Nature of the Sample: Marist Poll of 1,172 National Adults

This survey of 1,172 adults was conducted November 30th through December 6th, 2021 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted on landline or mobile numbers and interviewed by telephone using live interviewers. Survey questions were available in English or Spanish. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Dynata. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2019 American Community Survey 1-year estimates for age, gender, income, race, and region. Assistance was provided by Luce Research for data collection. Results are statistically significant within ±3.8 percentage points. There are 1,062 registered voters. The results for this subset are statistically significant within ±4.0 percentage points. There are 1,138 adults who spend money on holiday shopping. The results for this subset is statistically significant within ±3.8 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		91%	100%
Party Identification	Democrat	n/a	34%
	Republican	n/a	28%
	Independent	n/a	36%
	Other	n/a	2%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	46%	44%
	45 or older	54%	56%
Age	18 to 29	21%	19%
	30 to 44	25%	25%
	45 to 59	24%	25%
	60 or older	29%	31%
Generation	Gen Z/Millennials (18-40)	39%	36%
	Gen X (41-56)	26%	26%
	Baby Boomers (57-75)	25%	26%
	Silent-Greatest (Over 75)	10%	11%
Race/Ethnicity	White	60%	62%
	Black	12%	12%
	Latino	16%	14%
	Other	13%	12%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	39%
	West	24%	23%
Household Income	Less than $50,000	38%	36%
	$50,000 or more	62%	64%
Education	Not college graduate	55%	53%
	College graduate	45%	47%
Area Description	Big city	25%	26%
	Small city	17%	17%
	Suburban	23%	24%
	Small town	20%	20%
	Rural	14%	14%
Interview Type	Landline	40%	41%
	Cell phone	60%	59%

Marist Poll National Adults. Interviews conducted November 30th through December 6th, 2021, n=1,172 MOE +/- 3.8 percentage points. National Registered Voters: n=1,062 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

XMS0999. Marist Poll National Tables November 30th through December 6th, 2021

		National Adults		
		Overall, do you find the holiday season to be:		
		More stressful	More fun	Vol: Unsure
		Row %	Row %	Row %
National Adults		43%	52%	4%
National Registered Voters		43%	53%	4%
Party Identification	Democrat	40%	56%	4%
	Republican	41%	54%	4%
	Independent	48%	49%	4%
Region	Northeast	35%	61%	4%
	Midwest	50%	46%	4%
	South	45%	52%	3%
	West	41%	54%	6%
Household Income	Less than $50,000	50%	45%	5%
	$50,000 or more	40%	57%	3%
Education	Not college graduate	46%	49%	5%
	College graduate	40%	57%	3%
Race/Ethnicity	White	41%	54%	5%
	Non-white	47%	51%	2%
Age	Under 45	44%	55%	1%
	45 or older	43%	50%	7%
Generation	Gen Z/Millennials (18-39)	44%	55%	1%
	Gen X (40-55)	44%	54%	2%
	Baby Boomers (56-74)	43%	51%	7%
	Silent-Greatest (Over 74)	39%	46%	15%
Gender	Men	39%	57%	4%
	Women	47%	48%	5%
Area Description	Big city	41%	58%	1%
	Small city	43%	51%	7%
	Suburban	45%	51%	4%
	Small town	42%	50%	8%
	Rural	44%	53%	3%

Marist Poll National Adults. Interviews conducted November 30th through December 6th, 2021. Totals may not add to 100% due to rounding.

