



Year In Review And Christmas

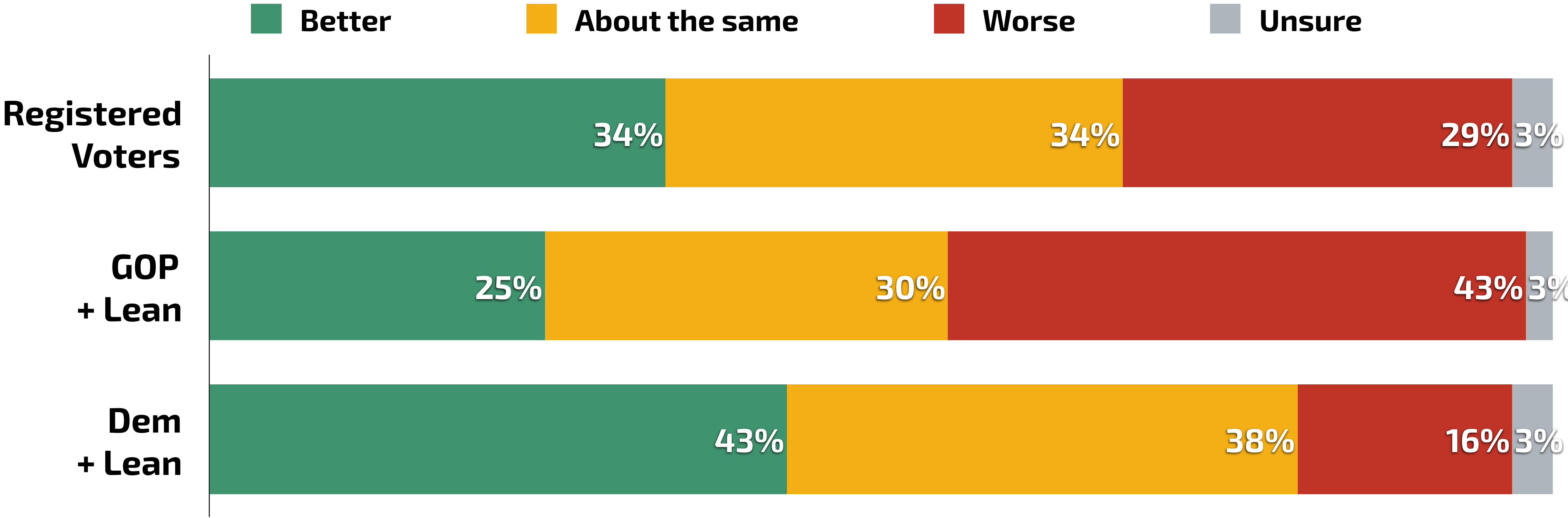
Verified Voter Omnibus Survey

N=1,020 Registered Voters
Fielded December 9 - December 13, 2021



Only One Third Of Voters Say 2021 Was Better Than 2020

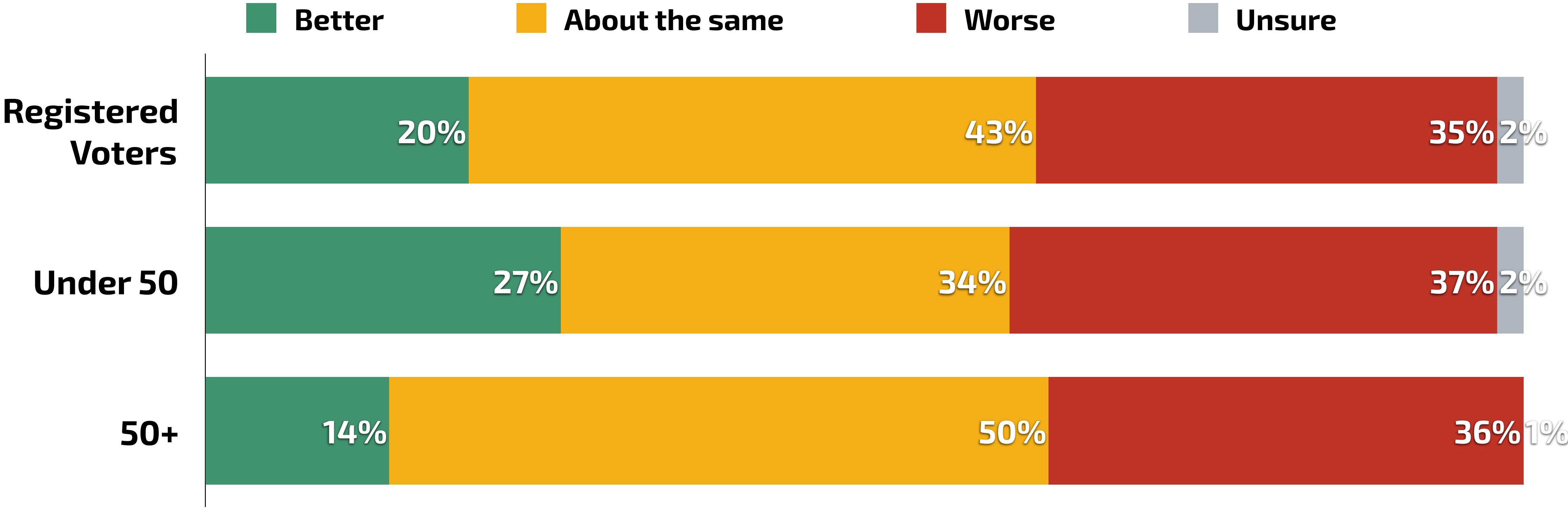
Q. Overall, would you say 2021 was better, worse, or about the same as 2020?



