

How the Survey was Conducted

Methodology: Marist Poll of 3,131 National Adults

This survey of 3,131 adults was conducted December 3rd through December 5th, 2024 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. All potential respondents were screened for age. Probability-based sampling frames include RDD landline plus listed landline, RDD cell phone sample plus cell phone sample based on billing address to account for inward and outward mobility within a state. These samples were provided by Dynata and used to administer the surveys collected via phone and text to web. A sampling frame based on aggregated non-probability online research panels was randomly selected from Cint's digital insights platform to administer the surveys collected via web. Survey questions were available in English or Spanish. All 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 2022 American Community Survey 5-year estimates for age, gender, income, race, and region.

Results for all adults (n=3,131) are statistically significant within ± 2.1 percentage points. Results for registered voters (n=2,764) are statistically significant within ± 2.2 percentage points. The design effect for this survey is 1.4 which has been incorporated in the calculation of all reported margins of error.

The partisan breakdown for this survey among registered voters is 38% Democrat, 36% Republican, and 25% independent.

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.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		88%	100%
Party Identification	Democrat	n/a	38%
	Republican	n/a	36%
	Independent	n/a	25%
	Other	n/a	1%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	46%	43%
	45 or older	54%	57%
Age	18 to 29	21%	19%
	30 to 44	25%	25%
	45 to 59	24%	25%
	60 or older	29%	32%
Generation	Gen Z/Millennials	44%	41%
	Gen X	26%	27%
	Baby Boomers	23%	24%
	Silent-Greatest	7%	7%
Race/Ethnicity	White	62%	63%
	Black	12%	12%
	Latino	15%	15%
	Other	10%	10%
Region	Northeast	18%	18%
	Midwest	21%	21%
	South	38%	37%
	West	23%	24%
Household Income	Less than \$50,000	34%	31%
	\$50,000 or more	66%	69%
Education	Not college graduate	60%	56%
	College graduate	40%	44%
Area Description	Big city	21%	21%
	Small city	15%	14%
	Suburban	36%	37%
	Small town	13%	12%
	Rural	16%	16%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2024, n=3,131 MOE +/- 2.1 percentage points.

National Registered Voters: n=2,764 MOE +/- 2.2 percentage points. Totals may not add to 100% due to rounding.

HOLWYR1A. Marist Poll National Tables December 3rd through December 5th, 2024

		National Adults		
		Would you rather:		
		Travel during the holidays	Stay home during the holidays	Vol: Unsure
		Row %	Row %	Row %
National Adults		25%	75%	<1%
National Registered Voters		25%	75%	0%
Party Identification	Democrat	30%	70%	0%
	Republican	22%	78%	0%
	Independent	21%	79%	0%
Region	Northeast	25%	74%	1%
	Midwest	19%	81%	0%
	South	26%	74%	0%
	West	29%	71%	0%
Household Income	Less than \$50,000	20%	80%	0%
	\$50,000 or more	28%	72%	0%
Education	Not college graduate	22%	78%	0%
	College graduate	29%	70%	0%
Race/Ethnicity	White	18%	82%	0%
	Non-white	37%	63%	0%
Race/Ethnicity	White	18%	82%	0%
	Black	37%	62%	1%
	Latino	44%	56%	0%
Age	Under 45	34%	66%	0%
	45 or older	17%	83%	0%
Age	18 to 29	41%	59%	0%
	30 to 44	29%	71%	0%
	45 to 59	22%	78%	0%
	60 or older	13%	87%	1%
Generation	Gen Z/Millennials	35%	65%	0%
	Gen X	23%	77%	0%
	Baby Boomers	13%	86%	0%
	Silent/Greatest	11%	88%	1%
Gender	Men	28%	71%	0%
	Women	22%	78%	0%
HH with Children	Parents with Children under 18	32%	67%	0%
	No Children under 18 in HH	22%	78%	0%
Area Description	Big city	38%	62%	0%
	Small city	23%	76%	0%
	Suburban	24%	76%	0%
	Small town	20%	80%	0%
	Rural	16%	84%	0%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2024. Totals may not add to 100% due to rounding.

