

YouGov Survey: Holiday Etiquette



Sample 1136 U.S. adult citizens
 Conducted December 11 - 13, 2024
 Margin of Error ±3.8%

1. Will you celebrate Christmas or another winter holiday this year?

Yes	84%
No	11%
Not sure	5%

2. Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

Yes	92%
No	7%
Not sure	1%

3. Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Acceptable	Unacceptable	Not sure
Say 'Happy Holidays' instead of 'Merry Christmas' to someone who celebrates Christmas	69%	22%	9%
Keep bright or blinking outdoor holiday lights on late at night	60%	25%	15%
Leave up holiday decorations in mid-January	59%	29%	13%
Put up holiday decorations before Thanksgiving	55%	33%	12%
Say 'Merry Christmas' to someone who doesn't celebrate Christmas	54%	24%	22%

4. Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Acceptable	Unacceptable	Not sure
Use disposable plates and utensils	83%	8%	8%
Arrive late	40%	44%	16%
Discuss politics	32%	51%	17%
Get drunk	26%	60%	14%
Not offer to contribute food or drinks	24%	59%	17%
Bring an uninvited guest	23%	59%	19%
Not RSVP to the invitation	19%	59%	22%
Unbutton your pants at the dinner table	18%	71%	11%
Attend when they aren't invited by the host	12%	72%	16%

5. Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Acceptable	Unacceptable	Not sure
Give cash as a gift	91%	4%	5%
Give a gift after the holidays	83%	7%	10%
Return or exchange a gift	81%	10%	9%
Wait until the last minute to shop for gifts	74%	14%	12%
Ask for donations to a cause instead of a gift	70%	16%	14%
Give a gift that is unwrapped	61%	24%	14%
Re-gift an item	61%	25%	14%
Ask for cash as a gift	58%	29%	14%
Throw away gift wrapping paper instead of recycling or reusing	57%	28%	15%
Not give a gift to a close family member	49%	29%	22%
Give a gift that is secondhand or used	49%	34%	17%
Give someone else's child a gift that makes a lot of noise	47%	28%	25%
Give a gag gift instead of a serious one	47%	28%	25%
Give a child a toy gun as a gift	41%	40%	19%
Give a pet as a gift	40%	38%	22%
Not give a gift to someone who gave you one	38%	37%	25%
Give a gift that has a price tag on it	32%	56%	13%

6. Which seasonal greeting do you prefer?

Merry Christmas	65%
Happy holidays	26%
I don't use seasonal greetings	5%
Not sure	4%

7. Which seasonal greeting do you hear more often?

Merry Christmas	62%
Happy holidays	25%
Neither	3%
Not sure	10%

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Interviewing Dates	December 11 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.063 to 6.566, with a mean of one and a standard deviation of 0.86.
Number of respondents	1136
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	94 questions not reported.

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1. Celebrate Christmas or Winter Holiday

Will you celebrate Christmas or another winter holiday this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	84%	83%	86%	91%	84%	80%	84%	87%	81%	83%	*
No	11%	10%	11%	5%	12%	12%	12%	9%	16%	8%	*
Not sure	5%	7%	3%	3%	5%	7%	4%	4%	2%	8%	*
Totals	100%	100%	100%	99%	101%	99%	100%	100%	99%	99%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	84%	84%	77%	92%	88%	92%	79%	87%	90%	85%	88%	86%	78%
No	11%	10%	16%	6%	8%	5%	15%	11%	5%	10%	8%	10%	15%
Not sure	5%	5%	7%	2%	4%	3%	7%	2%	4%	5%	4%	4%	8%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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2. Is Christmas Primary Winter Holiday

Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	92%	92%	92%	92%	96%	93%	87%	92%	89%	94%	*
No	7%	7%	6%	7%	3%	7%	11%	7%	10%	4%	*
Not sure	1%	1%	1%	1%	1%	0%	2%	1%	1%	2%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(978)	(424)	(554)	(239)	(163)	(329)	(247)	(629)	(128)	(157)	(64)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	92%	85%	94%	96%	86%	96%	91%	95%	91%	92%	94%	93%	87%
No	7%	13%	5%	3%	13%	3%	7%	5%	8%	5%	5%	6%	12%
Not sure	1%	2%	1%	1%	1%	1%	2%	0%	1%	3%	1%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(978)	(346)	(323)	(309)	(412)	(366)	(387)	(255)	(205)	(164)	(210)	(382)	(222)

