

2. Thinking about the upcoming ... holiday, If you had to choose one thing from the following list, what do you most look forward to over the ... vacation? Would you say it is...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Family	713 77%	335 76%	378 78%	205 73%	265 78%	234 81%	192 74%	156 79%	262 77%	126 72%	162 78%	271 80%	155 75%
Gifts (both giving and receiving)	69 7%	39 9%	31 6%	33 12% E	24 7%	11 4%	34 13% H	14 7%	18 5%	20 11% K	17 8%	14 4%	18 9%
Sleep or rest	54 6%	31 7%	24 5%	18 6%	17 5%	17 6%	11 4%	10 5%	22 6%	13 7%	5 2%	23 7%	14 7%
Food	29 3%	17 4%	12 2%	8 3%	5 2%	16 6% D	10 4%	5 3%	11 3%	5 3%	5 2%	11 3%	8 4%
Entertainment	26 3%	12 3%	13 3%	4 2%	16 5%	5 2%	3 1%	7 4%	14 4%	7 4%	8 4%	3 1%	8 4%
Shopping	25 3%	3 1%	23 5% A	11 4%	11 3%	3 1%	7 3%	4 2%	14 4%	3 2%	6 3%	15 4%	2 1%
(DK/NS)	9 1%	6 1%	3 1%	0 -	2 1%	4 1%	2 1%	1 0%	1 0%	1 1%	3 2%	3 1%	1 1%

2. Thinking about the upcoming ... holiday, If you had to choose one thing from the following list, what do you most look forward to over the ... vacation? Would you say it is...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Family	713 77%	281 75%	431 79%	346 76%	165 76%	200 81%	289 77%	82 77%	159 72%	181 83% H	422 80%	289 74%	81 69%	533 80%	71 70%	25 67%
Gifts (both giving and receiving)	69 7%	41 11% B	24 4%	37 8%	17 8%	13 5%	24 6%	3 3%	31 14% FGI	11 5%	34 6%	35 9%	12 10%	44 7%	11 11%	1 2%
Sleep or rest	54 6%	18 5%	35 6%	27 6%	13 6%	14 6%	24 6%	7 6%	15 7%	8 4%	25 5%	29 7%	11 9%	29 4%	6 5%	7 20%
Food	29 3%	7 2%	22 4%	13 3%	11 5%	5 2%	11 3%	4 4%	2 1%	11 5%	15 3%	14 4%	5 5%	21 3%	1 1%	2 5%
Entertainment	26 3%	9 2%	17 3%	14 3%	3 1%	9 4%	13 3%	5 4%	5 2%	4 2%	18 3%	8 2%	3 3%	17 3%	5 5%	0 -
Shopping	25 3%	16 4%	10 2%	14 3%	5 2%	6 3%	12 3%	6 5% I	6 3%	1 1%	14 3%	12 3%	5 4%	11 2%	8 8% M	2 6%
(DK/NS)	9 1%	1 0%	7 1%	5 1%	3 1%	1 0%	3 1%	0 0%	2 1%	3 1%	2 0%	6 1%	0 -	8 1%	0 -	0 -

2. Thinking about the upcoming ... holiday, If you had to choose one thing from the following list, what do you most look forward to over the ... vacation? Would you say it is...

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Family	713 77%	134 74%	579 78%
Gifts (both giving and receiving)	69 7%	16 9%	53 7%
Sleep or rest	54 6%	12 7%	42 6%
Food	29 3%	5 3%	24 3%
Entertainment	26 3%	4 2%	22 3%
Shopping	25 3%	10 6%	15 2%
(DK/NS)	9 1%	1 0%	8 1%

