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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: CWHPAQ

Sample: 2,000 Parents of school-age children, who celebrate occasions and have gone on vacation together at least once in the last year

Splits: Age, gender and region

Survey Questions:

SQ1. Do you have any children aged…? [SELECT ALL THAT APPLY]

a. Under 5 **[TERMINATE]**
b. 5-9
c. 10-13
d. 14-17
e. 18 or older
f. N/A: I am not a parent **[TERMINATE]**

SQ2. Which of the following occasions, if any, does your family typically celebrate together? [SELECT ALL THAT APPLY] [RANDOMIZE, ANCHOR LAST 1]

1. Christmas
2. Hanukkah

3. Kwanzaa
4. Thanksgiving
5. New Year's Eve/New Year's Day
6. Birthdays
7. Other holidays or special occasions
8. N/A: My family does not typically celebrate holidays or special occasions together **[EXCLUSIVE]** **[TERMINATE]**

SQ3. In the past 12 months, have you taken at least one vacation with your child/children? [SELECT ONE]

1. Yes
2. No **[TERMINATE]**

Survey Questions:

1. **Thinking about the holidays you experienced growing up compared to how you experience them now, how frequently do you wish you could go back and experience the holidays the way they felt when you were a kid? [Select one]**
    a. Almost always
    b. Often
    c. Sometimes
    d. Rarely

e. Never

2. **Thinking back on the holidays you've experienced throughout your life, which decade feels the most nostalgic to you? [Select one]**

[SHOW DECADE OPTIONS, MOST RECENT BEING 2020s, OLDEST BEING DECADE RESPONDENT WAS BORN]

a. 2020s
b. 2010s
c. 2000s
d. 1990s
e. 1980s
f. 1970s
g. 1960s
h. 1950s
i. 1940s
j. 1930s
k. 1920s
l. No decade in particular / Not sure

3. **What, if anything, do you miss most about the holidays when you were growing up? [Select up to five]** **RANDOMIZE, ANCHOR LAST 2**

a. The sense of magic and wonder

b. Spending uninterrupted time together as a family
c. The anticipation leading up to the holiday
d. Fewer distractions from phones/screens
e. A slower, simpler pace
f. Family traditions or rituals
g. Holiday movies/specials everyone watched together
h. Playing games or doing activities together
i. Looking through holiday catalogs/making wish lists
j. The surprise of not knowing what gifts you'd receive
k. Handwritten cards and letters
l. Home-cooked family recipes
m. The way homes were decorated
n. Other (please specify)
o. Nothing in particular [Exclusive]

4. **Do you try to recreate elements of the holidays you experienced as a child for your own family today? [Select one]**
   a. Yes, regularly
   b. Yes, occasionally
   c. No, but I would like to

d. No, and I don't plan to

5. **Compared with the holidays you experienced as a child, do you think it is harder or easier for families to be fully present with one another during the holidays today? [Select one]**
    a. Much harder
    b. Somewhat harder
    c. About the same
    d. Somewhat easier
    e. Much easier