YouGov Survey: Holiday Feelings and Stressors

YouGov

Sample	1135 U.S. adult citizens
Conducted	December 10 - 13, 2024
Margin of Error	±3.7%

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

Yes 81%
No 12%
Not sure 7%

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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%

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3. During the holiday season, how often do you feel...?

	Always	Usually	Sometimes	Rarely	Never	Not sure
Grateful	45%	28%	21%	4%	1%	1%
Loved	33%	31%	25%	8%	2%	1%
Happy	19%	42%	29%	9%	1%	1%
Excited	19%	26%	33%	17%	4%	1%
Nostalgic	19%	23%	36%	11%	5%	7%
Cozy	14%	33%	37%	10%	3%	2%
Cold	13%	26%	37%	15%	7%	2%
Tired	13%	23%	46%	13%	5%	1%
Stressed	12%	17%	40%	21%	10%	2%
Overwhelmed	11%	17%	37%	23%	11%	2%
Lonely	6%	10%	30%	29%	24%	1%
Sad	4%	9%	35%	34%	17%	1%

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4. Do you think that people generally start celebrating the holidays...?

Too early 42%
At about the right time 46%
Not early enough 5%
Not sure 7%

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5. Compared to when you were growing up, do you think that people today generally start celebrating the holidays. . . ?

Much earlier	35%
Somewhat earlier	25%
At the same time	25%
Somewhat later	7%
Much later	3%
Not sure	6%

6. When do you typically start celebrating Christmas?
Among people who celebrate Christmas

Before November	1%
Early November	4%
Mid-November	4%
Late November	21%
Early December	27%
Mid-December	27%
On Christmas Eve or Christmas Day	15%
Not sure	1%

7. Do you think that expectations around the holidays today generally are. . . ?

Too high	48%
About right	34%
Not high enough	6%
Not sure	13%

8. Compared to when you were growing up, do you think that expectations around the holidays generally have. . . ?

Increased a lot	30%
Increased a little	17%
Stayed the same	22%
Decreased a little	14%
Decreased a lot	8%
Not sure	9%

9. During the holiday season, do you experience stress or anxiety related to any of the following? Select all that apply.

Missing loved ones 44%
Shopping for gifts 40%
Cooking and cleaning 31%
Relationships with family or friends 31%
Lack of time to relax 28%
Putting up and taking down decorations 26%
Social obligations 25%
Feeling alone 24%
Pressure to create meaningful experiences 23%
Hosting guests 16%
Not having the same traditions as those around you 14%
None of the above 17%

10. During the holiday season, do you experience stress or anxiety related to any of the following? Select all that apply.

Spending money 50%
Crowds and traffic 43%
Winter weather 37%
Shorter days and lack of sunlight 36%
Dangerous road conditions 26%
Materialism 25%
Seasonal illnesses 25%
Changes from your usual routine 23%
Changes in eating habits 17%
Having to work 17%
Holiday advertising 15%
Traveling 14%
None of the above 17%

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Interviewing Dates	December 10 - 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 0.052 to 5.567, with a mean of one and a standard deviation of 0.781.
Number of respondents	1135
Margin of error	$\pm$ 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 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	81%	78%	83%	81%	86%	80%	77%	84%	78%	79%	*
No	12%	14%	11%	13%	10%	13%	14%	10%	14%	17%	*
Not sure	7%	7%	6%	6%	5%	7%	9%	6%	8%	4%	*
Totals	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	*
Unweighted N	(1,133)	(529)	(604)	(266)	(229)	(364)	(274)	(704)	(160)	(187)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	81%	79%	74%	90%	85%	90%	73%	86%	92%	86%	80%	81%	79%
No	12%	12%	17%	7%	9%	7%	16%	10%	5%	8%	17%	11%	14%
Not sure	7%	8%	9%	2%	5%	3%	11%	4%	3%	6%	3%	9%	7%
Totals	100%	99%	100%	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,133)	(402)	(381)	(350)	(454)	(435)	(450)	(336)	(237)	(204)	(228)	(424)	(277)

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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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	92%	93%	92%	94%	93%	93%	89%	92%	92%	91%	*
No	7%	7%	6%	5%	6%	7%	8%	7%	6%	7%	*
Not sure	1%	1%	1%	0%	0%	0%	3%	1%	2%	2%	*
Totals	100%	101%	99%	99%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(959)	(437)	(522)	(233)	(201)	(298)	(227)	(610)	(130)	(160)	(59)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	92%	90%	93%	95%	90%	96%	93%	92%	93%	93%	96%	94%	87%
No	7%	9%	6%	5%	8%	4%	6%	7%	6%	7%	4%	5%	12%
Not sure	1%	1%	1%	0%	1%	0%	1%	0%	1%	0%	0%	1%	1%
Totals	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(959)	(336)	(304)	(319)	(391)	(387)	(352)	(299)	(216)	(179)	(192)	(355)	(233)

