*	25%T.U.	24%T.U.	13%	10%	16%	19%**	22%*	34%**	18%V	24%V	25%V*	
<b>HYH_q10_6. Pet(s)</b>																
Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110	
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110	
I plan to buy a gift	31%	15%*	33%O*	21%*	32%	28%	32%	35%	31%	32%**	48%V.Z.AA*	24%**	33%AA	25%	35%*	
I don't plan to buy a gift	30%	32%*	30%*	28%*	28%	31%	32%	32%	35%AA.AC	32%**	26%*	25%**	33%AA.AC	26%	30%*	
Don't know	9%	5%*	11%*	13%O*	8%	12%	7%R	7%	7%*	8%**	11%*	22%**	8%V	13%V.AB	4%*	
Not applicable - this does not apply to me	30%	48%N.P*	26%*	38%N*	31%	29%	29%	26%	26%X	29%**	15%*	29%**	25%X	36%V.X.Z	30%X*	
<b>HYH_q10_multi. Multi count for error on amount</b>																
Unweighted base	1047	90	107	70	319	369	225	134	559	17	78	29	683	199	92	
<b>Base</b>	1041	108	169	71	400	329	203	109	515	17	81	30	642	235	93	
Significant other	64%	63%*	61%*	54%*	61%	66%	65%	68%	81%AA.AB.AC	96%**	91%V.AA.AB.AC*	89%**	83%AA.AB.AC	34%	31%*	
Family member(s)	89%	87%*	86%*	87%*	86%	92%R	89%	91%	90%	89%**	91%*	88%**	90%	86%	90%*	
Friend(s)	44%	52%N*	53%N*	53%N*	47%	40%	43%	45%	40%	36%**	47%*	54%**	42%	50%V	39%*	
Co-worker(s)	15%	16%*	14%*	25%N*	13%	14%	21%R	15%	14%	18%**	17%*	19%**	15%	19%	10%*	
Neighbor(s)	12%	13%*	18%*	7%*	16%	7%	14%S	12%	14%X	13%**	5%*	5%**	13%	12%	6%*	
Pet(s)	37%	21%*	38%O*	30%*	40%	33%	36%	40%	35%	33%**	53%V.Z.AA*	26%**	37%	34%	42%*	

