CBS News Poll – December 15-17, 2025
Adults in the U.S.

YouGov®

Sample   2,267 Adults in the U.S.

Margin of Error   ±2.5 points

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1. How would you rate the condition of the national economy today?

Very good	5%
Fairly good	27%
Fairly bad	36%
Very bad	27%
Not sure	5%

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2. Do you think the economy is...?

Getting better	24%
Getting worse	56%
Staying about the same	19%

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3. As you and your family plan for the next year, are you doing so expecting the U.S. economy to be...

Booming	5%
Growing, but not booming	19%
Holding steady	22%
Slowing, but not in recession	28%
In recession	25%

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4. How would you rate your own personal financial and economic situation today?

Very good	9%
Fairly good	43%
Fairly bad	27%
Very bad	14%
Not sure	6%

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5. Looking back over the year 2025, do you feel your personal financial and economic situation has become...

Better during 2025	22%
Worse during 2025	41%
Not changed during 2025	36%

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6. In the last few weeks, have gas prices in your area been...

Going up	20%
Going down	32%
Staying the same	33%
Not sure/don't buy gas	15%

7. How would you rate the U.S. job market today?

Very good	5%
Fairly good	29%
Fairly bad	32%
Very bad	20%
Not sure	14%

8. In the last few weeks, have prices on the goods and services you buy been...

Going up	59%
Going down	9%
Staying the same	32%

9. How would you rate the overall condition of the U.S. stock market today?

Very good	10%
Fairly good	31%
Fairly bad	14%
Very bad	6%
Not sure	38%

10. How much does the way the stock market performs matter to you and your personal finances?

A lot	12%
Some	27%
Not much	29%
Not at all	32%

11. Do you feel like your income is or is not keeping up with inflation?

Yes, it is	24%
No, it isn't	76%

12. Overall, which of these describe how the holiday season makes you feel? CHECK ALL THAT APPLY

Grateful	48%
Happy	43%
Stressed	39%
Excited	29%
Exhausted	29%
Sad	23%

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13. This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	More	Fewer	Same
Gifts for others	16%	42%	42%
Gifts for yourself	9%	52%	39%
Airline/travel tickets	5%	48%	47%
Entertainment tickets/events	6%	50%	44%
Food and drinks	17%	32%	51%

14. Thinking about those items and services you do buy for the holidays, for you personally do you consider them to be...?

Very easy to afford	8%
Somewhat easy to afford	34%
Somewhat difficult to afford	41%
Very difficult to afford	17%

15. Compared to last year, generally, do the items and services you are buying for the holidays cost more, less, or about the same as they did last year?

Cost a lot more	27%
Cost a little more	44%
Cost the same	24%
Cost a little less	4%
Cost a lot less	1%

16. When you buy items and services for the holidays this year, how much of that will you be putting on credit cards, financing or pay-later arrangements that will be paid off over time?

All	9%
Most	16%
Some	30%
None	45%

* Questions held for future release.

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1. Condition of National Economy
How would you rate the condition of the national economy today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Very good	5%	8%	3%	6%	5%	3%	7%	3%	6%	7%
Fairly good	27%	30%	25%	23%	26%	30%	30%	24%	29%	33%
Fairly bad	36%	33%	38%	38%	38%	33%	34%	32%	36%	39%
Very bad	27%	24%	28%	24%	24%	30%	26%	33%	26%	18%
Not sure	5%	5%	6%	8%	7%	4%	3%	7%	3%	3%
Totals	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%
Weighted N	(2,265)	(1,100)	(1,165)	(469)	(573)	(740)	(482)	(868)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	5%	1%	4%	11%	7%	1%	3%	6%	8%
Fairly good	27%	9%	26%	48%	30%	16%	25%	30%	31%
Fairly bad	36%	45%	34%	28%	35%	34%	34%	34%	37%
Very bad	27%	41%	31%	8%	23%	40%	34%	24%	21%
Not sure	5%	4%	5%	5%	5%	9%	4%	6%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,265)	(648)	(751)	(706)	(1,427)	(282)	(359)	(884)	(543)

