



# Give the Gift of Connection at Any Age

A GreatCall Holiday Survey reveals both older and younger adults want to give and receive quality time this holiday season.

**25-65+**

Age range of our survey participants

**1,000**

Number of people we surveyed



## Connection



YOUNGER ADULTS

**60%**

feel more connected to family and friends over the holiday season



OLDER ADULTS

**50%**

feel more connected to family and friends over the holiday season

## Quality Time

**50%**

prefer quality time over traditional gifts over the holiday season

*Bake cookies or a favorite dessert*



**55%**

prefer quality time over traditional gifts over the holiday season

**26%** are excited for seasonal food & desserts

## Happiness



**47%**

of older of adults wish for happiness above all else