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3A. Holiday Season Feelings — Grateful
During the holiday season, how often do you feel...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	45%	35%	53%	49%	45%	40%	47%	38%	69%	49%	*
Usually	28%	31%	25%	26%	28%	31%	26%	33%	19%	16%	*
Sometimes	21%	24%	18%	19%	21%	21%	22%	23%	10%	27%	*
Rarely	4%	6%	3%	5%	4%	4%	4%	5%	3%	4%	*
Never	1%	2%	0%	0%	0%	2%	0%	1%	0%	1%	*
Not sure	1%	2%	1%	1%	2%	2%	0%	1%	0%	3%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	101%	100%	*
Unweighted N	(1,131)	(528)	(603)	(266)	(227)	(363)	(275)	(702)	(160)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	45%	40%	43%	51%	40%	51%	47%	41%	40%	52%	33%	50%	40%
Usually	28%	32%	23%	30%	32%	29%	23%	30%	38%	30%	33%	23%	31%
Sometimes	21%	23%	24%	15%	22%	16%	22%	22%	19%	15%	28%	18%	24%
Rarely	4%	4%	6%	3%	5%	3%	5%	7%	1%	2%	3%	6%	4%
Never	1%	1%	1%	0%	0%	1%	1%	0%	2%	0%	2%	1%	2%
Not sure	1%	1%	3%	0%	1%	0%	2%	0%	0%	1%	0%	2%	0%
Totals	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,131)	(401)	(381)	(349)	(455)	(433)	(450)	(334)	(238)	(202)	(229)	(423)	(277)

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3B. Holiday Season Feelings — Loved
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	33%	30%	36%	36%	34%	29%	34%	31%	45%	33%	*
Usually	31%	31%	31%	32%	27%	33%	31%	33%	26%	29%	*
Sometimes	25%	27%	23%	23%	26%	25%	23%	24%	22%	26%	*
Rarely	8%	9%	7%	6%	9%	7%	9%	9%	5%	5%	*
Never	2%	1%	3%	0%	2%	4%	2%	2%	2%	6%	*
Not sure	1%	2%	1%	2%	2%	2%	0%	2%	0%	2%	*
Totals	100%	100%	101%	99%	100%	100%	99%	101%	100%	101%	*
Unweighted N	(1,124)	(526)	(598)	(264)	(226)	(362)	(272)	(698)	(158)	(186)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	33%	31%	28%	41%	33%	38%	30%	33%	36%	46%	26%	33%	31%
Usually	31%	32%	30%	31%	31%	33%	26%	31%	46%	29%	35%	29%	32%
Sometimes	25%	28%	27%	18%	25%	18%	27%	25%	13%	18%	26%	25%	26%
Rarely	8%	7%	8%	8%	7%	9%	11%	7%	5%	5%	13%	7%	6%
Never	2%	1%	4%	0%	2%	1%	3%	3%	0%	0%	1%	3%	3%
Not sure	1%	1%	2%	1%	0%	2%	2%	1%	0%	1%	0%	2%	1%
Totals	100%	100%	99%	99%	98%	101%	99%	100%	100%	99%	101%	99%	99%
Unweighted N	(1,124)	(399)	(380)	(345)	(453)	(429)	(448)	(332)	(236)	(201)	(228)	(419)	(276)

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3C. Holiday Season Feelings — Happy
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	19%	21%	18%	32%	23%	10%	16%	14%	36%	28%	*
Usually	42%	37%	46%	41%	32%	48%	45%	43%	36%	38%	*
Sometimes	29%	31%	27%	18%	32%	30%	33%	32%	21%	22%	*
Rarely	9%	9%	8%	7%	10%	11%	5%	10%	6%	7%	*
Never	1%	1%	1%	1%	1%	1%	0%	1%	2%	2%	*
Not sure	1%	2%	0%	0%	2%	1%	0%	1%	0%	3%	*
Totals	101%	101%	100%	99%	100%	101%	99%	101%	101%	100%	*
Unweighted N	(1,129)	(527)	(602)	(266)	(227)	(364)	(272)	(702)	(159)	(186)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	19%	21%	17%	20%	20%	19%	16%	18%	25%	22%	12%	22%	19%
Usually	42%	39%	34%	53%	42%	52%	39%	41%	50%	49%	46%	36%	44%
Sometimes	29%	33%	34%	19%	32%	20%	32%	29%	23%	25%	30%	29%	30%
Rarely	9%	6%	12%	7%	6%	7%	11%	11%	2%	2%	12%	10%	6%
Never	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	2%	0%
Not sure	1%	0%	2%	1%	0%	1%	1%	0%	0%	2%	0%	1%	1%
Totals	101%	100%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,129)	(401)	(378)	(350)	(453)	(431)	(448)	(337)	(235)	(204)	(229)	(421)	(275)