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	Total	Parent or guardian of any children									Income				Urban
		Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	
Don't know	14%	20%*	13%**	-**	27%**	16%	12%	13%	13%	22%*	14%	10%	13%	19%AM	12%
Not applicable - this does not apply to me	11%	15%*X*	19%**	27%**	21%**	9%	11%	10%	12%	23%AG,AH,AI*	15%AM,AN	9%	5%	19%AM,AN	11%
<b>HYH_q10_4. Co-worker(s)</b>															
Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	13%	7%*	4%**	29%**	6%**	17%AH,AI	9%	12%AH	13%*	9%*	12%	11%	18%AL,AM,AO	9%	16%
I don't plan to buy a gift	39%	26%*	53%**	45%**	25%**	45%AH,AI,AK	37%	40%AH,AK	40%AK	23%*	36%	44%AL,AO	46%AL,AO	29%	41%AR
Don't know	9%	5%*	12%**	-**	23%**	10%AH,AI	5%	7%AH	10%AH	13%*	6%	8%	11%AL	12%AL	12%AQ
Not applicable - this does not apply to me	39%	61%V,X,Z,AA*	30%**	27%**	46%**	27%AG,AI,AJ	48%	40%AG	37%AG	55%AG,AJ*	46%AM,AN	38%AN	25%	51%AM,AN	32%
<b>HYH_q10_5. Neighbor(s)</b>															
Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	10%	6%*	31%**	29%**	17%**	14%AJ	11%	12%AJ	8%*	9%*	12%	8%	12%	8%	12%
I don't plan to buy a gift	59%	54%*	41%**	45%**	28%**	57%	60%	59%	61%AK	45%*	52%	67%AL,AO	68%AL,AO	45%	56%
Don't know	10%	10%*	5%**	-**	17%**	12%	8%	10%	9%AK	15%*	9%	8%	9%	14%AM	13%
Not applicable - this does not apply to me	21%	30%V,Z*	24%**	27%**	38%**	17%	22%	19%	22%	30%*	26%AM,AN	17%AN	11%	32%AM,AN	21%
<b>HYH_q10_6. Pet(s)</b>															
Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
I plan to buy a gift	31%	32%*	45%**	46%**	19%**	36%AH,AI	28%	31%AH	32%*	30%*	31%AO	30%AO	40%AL,AM,AO	21%	30%
I don't plan to buy a gift	30%	17%*	21%**	25%**	16%**	30%AK	36%AJ,AK	34%AJ,AK	27%*	15%*	25%	36%AL	31%	28%	27%
Don't know	9%	10%*	4%**	29%**	16%**	10%	8%	9%	9%	17%*	11%	6%	7%	14%AM,AN	9%
Not applicable - this does not apply to me	30%	42%V,X,Z*	30%**	-**	50%**	23%	29%	27%	32%AG	39%AG*	33%AN	27%	22%	37%AN	34%
<b>HYH_q10_multi. Multi count for error on amount</b>															
Unweighted base	1047	42	15	4	12	266	401	622	396	29	316	297	306	128	309
<b>Base</b>	1041	37	17	3	13	253	372	586	423	32	340	300	271	129	315
Significant other	64%	20%*	46%**	46%**	56%**	77%AH,AI,AJ	64%	69%AH,AJ	58%*	57%**	55%	67%AL	74%AL,AO	62%	62%
Family member(s)	89%	95%*	88%**	100%**	74%**	93%AJ	94%AJ	93%AJ	84%*	82%**	86%	91%AO	92%AO	84%	85%
Friend(s)	44%	48%*	33%**	73%**	54%**	43%AJ	38%AJ	42%AJ	47%AH	40%**	43%	48%	41%AO	42%	45%
Co-worker(s)	15%	9%*	5%**	29%**	11%**	19%AH,AI	11%	14%AH	16%AH	14%**	15%	12%	20%AM	13%	19%AR
Neighbor(s)	12%	8%*	38%**	29%**	31%**	16%AJ	12%	14%AJ	10%*	14%**	15%AM	9%	13%	12%	14%
Pet(s)	37%	39%*	56%**	46%**	35%**	40%AH	32%	35%AH	39%*	45%**	37%	35%	43%AO	30%	36%

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	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
Don't know	14%	14%	15%	14%
				**
Not applicable - this does not apply to me	11%	10%	14%	29%
				**

**HYH\_q10\_4. Co-worker(s)**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	13%	12%	10%	14%
				**
I don't plan to buy a gift	39%	42%	31%	14%
		AR		**
Don't know	9%	7%	7%	15%
				**
Not applicable - this does not apply to me	39%	39%	52%	57%
		AP	AP.AQ	**

**HYH\_q10\_5. Neighbor(s)**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	10%	10%	9%	-
				**
I don't plan to buy a gift	59%	64%	56%	14%
		AP.AR		**
Don't know	10%	8%	8%	12%
				**
Not applicable - this does not apply to me	21%	18%	27%	74%
			AQ	**

**HYH\_q10\_6. Pet(s)**

Unweighted base	1240	620	245	6
<b>Base: All US adults</b>	1240	619	232	7
I plan to buy a gift	31%	32%	30%	71%
				**
I don't plan to buy a gift	30%	30%	36%	14%
		AP		**
Don't know	9%	10%	8%	15%
				**
Not applicable - this does not apply to me	30%	28%	26%	-
				**

**HYH\_q10\_multi. Multi count for error on amount**

Unweighted base	1047	525	208	5
<b>Base</b>	1041	525	195	6
Significant other	64%	64%	68%	32%
				**
Family member(s)	89%	92%	88%	63%
		AP		**
Friend(s)	44%	44%	41%	53%
				**
Co-worker(s)	15%	14%	12%	16%
				**
Neighbor(s)	12%	12%	11%	-
				**
Pet(s)	37%	38%	36%	82%
				**

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Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

HYH\_q11\_nm. How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate.