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3A. Acceptability of Holiday Behaviors — Say 'Happy Holidays' instead of 'Merry Christmas' to someone who celebrates Christmas

Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	69%	62%	75%	75%	76%	63%	65%	68%	78%	63%	*
Unacceptable	22%	29%	16%	19%	14%	25%	29%	25%	12%	21%	*
Not sure	9%	9%	9%	6%	10%	12%	6%	7%	10%	16%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,134)	(496)	(638)	(267)	(193)	(389)	(285)	(713)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	69%	85%	68%	55%	87%	51%	69%	73%	64%	68%	73%	67%	69%
Unacceptable	22%	9%	19%	38%	8%	40%	22%	20%	26%	19%	18%	27%	20%
Not sure	9%	6%	13%	8%	5%	9%	9%	7%	10%	13%	9%	6%	11%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(398)	(401)	(335)	(477)	(401)	(475)	(287)	(227)	(193)	(241)	(434)	(266)

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3B. Acceptability of Holiday Behaviors — Keep bright or blinking outdoor holiday lights on late at night

Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	60%	59%	61%	70%	61%	57%	54%	57%	72%	62%	*
Unacceptable	25%	25%	25%	20%	20%	28%	31%	28%	13%	26%	*
Not sure	15%	15%	14%	10%	19%	14%	15%	15%	15%	12%	*
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	60%	59%	58%	62%	59%	60%	60%	58%	63%	54%	65%	61%	57%
Unacceptable	25%	27%	22%	27%	30%	27%	22%	30%	28%	34%	22%	23%	27%
Not sure	15%	13%	19%	11%	11%	13%	18%	12%	9%	12%	13%	16%	16%
Totals	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(477)	(286)	(227)	(193)	(242)	(435)	(265)

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3C. Acceptability of Holiday Behaviors — Leave up holiday decorations in mid-January

Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	59%	56%	62%	61%	68%	53%	56%	59%	51%	62%	*
Unacceptable	29%	31%	27%	27%	18%	33%	35%	30%	31%	22%	*
Not sure	13%	13%	12%	12%	14%	14%	9%	11%	18%	17%	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,135)	(497)	(638)	(267)	(193)	(388)	(287)	(715)	(155)	(176)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	59%	61%	59%	57%	62%	57%	60%	53%	64%	64%	68%	53%	57%
Unacceptable	29%	25%	27%	34%	28%	33%	27%	35%	28%	23%	22%	33%	31%
Not sure	13%	15%	14%	9%	11%	10%	13%	12%	8%	13%	10%	14%	11%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(477)	(286)	(227)	(192)	(242)	(435)	(266)

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3D. Acceptability of Holiday Behaviors — Put up holiday decorations before Thanksgiving

Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	55%	51%	58%	68%	59%	49%	48%	54%	58%	55%	*
Unacceptable	33%	35%	31%	23%	26%	39%	39%	35%	24%	30%	*
Not sure	12%	14%	11%	9%	15%	13%	13%	11%	18%	14%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%	*
Unweighted N	(1,135)	(497)	(638)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	55%	58%	51%	56%	55%	53%	52%	58%	58%	50%	57%	53%	59%
Unacceptable	33%	31%	33%	33%	34%	37%	33%	30%	37%	36%	32%	34%	30%
Not sure	12%	11%	15%	11%	12%	11%	16%	12%	5%	14%	11%	13%	11%
Totals	100%	100%	99%	100%	101%	101%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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3E. Acceptability of Holiday Behaviors — Say 'Merry Christmas' to someone who doesn't celebrate Christmas