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3D. Holiday Season Feelings — Excited
During the holiday season, how often do you feel...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	19%	19%	19%	33%	23%	13%	10%	15%	28%	27%	*
Usually	26%	23%	29%	29%	26%	22%	29%	25%	28%	27%	*
Sometimes	33%	34%	32%	26%	29%	41%	34%	36%	27%	28%	*
Rarely	17%	19%	14%	8%	15%	19%	24%	20%	12%	8%	*
Never	4%	3%	5%	3%	6%	5%	2%	3%	5%	7%	*
Not sure	1%	1%	1%	2%	2%	0%	1%	1%	0%	1%	*
Totals	100%	99%	100%	101%	101%	100%	100%	100%	100%	98%	*
Unweighted N	(1,128)	(527)	(601)	(266)	(227)	(363)	(272)	(703)	(158)	(185)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	19%	19%	17%	21%	19%	20%	16%	18%	22%	24%	14%	22%	15%
Usually	26%	26%	20%	32%	26%	29%	25%	28%	27%	33%	21%	24%	28%
Sometimes	33%	35%	32%	34%	33%	33%	34%	31%	35%	29%	41%	31%	35%
Rarely	17%	17%	22%	10%	19%	13%	18%	16%	16%	11%	21%	16%	17%
Never	4%	2%	7%	3%	2%	3%	5%	6%	1%	2%	3%	6%	4%
Not sure	1%	1%	2%	0%	1%	1%	1%	1%	0%	1%	0%	1%	2%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,128)	(400)	(380)	(348)	(453)	(431)	(447)	(336)	(236)	(203)	(229)	(420)	(276)

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3E. Holiday Season Feelings — Nostalgic
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	19%	16%	21%	15%	18%	17%	25%	18%	11%	18%	*
Usually	23%	22%	24%	25%	19%	23%	23%	25%	16%	20%	*
Sometimes	36%	38%	34%	33%	38%	34%	39%	36%	36%	39%	*
Rarely	11%	11%	11%	15%	11%	11%	7%	10%	18%	10%	*
Never	5%	6%	5%	4%	5%	8%	3%	5%	8%	7%	*
Not sure	7%	7%	6%	8%	9%	6%	3%	6%	11%	6%	*
Totals	101%	100%	101%	100%	100%	99%	100%	100%	100%	100%	*
Unweighted N	(1,122)	(523)	(599)	(264)	(226)	(359)	(273)	(699)	(156)	(185)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	19%	17%	18%	22%	17%	23%	17%	19%	20%	28%	22%	13%	19%
Usually	23%	22%	19%	28%	26%	28%	21%	23%	27%	22%	26%	23%	20%
Sometimes	36%	39%	35%	33%	36%	33%	35%	35%	38%	34%	31%	37%	38%
Rarely	11%	11%	12%	9%	14%	9%	10%	15%	9%	7%	13%	11%	11%
Never	5%	5%	8%	4%	4%	4%	6%	7%	3%	4%	5%	7%	4%
Not sure	7%	6%	9%	4%	3%	4%	11%	1%	3%	4%	4%	9%	7%
Totals	101%	100%	101%	100%	100%	101%	100%	100%	100%	99%	101%	100%	99%
Unweighted N	(1,122)	(397)	(379)	(346)	(451)	(429)	(444)	(335)	(234)	(202)	(228)	(417)	(275)

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3F. Holiday Season Feelings — Cozy
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	14%	12%	16%	18%	16%	10%	15%	12%	17%	20%	*
Usually	33%	30%	37%	34%	29%	32%	38%	31%	34%	39%	*
Sometimes	37%	39%	36%	36%	35%	42%	35%	40%	36%	28%	*
Rarely	10%	14%	7%	7%	14%	10%	8%	11%	8%	9%	*
Never	3%	3%	3%	2%	3%	4%	3%	3%	3%	2%	*
Not sure	2%	3%	1%	4%	2%	2%	1%	2%	2%	3%	*
Totals	99%	101%	100%	101%	99%	100%	100%	99%	100%	101%	*
Unweighted N	(1,121)	(524)	(597)	(264)	(224)	(362)	(271)	(700)	(154)	(185)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	14%	15%	10%	17%	14%	17%	13%	14%	19%	15%	9%	17%	12%
Usually	33%	33%	33%	34%	36%	34%	33%	31%	35%	35%	39%	30%	34%
Sometimes	37%	35%	40%	37%	36%	36%	36%	40%	37%	38%	36%	37%	38%
Rarely	10%	11%	12%	7%	10%	9%	11%	11%	8%	8%	9%	10%	12%
Never	3%	3%	3%	3%	3%	3%	5%	3%	0%	1%	6%	3%	2%
Not sure	2%	2%	3%	1%	1%	2%	2%	1%	0%	4%	1%	2%	2%
Totals	99%	99%	101%	99%	100%	101%	100%	100%	99%	101%	100%	99%	100%
Unweighted N	(1,121)	(399)	(376)	(346)	(451)	(430)	(441)	(335)	(236)	(202)	(229)	(416)	(274)