XMS0101TRND. Marist Poll National Trend

	National Adults		
	Overall, do you find the holiday season to be:		
	More stressful	More fun	Unsure
	Row %	Row %	Row %
December 2021	43%	52%	4%
December 2018	38%	58%	4%
December 2010	59%	38%	3%

Marist Poll National Adults

XMS0035AR. Marist Poll National Tables November 30th through December 6th, 2021

		Adults Who Spend Money on Holiday Shopping		
		Do you plan to shop online for all, most, some, or none of your holiday gifts?		
		All/Most	Some	None
		Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		37%	40%	22%
National Registered Voters		37%	40%	22%
Party Identification	Democrat	44%	35%	21%
	Republican	26%	48%	25%
	Independent	41%	39%	20%
Region	Northeast	42%	43%	15%
	Midwest	32%	45%	23%
	South	40%	36%	24%
	West	35%	40%	24%
Household Income	Less than $50,000	31%	36%	34%
	$50,000 or more	44%	43%	13%
Education	Not college graduate	34%	38%	28%
	College graduate	42%	43%	15%
Race/Ethnicity	White	34%	42%	24%
	Non-white	42%	39%	19%
Age	Under 45	49%	42%	9%
	45 or older	28%	38%	33%
Generation	Gen Z/Millennials (18-39)	48%	43%	9%
	Gen X (40-55)	44%	41%	14%
	Baby Boomers (56-74)	28%	40%	32%
	Silent-Greatest (Over 74)	13%	22%	66%
Gender	Men	38%	42%	20%
	Women	37%	38%	25%
Area Description	Big city	38%	40%	21%
	Small city	42%	38%	20%
	Suburban	44%	40%	17%
	Small town	29%	43%	28%
	Rural	33%	38%	28%

Marist Poll National Adults who Spend Money on the Holidays. Interviews conducted November 30th through December 6th, 2021. Totals may not add to 100% due to rounding.

XMS0035ATRND. Marist Poll National Trend

	National Adults Adults Who Spend Money on the Holidays		
	Do you plan to shop online for all, most, some, or none of your holiday gifts?		
	All/Most	Some	None
	Row %	Row %	Row %
2021	37%	40%	22%
2020	53%	29%	18%
2018	33%	38%	29%
2014	19%	44%	38%
2013	19%	41%	40%
2012	14%	42%	44%
2010	11%	42%	47%
2007	4%	37%	58%
2004	4%	24%	72%
2003	4%	25%	71%
2002	2%	24%	74%
2001	3%	26%	71%
2000	2%	35%	63%
1999	<1%	19%	81%

Marist Poll National Adults Who Spend Money on the Holidays

XMS0035A. Marist Poll National Tables November 30th through December 6th, 2021

		Adults Who Spend Money on Holiday Shopping			
		Do you plan to shop online for all, most, some, or none of your holiday gifts?			
		All	Most	Some	None
		Row %	Row %	Row %	Row %
Adults Who Spend Money on Holiday Shopping		9%	28%	40%	22%
National Registered Voters		9%	29%	40%	22%
Party Identification	Democrat	9%	35%	35%	21%
	Republican	8%	18%	48%	25%
	Independent	9%	32%	39%	20%
Region	Northeast	9%	33%	43%	15%
	Midwest	9%	23%	45%	23%
	South	9%	31%	36%	24%
	West	9%	26%	40%	24%
Household Income	Less than $50,000	12%	19%	36%	34%
	$50,000 or more	7%	37%	43%	13%
Education	Not college graduate	8%	26%	38%	28%
	College graduate	10%	32%	43%	15%
Race/Ethnicity	White	8%	27%	42%	24%
	Non-white	10%	32%	39%	19%
Age	Under 45	12%	36%	42%	9%
	45 or older	6%	22%	38%	33%
Generation	Gen Z/Millennials (18-39)	14%	33%	43%	9%
	Gen X (40-55)	6%	38%	41%	14%
	Baby Boomers (56-74)	7%	21%	40%	32%
	Silent-Greatest (Over 74)	4%	9%	22%	66%
Gender	Men	8%	30%	42%	20%
	Women	10%	27%	38%	25%
Area Description	Big city	13%	25%	40%	21%
	Small city	15%	27%	38%	20%
	Suburban	5%	39%	40%	17%
	Small town	5%	24%	43%	28%
	Rural	7%	26%	38%	28%

Marist Poll National Adults who Spend Money on the Holidays. Interviews conducted November 30th through December 6th, 2021. Totals may not add to 100% due to rounding.