Do you consider it to be generally acceptable or unacceptable for someone to do the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	54%	60%	48%	46%	53%	57%	58%	58%	39%	43%	*
Unacceptable	24%	22%	26%	31%	25%	21%	21%	21%	41%	29%	*
Not sure	22%	19%	26%	24%	23%	22%	21%	21%	20%	28%	*
Totals	100%	101%	100%	101%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	54%	43%	51%	67%	51%	66%	53%	51%	65%	48%	57%	51%	58%
Unacceptable	24%	32%	24%	17%	28%	13%	24%	29%	19%	30%	17%	26%	23%
Not sure	22%	25%	26%	16%	21%	21%	22%	21%	16%	22%	26%	22%	19%
Totals	100%	100%	101%	100%	100%	100%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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4A. Acceptability of Behaviors at Holiday Gatherings — Use disposable plates and utensils

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	83%	81%	86%	84%	78%	86%	84%	84%	86%	75%	*
Unacceptable	8%	9%	7%	10%	9%	7%	8%	8%	7%	11%	*
Not sure	8%	10%	7%	6%	12%	7%	8%	8%	7%	14%	*
Totals	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	83%	82%	82%	86%	83%	86%	82%	85%	84%	82%	82%	90%	74%
Unacceptable	8%	10%	8%	8%	10%	7%	9%	8%	10%	10%	11%	6%	9%
Not sure	8%	8%	11%	6%	7%	7%	9%	7%	6%	8%	7%	4%	17%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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4B. Acceptability of Behaviors at Holiday Gatherings — Arrive late

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	40%	44%	36%	42%	44%	45%	26%	37%	45%	41%	*
Unacceptable	44%	40%	48%	38%	36%	41%	63%	47%	47%	33%	*
Not sure	16%	16%	16%	19%	20%	14%	11%	16%	8%	26%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(192)	(389)	(287)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	40%	37%	43%	39%	40%	39%	40%	39%	48%	37%	37%	41%	42%
Unacceptable	44%	46%	39%	48%	47%	49%	44%	47%	43%	45%	46%	44%	42%
Not sure	16%	16%	19%	13%	13%	12%	16%	14%	9%	18%	17%	15%	16%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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4C. Acceptability of Behaviors at Holiday Gatherings — Discuss politics

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	32%	39%	26%	43%	37%	29%	22%	30%	43%	29%	*
Unacceptable	51%	46%	55%	42%	44%	53%	63%	54%	47%	48%	*
Not sure	17%	15%	19%	14%	19%	18%	15%	16%	10%	24%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(388)	(287)	(715)	(154)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	32%	32%	30%	36%	32%	37%	31%	31%	43%	33%	34%	31%	33%
Unacceptable	51%	54%	50%	49%	51%	47%	54%	52%	45%	52%	45%	56%	47%
Not sure	17%	15%	20%	15%	16%	16%	15%	18%	12%	15%	21%	13%	20%
Totals	100%	101%	100%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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4D. Acceptability of Behaviors at Holiday Gatherings — Get drunk

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	26%	31%	21%	44%	35%	20%	9%	23%	36%	32%	*
Unacceptable	60%	58%	63%	43%	45%	66%	84%	65%	55%	43%	*
Not sure	14%	12%	16%	13%	20%	14%	8%	12%	10%	25%	*
Totals	100%	101%	100%	100%	100%	100%	101%	100%	101%	100%	*
Unweighted N	(1,134)	(498)	(636)	(267)	(193)	(388)	(286)	(714)	(155)	(175)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	26%	25%	27%	25%	27%	22%	24%	24%	34%	32%	27%	24%	25%
Unacceptable	60%	58%	56%	67%	63%	67%	63%	66%	54%	55%	61%	63%	58%
Not sure	14%	17%	17%	8%	10%	11%	13%	10%	12%	13%	12%	14%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,134)	(398)	(399)	(337)	(476)	(403)	(476)	(286)	(227)	(193)	(242)	(433)	(266)

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4E. Acceptability of Behaviors at Holiday Gatherings — Not offer to contribute food or drinks

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	24%	28%	20%	36%	29%	19%	14%	22%	30%	25%	*
Unacceptable	59%	54%	63%	47%	50%	61%	75%	61%	56%	53%	*
Not sure	17%	18%	17%	17%	21%	20%	11%	17%	15%	22%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	24%	19%	29%	24%	23%	21%	26%	17%	29%	26%	24%	24%	23%
Unacceptable	59%	64%	51%	61%	61%	65%	57%	70%	58%	57%	63%	59%	54%
Not sure	17%	17%	20%	15%	16%	14%	16%	14%	13%	17%	13%	17%	23%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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4F. Acceptability of Behaviors at Holiday Gatherings — Bring an uninvited guest