**3. Do you sleep worse or better over ... vacation than normal? Would you say you...**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Sleep Better	203 22%	110 25%	93 19%	108 39% DE	68 20% E	26 9%	50 19%	56 29%	75 22%	40 23%	33 16%	84 25%	45 22%
Sleep the same as any other weekend	634 68%	306 69%	328 68%	149 53%	229 67% C	245 84% CD	176 68%	124 63%	235 69%	118 68%	151 73%	227 67%	138 67%
Sleep worse	84 9%	23 5%	61 13% A	22 8%	42 12% E	19 6%	30 12%	16 8%	30 9%	17 10%	19 9%	27 8%	22 11%
(DK/NS)	4 0%	4 1%	1 0%	0 -	3 1%	1 0%	3 1%	0 -	1 0%	0 -	3 1%	1 0%	0 -

3. Do you sleep worse or better over ... vacation than normal? Would you say you...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Sleep Better	203 22%	89 24%	110 20%	99 22%	41 19%	60 24%	90 24% I	37 35% I	62 28% I	14 6%	102 19%	101 26%	31 27%	136 20%	29 28%	7 19%
Sleep the same as any other weekend	634 68%	234 63%	396 73% A	317 69%	151 69%	164 66%	250 66%	59 55%	129 58%	195 89% FGH	370 70%	261 67%	63 54%	465 70% L	72 70%	28 75%
Sleep worse	84 9%	46 12% B	38 7%	37 8%	25 11%	22 9%	34 9%	11 10%	30 14% I	9 4%	55 10%	29 7%	23 20% MN	58 9%	2 2%	2 7%
(DK/NS)	4 0%	2 1%	2 0%	3 1%	0 -	1 0%	4 1%	0 -	1 0%	0 -	4 1%	1 0%	0 -	4 1%	0 -	0 -

**3. Do you sleep worse or better over ... vacation than normal? Would you say you...**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Sleep Better	203 22%	59 33% B	144 19%
Sleep the same as any other weekend	634 68%	98 54%	534 72% A
Sleep worse	84 9%	23 13%	62 8%
(DK/NS)	4 0	1 0	3 0

4. You said you sleep worse over a ... vacation than, say a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L \* small base; \*\* very small base (under 30) ineligible for sig testing

	Region												
	Gender			Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I	J	K	L	
Base: Sleep worse over vacation than a normal weekend	89	24	65	16	36	36	21	22	36	15	20	31	23
Weighted	84*	23**	61*	22**	42**	19**	30**	16**	30**	17**	19**	27**	22**
Family stress	19 23%	8 33%	11 19%	3 11%	9 22%	6 30%	6 21%	4 23%	7 22%	2 12%	6 29%	8 31%	3 15%
General stress/ lots to do	14 16%	1 4%	13 21%	4 18%	10 23%	0 -	3 9%	1 4%	11 35%	2 12%	5 28%	3 10%	4 17%
Not sleeping in my own bed	13 16%	2 10%	11 18%	4 17%	8 20%	1 7%	4 14%	2 12%	6 18%	4 26%	1 3%	5 17%	4 17%
Long hours spent awake	8 10%	1 6%	7 12%	5 21%	1 3%	3 14%	5 17%	1 7%	1 2%	5 30%	2 8%	1 3%	1 5%
Late night visits with family/ guests	7 8%	2 9%	5 7%	3 12%	1 1%	3 18%	4 14%	1 6%	2 5%	0 -	3 17%	1 2%	3 12%
Traveling stress	5 6%	2 7%	3 5%	0 -	4 9%	1 5%	3 11%	1 4%	1 3%	2 13%	0 -	2 8%	1 3%
Financial	4 5%	3 14%	1 2%	1 4%	3 8%	0 -	0 -	3 19%	1 3%	0 -	0 -	0 -	4 19%
Loss of family during this time	4 5%	2 9%	2 3%	0 -	3 8%	1 3%	2 6%	2 10%	1 2%	1 3%	0 -	3 13%	0 -
Cooking	3 3%	0 -	3 5%	1 6%	0 -	1 8%	0 -	0 2%	2 7%	0 -	1 4%	2 6%	0 1%
Shopping	3 3%	0 1%	2 4%	2 7%	1 1%	1 3%	0 1%	2 12%	0 1%	1 5%	0 -	1 4%	1 3%
Overeating	3 3%	0 1%	2 4%	1 4%	0 1%	2 8%	1 3%	1 5%	1 3%	0 2%	0 1%	2 8%	0 -
Preparation anxiety	2 3%	1 5%	1 2%	1 3%	1 1%	1 4%	0 -	1 6%	1 3%	1 8%	0 -	0 1%	1 3%
Keeping house	2 2%	0 -	2 3%	1 6%	0 -	1 4%	0 2%	0 2%	1 4%	0 -	0 -	1 5%	1 3%
Health stress	1 2%	0 -	1 2%	0 -	1 3%	0 -	0 -	0 -	0 -	0 -	0 -	1 5%	0 -
Too much to drink	1 1%	0 -	1 2%	0 -	0 -	1 5%	0 -	1 4%	0 1%	0 2%	0 -	1 2%	0 -
Work/ job	1	1	0	0	1	0	0	0	1	0	1	0	0

