

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,312 National Adults

This survey of 1,312 adults was conducted December 6th through December 8th, 2022 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By phone using live interviewers, by text, or online. The sampling frames include RDD plus listed landline, RDD cell phone sample plus cell phone sample based on billing address to account for inward and outward mobility, and aggregated online research panels. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.5 percentage points. There are 1,189 registered voters. The results for this subset are statistically significant within ± 3.7 percentage points. There are 1,294 adults who spend money on holiday shopping. The results for this subset are statistically significant within ± 3.5 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	36%
	Republican	n/a	31%
	Independent	n/a	32%
	Other	n/a	1%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	46%	43%
	45 or older	54%	57%
Age	18 to 29	21%	19%
	30 to 44	25%	25%
	45 to 59	25%	26%
	60 or older	29%	31%
Generation	Gen Z/Millennials	39%	36%
	Gen X	28%	28%
	Baby Boomers	25%	26%
	Silent-Greatest	8%	9%
Race/Ethnicity	White	60%	61%
	Black	11%	11%
	Latino	15%	15%
	Other	13%	12%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	38%
	West	24%	24%
Household Income	Less than \$50,000	39%	37%
	\$50,000 or more	61%	63%
Education	Not college graduate	61%	59%
	College graduate	39%	41%
Area Description	Big city	23%	22%
	Small city	18%	17%
	Suburban	30%	31%
	Small town	15%	15%
	Rural	14%	14%

Marist Poll National Adults. Interviews conducted December 6th through December 8th, 2022, n=1,312 MOE +/- 3.5 percentage points.
National Registered Voters: n=1,189 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

XMS0999. Marist Poll National Tables December 6th through December 8th, 2022

		National Adults		
		Overall, do you find the holiday season to be:		
		More stressful	More fun	Vol: Unsure
		Row %	Row %	Row %
National Adults		37%	61%	2%
National Registered Voters		37%	61%	2%
Party Identification	Democrat	36%	62%	2%
	Republican	39%	60%	1%
	Independent	35%	62%	3%
Region	Northeast	39%	59%	2%
	Midwest	40%	58%	2%
	South	36%	63%	1%
	West	36%	61%	3%
Household Income	Less than \$50,000	47%	51%	2%
	\$50,000 or more	32%	67%	1%
Education	Not college graduate	43%	56%	1%
	College graduate	29%	68%	2%
Race/Ethnicity	White	37%	61%	2%
	Non-white	39%	60%	1%
Age	Under 45	37%	62%	1%
	45 or older	38%	59%	3%
Generation	Gen Z/Millennials	34%	66%	0%
	Gen X	41%	58%	1%
	Baby Boomers	39%	57%	4%
	Silent/Greatest	35%	59%	6%
Gender	Men	30%	69%	1%
	Women	44%	53%	2%
HH with Children	Parents with Children under 18	38%	61%	1%
	No Children under 18 in HH	37%	61%	2%
Area Description	Big city	32%	66%	1%
	Small city	36%	63%	1%
	Suburban	40%	59%	1%
	Small town	41%	57%	2%
	Rural	39%	57%	3%

Marist Poll National Adults. Interviews conducted December 6th through December 8th, 2022. 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	Vol. Unsure
	Row %	Row %	Row %
December 2022	37%	61%	2%
December 2021	43%	52%	4%
December 2018	38%	58%	4%
December 2010	59%	38%	3%

Marist Poll National Adults

XMS0035AR. Marist Poll National Tables December 6th through December 8th, 2022

		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		44%	37%	19%
National Registered Voters		44%	37%	19%
Party Identification	Democrat	50%	33%	17%
	Republican	38%	40%	22%
	Independent	44%	38%	18%
Region	Northeast	47%	35%	18%
	Midwest	45%	34%	21%
	South	42%	39%	19%
	West	46%	38%	16%
Household Income	Less than \$50,000	33%	37%	30%
	\$50,000 or more	53%	38%	9%
Education	Not college graduate	38%	40%	21%
	College graduate	54%	33%	13%
Race/Ethnicity	White	45%	36%	19%
	Non-white	45%	37%	17%
Age	Under 45	52%	37%	11%
	45 or older	38%	37%	25%
Generation	Gen Z/Millennials	58%	36%	6%
	Gen X	46%	39%	15%
	Baby Boomers	36%	40%	23%
	Silent/Greatest	14%	30%	56%
Gender	Men	50%	33%	17%
	Women	39%	40%	21%
HH with Children	Parents with Children under 18	57%	36%	6%
	No Children under 18 in HH	39%	37%	24%
Area Description	Big city	55%	27%	18%
	Small city	44%	37%	20%
	Suburban	43%	43%	14%
	Small town	39%	41%	20%
	Rural	36%	37%	27%

Marist Poll National Adults who Spend Money on Holiday Shopping. Interviews conducted December 6th through December 8th, 2022. Totals may not add to 100% due to rounding.