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
0	8%	9%	7%	7%	5%	10%	10%	11%	-	-	7%	6%	10%	8%	7%
				**		D	D	*	**	**					
1 to 5	39%	47%	30%	52%	47%	35%	33%	29%	-	-	39%	35%	37%	45%	36%
		B	**	**	E.F.G	*	**	**	**	**				K	
6 to 10	32%	28%	35%	29%	30%	31%	36%	23%	-	-	32%	36%	31%	30%	34%
		A	**	**	**	G	*	**	**	**					
11 to 25	19%	13%	24%	12%	14%	19%	20%	35%	-	-	22%	18%	20%	14%	20%
		A	**	**	**	D	D	D.E.F*	**	**				O	
26 to 50	2%	2%	2%	-	2%	3%	1%	3%	-	-	-	3%	1%	3%	1%
		**	**	**	**	F	*	**	**	**		J		J	
Over 50	1%	0%	1%	-	2%	1%	0%	-	-	-	0%	1%	2%	-	1%
		**	**	**	**	**	**	*	**	**					
Mean	8.09	6.67	9.44	5.83	8.31	8.65	7.57	8.73	-	-	7.51	9.04	8.50	7.03	8.36
			A	**	**	**	**	*	**	**		M			

HYH\_q12. You indicated that you plan to purchase a gift this holiday season. When it comes to wrapping those gifts, which of the following will you do? Please select all that apply.

Unweighted base	1138	501	637	16	360	273	424	65	-	-	219	269	397	253	834
<b>Base: All US adults who plan to buy gifts</b>	1138	548	590	26	408	239	396	68	-	-	205	244	421	269	744
I will wrap presents myself	80%	72%	87%	71%	75%	82%	86%	69%	*	**	81%	80%	82%	76%	82%
		A	**	**	**	D.G	D.G	*	**	**					
I will have presents professionally wrapped	7%	10%	5%	2%	11%	8%	4%	6%	-	-	5%	5%	9%	8%	6%
		B	**	**	F	F	*	**	**	**					
I will have someone else I know wrap presents for me	9%	12%	6%	-	13%	5%	6%	9%	*	**	7%	8%	10%	8%	9%
		B	**	**	E.F	*	**	**	**	**					
I will give at least some presents unwrapped	6%	8%	5%	-	7%	4%	5%	13%	-	-	5%	6%	6%	7%	6%
		**	**	**	**	**	**	E.F*	**	**					
I will not have any of my presents wrapped	4%	5%	2%	19%	2%	4%	4%	8%	-	-	3%	3%	4%	5%	4%
		B	**	**	**	**	**	D*	**	**					
Don't know	6%	7%	5%	8%	8%	4%	4%	9%	-	-	6%	7%	5%	6%	5%
		**	**	**	**	**	**	*	**	**					

HYH\_q13. In general, how good or bad do you think you are at wrapping gifts?

Unweighted base	1240	554	686	18	380	303	466	73	-	-	235	287	441	277	897
<b>Base: All US adults</b>	1240	605	635	28	432	266	438	76	-	-	221	261	467	292	802
Very good	24%	18%	30%	13%	21%	26%	26%	22%	*	**	23%	25%	24%	23%	22%
		A	**	**	**	**	**	*	**	**					
Somewhat good	45%	43%	47%	58%	42%	42%	48%	48%	-	-	47%	40%	48%	44%	45%
		**	**	**	**	**	**	*	**	**					
Somewhat bad	17%	20%	13%	16%	18%	16%	16%	14%	-	-	15%	22%	15%	17%	19%
		B	**	**	**	**	**	*	**	**		J.L			
Very bad	9%	13%	5%	13%	10%	10%	7%	13%	-	-	9%	8%	9%	10%	10%
		B	**	**	**	**	**	*	**	**				P	
Don't know	5%	6%	5%	-	8%	6%	3%	3%	-	-	6%	6%	4%	6%	4%
		**	**	**	**	**	**	*	**	**					
Net: Very/Somewhat good	69%	61%	77%	71%	64%	68%	74%	70%	-	-	70%	64%	72%	67%	67%
		A	**	**	**	**	D	*	**	**			K		
Net: Very/Somewhat bad	26%	33%	18%	29%	28%	26%	23%	27%	-	-	24%	30%	24%	26%	29%
		B	**	**	**	**	*	*	**	**				P	