## 4. You said you sleep worse over a ... vacation than, say a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L \* small base; \*\* very small base (under 30) ineligible for sig testing

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
	1%	2%	-	-	1%	-	-	-	2%	-	3%	-	-
Other	3	1	2	0	0	3	1	1	1	0	1	0	2
	4%	5%	4%	-	-	17%	3%	6%	2%	-	6%	2%	8%



## 4. You said you sleep worse over a ... vacation than, say a normal weekend, why do you sleep worse? Is it because of...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Sleep worse over vacation than a normal weekend	89	38	51	23	30	36	34	11	27	16	60	28	18	67	3	2
Weighted	84*	46**	38*	37**	25**	22**	34**	11**	30**	9**	55*	29**	23**	58*	2**	2**
Family stress	19 23%	8 17%	11 29%	8 21%	4 15%	7 33%	10 29%	1 12%	6 20%	2 23%	14 25%	5 18%	7 29%	12 20%	1 44%	1 31%
General stress/ lots to do	14 16%	9 20%	4 12%	4 12%	5 18%	5 21%	7 21%	4 38%	3 9%	0 -	8 14%	6 21%	0 -	14 24%	0 -	0 -
Not sleeping in my own bed	13 16%	7 15%	7 17%	7 18%	3 13%	4 16%	5 15%	2 21%	6 18%	0 4%	12 22%	1 5%	4 19%	9 16%	0 -	0 -
Long hours spent awake	8 10%	8 18%	0 1%	6 17%	2 8%	0 1%	5 15%	1 8%	1 4%	1 16%	3 6%	5 17%	6 27%	2 4%	0 -	0 -
Late night visits with family/ guests	7 8%	3 7%	4 9%	4 11%	1 5%	1 6%	1 3%	2 21%	3 10%	0 3%	4 8%	2 8%	2 9%	4 7%	0 18%	0 -
Traveling stress	5 6%	3 7%	2 4%	2 6%	2 6%	1 4%	1 2%	1 6%	3 11%	0 4%	3 5%	2 7%	2 8%	3 5%	0 -	0 -
Financial	4 5%	1 2%	3 8%	3 7%	2 6%	0 -	3 9%	0 -	1 3%	0 -	3 6%	1 3%	0 -	4 7%	0 -	0 -
Loss of family during this time	4 5%	2 4%	2 6%	2 5%	2 9%	0 -	0 -	0 -	2 6%	2 23%	2 4%	2 6%	0 -	2 4%	0 -	2 69%
Cooking	3 3%	1 3%	1 4%	0 -	0 -	3 12%	0 -	0 4%	1 4%	1 12%	3 5%	0 1%	0 -	3 5%	0 -	0 -
Shopping	3 3%	1 3%	1 4%	0 -	2 8%	1 3%	1 4%	0 -	1 3%	0 4%	1 1%	2 7%	1 3%	2 3%	0 -	0 -
Overeating	3 3%	1 2%	2 4%	1 2%	1 5%	1 4%	0 1%	1 8%	1 3%	1 7%	1 3%	1 4%	0 2%	2 3%	1 38%	0 -
Preparation anxiety	2 3%	1 3%	1 2%	0 -	1 3%	1 6%	1 3%	0 -	1 2%	0 -	1 2%	1 3%	0 -	2 4%	0 -	0 -
Keeping house	2 2%	1 3%	1 2%	0 -	0 2%	2 7%	0 -	0 -	2 6%	0 3%	1 2%	1 3%	0 -	2 3%	0 -	0 -
Health stress	1 2%	0 -	1 4%	1 4%	0 -	0 -	0 -	0 -	1 5%	0 -	1 3%	0 -	0 -	1 2%	0 -	0 -
Too much to drink	1 1%	0 -	1 3%	1 2%	0 -	0 2%	0 -	1 6%	0 -	0 4%	1 1%	0 1%	0 -	1 2%	0 -	0 -
Work/ job	1 1%	0 -	1 1%	0 -	1 2%	0 -	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -
Other	3 4%	1 3%	2 5%	1 3%	0 2%	2 8%	0 -	0 -	1 4%	2 21%	2 3%	1 5%	1 4%	2 4%	0 -	0 -