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3G. Holiday Season Feelings — Cold
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	13%	12%	15%	20%	15%	11%	8%	13%	12%	14%	*
Usually	26%	25%	27%	37%	29%	24%	17%	24%	32%	37%	*
Sometimes	37%	37%	36%	29%	34%	41%	40%	39%	28%	28%	*
Rarely	15%	16%	14%	8%	14%	16%	21%	15%	15%	14%	*
Never	7%	8%	6%	5%	6%	6%	13%	6%	11%	7%	*
Not sure	2%	1%	2%	1%	2%	2%	1%	2%	3%	1%	*
Totals	100%	99%	100%	100%	100%	100%	100%	99%	101%	101%	*
Unweighted N	(1,126)	(524)	(602)	(265)	(228)	(360)	(273)	(700)	(157)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	13%	13%	14%	14%	13%	12%	16%	11%	12%	12%	19%	12%	12%
Usually	26%	29%	25%	25%	26%	24%	27%	25%	23%	27%	24%	25%	29%
Sometimes	37%	34%	38%	38%	36%	39%	31%	39%	46%	37%	33%	38%	36%
Rarely	15%	15%	14%	16%	16%	16%	16%	16%	14%	12%	18%	14%	15%
Never	7%	8%	8%	6%	8%	7%	8%	8%	5%	7%	6%	8%	7%
Not sure	2%	2%	2%	1%	1%	2%	2%	1%	1%	4%	1%	2%	1%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	101%	99%	101%	99%	100%
Unweighted N	(1,126)	(398)	(380)	(348)	(453)	(429)	(445)	(335)	(237)	(202)	(228)	(420)	(276)

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3H. Holiday Season Feelings — Tired
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	13%	9%	16%	14%	14%	16%	5%	14%	8%	13%	*
Usually	23%	18%	27%	21%	23%	25%	19%	24%	16%	21%	*
Sometimes	46%	48%	44%	40%	43%	45%	55%	46%	43%	43%	*
Rarely	13%	17%	9%	18%	12%	9%	15%	12%	18%	13%	*
Never	5%	6%	4%	6%	4%	5%	5%	3%	12%	8%	*
Not sure	1%	2%	0%	1%	3%	0%	0%	1%	3%	2%	*
Totals	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	(1,129)	(529)	(600)	(266)	(226)	(363)	(274)	(701)	(159)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	13%	11%	15%	12%	11%	11%	18%	10%	9%	6%	16%	14%	11%
Usually	23%	18%	23%	26%	18%	22%	21%	26%	19%	24%	23%	21%	23%
Sometimes	46%	47%	44%	46%	49%	48%	42%	47%	55%	48%	41%	44%	51%
Rarely	13%	15%	12%	11%	16%	15%	11%	13%	16%	17%	15%	12%	10%
Never	5%	8%	3%	4%	5%	3%	6%	4%	2%	2%	5%	6%	4%
Not sure	1%	0%	3%	0%	0%	1%	2%	0%	0%	1%	0%	2%	0%
Totals	101%	99%	100%	99%	99%	100%	100%	100%	101%	98%	100%	99%	99%
Unweighted N	(1,129)	(401)	(379)	(349)	(454)	(431)	(447)	(336)	(237)	(202)	(229)	(422)	(276)

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3I. Holiday Season Feelings — Stressed
During the holiday season, how often do you feel...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	12%	8%	15%	8%	13%	16%	7%	13%	9%	12%	*
Usually	17%	15%	18%	19%	16%	20%	9%	16%	12%	23%	*
Sometimes	40%	40%	40%	47%	40%	37%	37%	43%	38%	30%	*
Rarely	21%	23%	18%	16%	18%	18%	31%	21%	19%	19%	*
Never	10%	13%	7%	8%	9%	8%	15%	6%	21%	11%	*
Not sure	2%	2%	1%	2%	3%	1%	1%	1%	1%	4%	*
Totals	102%	101%	99%	100%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,121)	(525)	(596)	(263)	(225)	(362)	(271)	(699)	(154)	(186)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	12%	8%	15%	11%	9%	11%	15%	12%	6%	7%	12%	15%	7%
Usually	17%	19%	16%	14%	16%	13%	19%	15%	14%	15%	21%	15%	16%
Sometimes	40%	43%	37%	41%	41%	43%	32%	45%	51%	49%	38%	37%	42%
Rarely	21%	20%	18%	24%	26%	23%	20%	20%	21%	21%	21%	19%	23%
Never	10%	10%	11%	8%	7%	9%	12%	7%	8%	7%	8%	11%	11%
Not sure	2%	1%	3%	1%	1%	1%	3%	1%	0%	1%	0%	3%	0%
Totals	102%	101%	100%	99%	100%	100%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,121)	(398)	(377)	(346)	(451)	(428)	(446)	(331)	(235)	(201)	(229)	(415)	(276)