HOLWYR1B. Marist Poll National Tables December 3rd through December 5th, 2024

		National Adults		
		Would you rather:		
		Get one big holiday gift	Get ten small holiday gifts	Vol: Unsure
		Row %	Row %	Row %
National Adults		50%	48%	1%
National Registered Voters		51%	48%	2%
Party Identification	Democrat	50%	49%	1%
	Republican	51%	48%	2%
	Independent	52%	46%	1%
Region	Northeast	49%	49%	2%
	Midwest	49%	50%	1%
	South	49%	50%	1%
	West	54%	45%	2%
Household Income	Less than \$50,000	44%	54%	1%
	\$50,000 or more	53%	46%	1%
Education	Not college graduate	48%	51%	1%
	College graduate	54%	45%	2%
Race/Ethnicity	White	49%	49%	2%
	Non-white	53%	47%	1%
Race/Ethnicity	White	49%	49%	2%
	Black	54%	46%	0%
	Latino	52%	48%	0%
Age	Under 45	53%	47%	0%
	45 or older	48%	49%	3%
Age	18 to 29	50%	50%	0%
	30 to 44	55%	45%	0%
	45 to 59	48%	52%	1%
	60 or older	48%	47%	4%
Generation	Gen Z/Millennials	52%	48%	0%
	Gen X	47%	52%	1%
	Baby Boomers	48%	49%	3%
	Silent/Greatest	48%	43%	8%
Gender	Men	53%	46%	1%
	Women	47%	51%	2%
HH with Children	Parents with Children under 18	53%	47%	0%
	No Children under 18 in HH	49%	49%	2%
Area Description	Big city	55%	45%	0%
	Small city	53%	45%	2%
	Suburban	50%	49%	1%
	Small town	47%	51%	2%
	Rural	46%	51%	3%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2024. Totals may not add to 100% due to rounding.

HOLWYR1C. Marist Poll National Tables December 3rd through December 5th, 2024

		National Adults		
		Would you rather:		
		Star on a popular holiday music single	Star in a popular holiday movie	Vol: Unsure
		Row %	Row %	Row %
National Adults		26%	72%	2%
National Registered Voters		25%	72%	2%
Party Identification	Democrat	24%	75%	2%
	Republican	25%	73%	2%
	Independent	29%	68%	3%
Region	Northeast	26%	71%	2%
	Midwest	26%	73%	2%
	South	27%	71%	2%
	West	26%	72%	2%
Household Income	Less than \$50,000	30%	68%	2%
	\$50,000 or more	24%	74%	2%
Education	Not college graduate	26%	73%	2%
	College graduate	27%	71%	2%
Race/Ethnicity	White	26%	71%	2%
	Non-white	26%	73%	1%
Race/Ethnicity	White	26%	71%	2%
	Black	23%	76%	1%
	Latino	27%	72%	0%
Age	Under 45	27%	73%	0%
	45 or older	25%	71%	4%
Age	18 to 29	25%	75%	0%
	30 to 44	29%	71%	0%
	45 to 59	26%	73%	1%
	60 or older	25%	69%	6%
Generation	Gen Z/Millennials	27%	73%	0%
	Gen X	26%	73%	1%
	Baby Boomers	25%	71%	4%
	Silent/Greatest	27%	61%	11%
Gender	Men	26%	72%	2%
	Women	26%	72%	2%
HH with Children	Parents with Children under 18	26%	73%	0%
	No Children under 18 in HH	26%	71%	3%
Area Description	Big city	27%	73%	1%
	Small city	27%	71%	2%
	Suburban	25%	74%	1%
	Small town	26%	71%	4%
	Rural	28%	68%	3%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2024. Totals may not add to 100% due to rounding.

NYR1200. Marist Poll National Tables December 3rd through December 5th, 2024

		National Adults		
		Thinking about what is ahead for the world in 2025, are you generally:		
		More optimistic	More pessimistic	Vol: Unsure
		Row %	Row %	Row %
National Adults		56%	43%	<1%
National Registered Voters		56%	44%	0%
Party Identification	Democrat	32%	68%	0%
	Republican	82%	18%	0%
	Independent	54%	45%	0%
Region	Northeast	54%	46%	1%
	Midwest	55%	44%	1%
	South	61%	39%	0%
	West	53%	47%	0%
Household Income	Less than \$50,000	58%	42%	0%
	\$50,000 or more	56%	44%	0%
Education	Not college graduate	62%	38%	1%
	College graduate	49%	51%	0%
Race/Ethnicity	White	54%	45%	0%
	Non-white	60%	40%	0%
Race/Ethnicity	White	54%	45%	0%
	Black	62%	38%	0%
	Latino	55%	45%	0%
Age	Under 45	60%	40%	0%
	45 or older	54%	46%	1%
Age	18 to 29	62%	38%	0%
	30 to 44	58%	42%	0%
	45 to 59	59%	40%	0%
	60 or older	49%	50%	1%
Generation	Gen Z/Millennials	59%	41%	0%
	Gen X	60%	40%	0%
	Baby Boomers	48%	51%	1%
	Silent/Greatest	50%	47%	3%
Gender	Men	59%	41%	0%
	Women	54%	45%	0%
HH with Children	Parents with Children under 18	64%	36%	0%
	No Children under 18 in HH	53%	46%	1%
Area Description	Big city	55%	45%	0%
	Small city	50%	49%	0%
	Suburban	56%	44%	0%
	Small town	60%	39%	1%
	Rural	62%	37%	1%

Marist Poll National Adults. Interviews conducted December 3rd through December 5th, 2024. 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	More pessimistic	Vol: Unsure
	Row %	Row %	Row %
December 2024	56%	43%	<1%
December 2023	40%	59%	1%
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