N = 1,020 RV nationwide, fielded December 9-13, 2021

Only 1 In 5 Say Their Finances Improved in 2021

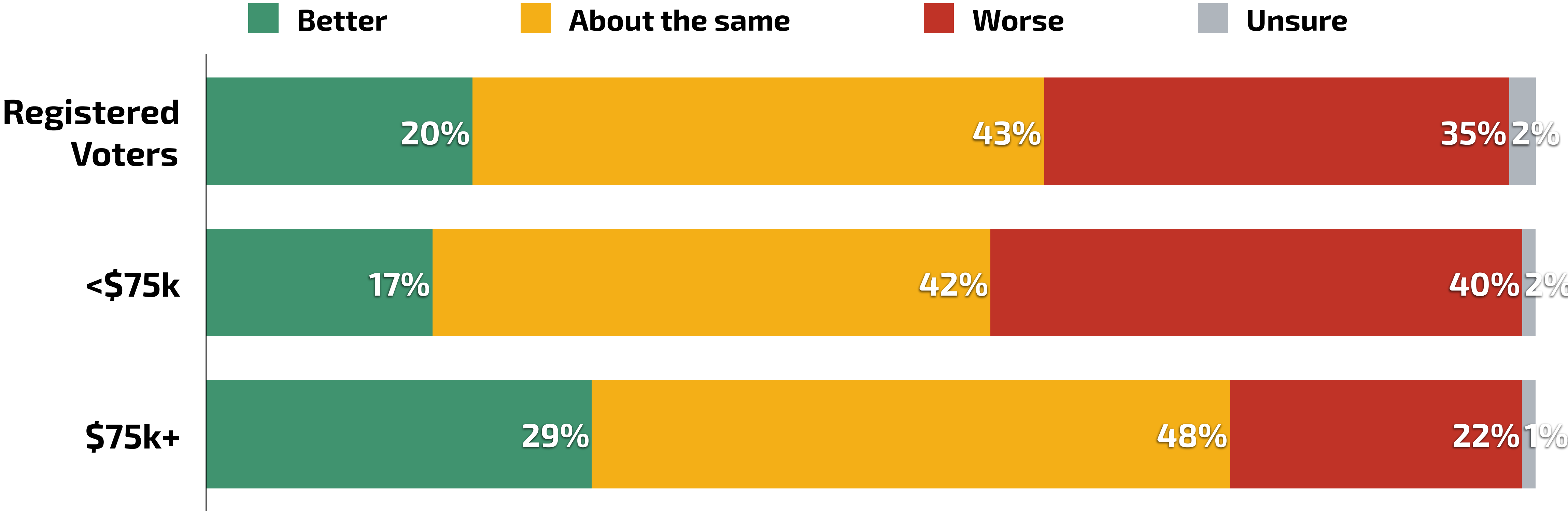
Q. Would you say that your personal finances are better, worse, or about the same as compared to the beginning of this year?



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High Earners Less Likely To Have Worsened Finances In 2021

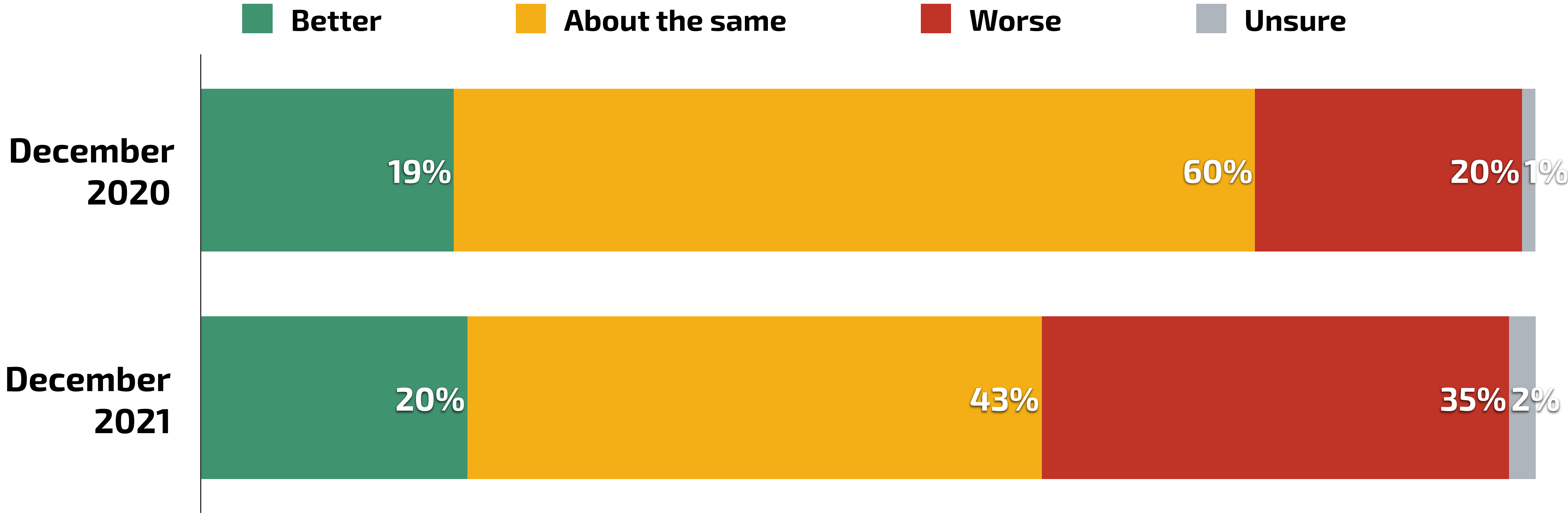
Q. Would you say that your personal finances are better, worse, or about the same as compared to the beginning of this year?



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More Lost Ground Financially In 2021 Than In 2020

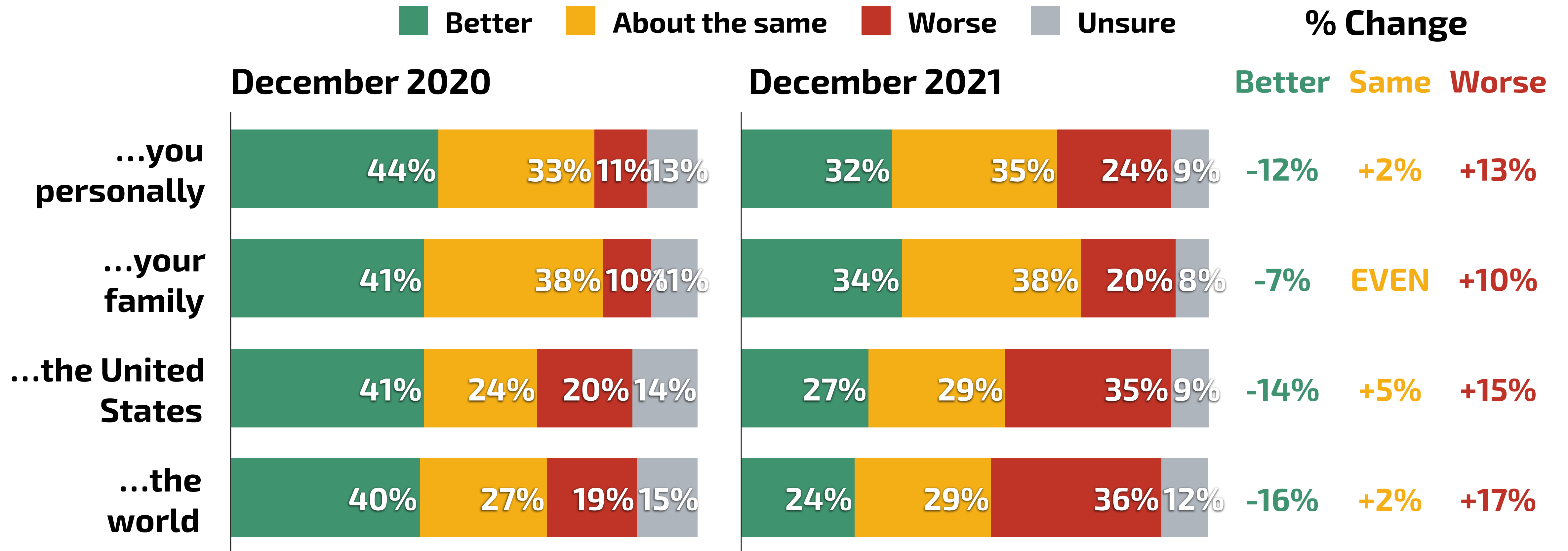
Q. Would you say that your personal finances are better, worse, or about the same as compared to the beginning of this year?



