



Napolitan News Service Survey
of 1,000 Registered Voters
Conducted December 1-2, 2025

1 Do you plan to do any Christmas or holiday gift shopping this year?*

72% Yes
17% No
11% Not sure

| Total | | | |
|--------------------------------|-----|-----|-----|
| | Yes | No | Net |
| December 1-2, 2025 | 72% | 17% | +55 |
| November 17-18, 2025 | 70% | 21% | +51 |
| December 11-12, 2024 | 81% | 13% | +68 |
| November 27, 2023 | 75% | 18% | +57 |
| November 20, 2023 | 79% | 14% | +65 |
| November 6-7, 2023 | 80% | 13% | +67 |
| Source: Napolitan News Service | | | |

Conducted by RMG Research, Inc. December 1-2, 2025
Margin of Sampling Error: +/- 3.1 percentage points



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2a [Among all voters] Compared to last year, will you spend more or less on Christmas and holiday gifts this year?*

28% Not asked, not shopping
12% More than last year
36% About the same as last year
24% Less than last year
1% Not sure

| Total | | | |
|--------------------------------|---------------------|-----------------------------|---------------------|
| | More than last year | About the same as last year | Less than last year |
| December 1-2, 2025 | 12% | 36% | 24% |
| November 17-18, 2025 | 15% | 36% | 18% |
| December 11-12, 2024 | 21% | 45% | 16% |
| Source: Napolitan News Service | | | |



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2b [Among those who say yes] Compared to last year, will you spend more or less on Christmas and holiday gifts this year?*

17% More than last year
49% About the same as last year
33% Less than last year
1% Not sure

| Total | | | |
|--------------------------------|---------------------|-----------------------------|---------------------|
| | More than last year | About the same as last year | Less than last year |
| December 1-2, 2025 | 17% | 49% | 33% |
| November 17-18, 2025 | 22% | 51% | 26% |
| December 11-12, 2024 | 25% | 55% | 19% |
| November 27, 2023 | 15% | 53% | 31% |
| November 20, 2023 | 18% | 52% | 28% |
| November 6-7, 2023 | 16% | 54% | 28% |
| Source: Napolitan News Service | | | |

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3a [Among all voters] How much of your Christmas or holiday shopping have you completed so far?*

28% Not asked, not shopping
15% None, I have not started holiday shopping
23% A little
18% About half
13% Most of my holiday shopping is finished
4% I am completely finished shopping for the holidays
0% Not sure

| Total | | | | | |
|----------------------|--------------------------|----------|------------|------------------|---------------------|
| | None, I have not started | A little | About half | Most is finished | Completely finished |
| December 1-2, 2025 | 15% | 23% | 18% | 13% | 4% |
| November 17-18, 2024 | 25% | 25% | 11% | 5% | 2% |
| December 11-12, 2024 | 10% | 14% | 16% | 27% | 13% |

Source: Napolitan News Service



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3b [Among those who say yes] How much of your Christmas or holiday shopping have you completed so far?*

20% None, I have not started holiday shopping
31% A little
25% About half
18% Most of my holiday shopping is finished
6% I am completely finished shopping for the holidays
0% Not sure

| Total | | | | | |
|--------------------------------|--------------------------|----------|------------|------------------|---------------------|
| | None, I have not started | A little | About half | Most is finished | Completely finished |
| December 1-2, 2025 | 20% | 31% | 25% | 18% | 6% |
| November 17-18, 2025 | 36% | 36% | 16% | 8% | 2% |
| December 11-12, 2024 | 13% | 18% | 20% | 33% | 16% |
| November 27, 2023 | 24% | 30% | 22% | 20% | 4% |
| November 20, 2023 | 32% | 33% | 18% | 11% | 5% |
| November 6-7, 2023 | 46% | 37% | 13% | 3% | 0% |
| Source: Napolitan News Service | | | | | |



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4 Will your holiday shopping be done online, in retail stores, or both?*

| | |
|-----|-------------------------|
| 11% | All online |
| 27% | Mostly online |
| 36% | About half-and-half |
| 9% | Mostly in retail stores |
| 5% | All in retail stores |
| 11% | Not sure |

Methodology

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on December 1-2, 2025. Field work for the survey was conducted by RMG Research, Inc. Certain quotas were applied, and the sample was lightly weighted by geography, gender, age, race, education, internet usage, and political party to reasonably reflect the nation's population of Registered Voters. Other variables were reviewed to ensure that the final sample is representative of that population.

The margin of sampling error for the full sample is +/- 3.1 percentage points.

This survey was paid for by Napolitan News Service as part of the service provided for our Gold Circle Members.

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