XMS0035ATRND. Marist Poll National Trend

Adults 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 %
2022	44%	37%	19%
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 Holiday Shopping

XMS0035A. Marist Poll National Tables December 6th through December 8th, 2022

		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		12%	33%	37%	19%
National Registered Voters		12%	33%	37%	19%
Party Identification	Democrat	13%	37%	33%	17%
	Republican	9%	28%	40%	22%
	Independent	11%	33%	38%	18%
Region	Northeast	12%	35%	35%	18%
	Midwest	10%	35%	34%	21%
	South	11%	30%	39%	19%
	West	13%	33%	38%	16%
Household Income	Less than \$50,000	12%	21%	37%	30%
	\$50,000 or more	12%	41%	38%	9%
Education	Not college graduate	11%	28%	40%	21%
	College graduate	14%	41%	33%	13%
Race/Ethnicity	White	10%	35%	36%	19%
	Non-white	14%	31%	37%	17%
Age	Under 45	17%	35%	37%	11%
	45 or older	7%	30%	37%	25%
Generation	Gen Z/Millennials	19%	39%	36%	6%
	Gen X	11%	36%	39%	15%
	Baby Boomers	6%	30%	40%	23%
	Silent/Greatest	4%	10%	30%	56%
Gender	Men	14%	36%	33%	17%
	Women	10%	29%	40%	21%
HH with Children	Parents with Children under 18	15%	43%	36%	6%
	No Children under 18 in HH	11%	28%	37%	24%
Area Description	Big city	22%	33%	27%	18%
	Small city	10%	34%	37%	20%
	Suburban	9%	34%	43%	14%
	Small town	6%	33%	41%	20%
	Rural	10%	27%	37%	27%

Marist Poll National Adults who Spend Money on Holiday Shopping. Interviews conducted December 6th through December 8th, 2022. Totals may not add to 100% due to rounding.

NYR1200. Marist Poll National Tables December 6th through December 8th, 2022

		National Adults		
		Thinking about what is ahead for the world in 2023, are you generally more optimistic or more pessimistic?		
		More optimistic	More pessimistic	Vol: Unsure
		Row %	Row %	Row %
National Adults		48%	51%	2%
National Registered Voters		47%	52%	2%
Party Identification	Democrat	59%	39%	2%
	Republican	39%	60%	1%
	Independent	42%	56%	2%
Region	Northeast	52%	47%	1%
	Midwest	49%	50%	1%
	South	46%	52%	2%
	West	45%	54%	1%
Household Income	Less than \$50,000	48%	50%	2%
	\$50,000 or more	49%	50%	1%
Education	Not college graduate	47%	51%	1%
	College graduate	48%	51%	1%
Race/Ethnicity	White	43%	56%	1%
	Non-white	55%	43%	2%
Age	Under 45	55%	45%	0%
	45 or older	41%	56%	3%
Generation	Gen Z/Millennials	60%	40%	0%
	Gen X	40%	59%	1%
	Baby Boomers	43%	53%	3%
	Silent/Greatest	50%	45%	5%
Gender	Men	48%	51%	1%
	Women	48%	50%	2%
HH with Children	Parents with Children under 18	51%	48%	0%
	No Children under 18 in HH	46%	52%	2%
Area Description	Big city	65%	34%	1%
	Small city	47%	51%	2%
	Suburban	43%	56%	1%
	Small town	37%	62%	1%
	Rural	43%	56%	2%

Marist Poll National Adults. Interviews conducted December 6th through December 8th, 2022. 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 [YEAR], are you generally more optimistic or more pessimistic?			
	More optimistic	More pessimistic	Vol. Unsure
	Row %	Row %	Row %
December 2022	48%	51%	2%
December 2021	49%	47%	4%
December 2020	56%	38%	6%
December 2019	60%	35%	5%
December 2018	60%	37%	3%

Marist Poll National Adults