



**Napolitan News Service Survey**  
of 1,000 Registered Voters  
Conducted December 20, 2025

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

71%    Yes  
24%    No  
4%    Not sure

Total			
2025			
	Yes	No	Net
December 20, 2025	71%	24%	+47
December 15-16, 2025	67%	25%	+42
December 1-2, 2025	72%	17%	+55
November 17-18, 2025	70%	21%	+51
2024			
	Yes	No	Net
December 11-12, 2024	81%	13%	+68
2023			
	Yes	No	Net
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 20, 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?*

29% Not asked, not shopping  
17% More than last year  
33% About the same as last year  
20% Less than last year  
0% Not sure

Total			
2025			
	More than last year	About the same as last year	Less than last year
December 20, 2025	17%	33%	20%
December 15-16, 2025	15%	33%	19%
December 1-2, 2025	12%	36%	24%
November 17-18, 2025	15%	36%	18%
2024			
	More than last year	About the same as last year	Less than last year
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?*

24% More than last year  
47% About the same as last year  
29% Less than last year  
0% Not sure

Total			
2025			
	More than last year	About the same as last year	Less than last year
December 20, 2025	24%	47%	29%
December 15-16, 2025	22%	49%	28%
December 1-2, 2025	17%	49%	33%
November 17-18, 2025	22%	51%	26%
2024			
	More than last year	About the same as last year	Less than last year
December 11-12, 2024	25%	55%	19%
2023			
	More than last year	About the same as last year	Less than last year
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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**Napolitan News Service Survey**  
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*3a\* [Among all voters] How much of your Christmas or holiday shopping have you completed so far?*

- 29% Not asked, not shopping
- 4% None, I have not started holiday shopping
- 11% A little
- 11% About half
- 23% Most of my holiday shopping is finished
- 22% I am completely finished shopping for the holidays
- 0% Not sure

Total					
2025					
	None, I have not started	A little	About half	Most is finished	Completely finished
<b>December 20, 2025</b>	4%	11%	11%	23%	22%
<b>December 15-16, 2025</b>	5%	11%	11%	26%	14%
<b>December 1-2, 2025</b>	15%	23%	18%	13%	4%
<b>November 17-18, 2025</b>	25%	25%	11%	5%	2%
2024					
	None, I have not started	A little	About half	Most is finished	Completely finished
<b>December 11-12, 2024</b>	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?*

- 5%    None, I have not started holiday shopping
- 15%    A little
- 16%    About half
- 33%    Most of my holiday shopping is finished
- 31%    I am completely finished shopping for the holidays
- 1%    Not sure

Total					
2025					
	None, I have not started	A little	About half	Most is finished	Completely finished
December 20, 2025	5%	15%	16%	33%	31%
December 15-16, 2025	7%	17%	16%	39%	20%
December 1-2, 2025	20%	31%	25%	18%	6%
November 17-18, 2025	36%	36%	16%	8%	2%
2024					
	None, I have not started	A little	About half	Most is finished	Completely finished
December 11-12, 2024	13%	18%	20%	33%	16%
2023					
	None, I have not started	A little	About half	Most is finished	Completely finished
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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**Napolitan News Service Survey**  
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*4a\* [Among all voters] Will your holiday shopping be done online, in retail stores, or both?*

29% Not asked, not shopping  
7% All online  
19% Mostly online  
34% About half-and-half  
7% Mostly in retail stores  
4% All in retail stores  
1% Not sure

Total					
	All online	Mostly online	About half-and-half	Mostly in retail stores	All in retail stores
December 20, 2025	7%	19%	34%	7%	4%
December 15-16, 2025	7%	16%	31%	8%	5%
Source: Napolitan News Service					



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*4b\* [Among those who say yes] Will your holiday shopping be done online, in retail stores, or both?*

10% All online  
26% Mostly online  
47% About half-and-half  
9% Mostly in retail stores  
6% All in retail stores  
1% Not sure

Total					
	All online	Mostly online	About half-and-half	Mostly in retail stores	All in retail stores
December 20, 2025	10%	26%	47%	9%	6%
December 15-16, 2025	11%	24%	45%	12%	7%
December 1-2, 2025*	11%	27%	36%	9%	5%

Source: Napolitan News Service

\*Asked among all voters

**Methodology**

This survey of 1,000 Registered Voters was conducted online by Scott Rasmussen on December 20, 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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