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More Pessimism About The Future In 2021 Than In 2020

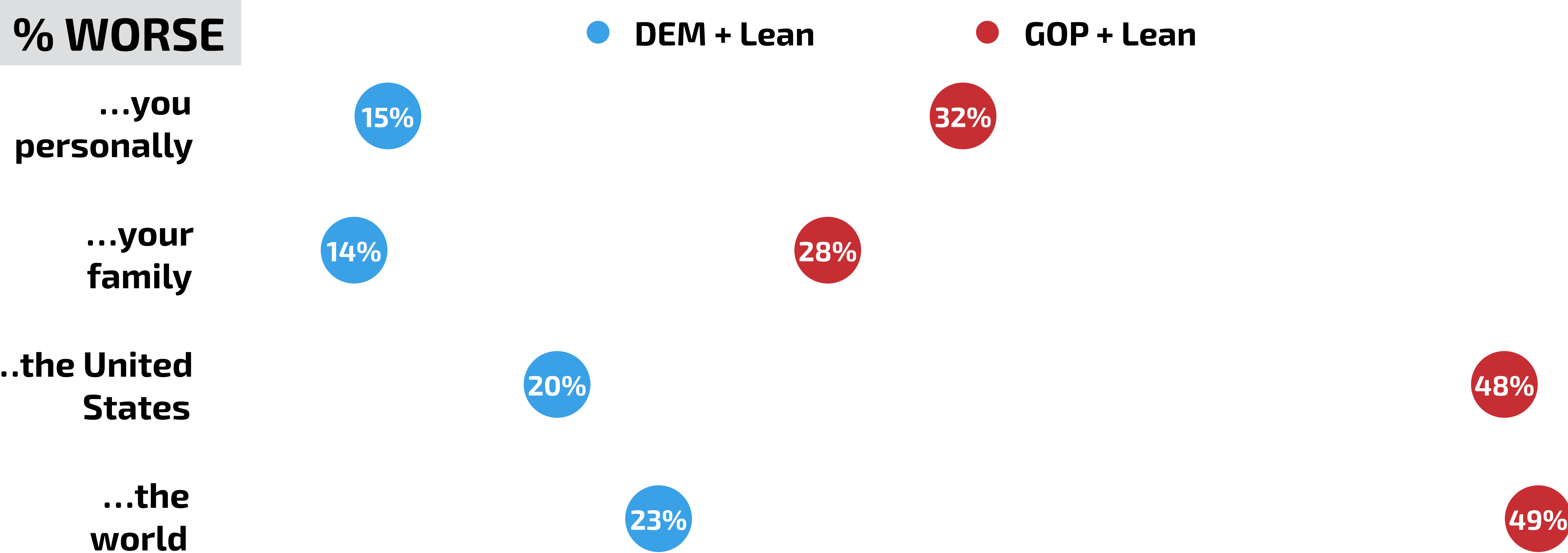
Q. In comparison to [2020/21], do you expect [2021/22] to be better, worse, or about the same for ...?



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GOP Much More Pessimistic About 2022 Than Dems

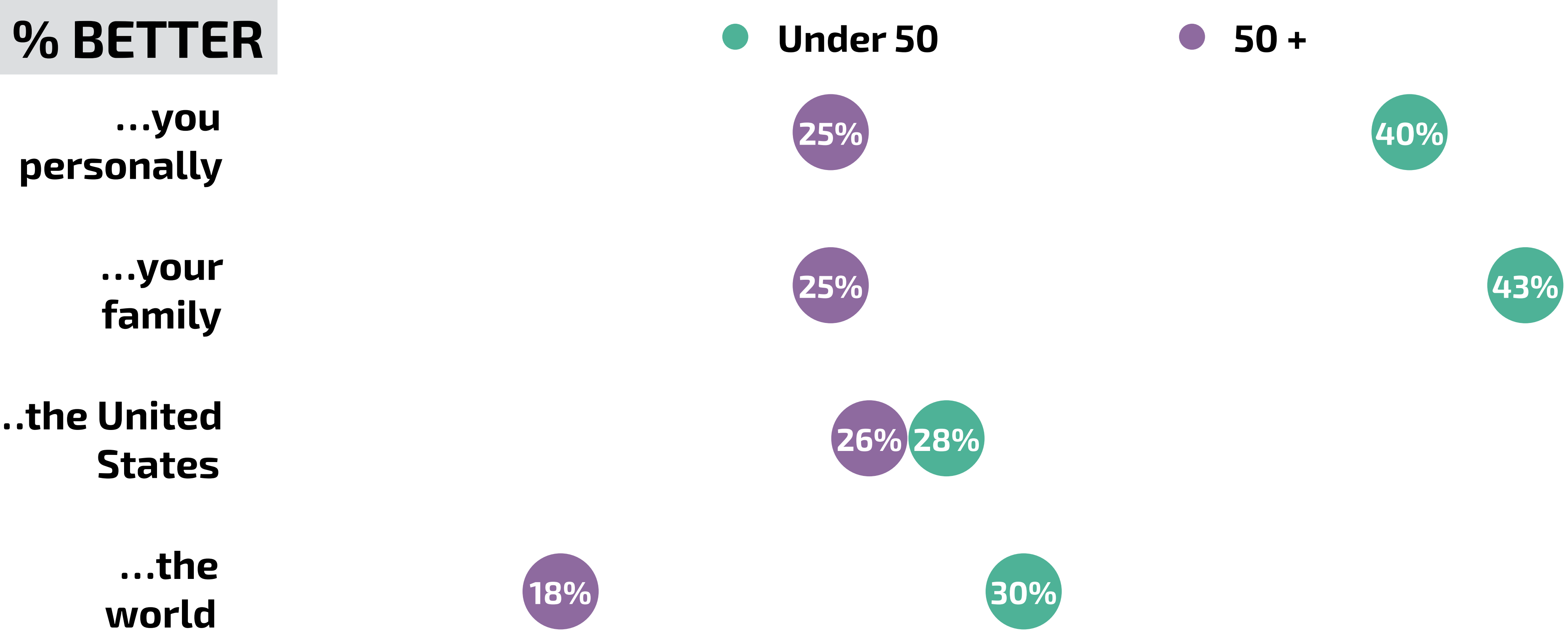
Q. In comparison to 2021, do you expect 2022 to be better, worse, or about the same for ...?