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3J. Holiday Season Feelings — Overwhelmed
During the holiday season, how often do you feel...?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	11%	8%	14%	12%	15%	11%	5%	10%	8%	19%	*
Usually	17%	14%	19%	24%	17%	16%	11%	17%	18%	16%	*
Sometimes	37%	37%	38%	39%	38%	38%	34%	38%	38%	28%	*
Rarely	23%	26%	20%	17%	19%	24%	32%	24%	17%	21%	*
Never	11%	13%	8%	7%	8%	9%	18%	9%	18%	13%	*
Not sure	2%	1%	2%	1%	3%	1%	0%	1%	0%	2%	*
Totals	101%	99%	101%	100%	100%	99%	100%	99%	99%	99%	*
Unweighted N	(1,128)	(527)	(601)	(266)	(228)	(362)	(272)	(702)	(157)	(187)	(82)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	11%	10%	13%	10%	11%	9%	14%	12%	5%	7%	10%	14%	10%
Usually	17%	18%	19%	13%	17%	12%	17%	17%	14%	19%	15%	17%	17%
Sometimes	37%	39%	34%	40%	38%	39%	33%	39%	44%	40%	39%	37%	33%
Rarely	23%	21%	20%	28%	25%	30%	20%	24%	28%	25%	28%	18%	27%
Never	11%	11%	12%	8%	9%	9%	13%	7%	9%	7%	9%	12%	11%
Not sure	2%	1%	3%	1%	1%	1%	2%	0%	0%	2%	0%	2%	1%
Totals	101%	100%	101%	100%	101%	100%	99%	99%	100%	100%	101%	100%	99%
Unweighted N	(1,128)	(401)	(380)	(347)	(454)	(430)	(449)	(335)	(237)	(202)	(228)	(423)	(275)

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3K. Holiday Season Feelings — Lonely
During the holiday season, how often do you feel...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	6%	5%	6%	5%	7%	6%	4%	5%	3%	8%	*
Usually	10%	9%	11%	10%	11%	12%	6%	11%	10%	6%	*
Sometimes	30%	30%	31%	29%	34%	29%	30%	31%	30%	29%	*
Rarely	29%	29%	29%	32%	26%	30%	29%	30%	26%	31%	*
Never	24%	26%	21%	21%	20%	23%	31%	22%	30%	23%	*
Not sure	1%	1%	2%	2%	2%	0%	0%	1%	0%	3%	*
Totals	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%	*
Unweighted N	(1,124)	(523)	(601)	(265)	(227)	(361)	(271)	(696)	(159)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	6%	5%	7%	5%	5%	5%	9%	5%	1%	4%	5%	6%	7%
Usually	10%	10%	14%	6%	9%	6%	14%	9%	6%	4%	13%	10%	10%
Sometimes	30%	35%	30%	26%	30%	26%	30%	34%	28%	32%	30%	29%	32%
Rarely	29%	29%	23%	36%	32%	36%	25%	24%	41%	28%	33%	27%	30%
Never	24%	21%	24%	26%	23%	26%	21%	28%	24%	29%	18%	26%	21%
Not sure	1%	0%	2%	2%	0%	1%	2%	1%	0%	3%	0%	1%	0%
Totals	100%	100%	100%	101%	99%	100%	101%	101%	100%	100%	99%	99%	100%
Unweighted N	(1,124)	(399)	(378)	(347)	(452)	(430)	(445)	(335)	(236)	(203)	(228)	(419)	(274)

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3L. Holiday Season Feelings — Sad
During the holiday season, how often do you feel. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always	4%	3%	5%	2%	4%	5%	3%	3%	2%	7%	*
Usually	9%	9%	10%	8%	12%	11%	6%	11%	2%	11%	*
Sometimes	35%	28%	42%	27%	41%	35%	36%	36%	26%	34%	*
Rarely	34%	38%	30%	37%	28%	34%	37%	35%	37%	28%	*
Never	17%	22%	12%	23%	13%	14%	18%	14%	33%	17%	*
Not sure	1%	1%	1%	3%	3%	0%	0%	1%	0%	3%	*
Totals	100%	101%	100%	100%	101%	99%	100%	100%	100%	100%	*
Unweighted N	(1,123)	(526)	(597)	(265)	(225)	(364)	(269)	(698)	(157)	(186)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always	4%	2%	5%	4%	3%	5%	5%	4%	1%	1%	4%	4%	4%
Usually	9%	11%	12%	5%	9%	5%	11%	12%	2%	8%	10%	10%	9%
Sometimes	35%	35%	36%	33%	35%	34%	37%	31%	35%	35%	33%	34%	38%
Rarely	34%	33%	29%	40%	35%	39%	28%	35%	48%	27%	41%	31%	37%
Never	17%	18%	16%	17%	17%	16%	17%	17%	14%	26%	12%	19%	11%
Not sure	1%	1%	2%	1%	1%	1%	1%	1%	1%	3%	0%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,123)	(400)	(378)	(345)	(453)	(428)	(446)	(333)	(236)	(201)	(228)	(419)	(275)