**4. You said you sleep worse over a ... vacation than, say a normal weekend, why do you sleep worse? Is it because of...**

Proportions/Mean: Columns Tested (5% risk level) - A/B \* small base; \*\* very small base (under 30) ineligible

	Total	Take Holiday Nap	
		Yes	No
		A	B
Base: Sleep worse over vacation than a normal weekend	89	20	69
Weighted	84*	23**	62*
Family stress	19 23%	3 11%	16 27%
General stress/ lots to do	14 16%	3 14%	11 17%
Not sleeping in my own bed	13 16%	2 8%	12 19%
Long hours spent awake	8 10%	5 23%	3 5%
Late night visits with family/ guests	7 8%	2 7%	5 8%
Traveling stress	5 6%	0 -	5 8%
Financial	4 5%	3 11%	2 3%
Loss of family during this time	4 5%	2 7%	2 4%
Cooking	3 3%	0 1%	3 4%
Shopping	3 3%	1 6%	1 2%
Overeating	3 3%	1 6%	1 2%
Preparation anxiety	2 3%	1 3%	2 2%

**4. You said you sleep worse over a ... vacation than, say a normal weekend, why do you sleep worse? Is it because of...**

Proportions/Mean: Columns Tested (5% risk level) - A/B \* small base; \*\* very small base (under 30) ineligible

		Take Holiday Nap	
	Total	Yes	No
		A	B
Keeping house	2 2%	0 1%	2 3%
Health stress	1 2%	0 -	1 2%
Too much to drink	1 1%	0 -	1 2%
Work/ job	1 1%	0 -	1 1%
Other	3 4%	1 2%	3 4%

5. On the day you gather with family and friends for ..., do you take a nap? Would you say you nap...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Less than 15 minutes	14 1%	11 2%	3 1%	7 3%	2 1%	4 1%	1 0%	1 0%	11 3%	1 1%	1 1%	10 3%	1 0%
15 minutes to a half hour	46 5%	25 6%	20 4%	20 7%	18 5%	8 3%	15 6%	11 5%	11 3%	5 3%	6 3%	34 10% I,J,L	1 1%
A half hour to an hour	68 7%	40 9%	28 6%	26 9%	27 8%	14 5%	17 7%	21 10%	27 8%	16 9%	13 6%	26 8%	14 7%
More than an hour	54 6%	20 4%	34 7%	32 11% D,E	14 4%	7 2%	28 11% H	12 6%	10 3%	12 7%	11 5%	13 4%	17 8%
Do you not nap during your ... gathering.	742 80%	345 78%	396 82%	194 69%	280 82% C	255 88% C	197 76%	153 78%	281 82%	140 80%	175 85% K	255 75%	171 83%
(NOT READ) I do not get together with any family or friends	1 0	0 0	1 0	0 -	0 -	1 0	0 -	0 0	1 0	0 0	0 0	0 0	1 0
(DK/NS)	1 0%	1 0%	1 0%	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%

