

Methodology: Marist Poll of 1,440 National Adults

This Marist Poll national survey of 1,440 adults was conducted December 8th through December 11th, 2025, 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 (357), by text (466), or online (617). All potential respondents were screened for age. The telephone sample was randomly selected from a stratified dual frame of landline and cell phone telephone numbers in the contiguous United States. Phone samples were obtained from Dynata. For telephone surveys completed with live interviewers, household sampling was done by asking for the youngest male. The online sample was randomly selected from aggregated online panels by Cint. In online surveys, two attention check questions were asked that required the respondent to follow explicit directions. If respondents fail any data quality attention check question, these interviews conducted online are excluded from the sample and final analysis. Coding of any open-ended responses was done by a single human coder. Survey questions for all modes of data collection were available in English or Spanish. To ensure representativeness, data was balanced to match current estimates for the adult population by region, age, gender, education, income, and race/ethnicity using the U.S. Census Bureau's American Community Survey (ACS).

Results for all adults (n= 1,440) are statistically significant within ± 3.2 percentage points. Results for registered voters (n=1,261) are statistically significant within ± 3.4 percentage points. Margins of error for subgroups are available upon request. The design effect for this survey is 1.49 which has been incorporated in the calculation of all reported margins of error. Research limitations can come from many potential sources, and there may be unmeasured factors in this or any other public opinion poll.

The partisan breakdown for this survey among registered voters is 36% Democrat, 33% Republican, and 30% independent.

Questions asked in this survey with the wording, results, and cross tabulations are included in this packet. Some questions may be held for a later release. If a question is asked of a subset of the sample, it is noted on the table. 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 Marist Poll is an educational program in public opinion research and funded by Marist University.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		88%	100%
Party Identification	Democrat	n/a	36%
	Republican	n/a	33%
	Independent	n/a	30%
	Other	n/a	1%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	46%	42%
	45 or older	54%	58%
Age	18 to 29	21%	18%
	30 to 44	25%	24%
	45 to 59	24%	25%
	60 or older	29%	32%
Generation	Gen Z	19%	16%
	Millennials	28%	26%
	Gen X	25%	26%
	Baby Boomers/Silent/Greatest	29%	32%
Race/Ethnicity	White	63%	64%
	Black	11%	11%
	Latino	15%	14%
	Other	11%	11%
Region	Northeast	18%	19%
	Midwest	21%	21%
	South	38%	37%
	West	23%	22%
Household Income	Less than \$50,000	34%	30%
	\$50,000 or more	66%	70%
Education	Not college graduate	64%	60%
	College graduate	36%	40%
Area Description	Big city	19%	19%
	Small city	17%	16%
	Suburban	31%	33%
	Small town	18%	17%
	Rural	15%	15%

Marist Poll National Adults. Interviews conducted December 8th through December 11th, 2025, n=1,440 MOE +/- 3.2 percentage points.
 National Registered Voters: n=1,261 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

XMS0999. Marist Poll National Tables December 8th through December 11th, 2025

		National Adults		
		Overall, do you find the holiday season to be:		
		More stressful	More fun	Vol: Unsure
		Row %	Row %	Row %
National Adults		50%	50%	1%
National Registered Voters		49%	51%	1%
Party Identification	Democrat	57%	42%	1%
	Republican	38%	61%	0%
	Independent	48%	51%	1%
Region	Northeast	47%	53%	0%
	Midwest	51%	48%	1%
	South	48%	52%	1%
	West	54%	46%	0%
Household Income	Less than \$50,000	60%	39%	1%
	\$50,000 or more	45%	55%	0%
Education	Not college graduate	52%	48%	0%
	College graduate	46%	54%	1%
Race/Ethnicity	White	49%	50%	1%
	Non-white	50%	49%	0%
Race/Ethnicity	White	49%	50%	1%
	Black	47%	52%	1%
	Latino	48%	52%	0%
Age	Under 45	47%	53%	0%
	45 or older	52%	47%	1%
Age	18 to 29	36%	64%	0%
	30 to 44	56%	44%	0%
	45 to 59	59%	41%	0%
	60 or older	46%	51%	2%
Generation	Gen Z	36%	64%	0%
	Millennials	54%	46%	0%
	Gen X	58%	42%	0%
	Baby Boomers/Silent/Greatest	46%	52%	2%
Gender	Men	44%	55%	1%
	Women	55%	44%	1%
HH with Children	Parents with Children under 18	46%	54%	0%
	No Children under 18 in HH	51%	48%	1%
2024 Support	Harris	54%	45%	1%
	Trump	38%	61%	0%
Area Description	Big city	48%	51%	1%
	Small city	57%	42%	1%
	Suburban	48%	51%	0%
	Small town	51%	48%	0%
	Rural	45%	54%	1%