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4. Holiday Timing
Do you think that people generally start celebrating the holidays...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too early	42%	47%	38%	22%	33%	52%	57%	46%	28%	38%	*
At about the right time	46%	44%	48%	60%	50%	42%	35%	45%	52%	44%	*
Not early enough	5%	3%	6%	7%	8%	2%	3%	4%	6%	7%	*
Not sure	7%	6%	8%	11%	10%	4%	5%	5%	14%	10%	*
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%	*
Unweighted N	(1,133)	(529)	(604)	(267)	(229)	(362)	(275)	(704)	(160)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too early	42%	38%	48%	40%	45%	40%	42%	45%	43%	36%	48%	42%	41%
At about the right time	46%	49%	38%	51%	44%	52%	45%	44%	53%	48%	45%	45%	46%
Not early enough	5%	5%	4%	5%	3%	4%	5%	5%	3%	9%	2%	4%	5%
Not sure	7%	8%	10%	3%	8%	4%	8%	7%	2%	7%	5%	8%	8%
Totals	100%	100%	100%	99%	100%	100%	100%	101%	101%	100%	100%	99%	100%
Unweighted N	(1,133)	(401)	(382)	(350)	(454)	(434)	(450)	(336)	(237)	(203)	(229)	(425)	(276)

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5. Changes in Holiday Timing
Compared to when you were growing up, do you think that people today generally start celebrating the holidays. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Much earlier	35%	33%	37%	9%	25%	47%	52%	40%	18%	29%	*
Somewhat earlier	25%	26%	24%	28%	24%	24%	24%	24%	26%	26%	*
At the same time	25%	26%	23%	34%	31%	19%	17%	22%	33%	30%	*
Somewhat later	7%	7%	6%	14%	9%	3%	3%	5%	14%	6%	*
Much later	3%	2%	4%	5%	2%	4%	2%	3%	3%	5%	*
Not sure	6%	6%	6%	11%	9%	4%	2%	6%	5%	5%	*
Totals	101%	100%	100%	101%	100%	101%	100%	100%	99%	101%	*
Unweighted N	(1,133)	(528)	(605)	(266)	(229)	(364)	(274)	(704)	(160)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Much earlier	35%	30%	36%	39%	39%	41%	34%	38%	35%	35%	39%	33%	35%
Somewhat earlier	25%	28%	25%	21%	25%	21%	24%	24%	30%	23%	20%	25%	29%
At the same time	25%	25%	21%	27%	25%	26%	25%	24%	24%	21%	30%	26%	20%
Somewhat later	7%	7%	6%	7%	5%	5%	5%	9%	6%	14%	3%	6%	5%
Much later	3%	2%	4%	3%	2%	3%	4%	1%	5%	4%	2%	3%	4%
Not sure	6%	8%	8%	2%	3%	3%	8%	4%	0%	3%	5%	7%	7%
Totals	101%	100%	100%	99%	99%	99%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,133)	(402)	(381)	(350)	(455)	(434)	(450)	(335)	(238)	(204)	(229)	(424)	(276)

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6. When Celebrate Christmas

When do you typically start celebrating Christmas?

Among people who celebrate Christmas

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Before November	1%	0%	2%	1%	2%	1%	0%	1%	1%	2%	*
Early November	4%	1%	5%	5%	8%	2%	1%	4%	4%	1%	*
Mid-November	4%	3%	6%	3%	9%	3%	2%	4%	5%	8%	*
Late November	21%	17%	24%	19%	21%	24%	18%	21%	18%	23%	*
Early December	27%	31%	22%	25%	22%	31%	27%	29%	30%	15%	*
Mid-December	27%	28%	26%	26%	21%	23%	43%	27%	27%	31%	*
On Christmas Eve or Christmas Day	15%	18%	13%	19%	18%	14%	10%	14%	15%	17%	*
Not sure	1%	1%	2%	3%	0%	2%	0%	1%	0%	3%	*
Totals	100%	99%	100%	101%	101%	100%	101%	101%	100%	100%	*
Unweighted N	(886)	(401)	(485)	(217)	(191)	(275)	(203)	(566)	(116)	(149)	(55)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Before November	1%	0%	1%	2%	0%	2%	1%	2%	0%	2%	0%	1%	1%
Early November	4%	5%	2%	4%	4%	4%	3%	4%	4%	4%	2%	4%	3%
Mid-November	4%	6%	3%	4%	4%	5%	3%	7%	4%	5%	4%	4%	5%
Late November	21%	19%	20%	23%	19%	21%	23%	18%	19%	24%	22%	20%	18%
Early December	27%	27%	25%	28%	28%	28%	24%	25%	35%	22%	25%	31%	23%
Mid-December	27%	30%	28%	25%	33%	27%	29%	28%	25%	30%	32%	23%	28%
On Christmas Eve or Christmas Day	15%	12%	20%	14%	10%	13%	15%	15%	14%	11%	14%	16%	19%
Not sure	1%	2%	2%	0%	1%	1%	2%	1%	0%	1%	0%	1%	3%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Totals	100%	101%	101%	100%	99%	101%	100%	100%	101%	99%	99%	100%	100%
Unweighted N	(886)	(302)	(283)	(301)	(356)	(366)	(326)	(276)	(201)	(164)	(184)	(329)	(209)