## 5. On the day you gather with family and friends for ..., do you take a nap? Would you say you nap...

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Less than 15 minutes	14 1%	8 2%	5 1%	9 2%	2 1%	3 1%	10 3%	0 -	0 -	3 2%	13 3% K	0 0%	0 -	13 2%	0 0%	0 -
15 minutes to a half hour	46 5%	22 6%	23 4%	22 5%	14 6%	10 4%	12 3%	11 10% F	15 7%	8 4%	19 4%	27 7%	0 0%	28 4%	13 13% LM	5 14%
A half hour to an hour	68 7%	23 6%	44 8%	28 6%	24 11%	16 7%	31 8%	8 7%	19 8%	10 4%	34 6%	33 9%	6 5%	42 6%	18 18% LM	2 5%
More than an hour	54 6%	31 8% B	22 4%	33 7%	9 4%	12 5%	26 7% I	6 6%	16 7%	5 2%	29 6%	24 6%	35 30% MN	13 2%	3 3%	3 8%
Do you not nap during your ... gathering.	742 80%	287 77%	449 82%	365 80%	168 77%	204 83%	296 79%	81 76%	171 77%	192 88% FGH	433 82%	307 78%	75 64%	564 85% LN	68 66%	27 74%
(NOT READ) I do not get together with any family or friends	1 0%	0 0%	1 0%	0 -	1 0%	1 0%	1 0%	1 1%	0 -	0 0%	1 0%	0 -	0 -	1 0%	0 0%	0 -
(DK/NS)	1 0	0 -	1 0	1 0	0 -	1 0	1 0	0 -	1 0	0 -	1 0	1 0	1 0	1 0	0 -	0 -

**5. On the day you gather with family and friends for ..., do you take a nap? Would you say you nap...**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Less than 15 minutes	14 1%	14 8% B	0 -
15 minutes to a half hour	46 5%	46 25% B	0 -
A half hour to an hour	68 7%	68 38% B	0 -
More than an hour	54 6%	54 30% B	0 -
Do you not nap during your ... gathering.	742 80%	0 -	742 100% A
(NOT READ) I do not get together with any family or friends	1 0	0 -	1 0
(DK/NS)	1 0	0 -	0 -

**6. Do you get to sleep-in more than usual over ... vacation?**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Yes	399 43%	204 46%	195 40%	155 55% E	158 46% E	80 28%	111 43%	80 41%	168 49%	73 42%	86 42%	140 41%	100 48%
No	523 56%	237 54%	285 59%	122 44%	184 54%	208 72% CD	147 57%	115 59%	171 50%	101 58%	120 58%	197 58%	105 51%
(DK/NS)	4 0%	1 0%	3 1%	2 1%	0 -	2 1%	0 -	2 1%	1 0%	0 0%	0 -	3 1%	1 0%

6. Do you get to sleep-in more than usual over ... vacation?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Yes	399 43%	176 47%	221 41%	172 38%	99 45%	125 51% C	192 51% I	56 52% I	106 48% I	45 21%	221 42%	177 45%	48 41%	286 43%	46 45%	17 45%
No	523 56%	194 52%	322 59%	284 62% E	116 54%	121 49%	183 48%	50 47%	116 52%	172 79% FGH	308 58%	213 54%	69 59%	373 56%	56 55%	20 55%
(DK/NS)	4 0%	2 0%	3 0%	1 0%	2 1%	1 0%	2 1%	1 1%	0 -	1 0%	2 0%	2 1%	0 -	4 1%	0 -	0 -



**6. Do you get to sleep-in more than usual over ... vacation?**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Yes	399 43%	97 54% B	301 41%
No	523 56%	84 46%	439 59% A
(DK/NS)	4 0	0 0	3 0