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Younger Voters More Optimistic About 2022 Than Older Voters

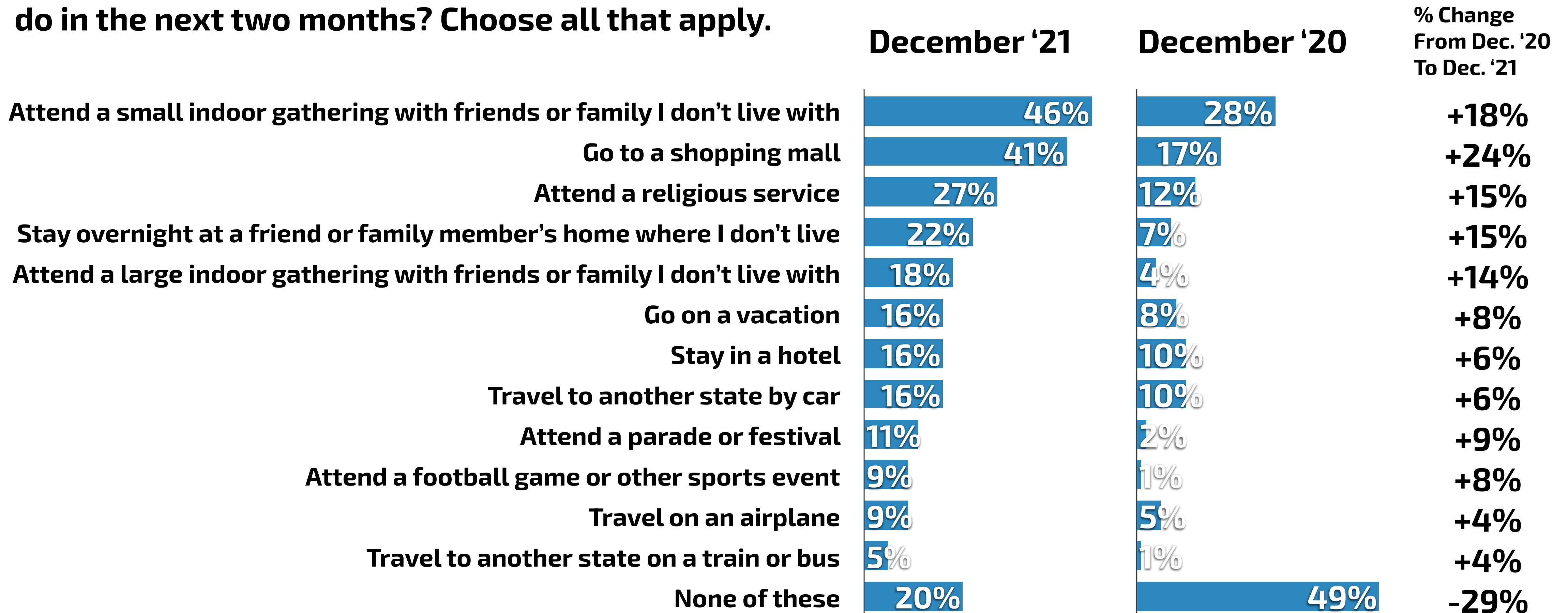
Q. In comparison to 2021, do you expect 2022 to be better, worse, or about the same for ...?



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Holiday Season Activities Up Across The Board Since Last Year

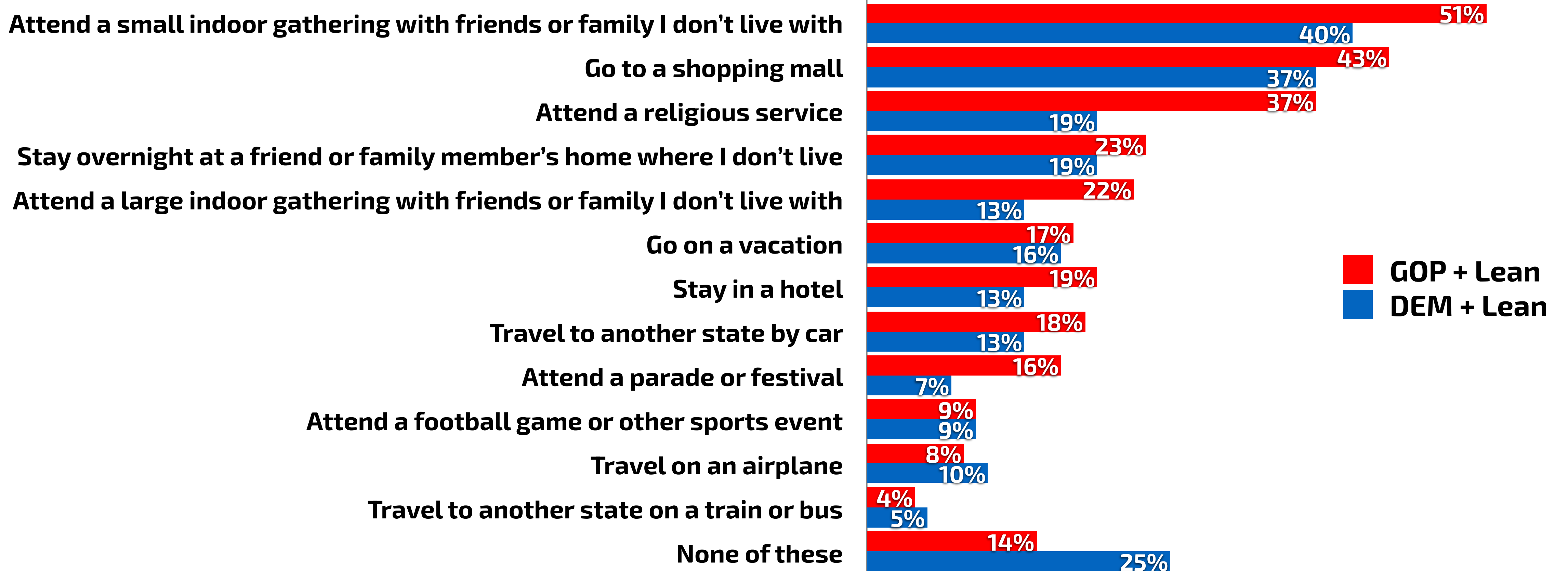
Q. Thinking about your plans for the upcoming holiday season, which of the following do you plan to do in the next two months? Choose all that apply.