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	23%	27%	18%	32%	21%	22%	16%	21%	28%	23%	*
Unacceptable	59%	53%	64%	50%	54%	61%	70%	63%	54%	52%	*
Not sure	19%	20%	17%	18%	25%	17%	14%	16%	18%	25%	*
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	23%	16%	28%	23%	18%	20%	28%	21%	20%	17%	24%	22%	25%
Unacceptable	59%	65%	53%	60%	67%	64%	53%	65%	65%	65%	56%	62%	54%
Not sure	19%	19%	20%	17%	14%	17%	19%	14%	15%	17%	20%	16%	22%
Totals	101%	100%	101%	100%	99%	101%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(241)	(435)	(266)

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4G. Acceptability of Behaviors at Holiday Gatherings — Not RSVP to the invitation

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	19%	22%	17%	31%	24%	16%	6%	16%	32%	22%	*
Unacceptable	59%	53%	64%	38%	49%	65%	81%	65%	46%	46%	*
Not sure	22%	25%	19%	30%	27%	19%	14%	19%	22%	33%	*
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%	*
Unweighted N	(1,135)	(497)	(638)	(266)	(193)	(389)	(287)	(715)	(155)	(175)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	19%	18%	20%	18%	16%	16%	21%	11%	26%	13%	18%	19%	23%
Unacceptable	59%	63%	50%	65%	68%	68%	50%	76%	63%	64%	66%	56%	55%
Not sure	22%	19%	30%	16%	16%	16%	28%	13%	11%	22%	17%	25%	22%
Totals	100%	100%	100%	99%	100%	100%	99%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(476)	(287)	(227)	(192)	(242)	(435)	(266)

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4H. Acceptability of Behaviors at Holiday Gatherings — Unbutton your pants at the dinner table

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	18%	17%	18%	27%	19%	18%	7%	15%	27%	21%	*
Unacceptable	71%	71%	71%	59%	62%	74%	88%	76%	61%	60%	*
Not sure	11%	12%	11%	14%	19%	8%	5%	9%	11%	20%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	18%	21%	13%	19%	19%	15%	14%	18%	22%	15%	17%	16%	21%
Unacceptable	71%	68%	71%	75%	70%	76%	75%	72%	71%	74%	71%	74%	65%
Not sure	11%	11%	16%	7%	11%	9%	10%	10%	6%	11%	12%	10%	13%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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4I. Acceptability of Behaviors at Holiday Gatherings — Attend when they aren't invited by the host

Do you consider it to be generally acceptable or unacceptable for someone to do the following at a holiday gathering?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	12%	13%	11%	18%	18%	10%	4%	10%	17%	18%	*
Unacceptable	72%	71%	73%	66%	65%	71%	87%	76%	68%	59%	*
Not sure	16%	16%	16%	16%	18%	19%	9%	13%	15%	23%	*
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	*
Unweighted N	(1,134)	(497)	(637)	(267)	(193)	(388)	(286)	(714)	(155)	(176)	(89)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	12%	9%	12%	14%	11%	9%	15%	9%	13%	8%	11%	13%	14%
Unacceptable	72%	78%	65%	74%	79%	77%	67%	81%	75%	79%	69%	75%	66%
Not sure	16%	12%	23%	11%	11%	14%	18%	10%	12%	14%	19%	12%	20%
Totals	100%	99%	100%	99%	101%	100%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,134)	(398)	(400)	(336)	(477)	(402)	(476)	(287)	(227)	(193)	(241)	(434)	(266)

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5A. Acceptability of Holiday Gifting Behaviors — Give cash as a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	91%	88%	93%	87%	90%	91%	95%	93%	92%	79%	*
Unacceptable	4%	6%	3%	8%	4%	4%	2%	3%	7%	7%	*
Not sure	5%	6%	4%	5%	6%	5%	2%	4%	1%	13%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	99%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(388)	(287)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	91%	93%	89%	90%	95%	90%	91%	91%	90%	90%	93%	91%	89%
Unacceptable	4%	4%	4%	5%	3%	5%	2%	5%	7%	4%	2%	5%	5%
Not sure	5%	3%	7%	5%	3%	5%	6%	4%	3%	6%	4%	3%	7%
Totals	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%	99%	99%	101%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(241)	(435)	(266)