7. How many hours of sleep do you get the night before the gifts get distributed?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Less than 5 hours	131 14%	60 14%	71 15%	47 17%	52 15%	28 10%	55 21% H	25 13%	40 12%	20 12%	23 11%	53 16%	34 17%
5-6 hours	323 35%	155 35%	168 35%	116 41% E	122 36%	85 29%	94 36%	75 38%	112 33%	78 45% J	51 25%	118 35%	77 37% J
7-8 hours	415 45%	190 43%	224 46%	94 34%	145 42%	168 58% CD	89 35%	93 47%	170 50% F	71 41%	117 57% IKL	146 43%	80 39%
9-10 hours	30 3%	19 4%	11 2%	12 4%	14 4%	4 1%	10 4%	2 1%	13 4%	2 1%	8 4%	6 2%	15 7% IK
More than 10 hours	19 2%	13 3%	6 1%	8 3%	6 2%	5 2%	9 3%	2 1%	2 1%	2 1%	5 2%	12 4% L	0 - L
(DK/NS)	8 1%	4 1%	3 1%	2 1%	3 1%	1 0%	1 0%	0 0%	3 1%	1 0%	3 1%	4 1%	0 -

7. How many hours of sleep do you get the night before the gifts get distributed?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race				
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: Celebrate Christmas and/or Hanukkah		936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted		926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Less than 5 hours	131	62	69	75	37	18	56	13	42	20	62	68	36	64	25	9	
	14%	17%	13%	17% E	17% E	7%	15%	12%	19% I	9%	12%	17%	31% M	10%	24% M	23%	
5-6 hours	323	181	142	169	78	75	156	30	71	65	189	133	43	229	37	13	
	35%	49% B	26%	37%	36%	30%	42% I	29%	32%	30%	36%	34%	37%	35%	36%	35%	
7-8 hours	415	112	295	186	84	144	146	53	87	127	258	156	34	329	34	13	
	45%	30%	54% A	41%	39%	58% CD	39%	50%	39%	58% FH	49% K	40%	29%	50% LN	33%	34%	
9-10 hours	30	9	21	11	10	7	10	7	11	2	14	17	2	24	2	2	
	3%	3%	4%	3%	4%	3%	3%	7% I	5%	1%	3%	4%	2%	4%	2%	6%	
More than 10 hours	19	4	15	11	6	3	6	1	8	4	4	15	1	12	5	1	
	2%	1%	3%	2%	3%	1%	2%	1%	4%	2%	1%	4% J	1%	2%	5%	3%	
(DK/NS)	8	5	3	4	3	1	3	1	4	0	4	3	2	6	0	0	
	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	2%	1%	-	-	

**7. How many hours of sleep do you get the night before the gifts get distributed?**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Less than 5 hours	131 14%	41 23% B	90 12%
5-6 hours	323 35%	65 36%	257 35%
7-8 hours	415 45%	67 37%	348 47%
9-10 hours	30 3%	6 3%	24 3%
More than 10 hours	19 2%	3 1%	16 2%
(DK/NS)	8 1%	0 0%	7 1%

8. How many hours of sleep do the kids get before the gifts are distributed?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah and have children	300	134	166	100	155	42	73	55	139	51	62	107	80
Weighted	381	169*	212	191*	160	27**	128*	69*	139*	67*	80*	132*	102*
Less than 5 hours	17 5%	10 6%	8 4%	11 6%	6 4%	1 3%	10 8%	3 4%	5 4%	1 2%	3 4%	7 5%	7 6%
5-6 hours	52 14%	22 13%	30 14%	25 13%	23 14%	4 17%	20 16%	9 13%	18 13%	20 30% JKL	9 11%	12 9%	11 11%
7-8 hours	166 44%	77 45%	89 42%	72 38%	82 51%	11 41%	47 36%	35 51%	65 47%	25 38%	39 49%	45 34%	56 55% K
9-10 hours	92 24%	38 22%	55 26%	51 27%	32 20%	9 35%	28 22%	18 26%	37 26%	9 14%	19 24%	51 38% IL	13 13%
More than 10 hours	39 10%	16 10%	23 11%	29 15%	10 6%	0 2%	16 12%	5 7%	13 9%	9 13%	7 8%	12 9%	12 12%
(DK/NS)	14 4%	6 4%	8 4%	4 2%	7 4%	1 2%	7 6%	0 -	2 1%	2 3%	4 4%	6 4%	2 2%