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More Republicans Participating In Holiday Season Activities

Q. Thinking about your plans for the upcoming holiday season, which of the following do you plan to do in the next two months? Choose all that apply.



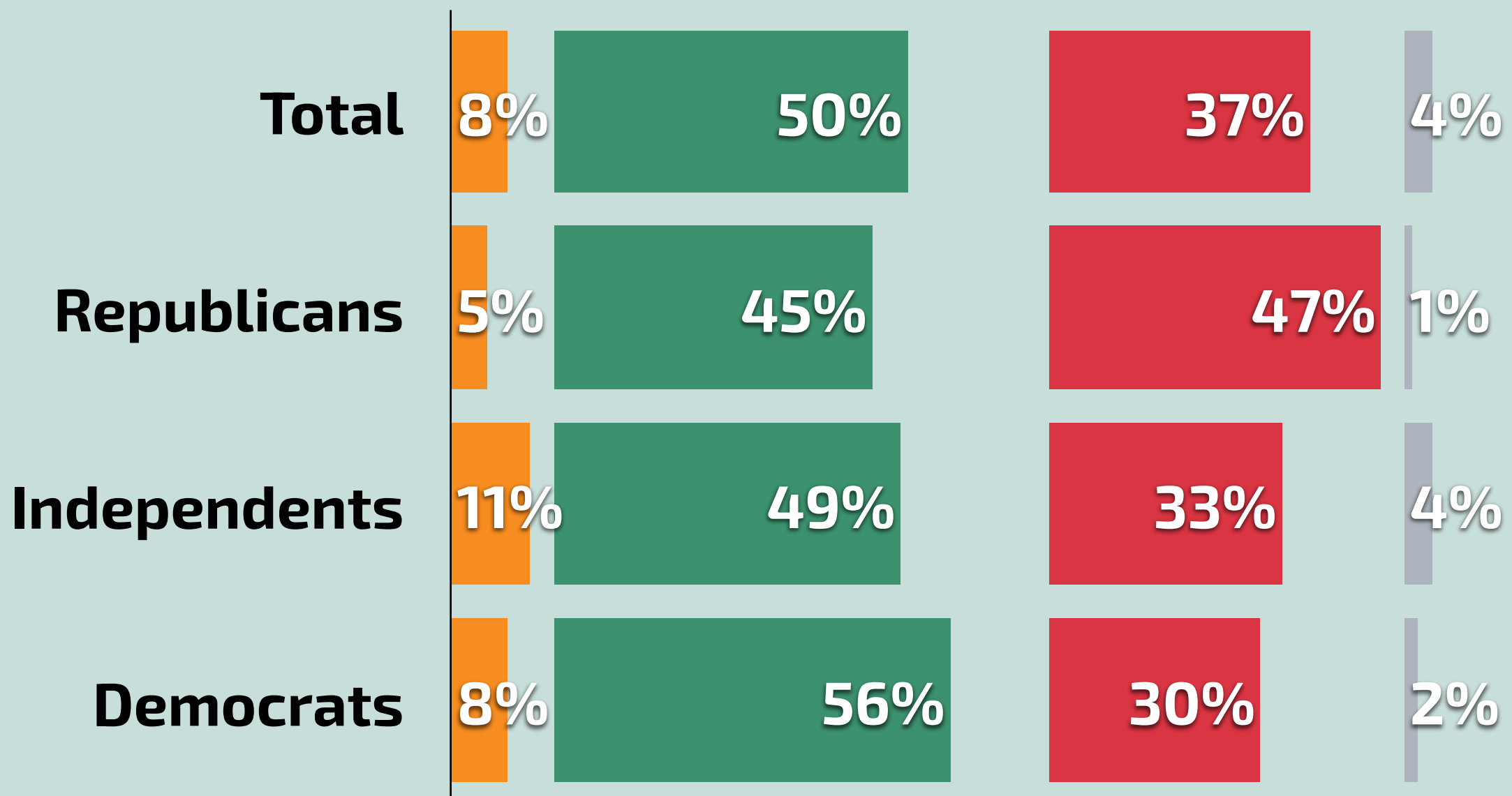
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More Visiting Friends And Family For Christmas This Year

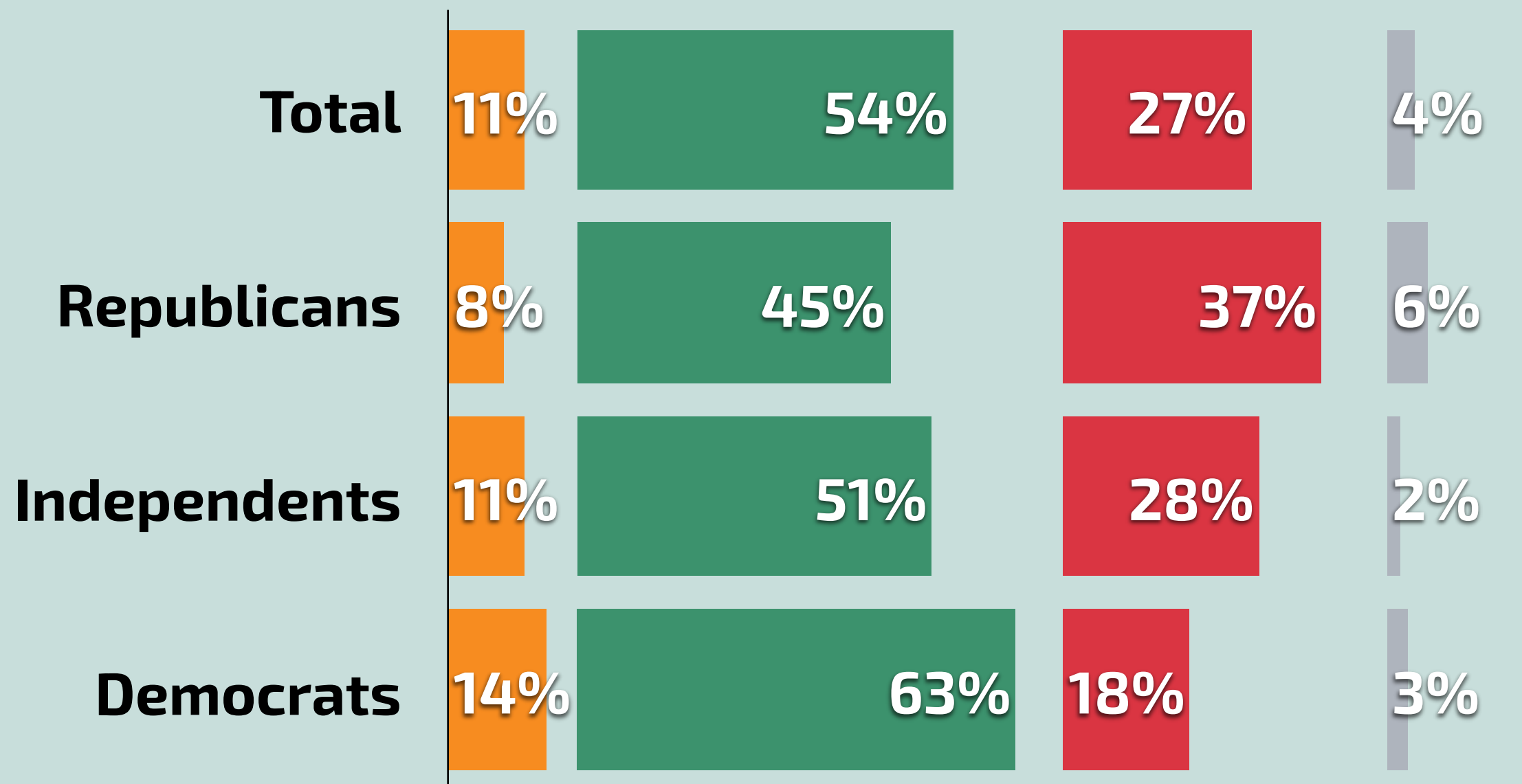
Q. How do you plan on celebrating Christmas this year?



