

# Be Together for the Holidays:

How to shorten the physical and emotional distance between loved ones through virtual connections and messaging



## Reality check: someone's not going to make it IRL



of Americans surveyed say the holidays are important because it lets them be with the ones they love.



Yet, more than half indicated it won't be possible to be with all their family or friends this year.

## Not being together means added stress



**59%** of Americans indicated they feel stressed about not being with their loved ones during the holidays.

## Virtual connections help bring families together



**70%**

of Americans reported being able to connect with family and friends virtually over the holidays makes them feel less stressed if they can't be there in-person.



**53%**

of people surveyed in the U.S. say they are using messaging to connect with their siblings.



**57%**

of those surveyed in the U.S. say they are more likely to use a group video chat to connect with friends and family if they can't be there in-person.

## The breaking point

Surveyed Americans who indicated a limit on the distance they'd travel, say they won't travel more than

**150 miles**

to be with friends and family when they could instead spend the holidays with them virtually.

## Goodbye holiday awkwardness

Not making it home for the holidays this year may have a silver lining – some surveyed Americans say they prefer to discuss hot topics like sports and politics virtually, not over the dinner table.



would rather discuss politics virtually instead of in-person



would rather discuss sports virtually instead of in-person

(1) Research conducted by Kelton Global among n= 1,004 adults ages 18 and over in the U.S. in August 2018.

(2) Research conducted by Greenberg Strategy among n=6003 adults aged 13-65 in U.S., Canada, France, Germany, UK and Australia in July-August 2018. U.S. data reported for this study (n=1,000).