

## Americans and Birthday Celebrations

### \* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **November 15 - 16, 2024**, among a nationally representative sample of **1,008 adults**. The margin of error for total respondents is +/- 3.6 percentage points at the 95% confidence level. The design effect is 1.36.

The SSRS Opinion Panel is a multi-mode panel (web and phone). Most panelists take self-administered web surveys; however, the option to take surveys conducted by a live telephone interviewer is available to those who do not use the internet as well as those who use the internet but are reluctant to take surveys online. Panelists take surveys in their preferred language (English or Spanish). All sample drawn for this study were SSRS Opinion Panelists who are U.S. adults ages 18 or older.

#### **SPOT1. Thinking about your own birthdays over the last five years, how often did you have a birthday cake?**

	%
Every year	32
Most years	23
Some years	28
Never	16
Don't know/refused/web blank	-

#### **SPOT2. Which of the following combinations do you like the most for a birthday cake?**

	%
Chocolate cake with chocolate icing	33
Vanilla cake with vanilla icing	30
Chocolate cake with vanilla icing	19
Vanilla cake with chocolate icing	18
Don't know/refused/web blank	-
Chocolate cake (NET)	52
Vanilla cake (NET)	48
Chocolate icing (NET)	51
Vanilla icing (NET)	49

**SPOT3. How do you feel about people singing you the "Happy Birthday" song on your birthday?**

	%
<b>Love it/Like it (NET)</b>	<b>73</b>
Love it	24
Like	49
<b>Dislike it/Hate it (NET)</b>	<b>27</b>
Dislike it	22
Hate it	5
Don't know/refused/web blank	-

**SPOT4. Which of the following birthdays do you think are worthy of celebrating?**

*Respondents could name as many types as birthday as they thought were worthy of celebrating*

	%
A family member's birthday	93
A close friend's birthday	79
Your own birthday	70
A coworker's birthday	46
A pet's birthday	45
An acquaintance's birthday	30
None of these	3

**SPOT5. At what age do you think people should stop making a big deal about celebrating their own birthdays?**

*Open-ended question; responses recoded into age groupings*

	%
Never	55
Sometime age 50 or more	14
Sometime age 22-49	14
Sometime age 21 or under	17
Don't know/refused/web blank	*

**SPOT6. If someone threw you a surprise party for your next birthday, would you be ...?**

	%
<b>Happy (NET)</b>	<b>87</b>
Very happy	50
Somewhat happy	36
<b>Unhappy (NET)</b>	<b>13</b>
Somewhat unhappy	9
Very unhappy	5
Don't know/refused/web blank	-