Q. How do you plan on spending Christmas this year? [DEC. 2021]



Q. How do you plan on spending Christmas this year? [DEC. 2020]

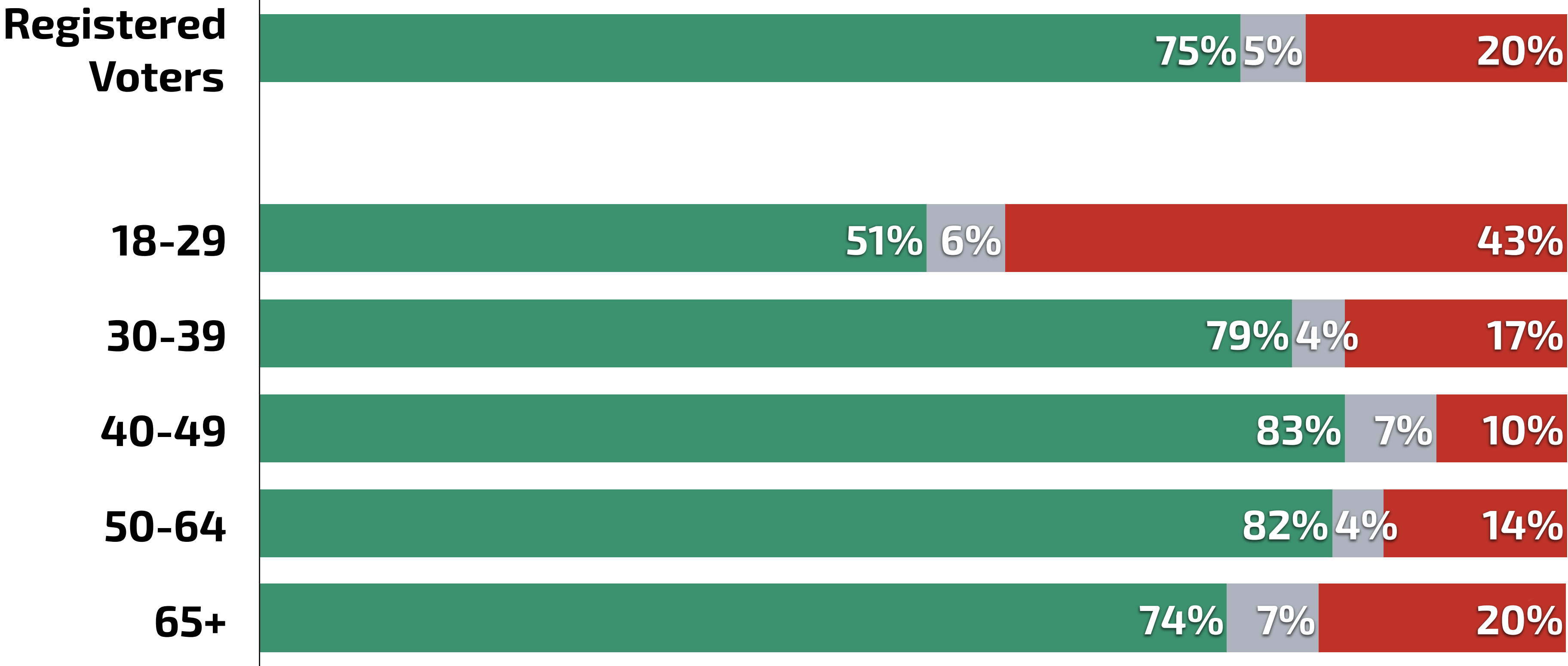


■ Alone
 ■ With my immediate household
 ■ With friends or family outside my immediate household
 ■ I do not celebrate Christmas

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Three In Four Have Seen “Die Hard”; Only Half Under 30 Have