## 8. How many hours of sleep do the kids get before the gifts are distributed?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Christmas and/or Hanukkah and have children	300	290	10	79	101	119	157	35	79	27	221	78	57	194	36	10
Weighted	381	372	9**	183*	90*	106*	181*	47**	134*	19**	257	123*	88*	234	41**	18**
Less than 5 hours	17 5%	17 5%	1 6%	9 5%	4 5%	2 1%	7 4%	0 -	9 6%	2 9%	8 3%	9 8%	6 6%	7 3%	4 9%	
5-6 hours	52 14%	52 14%	0 5%	30 16%	13 14%	10 9%	33 18%	3 6%	14 11%	2 12%	37 14%	16 13%	17 19%	31 13%	3 6%	7 11%
7-8 hours	166 44%	160 43%	6 72%	82 45%	43 48%	41 39%	81 45%	25 54%	50 37%	9 50%	109 42%	57 46%	45 51%	101 43%	14 35%	35 35%
9-10 hours	92 24%	92 25%	1 11%	40 22%	19 21%	34 32%	42 23%	10 22%	38 28%	3 17%	68 26%	24 20%	13 15%	62 27%	13 31%	29 29%
More than 10 hours	39 10%	39 11%	0 -	14 8%	7 8%	18 17%	16 9%	4 8%	18 14%	2 9%	28 11%	11 9%	5 6%	26 11%	3 7%	29 29%
(DK/NS)	14 4%	13 4%	1 6%	8 4%	4 4%	2 2%	3 2%	5 11%	5 4%	1 3%	8 3%	6 5%	2 3%	7 3%	5 11%	

**8. How many hours of sleep do the kids get before the gifts are distributed?**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

	Total	Take Holiday Nap	
		Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah and have children	300	63	236
Weighted	381	87*	294
Less than 5 hours	17 5%	4 4%	14 5%
5-6 hours	52 14%	10 11%	43 15%
7-8 hours	166 44%	43 50%	122 42%
9-10 hours	92 24%	18 20%	75 25%
More than 10 hours	39 10%	8 10%	31 11%
(DK/NS)	14 4%	4 5%	9 3%

## 9. As the holiday approaches do you typically lose sleep due to ... induced stress?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Yes	159 17%	57 13%	101 21% A	62 22% E	67 20% E	27 9%	62 24%	28 14%	58 17%	31 18%	33 16%	64 19%	31 15%
No	766 83%	384 87% B	382 79%	216 77%	275 80%	263 91% CD	195 75%	169 86%	283 83%	142 82%	173 84%	276 81%	175 85%
(DK/NS)	1 0%	1 0%	0 -	1 0%	0 -	0 -	1 1%	0 -	0 -	1 1%	0 -	0 -	0 -



9. As the holiday approaches do you typically lose sleep due to ... induced stress?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Yes	159 17%	101 27% B	58 11%	91 20% E	41 19% E	26 11%	71 19% I	13 12%	59 26% GI	15 7%	102 19%	56 14%	45 39% MN	101 15% N	5 5%	7 20%
No	766 83%	272 73%	487 89% A	365 80%	175 81%	221 89% CD	305 81%	93 88% H	162 73%	203 93% FH	427 80%	336 86%	71 61%	560 85% L	97 95% LM	30 80%
(DK/NS)	1 0%	0 -	1 0%	0 -	1 1%	0 -	0 -	0 -	1 1%	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -

**9. As the holiday approaches do you typically lose sleep due to ... induced stress?**

Proportions/Means: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Yes	159 17%	49 27% B	109 15%
No	766 83%	132 73%	633 85% A
(DK/NS)	1 0	0 -	1 0

