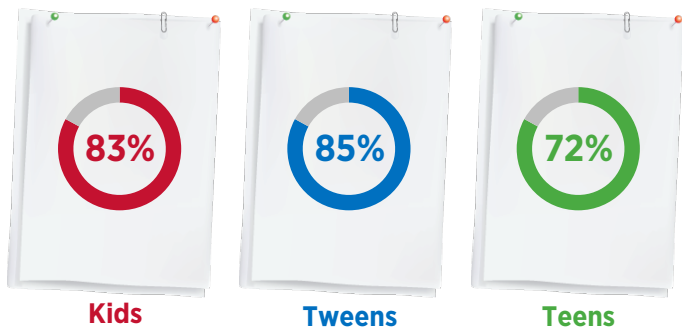


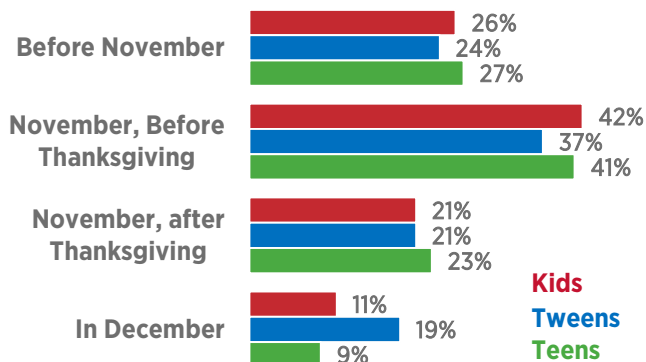
WHAT YOUTH WANT FOR THE HOLIDAYS



Who Makes Wish Lists



When They Make Wish Lists



How They Make Wishlists



Kids: 54%
Tweens: 56%
Teens: 53%

Write it on a piece of paper



Kids: 24%↑
Tweens: 17%
Teens: 21%

Just tell my parents



Kids: 9%↓
Tweens: 3%
Teens: 0%

Write a letter to Santa



Kids: 9%
Tweens: 9%
Teens: 7%

Make a list on a website (like Amazon)

Types of Gifts Youth Want



Half of boys would rather receive one big expensive gift



64% of girls would rather receive several smaller gifts

Top Five Desired Gifts (Unaided)

Kids	Tweens	Teens
Legos: 28%	Clothing: 29%	Clothing: 38%
Clothing: 21%	Gift cards: 19%	Money: 27%
Video games: 14%	Shoes: 19%	Gift cards: 25%
Books: 14%	Video games: 15%	Shoes: 20%
Hatchimal: 11%	Legos: 13%	iPhone: 12%

Top Digital Gifts



Tablet



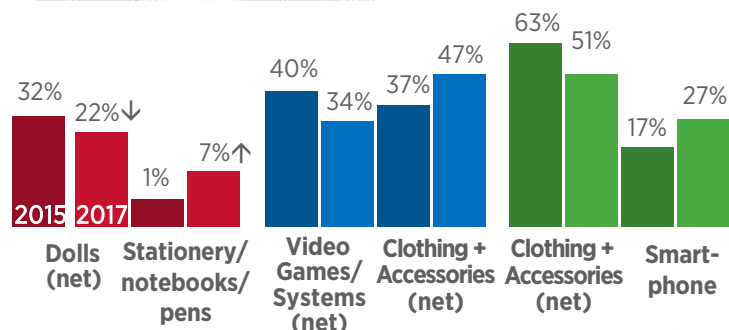
Smartphone

Kids

Tweens

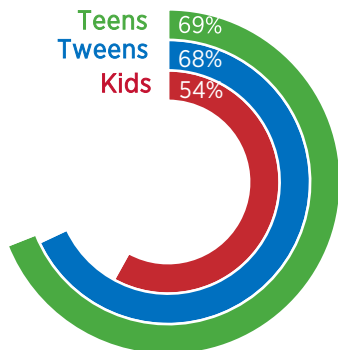
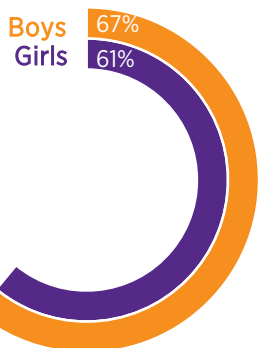
Teens

Types of Gifts Desired (vs 2015)



Gift or Gift Card

Would Prefer Gift Cards



Top 3 Gift Cards (Aided)



The Gift of Giving

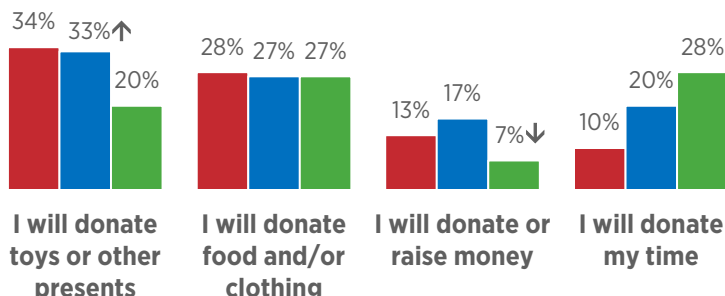
Would You Rather...



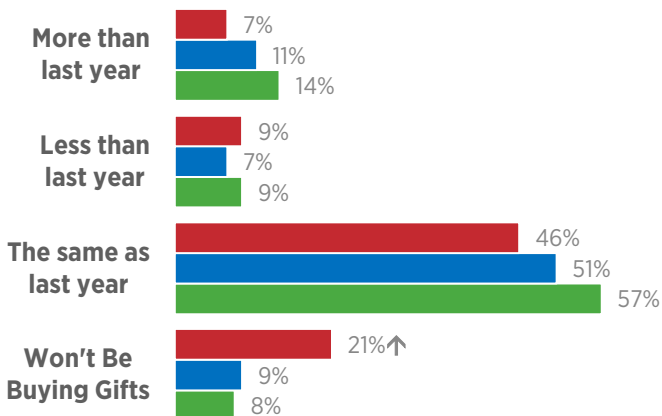
Kids: 55%↑
Tweens: 44%
Teens: 61%

Would rather give their gifts to charity than give up all electronic devices and media for a month

Supporting a Charity

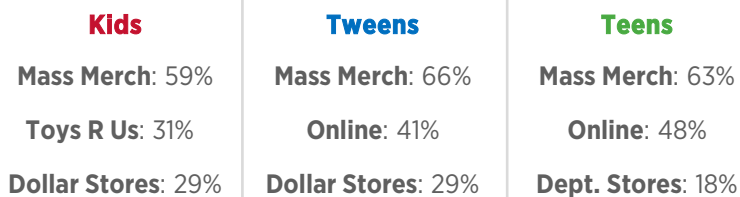


Number of People Youth Will Shop For



52% of teens will buy gifts for friends this year.

Top 3 Store Types They Will Shop



Online Shopping