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5B. Acceptability of Holiday Gifting Behaviors — Give a gift after the holidays

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	83%	80%	85%	81%	79%	85%	87%	86%	78%	72%	*
Unacceptable	7%	9%	5%	13%	6%	5%	4%	5%	12%	10%	*
Not sure	10%	11%	9%	6%	15%	10%	9%	9%	10%	18%	*
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(388)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	83%	84%	83%	82%	86%	84%	83%	85%	84%	84%	86%	84%	77%
Unacceptable	7%	8%	5%	9%	5%	7%	6%	7%	8%	3%	4%	7%	12%
Not sure	10%	8%	13%	9%	9%	9%	11%	8%	8%	13%	10%	8%	11%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(241)	(435)	(266)

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5C. Acceptability of Holiday Gifting Behaviors — Return or exchange a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	81%	79%	83%	66%	74%	88%	92%	85%	72%	69%	*
Unacceptable	10%	12%	8%	23%	12%	4%	4%	8%	17%	12%	*
Not sure	9%	9%	9%	11%	14%	7%	4%	8%	11%	19%	*
Totals	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(192)	(389)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	81%	82%	76%	85%	86%	85%	76%	85%	88%	81%	83%	82%	78%
Unacceptable	10%	11%	13%	7%	9%	7%	13%	9%	4%	7%	11%	8%	14%
Not sure	9%	7%	11%	8%	5%	8%	11%	6%	7%	11%	7%	10%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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5D. Acceptability of Holiday Gifting Behaviors — Wait until the last minute to shop for gifts

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	74%	74%	74%	69%	71%	83%	69%	77%	69%	60%	*
Unacceptable	14%	13%	14%	15%	16%	10%	16%	11%	22%	20%	*
Not sure	12%	13%	12%	16%	13%	8%	15%	12%	8%	20%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(388)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	74%	76%	70%	77%	78%	77%	68%	81%	83%	78%	77%	69%	76%
Unacceptable	14%	16%	11%	14%	13%	13%	18%	9%	11%	10%	7%	19%	14%
Not sure	12%	8%	19%	9%	8%	9%	14%	9%	6%	12%	16%	12%	10%
Totals	100%	100%	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(398)	(400)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(242)	(435)	(265)

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5E. Acceptability of Holiday Gifting Behaviors — Ask for donations to a cause instead of a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	70%	68%	72%	68%	68%	71%	74%	72%	72%	59%	*
Unacceptable	16%	17%	15%	19%	17%	15%	14%	15%	15%	19%	*
Not sure	14%	15%	13%	13%	16%	15%	12%	14%	13%	21%	*
Totals	100%	100%	100%	100%	101%	101%	100%	101%	100%	99%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	70%	76%	68%	66%	79%	65%	69%	73%	71%	65%	71%	71%	71%
Unacceptable	16%	12%	15%	20%	12%	21%	15%	14%	20%	18%	13%	16%	17%
Not sure	14%	11%	17%	14%	9%	14%	16%	13%	9%	18%	16%	13%	12%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,135)	(398)	(400)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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5F. Acceptability of Holiday Gifting Behaviors — Give a gift that is unwrapped

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	61%	64%	59%	68%	64%	62%	51%	61%	62%	55%	*
Unacceptable	24%	22%	26%	21%	21%	21%	34%	24%	25%	27%	*
Not sure	14%	14%	15%	10%	15%	16%	14%	15%	14%	18%	*
Totals	99%	100%	100%	99%	100%	99%	99%	100%	101%	100%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	61%	61%	61%	63%	61%	63%	57%	63%	68%	62%	62%	62%	60%
Unacceptable	24%	26%	21%	26%	26%	26%	27%	22%	24%	27%	22%	24%	25%
Not sure	14%	13%	18%	11%	13%	12%	16%	15%	8%	11%	15%	15%	15%
Totals	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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5G. Acceptability of Holiday Gifting Behaviors — Re-gift an item