Marist Poll National Adults. Interviews conducted December 8th through December 11th, 2025. 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 2025	50%	50%	1%
December 2022	37%	61%	2%
December 2021	43%	52%	4%
December 2018	38%	58%	4%
December 2010	59%	38%	3%

Marist Poll National Adults

HOLWYR1A. Marist Poll National Tables December 8th through December 11th, 2025

		National Adults		
		Would you rather:		
		Travel during the holidays	Stay home during the holidays	Vol: Unsure
		Row %	Row %	Row %
National Adults		18%	82%	<1%
National Registered Voters		18%	82%	0%
Party Identification	Democrat	20%	80%	0%
	Republican	17%	83%	0%
	Independent	18%	82%	0%
Region	Northeast	17%	83%	0%
	Midwest	14%	86%	0%
	South	19%	80%	0%
	West	19%	80%	0%
Household Income	Less than \$50,000	16%	84%	0%
	\$50,000 or more	19%	81%	0%
Education	Not college graduate	16%	84%	0%
	College graduate	22%	78%	0%
Race/Ethnicity	White	15%	84%	0%
	Non-white	22%	78%	0%
Race/Ethnicity	White	15%	84%	0%
	Black	25%	75%	0%
	Latino	21%	79%	0%
Age	Under 45	23%	77%	0%
	45 or older	13%	86%	0%
Age	18 to 29	25%	75%	0%
	30 to 44	21%	79%	0%
	45 to 59	17%	83%	0%
	60 or older	10%	89%	1%
Generation	Gen Z	25%	75%	0%
	Millennials	21%	79%	0%
	Gen X	17%	83%	0%
	Baby Boomers/Silent/Greatest	11%	89%	1%
Gender	Men	18%	82%	0%
	Women	17%	82%	0%
HH with Children	Parents with Children under 18	20%	80%	0%
	No Children under 18 in HH	17%	83%	0%
2024 Support	Harris	20%	80%	0%
	Trump	17%	82%	0%
Area Description	Big city	24%	76%	0%
	Small city	19%	80%	0%
	Suburban	16%	84%	0%
	Small town	15%	85%	0%
	Rural	16%	84%	0%

Marist Poll National Adults. Interviews conducted December 8th through December 11th, 2025. Totals may not add to 100% due to rounding.

HOLWYR1ATRND. Marist Poll National Trend

National Adults			
Would you rather:			
	Travel during the holidays	Stay home during the holidays	Vol: Unsure
	Row %	Row %	Row %
December 2025	18%	82%	<1%
December 2024	25%	75%	<1%

Marist Poll National Adults

HOLWYR1B. Marist Poll National Tables December 8th through December 11th, 2025

		National Adults		
		Would you rather:		
		Get one big holiday gift	Get ten small holiday gifts	Vol: Unsure
		Row %	Row %	Row %
National Adults		51%	48%	1%
National Registered Voters		52%	47%	1%
Party Identification	Democrat	54%	44%	1%
	Republican	52%	47%	1%
	Independent	47%	52%	1%
Region	Northeast	55%	43%	2%
	Midwest	50%	49%	2%
	South	49%	50%	0%
	West	51%	49%	1%
Household Income	Less than \$50,000	49%	50%	1%
	\$50,000 or more	52%	47%	1%
Education	Not college graduate	50%	49%	0%
	College graduate	51%	46%	2%
Race/Ethnicity	White	50%	48%	1%
	Non-white	52%	48%	0%
Race/Ethnicity	White	50%	48%	1%
	Black	55%	45%	0%
	Latino	49%	51%	0%
Age	Under 45	54%	46%	0%
	45 or older	48%	50%	2%
Age	18 to 29	50%	50%	0%
	30 to 44	57%	43%	0%
	45 to 59	50%	49%	1%
	60 or older	47%	50%	3%
	Generation	Gen Z	46%	54%
Generation	Millennials	57%	43%	0%
	Gen X	50%	49%	1%
	Baby Boomers/Silent/Greatest	48%	50%	2%
	Gender	Men	53%	47%
Gender	Women	49%	50%	1%
	HH with Children	Parents with Children under 18	57%	43%
HH with Children	No Children under 18 in HH	49%	50%	1%
	2024 Support	Harris	54%	45%
Trump		49%	50%	1%
Area Description	Big city	50%	50%	0%
	Small city	50%	49%	1%
	Suburban	55%	45%	1%
	Small town	47%	51%	2%
	Rural	50%	48%	2%

Marist Poll National Adults. Interviews conducted December 8th through December 11th, 2025. Totals may not add to 100% due to rounding.

HOLWYR1BTRND. Marist Poll National Trend

	National Adults		
	Would you rather:		
	Get one big holiday gift	Get ten small holiday gifts	Vol: Unsure
	Row %	Row %	Row %
December 2025	51%	48%	1%
December 2024	50%	48%	1%

Marist Poll National Adults