Q. Have you ever seen the 1988 film “Die Hard,” starring Bruce Willis and Alan Rickman?

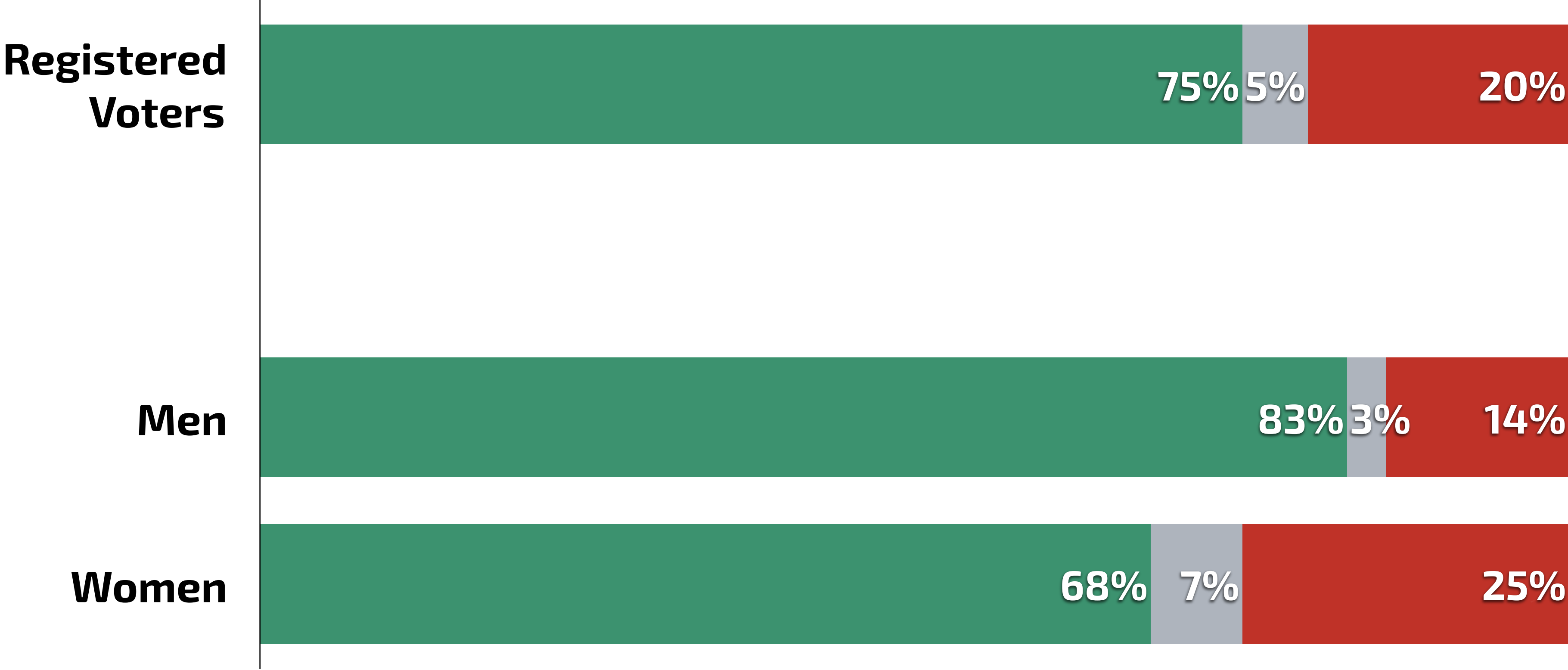


■ Yes ■ Unsure ■ No

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Over 8 In 10 Men Have Seen “Die Hard”

Q. Have you ever seen the 1988 film “Die Hard,” starring Bruce Willis and Alan Rickman?

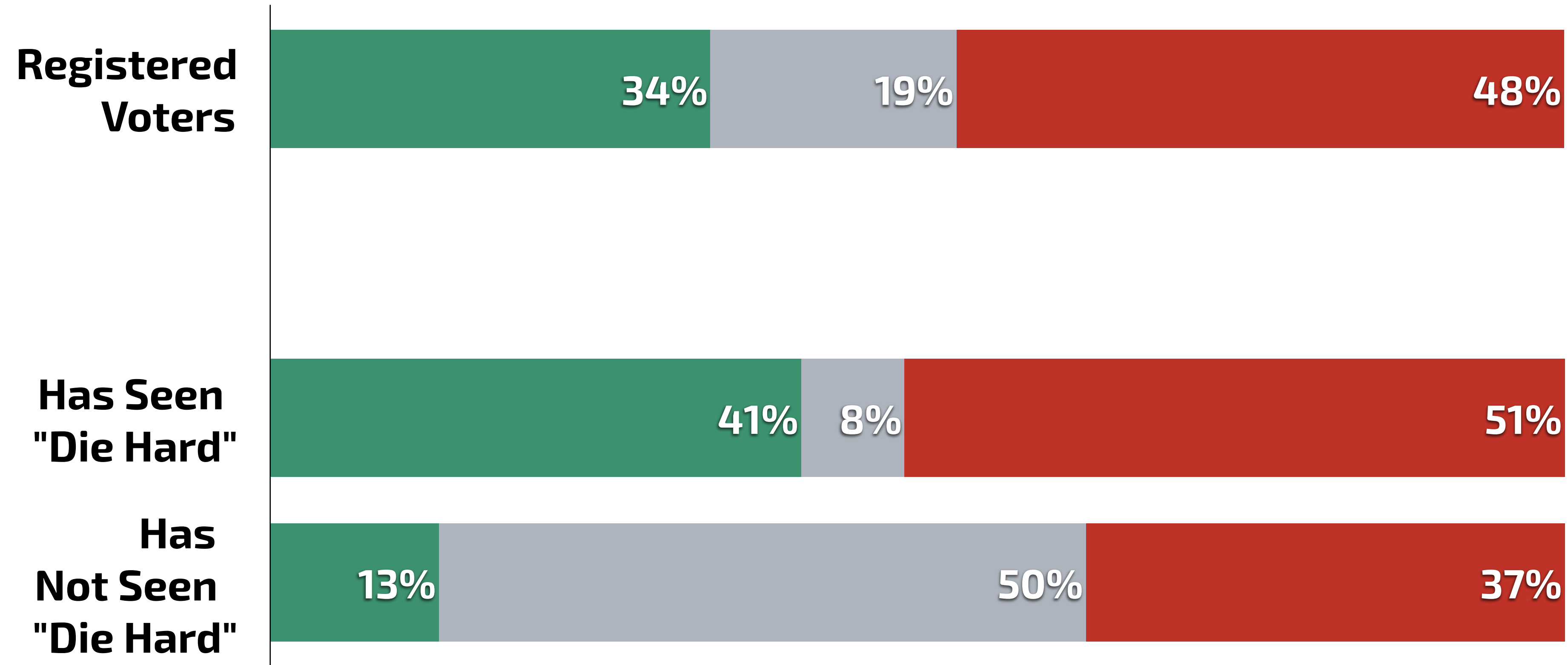


Yes Unsure No

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Majority Of “Die Hard” Viewers Say It Is Not A Christmas Movie