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	61%	63%	60%	56%	62%	65%	60%	65%	56%	47%	*
Unacceptable	25%	24%	25%	27%	22%	24%	29%	23%	30%	33%	*
Not sure	14%	13%	15%	17%	17%	11%	12%	12%	14%	21%	*
Totals	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%	*
Unweighted N	(1,135)	(497)	(638)	(267)	(193)	(388)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	61%	60%	58%	66%	66%	65%	61%	59%	70%	58%	70%	57%	62%
Unacceptable	25%	25%	26%	24%	23%	25%	24%	31%	21%	30%	14%	31%	23%
Not sure	14%	16%	16%	10%	11%	10%	15%	10%	9%	12%	16%	13%	15%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,135)	(398)	(400)	(337)	(477)	(403)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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5H. Acceptability of Holiday Gifting Behaviors — Ask for cash as a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	58%	57%	58%	71%	61%	55%	46%	56%	64%	56%	*
Unacceptable	29%	28%	29%	18%	25%	28%	42%	30%	29%	22%	*
Not sure	14%	15%	12%	11%	14%	16%	12%	14%	7%	22%	*
Totals	101%	100%	99%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	58%	57%	62%	55%	59%	51%	58%	56%	57%	51%	62%	56%	61%
Unacceptable	29%	29%	23%	34%	34%	35%	26%	36%	32%	36%	23%	29%	28%
Not sure	14%	14%	15%	11%	8%	14%	16%	8%	12%	13%	15%	15%	10%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,135)	(398)	(400)	(337)	(476)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(265)

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5I. Acceptability of Holiday Gifting Behaviors — Throw away gift wrapping paper instead of recycling or reusing

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	57%	59%	55%	43%	54%	64%	63%	61%	47%	51%	*
Unacceptable	28%	24%	31%	37%	25%	23%	29%	27%	31%	28%	*
Not sure	15%	17%	14%	19%	21%	13%	8%	13%	21%	21%	*
Totals	100%	100%	100%	99%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,133)	(497)	(636)	(266)	(193)	(388)	(286)	(712)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	57%	49%	53%	70%	51%	72%	54%	64%	65%	64%	63%	56%	49%
Unacceptable	28%	35%	28%	20%	37%	18%	28%	24%	29%	22%	24%	29%	33%
Not sure	15%	17%	19%	10%	13%	10%	18%	12%	6%	14%	13%	15%	18%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,133)	(398)	(400)	(335)	(477)	(400)	(476)	(286)	(227)	(193)	(241)	(434)	(265)

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5J. Acceptability of Holiday Gifting Behaviors — Not give a gift to a close family member

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	49%	48%	51%	43%	47%	52%	53%	51%	44%	49%	*
Unacceptable	29%	29%	28%	36%	28%	23%	30%	28%	30%	27%	*
Not sure	22%	23%	22%	20%	24%	25%	18%	22%	26%	24%	*
Totals	100%	100%	101%	99%	99%	100%	101%	101%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(192)	(389)	(287)	(715)	(154)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	49%	45%	50%	53%	55%	52%	42%	51%	65%	47%	51%	51%	46%
Unacceptable	29%	32%	24%	29%	28%	30%	31%	34%	22%	27%	28%	27%	32%
Not sure	22%	23%	26%	18%	17%	18%	28%	16%	13%	26%	21%	22%	22%
Totals	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(476)	(287)	(227)	(193)	(242)	(434)	(266)

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5K. Acceptability of Holiday Gifting Behaviors — Give a gift that is secondhand or used

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	49%	50%	48%	60%	57%	48%	32%	51%	39%	43%	*
Unacceptable	34%	32%	36%	29%	20%	33%	54%	33%	42%	32%	*
Not sure	17%	18%	16%	11%	23%	19%	14%	16%	19%	26%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(192)	(389)	(287)	(715)	(155)	(175)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	49%	49%	51%	47%	53%	43%	48%	47%	54%	42%	54%	45%	54%
Unacceptable	34%	34%	31%	36%	33%	36%	35%	36%	32%	40%	30%	37%	30%
Not sure	17%	17%	18%	17%	14%	21%	18%	17%	15%	18%	16%	18%	17%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,135)	(398)	(400)	(337)	(477)	(402)	(477)	(287)	(226)	(193)	(242)	(434)	(266)