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2. Track of Economy
Do you think the economy is...?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Getting better	24%	29%	19%	18%	24%	25%	30%	20%	28%	30%
Getting worse	56%	54%	59%	61%	55%	57%	53%	60%	53%	52%
Staying about the same	19%	17%	22%	21%	21%	18%	17%	19%	18%	18%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Weighted N	(2,262)	(1,100)	(1,162)	(469)	(573)	(742)	(478)	(866)	(617)	(500)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Getting better	24%	4%	19%	53%	30%	8%	17%	31%	28%
Getting worse	56%	86%	60%	23%	50%	76%	64%	47%	55%
Staying about the same	19%	10%	21%	24%	20%	16%	19%	22%	17%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,262)	(649)	(751)	(703)	(1,424)	(281)	(360)	(882)	(542)

3. Expectations for U.S. Economy

As you and your family plan for the next year, are you doing so expecting the U.S. economy to be...

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Booming	5%	7%	4%	8%	5%	3%	6%	3%	6%	7%
Growing, but not booming	19%	23%	15%	13%	19%	20%	23%	16%	23%	23%
Holding steady	22%	20%	24%	28%	26%	20%	15%	23%	18%	22%
Slowing, but not in recession	28%	27%	29%	28%	24%	27%	34%	29%	27%	28%
In recession	25%	23%	27%	23%	25%	29%	22%	29%	25%	20%
Totals	99%	100%	99%	100%	99%	99%	100%	100%	99%	100%
Weighted N	(2,265)	(1,101)	(1,164)	(469)	(572)	(742)	(482)	(868)	(617)	(501)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Booming	5%	2%	4%	10%	6%	4%	5%	6%	6%
Growing, but not booming	19%	5%	15%	37%	22%	11%	15%	23%	20%
Holding steady	22%	15%	22%	29%	21%	29%	19%	23%	19%
Slowing, but not in recession	28%	36%	29%	18%	27%	30%	31%	27%	26%
In recession	25%	42%	30%	5%	24%	26%	30%	21%	29%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	100%
Weighted N	(2,265)	(648)	(751)	(707)	(1,427)	(281)	(360)	(884)	(543)

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4. Personal Financial Situation
How would you rate your own personal financial and economic situation today?

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Very good	9%	12%	7%	9%	8%	7%	16%	3%	8%	22%
Fairly good	43%	43%	42%	43%	43%	39%	48%	33%	49%	53%
Fairly bad	27%	27%	28%	25%	29%	30%	24%	34%	28%	17%
Very bad	14%	14%	15%	14%	14%	18%	8%	25%	9%	4%
Not sure	6%	4%	8%	9%	6%	6%	4%	5%	5%	4%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Weighted N	(2,265)	(1,100)	(1,165)	(469)	(573)	(742)	(482)	(869)	(616)	(501)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	9%	7%	10%	13%	10%	8%	4%	8%	14%
Fairly good	43%	41%	42%	49%	45%	37%	41%	40%	52%
Fairly bad	27%	31%	25%	24%	25%	27%	35%	28%	21%
Very bad	14%	15%	15%	10%	14%	20%	15%	17%	9%
Not sure	6%	6%	7%	4%	6%	8%	5%	7%	4%
Totals	99%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(2,265)	(649)	(751)	(706)	(1,427)	(281)	(360)	(884)	(543)

5. Personal Financial Situation Change in 2025

Looking back over the year 2025, do you feel your personal financial and economic situation has become...