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7. Holiday Expectations

Do you think that expectations around the holidays today generally are. . . ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too high	48%	41%	54%	27%	41%	62%	53%	53%	36%	37%	*
About right	34%	38%	30%	47%	37%	23%	34%	30%	44%	43%	*
Not high enough	6%	7%	4%	9%	10%	3%	2%	5%	11%	5%	*
Not sure	13%	14%	12%	17%	11%	12%	12%	13%	9%	14%	*
Totals	101%	100%	100%	100%	99%	100%	101%	101%	100%	99%	*
Unweighted N	(1,131)	(530)	(601)	(265)	(229)	(363)	(274)	(704)	(159)	(186)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Too high	48%	39%	54%	49%	51%	48%	48%	54%	47%	41%	54%	49%	44%
About right	34%	38%	26%	39%	33%	37%	34%	29%	40%	35%	31%	34%	35%
Not high enough	6%	8%	6%	4%	4%	4%	5%	7%	5%	13%	2%	5%	6%
Not sure	13%	15%	15%	9%	11%	10%	13%	10%	8%	10%	14%	12%	15%
Totals	101%	100%	101%	101%	99%	99%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,131)	(401)	(380)	(350)	(454)	(434)	(448)	(337)	(237)	(203)	(229)	(424)	(275)

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8. Changes in Holiday Expectations

Compared to when you were growing up, do you think that expectations around the holidays generally have...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Increased a lot	30%	24%	36%	18%	22%	39%	37%	35%	27%	18%	*
Increased a little	17%	17%	16%	10%	21%	17%	18%	18%	14%	15%	*
Stayed the same	22%	24%	21%	25%	25%	21%	19%	22%	16%	29%	*
Decreased a little	14%	17%	12%	24%	14%	9%	15%	12%	20%	20%	*
Decreased a lot	8%	9%	6%	10%	10%	6%	5%	5%	18%	8%	*
Not sure	9%	9%	9%	13%	8%	9%	6%	9%	5%	9%	*
Totals	100%	100%	100%	100%	100%	101%	100%	101%	100%	99%	*
Unweighted N	(1,132)	(529)	(603)	(266)	(227)	(364)	(275)	(703)	(160)	(187)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Increased a lot	30%	25%	29%	36%	30%	36%	30%	31%	32%	28%	35%	31%	26%
Increased a little	17%	18%	16%	17%	24%	18%	15%	20%	21%	15%	23%	15%	17%
Stayed the same	22%	28%	17%	23%	21%	21%	21%	22%	25%	23%	21%	24%	20%
Decreased a little	14%	13%	16%	14%	13%	13%	17%	11%	12%	16%	8%	14%	21%
Decreased a lot	8%	7%	9%	6%	6%	6%	6%	10%	7%	9%	3%	9%	8%
Not sure	9%	9%	13%	4%	6%	6%	11%	6%	4%	9%	11%	9%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	102%	100%
Unweighted N	(1,132)	(402)	(382)	(348)	(455)	(432)	(449)	(336)	(237)	(203)	(228)	(424)	(277)

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9. Personal Holiday Season Stressors

During the holiday season, do you experience stress or anxiety related to any of the following? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Missing loved ones	44%	36%	51%	32%	35%	52%	53%	48%	35%	33%	*
Shopping for gifts	40%	32%	48%	39%	42%	45%	32%	42%	36%	37%	*
Cooking and cleaning	31%	21%	41%	35%	34%	32%	24%	31%	38%	28%	*
Relationships with family or friends	31%	29%	32%	32%	33%	28%	30%	32%	28%	26%	*
Lack of time to relax	28%	25%	31%	31%	33%	29%	17%	27%	32%	21%	*
Putting up and taking down decorations	26%	20%	31%	26%	25%	27%	24%	27%	26%	23%	*
Social obligations	25%	21%	29%	34%	27%	26%	14%	26%	21%	23%	*
Feeling alone	24%	22%	26%	27%	22%	25%	23%	26%	16%	20%	*
Pressure to create meaningful experiences	23%	19%	26%	31%	28%	20%	13%	24%	20%	25%	*
Hosting guests	16%	16%	17%	18%	22%	14%	11%	15%	27%	15%	*
Not having the same traditions as those around you	14%	10%	17%	18%	12%	16%	8%	14%	8%	14%	*
None of the above	17%	24%	11%	15%	20%	15%	19%	14%	23%	24%	*
Unweighted N	(1,135)	(530)	(605)	(267)	(229)	(364)	(275)	(705)	(160)	(188)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Missing loved ones	44%	42%	41%	48%	42%	47%	47%	43%	41%	47%	43%	42%	46%
Shopping for gifts	40%	41%	40%	39%	46%	36%	38%	48%	38%	37%	42%	40%	41%
Cooking and cleaning	31%	29%	33%	32%	34%	34%	31%	35%	34%	28%	34%	33%	28%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Relationships with family or friends	31%	30%	33%	29%	32%	26%	35%	34%	22%	29%	31%	32%	29%
Lack of time to relax	28%	23%	31%	28%	25%	28%	21%	35%	32%	23%	24%	27%	35%
Putting up and taking down decorations	26%	25%	23%	29%	29%	31%	21%	31%	32%	25%	23%	29%	21%
Social obligations	25%	28%	27%	21%	32%	20%	25%	27%	25%	20%	32%	22%	29%
Feeling alone	24%	27%	27%	19%	24%	20%	30%	24%	14%	18%	25%	24%	29%
Pressure to create meaningful experiences	23%	23%	24%	21%	25%	22%	17%	28%	28%	20%	20%	25%	23%
Hosting guests	16%	17%	17%	15%	19%	14%	10%	20%	28%	15%	13%	17%	18%
Not having the same traditions as those around you	14%	11%	16%	13%	12%	12%	15%	16%	11%	11%	14%	14%	15%
None of the above	17%	15%	20%	17%	13%	17%	20%	12%	13%	14%	17%	20%	15%
Unweighted N	(1,135)	(402)	(382)	(351)	(455)	(435)	(450)	(337)	(238)	(204)	(229)	(425)	(277)

