

**1) Do you have at least one child
who is 10 years old or younger?**

	All	
1) Yes		22%
2) No		78%
Unweighted N		3407

Weight Nat Rep

3) "Elf on the Shelf" is a holiday tradition for some households where adults place a toy elf in the home and tell the children that it is watching them and will report to Santa whether they are nice or naughty. The children are usually told that they can't touch the elf, and that the elf will not speak or move while the children are awake. Based on the concept, do you think "Elf on the Shelf" is more of a harmful tradition or harmless tradition?

	All	Among those wh
1) Harmful	16%	41%
2) Harmless	66%	36%
3) Don't know	17%	23%
Unweighted N	621	148

Weight

Nat Rep

**4) Does your household have an
"Elf on the Shelf"?**

	All	
1) Yes		36%
2) No		61%
3) Don't know		3%
Unweighted N		621

Weight Nat Rep

5) Which of the following are reasons why your household has an Elf on the Shelf?

	All
1) I think it's fun	61%
2) It makes the children behave better	22%
3) The children heard about an Elf on the Shelf from someone else and so we decided to do it	29%
4) It's a family tradition	30%
5) Other	5%
6) Don't know	1%
7) None of these	1%
Unweighted N	237

Weight Nat Rep

6) Which of the following are reasons why your household does not have an Elf on the Shelf?

	All
1) I think it's weird or creepy	32%
2) It is too much work	18%
3) My children never wanted one	20%
4) I had never heard of this tradition before	21%
5) Other	18%
6) Don't know	4%
7) None of these	15%
Unweighted N	374

Weight Nat Rep