		National Adults			
		When you get together with people to celebrate this holiday season will you:			
		Gather mostly with people who are vaccinated against coronavirus	Gather mostly with people regardless of whether or not they are vaccinated against coronavirus	Vol: Don't plan to gather with people	Vol: Unsure
		Row %	Row %	Row %	Row %
National Adults		52%	42%	3%	3%
National Registered Voters		52%	41%	3%	3%
Party Identification	Democrat	79%	15%	4%	2%
	Republican	27%	67%	3%	3%
	Independent	49%	45%	3%	3%
Region	Northeast	67%	31%	1%	1%
	Midwest	46%	48%	3%	3%
	South	51%	42%	4%	3%
	West	48%	44%	5%	3%
Household Income	Less than $50,000	52%	42%	5%	2%
	$50,000 or more	53%	42%	2%	3%
Education	Not college graduate	46%	48%	4%	2%
	College graduate	60%	34%	3%	3%
Race/Ethnicity	White	50%	45%	3%	2%
	Non-white	57%	36%	3%	3%
Age	Under 45	48%	49%	2%	1%
	45 or older	57%	36%	4%	4%
Generation	Gen Z/Millennials (18-39)	49%	48%	2%	2%
	Gen X (40-55)	50%	45%	2%	3%
	Baby Boomers (56-74)	54%	38%	5%	3%
	Silent-Greatest (Over 74)	66%	22%	7%	5%
Gender	Men	48%	47%	2%	3%
	Women	56%	37%	5%	2%
Area Description	Big city	55%	38%	3%	4%
	Small city	50%	47%	2%	1%
	Suburban	66%	29%	2%	3%
	Small town	43%	51%	5%	1%
	Rural	42%	50%	5%	2%

Marist Poll National Adults. Interviews conducted November 30th through December 6th, 2021. Totals may not add to 100% due to rounding.

NYR1200. Marist Poll National Tables November 30th through December 6th, 2021

		National Adults		
		Thinking about what is ahead for the world in 2022, are you generally more optimistic or more pessimistic?		
		More optimistic	More pessimistic	Vol: Unsure
		Row %	Row %	Row %
National Adults		49%	47%	4%
National Registered Voters		48%	48%	4%
Party Identification	Democrat	64%	32%	4%
	Republican	30%	68%	2%
	Independent	49%	47%	4%
Region	Northeast	51%	45%	3%
	Midwest	44%	52%	4%
	South	51%	45%	4%
	West	49%	49%	2%
Household Income	Less than $50,000	52%	44%	4%
	$50,000 or more	49%	49%	2%
Education	Not college graduate	50%	47%	4%
	College graduate	48%	48%	3%
Race/Ethnicity	White	44%	53%	3%
	Non-white	59%	38%	3%
Age	Under 45	57%	41%	2%
	45 or older	43%	53%	5%
Generation	Gen Z/Millennials (18-39)	60%	38%	2%
	Gen X (40-55)	47%	52%	2%
	Baby Boomers (56-74)	39%	56%	5%
	Silent-Greatest (Over 74)	41%	50%	9%
Gender	Men	50%	47%	3%
	Women	48%	47%	4%
Area Description	Big city	53%	41%	5%
	Small city	47%	49%	4%
	Suburban	53%	45%	2%
	Small town	43%	54%	3%
	Rural	46%	51%	3%

Marist Poll National Adults. Interviews conducted November 30th through December 6th, 2021. Totals may not add to 100% due to rounding.

NYR1200TRND. Marist Poll National Trend

	National Adults		
	Thinking about what is ahead for the world in 2022 (2021, 2020, 2019, 2012, 2010), are you generally more optimistic or more pessimistic?		
	More optimistic	More pessimistic	Unsure
	Row %	Row %	Row %
December 2021	49%	47%	4%
December 2020	56%	38%	6%
December 2019	60%	35%	5%
December 2018	60%	37%	3%
December 2011	54%	43%	3%
December 2009	63%	34%	3%

Marist Poll National Adults