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10. Overall Holiday Season Stressors
During the holiday season, do you experience stress or anxiety related to any of the following? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Spending money	50%	46%	54%	53%	45%	57%	42%	51%	50%	44%	*
Crowds and traffic	43%	38%	47%	38%	44%	49%	37%	46%	33%	37%	*
Winter weather	37%	35%	39%	37%	35%	35%	41%	39%	34%	33%	*
Shorter days and lack of sunlight	36%	32%	40%	24%	37%	40%	41%	41%	24%	30%	*
Dangerous road conditions	26%	26%	26%	22%	25%	27%	28%	30%	18%	21%	*
Materialism	25%	23%	28%	17%	25%	32%	24%	28%	16%	21%	*
Seasonal illnesses	25%	21%	30%	27%	30%	24%	20%	26%	19%	24%	*
Changes from your usual routine	23%	21%	24%	26%	23%	22%	20%	24%	18%	20%	*
Changes in eating habits	17%	13%	22%	24%	23%	15%	9%	18%	15%	18%	*
Having to work	17%	13%	21%	26%	26%	15%	4%	16%	18%	23%	*
Holiday advertising	15%	16%	15%	17%	14%	16%	14%	16%	11%	15%	*
Traveling	14%	13%	14%	17%	20%	12%	7%	14%	20%	10%	*
None of the above	17%	22%	13%	14%	19%	14%	22%	15%	26%	21%	*
Unweighted N	(1,135)	(530)	(605)	(267)	(229)	(364)	(275)	(705)	(160)	(188)	(82)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Spending money	50%	50%	49%	51%	52%	47%	49%	55%	48%	45%	48%	53%	49%
Crowds and traffic	43%	46%	43%	39%	50%	38%	43%	47%	42%	37%	39%	45%	45%
Winter weather	37%	36%	36%	39%	41%	36%	40%	36%	36%	42%	50%	31%	33%
Shorter days and lack of sunlight	36%	37%	37%	34%	49%	34%	36%	39%	37%	36%	46%	34%	31%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Dangerous road conditions	26%	24%	29%	24%	29%	24%	27%	27%	25%	27%	33%	23%	23%
Materialism	25%	25%	25%	26%	33%	26%	24%	32%	24%	27%	26%	22%	30%
Seasonal illnesses	25%	20%	30%	24%	24%	21%	24%	28%	24%	22%	26%	25%	27%
Changes from your usual routine	23%	19%	26%	23%	19%	23%	28%	21%	17%	24%	23%	23%	21%
Changes in eating habits	17%	18%	19%	16%	18%	16%	17%	20%	17%	20%	20%	17%	14%
Having to work	17%	20%	17%	14%	19%	15%	15%	19%	24%	20%	16%	16%	20%
Holiday advertising	15%	16%	16%	14%	17%	16%	15%	19%	12%	15%	16%	15%	16%
Traveling	14%	15%	12%	14%	16%	12%	13%	16%	13%	15%	13%	12%	16%
None of the above	17%	15%	21%	16%	11%	17%	20%	12%	12%	12%	18%	19%	16%
Unweighted N	(1,135)	(402)	(382)	(351)	(455)	(435)	(450)	(337)	(238)	(204)	(229)	(425)	(277)

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Interviewing Dates	December 10 - 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 0.052 to 5.567, with a mean of one and a standard deviation of 0.781.
Number of respondents	1135
Margin of error	± 3.7% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	83 questions not reported.