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5L. Acceptability of Holiday Gifting Behaviors — Give someone else's child a gift that makes a lot of noise

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	47%	49%	45%	45%	46%	58%	34%	47%	47%	47%	*
Unacceptable	28%	27%	29%	32%	22%	21%	39%	29%	26%	24%	*
Not sure	25%	24%	26%	23%	32%	21%	26%	24%	28%	29%	*
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	*
Unweighted N	(1,135)	(497)	(638)	(266)	(193)	(389)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	47%	41%	46%	53%	45%	51%	42%	52%	55%	52%	52%	49%	37%
Unacceptable	28%	32%	25%	27%	30%	27%	31%	25%	27%	26%	22%	26%	36%
Not sure	25%	27%	29%	20%	25%	22%	27%	23%	18%	22%	26%	24%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(476)	(287)	(227)	(192)	(242)	(435)	(266)

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5M. Acceptability of Holiday Gifting Behaviors — Give a gag gift instead of a serious one

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	47%	46%	48%	46%	49%	51%	40%	50%	31%	44%	*
Unacceptable	28%	30%	27%	29%	24%	27%	34%	26%	45%	26%	*
Not sure	25%	25%	25%	25%	27%	22%	26%	24%	25%	31%	*
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	101%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	47%	39%	50%	51%	45%	49%	43%	51%	49%	51%	50%	45%	45%
Unacceptable	28%	33%	24%	28%	31%	28%	30%	26%	32%	21%	25%	31%	32%
Not sure	25%	29%	26%	20%	24%	22%	26%	23%	18%	28%	26%	24%	23%
Totals	100%	101%	100%	99%	100%	99%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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5N. Acceptability of Holiday Gifting Behaviors — Give a child a toy gun as a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	41%	52%	31%	47%	44%	43%	30%	43%	33%	42%	*
Unacceptable	40%	31%	48%	35%	29%	39%	56%	38%	52%	32%	*
Not sure	19%	17%	21%	18%	27%	19%	14%	20%	14%	26%	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(192)	(389)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	41%	24%	41%	57%	27%	56%	37%	38%	51%	43%	42%	41%	39%
Unacceptable	40%	56%	36%	28%	58%	26%	43%	40%	35%	37%	35%	42%	41%
Not sure	19%	21%	23%	15%	15%	18%	20%	23%	13%	20%	23%	16%	20%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	99%	100%	100%	99%	100%
Unweighted N	(1,135)	(398)	(400)	(337)	(477)	(402)	(476)	(287)	(227)	(193)	(241)	(435)	(266)

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50. Acceptability of Holiday Gifting Behaviors — Give a pet as a gift

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	40%	43%	37%	54%	44%	40%	22%	35%	63%	44%	*
Unacceptable	38%	34%	41%	23%	33%	37%	60%	44%	17%	31%	*
Not sure	22%	22%	22%	23%	24%	23%	18%	22%	20%	24%	*
Totals	100%	99%	100%	100%	101%	100%	100%	101%	100%	99%	*
Unweighted N	(1,135)	(497)	(638)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	40%	42%	37%	41%	37%	36%	41%	42%	32%	42%	34%	42%	41%
Unacceptable	38%	36%	33%	45%	43%	48%	35%	40%	46%	40%	45%	36%	34%
Not sure	22%	22%	30%	15%	20%	16%	23%	17%	22%	18%	21%	22%	26%
Totals	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%	100%	101%
Unweighted N	(1,135)	(398)	(401)	(336)	(477)	(402)	(477)	(287)	(227)	(193)	(242)	(434)	(266)

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5P. Acceptability of Holiday Gifting Behaviors — Not give a gift to someone who gave you one

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	38%	39%	37%	35%	36%	40%	40%	38%	34%	38%	*
Unacceptable	37%	37%	37%	46%	32%	35%	35%	35%	48%	33%	*
Not sure	25%	24%	26%	19%	32%	25%	25%	27%	18%	29%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,136)	(498)	(638)	(267)	(193)	(389)	(287)	(715)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	38%	33%	43%	39%	42%	40%	33%	40%	52%	32%	43%	38%	37%
Unacceptable	37%	41%	31%	38%	35%	37%	38%	37%	30%	38%	33%	37%	39%
Not sure	25%	27%	26%	23%	24%	23%	29%	23%	18%	29%	24%	25%	24%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,136)	(398)	(401)	(337)	(477)	(403)	(477)	(287)	(227)	(193)	(242)	(435)	(266)