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Better during 2025	22%	27%	18%	25%	22%	20%	23%	16%	22%	36%
Worse during 2025	41%	39%	43%	36%	40%	46%	40%	48%	42%	30%
Not changed during 2025	36%	34%	39%	39%	38%	33%	37%	36%	36%	34%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(2,266)	(1,101)	(1,165)	(469)	(573)	(742)	(482)	(869)	(617)	(501)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Better during 2025	22%	14%	20%	34%	24%	18%	17%	21%	29%
Worse during 2025	41%	54%	41%	30%	39%	45%	49%	39%	39%
Not changed during 2025	36%	32%	39%	36%	37%	37%	34%	40%	32%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,266)	(649)	(751)	(707)	(1,427)	(282)	(360)	(885)	(543)

6. Gas Prices
In the last few weeks, have gas prices in your area been...

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Going up	20%	18%	21%	29%	21%	18%	12%	19%	17%	21%
Going down	32%	36%	29%	16%	24%	38%	49%	30%	37%	34%
Staying the same	33%	32%	34%	34%	35%	32%	30%	31%	36%	35%
Not sure/don't buy gas	15%	14%	16%	21%	20%	12%	9%	20%	9%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Weighted N	(2,265)	(1,101)	(1,164)	(469)	(572)	(741)	(482)	(868)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Going up	20%	27%	20%	10%	15%	30%	29%	14%	17%
Going down	32%	18%	29%	52%	37%	18%	25%	38%	35%
Staying the same	33%	35%	36%	28%	35%	30%	29%	33%	37%
Not sure/don't buy gas	15%	20%	15%	10%	13%	21%	16%	14%	11%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	100%
Weighted N	(2,265)	(649)	(751)	(706)	(1,427)	(281)	(359)	(885)	(543)

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7. U.S. Job Market
How would you rate the U.S. job market today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Very good	5%	7%	4%	5%	5%	4%	7%	2%	6%	9%
Fairly good	29%	31%	27%	24%	28%	31%	32%	27%	33%	31%
Fairly bad	32%	31%	32%	32%	30%	30%	35%	30%	33%	34%
Very bad	20%	19%	21%	27%	21%	21%	12%	22%	20%	17%
Not sure	14%	12%	16%	11%	16%	14%	14%	19%	8%	9%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(2,266)	(1,101)	(1,165)	(469)	(573)	(742)	(481)	(869)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	5%	1%	4%	11%	7%	1%	2%	6%	8%
Fairly good	29%	12%	25%	50%	32%	19%	24%	35%	27%
Fairly bad	32%	45%	33%	19%	31%	32%	34%	30%	32%
Very bad	20%	31%	24%	5%	17%	28%	26%	14%	22%
Not sure	14%	11%	13%	14%	13%	19%	14%	15%	11%
Totals	100%	100%	99%	99%	100%	99%	100%	100%	100%
Weighted N	(2,266)	(649)	(751)	(707)	(1,427)	(282)	(360)	(885)	(543)

8. Prices on Goods and Services
In the last few weeks, have prices on the goods and services you buy been...

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Going up	59%	55%	62%	57%	57%	62%	59%	63%	54%	59%
Going down	9%	10%	8%	7%	6%	9%	13%	9%	8%	10%
Staying the same	32%	35%	30%	36%	37%	29%	28%	28%	38%	31%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,267)	(1,101)	(1,166)	(469)	(573)	(742)	(482)	(870)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Going up	59%	82%	59%	36%	53%	78%	65%	49%	60%
Going down	9%	3%	7%	18%	10%	4%	7%	12%	7%
Staying the same	32%	15%	34%	46%	37%	18%	28%	39%	33%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,267)	(649)	(751)	(707)	(1,427)	(282)	(360)	(885)	(543)

