

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 | | | |