

From November 26 to 30, 2025, Data for Progress conducted a survey of 1,256 U.S. likely voters nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and recalled presidential vote. The survey was conducted in English. The margin of error associated with the sample size is ± 3 percentage points. Results for subgroups of the sample are subject to increased margins of error. Partisanship reflected in tabulations is based on self-identified party affiliation, not partisan registration. For more information please visit dataforprogress.org/our-methodology.

NB: subgroups with a n-size less than 50 (<50) are not shown on these cross-tabs. We choose not to display N<50 subgroups because the sample is too small to have statistical significance. We did, however, take samples of these subgroups for representational and weighting purposes to accurately reflect the electorate makeup. Some values may not add up to 100 due to rounding.

N=1,256 unless otherwise specified.

[1] With end of year holidays like Christmas and Hanukkah around the corner, are you stressed about affording holiday expenses, such as travel, gifts, and groceries?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Very stressed	22	26	22	19	25	19	27	20	25	16	15	22	29	21	23	24
Somewhat stressed	21	25	19	17	25	16	22	20	20	21	26	20	21	21	18	24
A little stressed	25	19	24	31	22	27	26	24	24	26	16	27	17	26	26	19
Not stressed	31	29	33	33	27	36	23	35	29	36	41	30	33	32	32	30
Unsure	1	1	2	1	1	2	2	1	2	<0.5	1	1	<0.5	1	1	2
Weighted N	1,256	478	279	499	667	589	417	839	809	447	136	895	176	605	419	232

[2] Compared to last year, do you think it will be easier or harder to afford holiday gifts this year?

Response	Topline	Democrat	Independent / Third party	Republican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Significantly harder than last year	26	34	32	16	32	20	28	26	29	22	22	26	32	26	24	32
Slightly harder than last year	25	26	27	23	25	26	21	27	23	29	24	27	17	25	26	23
About the same as last year	37	33	30	44	33	41	32	39	37	36	38	36	33	35	41	33
Slightly easier than last year	8	5	8	12	9	8	12	7	8	10	9	9	13	11	6	6
Significantly easier than last year	3	3	3	4	2	5	7	2	4	3	6	2	5	3	2	5
HARDER TO AFFORD (TOTAL)	51	60	59	39	57	46	49	53	52	51	46	53	49	51	50	55
EASIER TO AFFORD (TOTAL)	11	8	11	16	11	13	19	9	12	13	15	11	18	14	8	11
HARDER TO AFFORD (NET)	+40	+52	+48	+23	+46	+33	+30	+44	+40	+38	+31	+42	+31	+37	+42	+44
Weighted N	1,256	478	279	499	667	589	417	839	809	447	136	895	176	605	419	232

[3] Which of the following actions are you taking, if any, to afford **holiday expenses, such as travel, gifts, and groceries?** Select all that apply.

Response	Topline	Democrat	Inde- pendent / Third party	Repub lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Relying on discounts, coupons, or holiday sales to purchase items	43	46	40	42	50	36	45	42	43	43	45	44	38	39	48	45
Buying fewer gifts	41	43	39	41	47	34	38	42	41	41	33	42	41	41	42	37
Giving fewer people gifts	31	34	28	30	35	27	33	30	31	31	31	30	39	32	29	32
Buying store-brand items, rather than name-brand items	23	24	27	19	27	17	24	22	22	24	23	23	22	22	27	19
Planning smaller gatherings	17	19	13	16	17	16	24	13	16	17	15	15	24	20	13	15
Forgoing typical travel	14	15	17	12	12	16	16	13	14	13	16	14	14	14	15	12
Paying for expenses by tapping into savings	11	12	8	12	10	12	15	9	10	13	13	11	12	12	9	10
Skipping the holidays entirely	8	11	10	4	7	10	9	8	8	9	8	8	12	9	7	8
None of the above	19	15	23	21	14	25	16	21	18	21	15	19	17	21	16	20
Weighted N	1,256	478	279	499	667	589	417	839	809	447	136	895	176	605	419	232

[4] Generally speaking, do you think **President Trump's economic agenda** is making the holidays **more affordable or less affordable** for you and your family?

Response	Topline	Democrat	Inde- pendent / Third party	Repub lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
Much more affordable	5	2	3	10	3	7	5	5	5	5	3	5	8	6	4	2
Somewhat more affordable	15	3	10	30	13	18	16	15	14	17	7	18	13	19	11	12
No effect on affordability	23	11	20	35	23	23	27	21	25	18	16	24	21	19	24	31
Somewhat less affordable	21	23	25	18	20	22	24	20	21	22	24	20	25	18	26	21
Much less affordable	36	61	43	7	41	30	27	40	34	38	49	33	33	37	35	33
MORE AFFORDABLE (TOTAL)	20	5	13	40	16	25	21	20	19	22	10	23	21	25	15	14
LESS AFFORDABLE (TOTAL)	57	84	68	25	61	52	51	60	55	60	73	53	58	55	61	54
MORE AFFORDABLE (NET)	-37	-79	-55	+15	-45	-27	-30	-40	-36	-38	-63	-30	-37	-30	-46	-40
Weighted N	1,256	478	279	499	667	589	417	839	809	447	136	895	176	605	419	232

[5] Generally speaking, how much do you blame, if at all, President Trump for **rising costs this holiday season?**

Response	Topline	Democrat	Inde- pendent / Third party	Repub lican	Female	Male	Under 45	45+	No College	College	Black or African American	White	Latino	Consumes a great deal or a lot of political news	Consumes a moderate amount of political news	Consumes a little or no political news
A lot	44	78	51	9	48	40	44	44	42	48	67	38	54	47	44	36
Some	15	11	15	19	14	16	20	12	16	13	18	15	18	13	17	17
A little	13	7	12	18	12	14	15	12	11	16	11	13	12	11	13	17
None	28	3	22	55	27	30	21	32	31	23	4	35	16	29	26	31
Weighted N	1,256	478	279	499	667	589	417	839	809	447	136	895	176	605	419	232