



automated dvd rental

## **REDBOX “HOLIDAY FAVORITES” NATIONAL SURVEY**

*Redbox*, the fully automated DVD rental system featuring new release rentals for \$1 per night, recently asked customers to share their favorite holiday activities and which festive movies make their holiday season bright.

- **Holiday Movies Play a Starring Role.** Watching festive movies is a holiday favorite. The *Redbox* “Holiday Favorites” Survey found 96 percent of respondents plan to watch a holiday movie to celebrate the season this year, and nearly 95 percent will watch more than one (94.2 percent).
- **The Best and Worst of the Holiday Season.** Survey respondents felt exchanging gifts (31.3 percent), baking cookies (16 percent), sleeping in (13.4 percent), and watching holiday movies (12.6 percent) top their list of favorite holiday activities. The least favorite things reported about the holidays include shopping (33.1 percent), pretending to like unwanted gifts (23.6 percent), and traveling (16.7 percent).
- **A Family Tradition.** Exchanging gifts (23 percent), decorating a tree (22 percent), hosting a meal with family (19.3 percent), and watching a holiday movie (17.4 percent) topped the list as time-honored holiday traditions.
- **The Gift Of Entertainment.** Nearly 70 percent of respondents said they will give a movie as a holiday gift this year (69.4 percent).
- **A Christmas Classic.** According to the *redbox* survey, both men and women declared “A Christmas Story” to be their favorite holiday movie of all-time (16.5 percent).
- **Across the Generations.** While respondents under the age of 30 declared “National Lampoon’s Christmas Vacation” to be their favorite film (18 percent), respondents aged 30-49 preferred “A Christmas Story” (15.8 percent), and those over the age of 50 selected “It’s A Wonderful Life” as their favorite (24.1 percent).
- **Twice as Nice.** Respondents to the *Redbox* “Holiday Favorites” Survey felt “How The Grinch Stole Christmas” (51.7 percent), “Miracle on 34<sup>th</sup> Street” (31.7 percent) and “The Muppet Christmas Carol” (16.6 percent) are the best holiday movie re-makes.
- **What A Character!** While men voted Clark Griswold from “National Lampoon’s Christmas Vacation” as their favorite holiday movie character (15.8 percent), women preferred George Bailey from “It’s A Wonderful Life” (13 percent).
- **Redbox Celebrates the Season.** Just in time for the holidays, *redbox* is featuring a variety of holiday titles for all ages, including “Deck The Halls,” “The Santa Claus 3” and “A Dennis The Menace Christmas.”

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### Editors Note:

The *Redbox* “Holiday Favorites” Survey polled 1,198 *redbox* customers nationwide.

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