9. U.S. Stock Market

How would you rate the overall condition of the U.S. stock market today?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Very good	10%	14%	7%	6%	7%	10%	18%	6%	12%	16%
Fairly good	31%	35%	27%	28%	29%	31%	36%	24%	33%	42%
Fairly bad	14%	14%	14%	19%	16%	13%	9%	14%	15%	14%
Very bad	6%	5%	8%	8%	7%	7%	2%	9%	5%	4%
Not sure	38%	32%	44%	38%	41%	39%	34%	47%	34%	24%
Totals	99%	100%	100%	99%	100%	100%	99%	100%	99%	100%
Weighted N	(2,261)	(1,099)	(1,162)	(469)	(568)	(741)	(482)	(866)	(615)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very good	10%	4%	9%	19%	13%	3%	4%	11%	17%
Fairly good	31%	28%	32%	36%	34%	24%	27%	30%	40%
Fairly bad	14%	19%	15%	8%	12%	19%	18%	12%	14%
Very bad	6%	10%	7%	1%	4%	12%	11%	4%	3%
Not sure	38%	38%	37%	36%	36%	42%	40%	43%	26%
Totals	99%	99%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(2,261)	(648)	(751)	(702)	(1,423)	(281)	(360)	(880)	(543)

10. U.S. Stock Market and Personal Finance
How much does the way the stock market performs matter to you and your personal finances?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
A lot	12%	13%	12%	9%	9%	14%	17%	7%	12%	22%
Some	27%	25%	28%	26%	27%	27%	26%	17%	31%	40%
Not much	29%	29%	29%	35%	32%	25%	25%	32%	30%	21%
Not at all	32%	33%	30%	29%	32%	33%	32%	44%	27%	17%
Totals	100%	100%	99%	99%	100%	99%	100%	100%	100%	100%
Weighted N	(2,261)	(1,099)	(1,162)	(469)	(571)	(742)	(479)	(867)	(616)	(498)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
A lot	12%	12%	12%	13%	13%	14%	11%	9%	19%
Some	27%	27%	25%	30%	28%	22%	26%	22%	38%
Not much	29%	28%	30%	30%	28%	29%	28%	28%	28%
Not at all	32%	33%	33%	27%	31%	35%	35%	41%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,261)	(648)	(750)	(704)	(1,423)	(282)	(360)	(883)	(541)

11. Income Keeping Up with Inflation
Do you feel like your income is or is not keeping up with inflation?

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Yes, it is	24%	27%	21%	28%	25%	19%	26%	17%	28%	33%
No, it isn't	76%	73%	79%	72%	75%	81%	74%	83%	72%	67%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,261)	(1,097)	(1,163)	(469)	(573)	(737)	(481)	(867)	(617)	(499)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Yes, it is	24%	17%	25%	30%	23%	26%	26%	22%	24%
No, it isn't	76%	83%	75%	70%	77%	74%	74%	78%	76%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,261)	(649)	(750)	(705)	(1,424)	(282)	(357)	(884)	(541)

12. Holiday Season Feelings
Overall, which of these describe how the holiday season makes you feel? CHECK ALL THAT APPLY

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Grateful	48%	47%	49%	55%	45%	42%	55%	41%	52%	55%
Happy	43%	44%	43%	61%	48%	31%	39%	32%	46%	54%
Stressed	39%	34%	43%	35%	46%	41%	31%	41%	39%	38%
Excited	29%	28%	30%	51%	37%	18%	16%	21%	28%	39%
Exhausted	29%	26%	31%	27%	37%	30%	19%	30%	29%	27%
Sad	23%	21%	25%	15%	25%	28%	21%	33%	18%	14%
Weighted N	(2,267)	(1,101)	(1,166)	(469)	(573)	(742)	(482)	(870)	(617)	(501)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Grateful	48%	48%	45%	55%	46%	54%	53%	42%	52%
Happy	43%	45%	39%	49%	45%	39%	39%	42%	50%
Stressed	39%	40%	38%	37%	40%	34%	40%	40%	40%
Excited	29%	29%	27%	32%	29%	27%	31%	28%	30%
Exhausted	29%	30%	29%	25%	31%	22%	24%	31%	32%
Sad	23%	22%	25%	20%	24%	21%	23%	27%	18%
Weighted N	(2,267)	(649)	(751)	(707)	(1,427)	(282)	(360)	(885)	(543)