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced

**HYH\_q11\_nm.** How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate.

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
0	8%	18%	2%	14%	10%	8%	6%	6%	5%	-	5%	8%	5%	13%	12%
		N.P*	*	N.P*						**	*	**		V.Z	V.Z*
1 to 5	39%	38%	46%	46%	41%	38%	35%	39%	30%	37%	35%	50%	32%	56%	40%
		*	*	*						**	*	**		V.X.Z.AB.AC	*
6 to 10	32%	30%	28%	26%	27%	34%	39%	34%	36%	41%	40%	33%	36%	22%	31%
		*	*	*		R	R		AA	**	AA*	**	AA		*
11 to 25	19%	11%	20%	12%	19%	19%	18%	18%	26%	14%	20%	9%	24%	7%	16%
		*	*	*					Z.AA	**	AA*	**	AA		AA*
26 to 50	2%	2%	3%	2%	3%	1%	0%	1%	2%	8%	-	-	2%	2%	-
		*	*	*	T					**	*	**			*
Over 50	1%	1%	0%	1%	1%	0%	2%	3%	1%	-	-	-	1%	1%	2%
		*	*	*			S	S		**	*	**			*
Mean	8.09	7.20	8.26	6.88	7.99	7.29	8.96	9.36	9.29	11.07	7.95	6.24	9.03	5.75	7.60
		*	*	*			S	S	AA	**	*	**	AA		*

**HYH\_q12.** You indicated that you plan to purchase a gift this holiday season. When it comes to wrapping those gifts, which of the following will you do? Please select all that apply.

Unweighted base	1138	101	118	85	359	398	237	144	590	18	83	29	720	237	97
<b>Base: All US adults who plan to buy gifts</b>	1138	118	190	86	451	356	212	119	547	18	86	30	681	278	97
I will wrap presents myself	80%	73%	79%	76%	77%	83%	84%	77%	84%	75%	82%	89%	84%	74%	81%
		*	*	*					AA	**	*	**	AA		*
I will have presents professionally wrapped	7%	10%	11%	10%	8%	4%	9%	12%	7%	-	4%	8%	7%	7%	6%
		*	*	*	S		S	S		**	*	**			*
I will have someone else I know wrap presents for me	9%	9%	7%	6%	7%	10%	10%	10%	9%	9%	12%	9%	10%	6%	7%
		*	*	*						**	*	**			*
I will give at least some presents unwrapped	6%	10%	4%	6%	5%	7%	5%	11%	6%	-	6%	11%	6%	7%	3%
		*	*	*				R		**	*	**			*
I will not have any of my presents wrapped	4%	2%	3%	4%	4%	4%	2%	3%	2%	4%	3%	-	2%	5%	6%
		*	*	*						**	*	**			*
Don't know	6%	10%	7%	5%	9%	3%	3%	6%	3%	11%	5%	3%	3%	9%	7%
		N*	*	*	S.T					**	*	**		V.Z	*

**HYH\_q13.** In general, how good or bad do you think you are at wrapping gifts?

Unweighted base	1240	122	123	98	405	432	252	151	620	18	88	32	758	277	110
<b>Base: All US adults</b>	1240	144	194	100	502	386	226	126	578	18	90	32	718	318	110
Very good	24%	24%	30%	26%	24%	21%	30%	22%	25%	23%	20%	36%	25%	18%	30%
		*	*	*			S		AA	**	*	**	AA		AA*
Somewhat good	45%	39%	50%	45%	46%	45%	39%	51%	46%	39%	50%	33%	46%	45%	42%
		*	*	*				T		**	*	**			*
Somewhat bad	17%	16%	11%	14%	15%	19%	19%	14%	16%	24%	16%	10%	16%	17%	19%
		*	*	*						**	*	**			*
Very bad	9%	10%	2%	10%	8%	10%	11%	8%	9%	13%	10%	18%	9%	11%	6%
		P*	*	P*						**	*	**			*
Don't know	5%	10%	7%	5%	7%	5%	2%	4%	4%	-	3%	3%	4%	10%	3%
		N*	*	*	T		T			**	*	**		V.Z	*
Net: Very/Somewhat good	69%	63%	80%	71%	70%	66%	69%	73%	71%	62%	70%	69%	71%	63%	72%
		*	N.O*	*					AA	**	*	**	AA		*
Net: Very/Somewhat bad	26%	27%	13%	24%	23%	29%	29%	23%	25%	38%	26%	28%	26%	28%	25%
		P*	*	*						**	*	**			*

