

Men's Wishes



2018 CHRISTMAS WISHLIST



Field Agent surveyed 1,718 adult men to understand the one gift they most want for Christmas this year. Below we present their top 10 general wishes.

- 1 Gift card / cash 
- 2 Smartphone 
- 3 Video games, Game console 
- 4 Car 
- 5 Clothing 
- 6 Computer, Tablet 
- 7 TV 
- 8 Tools 
- 9 Travel 
- 10 Watch 

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Women's Wishes



2018 CHRISTMAS WISHLIST



Field Agent surveyed 1,789 adult women to understand the one gift they most want for Christmas this year. Below we present their top 10 general wishes.

- 1 Gift card / cash 
- 2 Kitchenware 
- 3 Jewelry 
- 4 Smartphone 
- 5 Computer / tablet 
- 6 Smartwatch 
- 7 Travel 
- 8 Car 
- 9 Handbag 
- 10 TV 

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N = 1,789 women ages 18-64