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13A. Holiday Buying — Gifts for others
This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
More	16%	17%	14%	27%	17%	10%	12%	11%	17%	18%
Fewer	42%	37%	48%	36%	39%	49%	42%	49%	42%	36%
Same	42%	46%	38%	37%	44%	41%	46%	40%	41%	46%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,263)	(1,099)	(1,164)	(469)	(572)	(742)	(479)	(868)	(616)	(500)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	16%	14%	13%	20%	15%	12%	19%	14%	16%
Fewer	42%	49%	40%	37%	40%	54%	47%	41%	39%
Same	42%	37%	47%	42%	45%	34%	34%	45%	45%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%
Weighted N	(2,263)	(649)	(751)	(704)	(1,424)	(282)	(360)	(882)	(542)

13B. Holiday Buying — Gifts for yourself
This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
More	9%	8%	9%	17%	10%	5%	4%	7%	9%	8%
Fewer	52%	48%	56%	40%	52%	57%	55%	56%	52%	48%
Same	39%	44%	35%	43%	38%	38%	41%	37%	39%	44%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,267)	(1,101)	(1,166)	(469)	(573)	(742)	(482)	(870)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	9%	10%	7%	8%	7%	12%	13%	6%	8%
Fewer	52%	54%	51%	51%	52%	50%	53%	54%	49%
Same	39%	36%	42%	41%	41%	38%	33%	40%	43%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(2,267)	(649)	(751)	(707)	(1,427)	(282)	(360)	(885)	(543)

13C. Holiday Buying — Airline/travel tickets

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
More	5%	5%	4%	7%	5%	4%	3%	2%	5%	7%
Fewer	48%	45%	51%	40%	48%	51%	50%	52%	47%	43%
Same	47%	50%	45%	53%	46%	45%	47%	46%	48%	49%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%
Weighted N	(2,258)	(1,095)	(1,163)	(468)	(570)	(739)	(481)	(865)	(616)	(498)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	5%	6%	4%	5%	4%	5%	4%	3%	6%
Fewer	48%	53%	44%	44%	45%	60%	56%	45%	45%
Same	47%	41%	52%	50%	51%	35%	40%	52%	49%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%
Weighted N	(2,258)	(647)	(751)	(701)	(1,420)	(281)	(360)	(884)	(536)

13D. Holiday Buying — Entertainment tickets/events

This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
More	6%	7%	5%	10%	9%	4%	2%	3%	5%	12%
Fewer	50%	46%	53%	40%	49%	53%	55%	54%	50%	45%
Same	44%	47%	42%	50%	42%	43%	43%	43%	45%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,260)	(1,098)	(1,162)	(469)	(573)	(738)	(480)	(867)	(616)	(500)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	6%	6%	4%	8%	5%	7%	6%	4%	8%
Fewer	50%	54%	48%	47%	47%	63%	54%	49%	45%
Same	44%	40%	48%	45%	47%	30%	40%	47%	47%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(2,260)	(646)	(751)	(705)	(1,424)	(280)	(360)	(883)	(541)

13E. Holiday Buying — Food and drinks
This holiday season, are you buying more of these items and services, fewer of these items and services, or about the same amount of these things compared to recent past years?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
More	17%	18%	16%	28%	19%	11%	12%	16%	15%	19%
Fewer	32%	27%	36%	25%	31%	36%	34%	38%	31%	24%
Same	51%	55%	48%	46%	50%	53%	54%	46%	54%	57%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Weighted N	(2,263)	(1,100)	(1,163)	(469)	(572)	(742)	(479)	(867)	(617)	(501)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
More	17%	15%	14%	21%	16%	18%	21%	15%	17%
Fewer	32%	37%	30%	27%	30%	38%	38%	30%	29%
Same	51%	48%	56%	52%	54%	44%	41%	55%	54%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,263)	(648)	(749)	(706)	(1,426)	(279)	(360)	(883)	(543)