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Parent or guardian of any children					Income					Urban	
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k		\$40k to \$80k

**HYH\_q11\_nm.** How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate.

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
0	8%	10%	9%	-	20%	3%	7%	5%	11%	14%	10%	5%	4%	18%	7%
	*	**	**	**	**		AG.AI	AG	AG.AH.AI	AG.AI*	AM.AN			AL.AM.AN	
1 to 5	39%	24%	38%	51%	40%	36%	33%	33%	45%	43%	41%	38%	34%	42%	45%
	*	**	**	**	**				AG.AH.AI	*					AQ.AR
6 to 10	32%	37%	28%	20%	30%	35%	33%	34%	29%	32%	31%	31%	38%	28%	32%
	AA*	**	**	**	**					*			AO		
11 to 25	19%	26%	12%	29%	7%	23%	25%	24%	12%	9%	16%	24%	21%	11%	12%
	AA*	**	**	**	**	AJ	AJ.AK	AJ.AK		*		AL.AO	AO		
26 to 50	2%	4%	9%	-	-	3%	2%	2%	1%	-	2%	2%	2%	1%	3%
	*	**	**	**	**					*					AQ
Over 50	1%	-	3%	-	3%	1%	0%	1%	1%	2%	1%	0%	1%	0%	1%
	*	**	**	**	**					*					
Mean	8.09	9.34	11.46	9.46	7.49	10.00	8.51	9.07	6.96	6.62	7.87	8.21	9.61	5.98	7.93
	AA*	**	**	**	**	AH.AI.AJ	AJ	AH.AJ		*		AO	AO		

**HYH\_q12.** You indicated that you plan to purchase a gift this holiday season. When it comes to wrapping those gifts, which of the following will you do? Please select all that apply.

Unweighted base	1138	46	17	4	17	283	428	663	437	38	351	318	317	152	341
<b>Base: All US adults who plan to buy gifts</b>	1138	42	20	3	18	273	404	634	462	42	376	328	281	152	354
I will wrap presents myself	80%	80%	72%	75%	22%	83%	80%	82%	81%	44%	79%	82%	84%	69%	75%
	*	**	**	**	**	AK	AK	AK	AK	*	AO	AO	AO		
I will have presents professionally wrapped	7%	10%	40%	-	16%	9%	9%	9%	5%	11%	9%	6%	8%	5%	13%
	*	**	**	**	**					*					AQ.AR
I will have someone else I know wrap presents for me	9%	5%	31%	-	4%	16%	8%	11%	6%	7%	10%	7%	8%	9%	10%
	*	**	**	**	**	AH.AI.AJ		AH.AJ		*					
I will give at least some presents unwrapped	6%	11%	-	-	-	4%	5%	5%	7%	7%	6%	6%	6%	7%	6%
	*	**	**	**	**					*					
I will not have any of my presents wrapped	4%	7%	9%	25%	-	1%	4%	2%	5%	8%	5%	4%	3%	3%	4%
	*	**	**	**	**		AG	AG	AG	AG*					
Don't know	6%	4%	-	-	58%	2%	4%	4%	6%	36%	4%	4%	2%	19%	8%
	*	**	**	**	**					AG.AH.AI.AJ*				AL.AM.AN	