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5Q. Acceptability of Holiday Gifting Behaviors — Give a gift that has a price tag on it

Do you generally consider it to be acceptable or unacceptable for someone to do the following with holiday gifts?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Acceptable	32%	32%	31%	43%	34%	31%	18%	29%	43%	31%	*
Unacceptable	56%	54%	57%	42%	45%	58%	77%	60%	42%	51%	*
Not sure	13%	14%	11%	15%	21%	11%	5%	11%	15%	18%	*
Totals	101%	100%	99%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(497)	(638)	(267)	(193)	(389)	(286)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Acceptable	32%	31%	33%	31%	27%	29%	33%	29%	34%	30%	35%	33%	28%
Unacceptable	56%	57%	50%	60%	63%	59%	55%	61%	56%	58%	52%	57%	56%
Not sure	13%	12%	17%	9%	10%	12%	12%	11%	10%	12%	13%	10%	16%
Totals	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,135)	(398)	(400)	(337)	(477)	(402)	(477)	(286)	(227)	(193)	(242)	(435)	(265)

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6. Seasonal Greeting Preference

Which seasonal greeting do you prefer?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Merry Christmas	65%	70%	61%	65%	53%	70%	70%	70%	54%	61%	*
Happy holidays	26%	19%	32%	28%	33%	20%	25%	23%	36%	25%	*
I don't use seasonal greetings	5%	5%	4%	4%	6%	5%	4%	4%	5%	3%	*
Not sure	4%	7%	2%	2%	8%	5%	1%	3%	5%	11%	*
Totals	100%	101%	99%	99%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,135)	(498)	(637)	(267)	(193)	(388)	(287)	(714)	(155)	(176)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Merry Christmas	65%	47%	60%	87%	47%	85%	63%	69%	66%	63%	68%	67%	61%
Happy holidays	26%	42%	27%	9%	42%	11%	27%	24%	25%	30%	20%	26%	28%
I don't use seasonal greetings	5%	5%	7%	2%	6%	2%	5%	5%	4%	6%	5%	3%	5%
Not sure	4%	6%	6%	1%	4%	2%	5%	2%	5%	2%	7%	3%	6%
Totals	100%	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%	99%	100%
Unweighted N	(1,135)	(397)	(401)	(337)	(476)	(403)	(477)	(287)	(226)	(193)	(241)	(435)	(266)

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7. Seasonal Greeting Heard

Which seasonal greeting do you hear more often?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Merry Christmas	62%	65%	59%	68%	54%	64%	62%	64%	63%	53%	*
Happy holidays	25%	20%	29%	21%	32%	25%	21%	23%	31%	33%	*
Neither	3%	3%	3%	3%	4%	3%	3%	2%	3%	4%	*
Not sure	10%	11%	9%	8%	10%	9%	14%	11%	2%	10%	*
Totals	100%	99%	100%	100%	100%	101%	100%	100%	99%	100%	*
Unweighted N	(1,134)	(497)	(637)	(267)	(192)	(388)	(287)	(715)	(155)	(174)	(90)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Merry Christmas	62%	58%	56%	72%	54%	69%	62%	64%	60%	54%	62%	67%	58%
Happy holidays	25%	29%	25%	20%	31%	23%	26%	26%	25%	34%	23%	23%	24%
Neither	3%	4%	4%	2%	3%	2%	4%	3%	3%	6%	3%	2%	3%
Not sure	10%	9%	15%	6%	12%	6%	9%	7%	11%	6%	12%	7%	15%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,134)	(398)	(400)	(336)	(477)	(402)	(476)	(287)	(226)	(193)	(242)	(434)	(265)

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Interviewing Dates	December 11 - 13, 2024
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.063 to 6.566, with a mean of one and a standard deviation of 0.86.
Number of respondents	1136
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	94 questions not reported.