14. Holiday Items Affordability
Thinking about those items and services you do buy for the holidays, for you personally do you consider them to be...?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Very easy to afford	8%	10%	6%	7%	8%	7%	11%	7%	8%	11%
Somewhat easy to afford	34%	36%	31%	39%	35%	28%	36%	21%	36%	47%
Somewhat difficult to afford	41%	39%	43%	41%	40%	43%	39%	44%	43%	35%
Very difficult to afford	17%	14%	19%	13%	17%	22%	14%	27%	13%	7%
Totals	100%	99%	99%	100%	100%	100%	100%	99%	100%	100%
Weighted N	(2,265)	(1,100)	(1,166)	(469)	(573)	(741)	(482)	(869)	(617)	(500)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Very easy to afford	8%	7%	6%	11%	7%	15%	7%	7%	7%
Somewhat easy to afford	34%	29%	36%	37%	34%	30%	30%	30%	42%
Somewhat difficult to afford	41%	46%	40%	38%	42%	33%	43%	44%	40%
Very difficult to afford	17%	18%	18%	14%	16%	22%	20%	19%	11%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%
Weighted N	(2,265)	(648)	(751)	(707)	(1,426)	(282)	(360)	(884)	(542)

15. Prices on Holiday Items
Compared to last year, generally, do the items and services you are buying for the holidays cost more, less, or about the same as they did last year?

		Gender		Age				Family Income		
	Total	Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
Cost a lot more	27%	25%	28%	17%	26%	34%	26%	32%	24%	24%
Cost a little more	44%	45%	43%	52%	42%	41%	42%	41%	45%	44%
Cost the same	24%	24%	24%	29%	26%	19%	23%	22%	24%	27%
Cost a little less	4%	5%	4%	2%	4%	5%	7%	3%	6%	5%
Cost a lot less	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Weighted N	(2,261)	(1,098)	(1,163)	(469)	(570)	(741)	(481)	(870)	(614)	(501)

		Party ID			Race			White by Education	
	Total	Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
Cost a lot more	27%	37%	28%	16%	25%	35%	31%	24%	26%
Cost a little more	44%	47%	42%	43%	45%	41%	42%	42%	48%
Cost the same	24%	14%	24%	32%	25%	17%	22%	28%	22%
Cost a little less	4%	1%	5%	8%	4%	4%	3%	5%	3%
Cost a lot less	1%	1%	1%	1%	1%	2%	1%	1%	1%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%
Weighted N	(2,261)	(647)	(748)	(707)	(1,425)	(282)	(358)	(883)	(542)

16. Holiday Items Credit Card Use

When you buy items and services for the holidays this year, how much of that will you be putting on credit cards, financing or pay-later arrangements that will be paid off over time?

	Total	Gender		Age				Family Income		
		Male	Female	Under 30	30-44	45-64	65+	< $50K	$50-100K	> $100K
All	9%	9%	10%	6%	10%	11%	11%	9%	10%	13%
Most	16%	17%	14%	13%	18%	16%	14%	13%	19%	18%
Some	30%	27%	32%	37%	31%	24%	30%	26%	34%	27%
None	45%	47%	44%	44%	41%	49%	45%	52%	37%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%
Weighted N	(2,261)	(1,099)	(1,162)	(469)	(571)	(740)	(481)	(870)	(616)	(498)

	Total	Party ID			Race			White by Education	
		Dem	Ind	Rep	White	Black	Hispanic	No Degree	4yr Degree+
All	9%	11%	9%	9%	10%	8%	9%	8%	13%
Most	16%	18%	15%	16%	16%	14%	17%	14%	19%
Some	30%	29%	29%	30%	29%	32%	31%	29%	29%
None	45%	42%	47%	45%	45%	46%	43%	49%	39%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%
Weighted N	(2,261)	(646)	(749)	(707)	(1,423)	(282)	(360)	(884)	(539)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 2,267 adults in the U.S. was conducted between December 15-17, 2025.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, and 2024 Presidential vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.1 to 5.3, with a mean of 1 and a standard deviation of 0.7.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately ±2.5 points. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + \text{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.