**HYH\_q13.** In general, how good or bad do you think you are at wrapping gifts?

Unweighted base	1240	51	19	4	21	290	457	697	497	46	394	334	329	183	369
<b>Base: All US adults</b>	1240	46	22	3	23	280	434	669	522	49	416	345	293	186	382
Very good	24%	36%	27%	27%	28%	29%	27%	27%	20%	24%	24%	25%	25%	21%	27%
	AA*	**	**	**	**	AJ	AJ	AJ		*					
Somewhat good	45%	37%	65%	29%	28%	47%	46%	47%	44%	25%	48%	49%	43%	34%	43%
	*	**	**	**	**	AK	AK	AK	AK	*	AO	AO			
Somewhat bad	17%	18%	8%	45%	17%	15%	17%	16%	17%	17%	16%	16%	20%	15%	18%
	*	**	**	**	**					*					
Very bad	9%	5%	-	-	-	5%	8%	7%	12%	5%	8%	8%	9%	13%	7%
	*	**	**	**	**				AG.AH.AI	*					
Don't know	5%	4%	-	-	27%	4%	3%	3%	6%	30%	5%	3%	3%	17%	6%
	*	**	**	**	**				AH.AI	AG.AH.AI.AJ*				AL.AM.AN	
Net: Very/Somewhat good	69%	73%	92%	55%	56%	77%	73%	74%	64%	48%	72%	74%	68%	55%	70%
	*	**	**	**	**	AJ.AK	AJ.AK	AJ.AK		*	AO	AO	AO		
Net: Very/Somewhat bad	26%	23%	8%	45%	17%	20%	24%	23%	30%	22%	24%	24%	29%	28%	24%
	*	**	**	**	**				AG.AI	*					

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other

HYH\_q11\_nm. How many people/pets do you plan to buy gifts for this holiday season? If you're unsure, please provide your best estimate.

	1240	620	245	6
Unweighted base	1240	619	232	7
<b>Base</b>	1240	619	232	7
0	8%	8%	11%	-
				**
1 to 5	39%	37%	31%	75%
				**
6 to 10	32%	32%	33%	-
				**
11 to 25	19%	22%	22%	12%
		AP	AP	**
26 to 50	2%	1%	2%	-
				**
Over 50	1%	1%	1%	14%
				**
Mean	8.09	8.10	8.28	9.88
				**

HYH\_q12. You indicated that you plan to purchase a gift this holiday season. When it comes to wrapping those gifts, which of the following will you do? Please select all that apply.

	1138	572	219	6
Unweighted base	1138	571	206	7
<b>Base: All US adults who plan to buy gifts</b>	1138	571	206	7
I will wrap presents myself	80%	82%	84%	57%
		AP	AP	**
I will have presents professionally wrapped	7%	6%	3%	14%
				**
I will have someone else I know wrap presents for me	9%	8%	10%	-
				**
I will give at least some presents unwrapped	6%	6%	5%	-
				**
I will not have any of my presents wrapped	4%	4%	3%	-
				**
Don't know	6%	5%	5%	29%
				**

HYH\_q13. In general, how good or bad do you think you are at wrapping gifts?

	1240	620	245	6
Unweighted base	1240	619	232	7
<b>Base: All US adults</b>	1240	619	232	7
Very good	24%	24%	20%	13%
				**
Somewhat good	45%	45%	47%	57%
				**
Somewhat bad	17%	17%	15%	-
				**
Very bad	9%	10%	11%	-
				**
Don't know	5%	4%	7%	29%
				**
Net: Very/Somewhat good	69%	69%	67%	71%
				**
Net: Very/Somewhat bad	26%	27%	26%	-
				**

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, Means, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 3)

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Race			Education				Marital Status						
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced

Cell Contents (C0 (\*\*), Small Base: 100 (\*\*))

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US\_nat\_int Sample: 11th - 12th November 2019



Total					Parent or guardian of any children					Income				
	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say	Urban

Cell Contents (Cr

**YouGov RealTime**  
**Holiday Budget Gifts**

US\_nat\_int Sample: 11th - 12th November 2019



Total	Type of Area Lived in		
	Suburban/ Town	Rural	Other

Cell Contents (Cr