10. Are you more worried this year than previous ... holidays about being able to AFFORD gift-giving? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Celebrate Christmas and/or Hanukkah	936	406	530	158	303	460	192	202	397	179	212	339	206
Weighted	926	442	483	280	341	291	258	197	341	174	206	340	206
Yes, I am more much more worried than during previous years	149 16%	54 12%	95 20% A	54 19%	59 17%	35 12%	68 26% H	36 18%	40 12%	31 18%	30 15%	50 15%	37 18%
Yes, I am somewhat more worried	177 19%	89 20%	88 18%	66 24% E	68 20%	38 13%	61 24%	38 19%	60 18%	45 26%	39 19%	62 18%	32 15%
No, I am not worried any more or less than during previous years	470 51%	239 54%	232 48%	122 44%	164 48%	178 61% CD	85 33%	92 47% F	203 59% FG	78 45%	108 52%	174 51%	110 53%
No, I am worried somewhat less	38 4%	16 4%	22 5%	11 4%	14 4%	13 5%	13 5%	15 8%	10 3%	9 5%	7 3%	13 4%	9 5%
No, I am worried much less than during previous years	83 9%	39 9%	44 9%	26 9%	35 10%	20 7%	29 11%	15 8%	27 8%	10 5%	20 9%	38 11%	16 8%
(DK/NS)	8 1%	5 1%	3 1%	0 -	2 1%	6 2%	3 1%	0 -	1 0%	2 1%	2 1%	3 1%	1 1%

10. Are you more worried this year than previous ... holidays about being able to AFFORD gift-giving? Would you say...

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Celebrate Christmas and/or Hanukkah	936	290	639	260	314	357	391	101	147	292	575	356	94	709	93	29
Weighted	926	372	546	456	217	247	377	106*	222*	218	531	392	117*	663	102*	37**
Yes, I am more much more worried than during previous years	149 16%	73 20%	75 14%	81 18% E	40 18% E	26 10%	48 13%	19 18%	57 26% FI	24 11%	68 13%	80 20% J	26 22%	93 14%	22 21%	6 17%
Yes, I am somewhat more worried	177 19%	89 24% B	88 16%	92 20%	38 18%	47 19%	68 18%	28 27% I	53 24% I	28 13%	93 17%	85 22%	29 24%	121 18%	20 20%	7 18%
No, I am not worried any more or less than during previous years	470 51%	166 45%	298 55% A	218 48%	103 47%	147 60% CD	208 55% H	45 42%	76 34%	140 64% GH	302 57% K	167 43%	38 33%	364 55% L	42 41%	23 61%
No, I am worried somewhat less	38 4%	14 4%	24 4%	16 4%	9 4%	12 5%	16 4%	9 8%	6 3%	8 4%	23 4%	16 4%	7 6%	25 4%	6 6%	0 -
No, I am worried much less than during previous years	83 9%	28 8%	54 10%	44 10%	25 11% E	14 6%	34 9%	6 5%	30 13%	13 6%	39 7%	43 11%	16 14%	55 8%	10 10%	1 3%
(DK/NS)	8 1%	2 1%	6 1%	6 1%	2 1%	0 0%	3 1%	0 -	0 -	5 2%	6 1%	2 1%	1 1%	5 1%	2 2%	0 -

**10. Are you more worried this year than previous ... holidays about being able to AFFORD gift-giving? Would you say...**

Proportions/Mean: Columns Tested (5% risk level) - A/B \* small base

		Take Holiday Nap	
	Total	Yes	No
		A	B
Base: Celebrate Christmas and/or Hanukkah	936	164	770
Weighted	926	181*	743
Yes, I am more much more worried than during previous years	149 16%	35 19%	113 15%
Yes, I am somewhat more worried	177 19%	35 19%	141 19%
No, I am not worried any more or less than during previous years	470 51%	87 48%	382 51%
No, I am worried somewhat less	38 4%	11 6%	27 4%
No, I am worried much less than during previous years	83 9%	11 6%	72 10%
(DK/NS)	8 1%	1 1%	7 1%