Q. In your opinion, is “Die Hard” a Christmas movie?

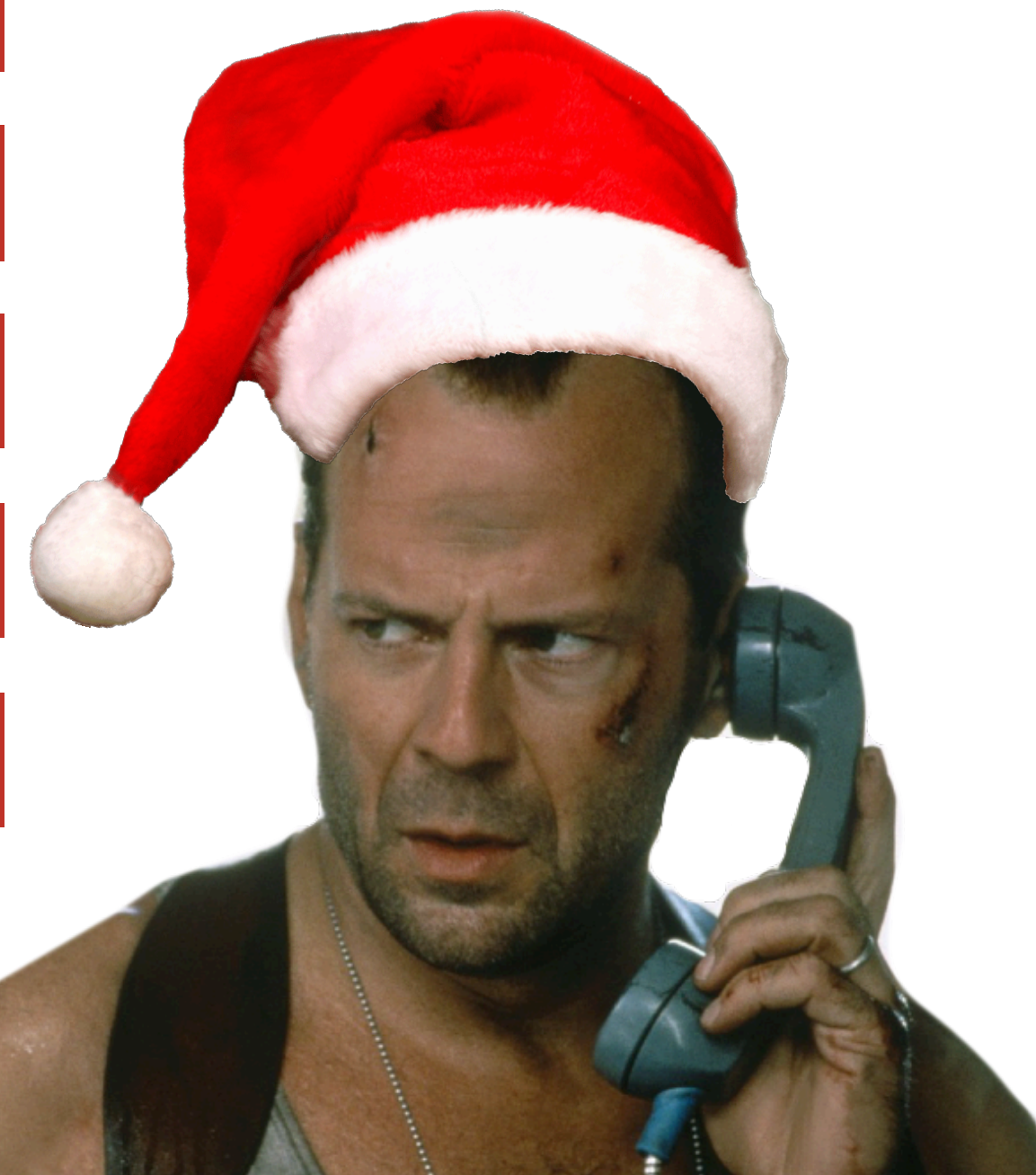
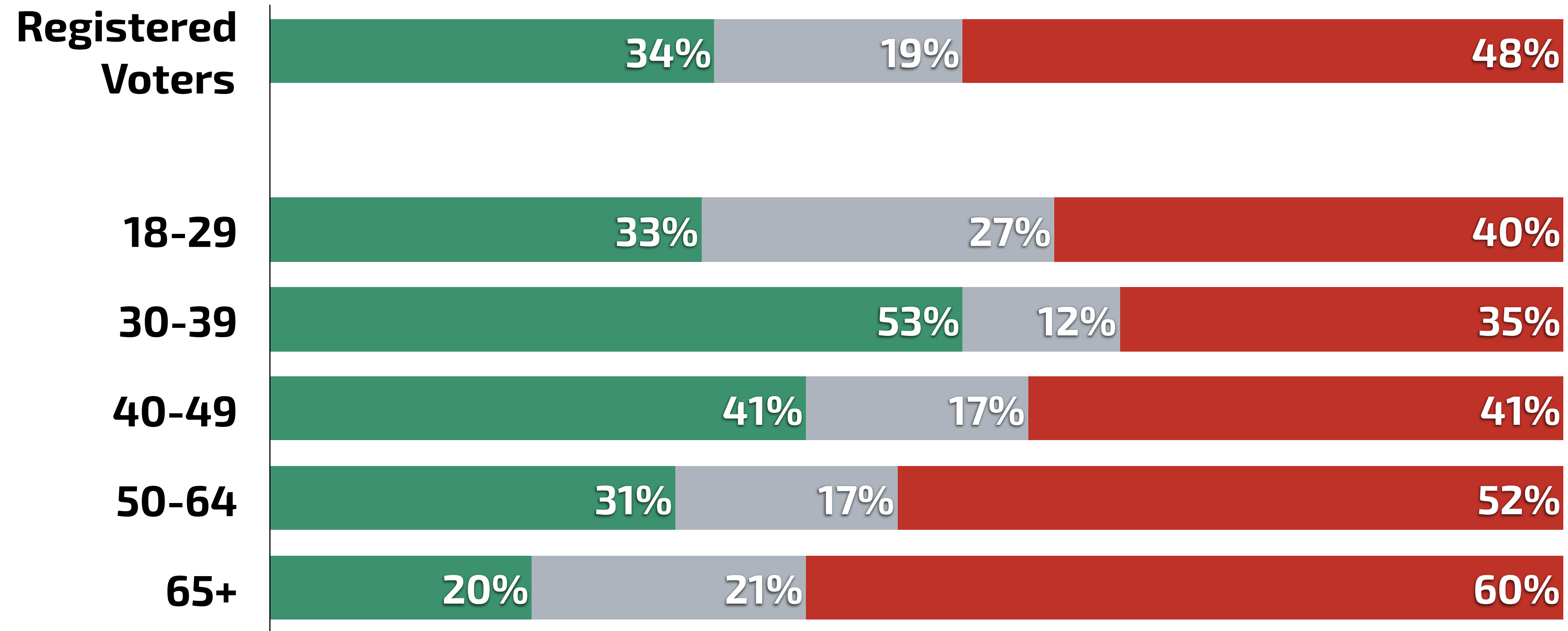


■ Yes, “Die Hard” is a Christmas movie ■ Unsure ■ No, “Die Hard” is not a Christmas movie

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Majority In Their 30s Say “Die Hard” A Christmas Movie

Q. In your opinion, is “Die Hard” a Christmas movie?

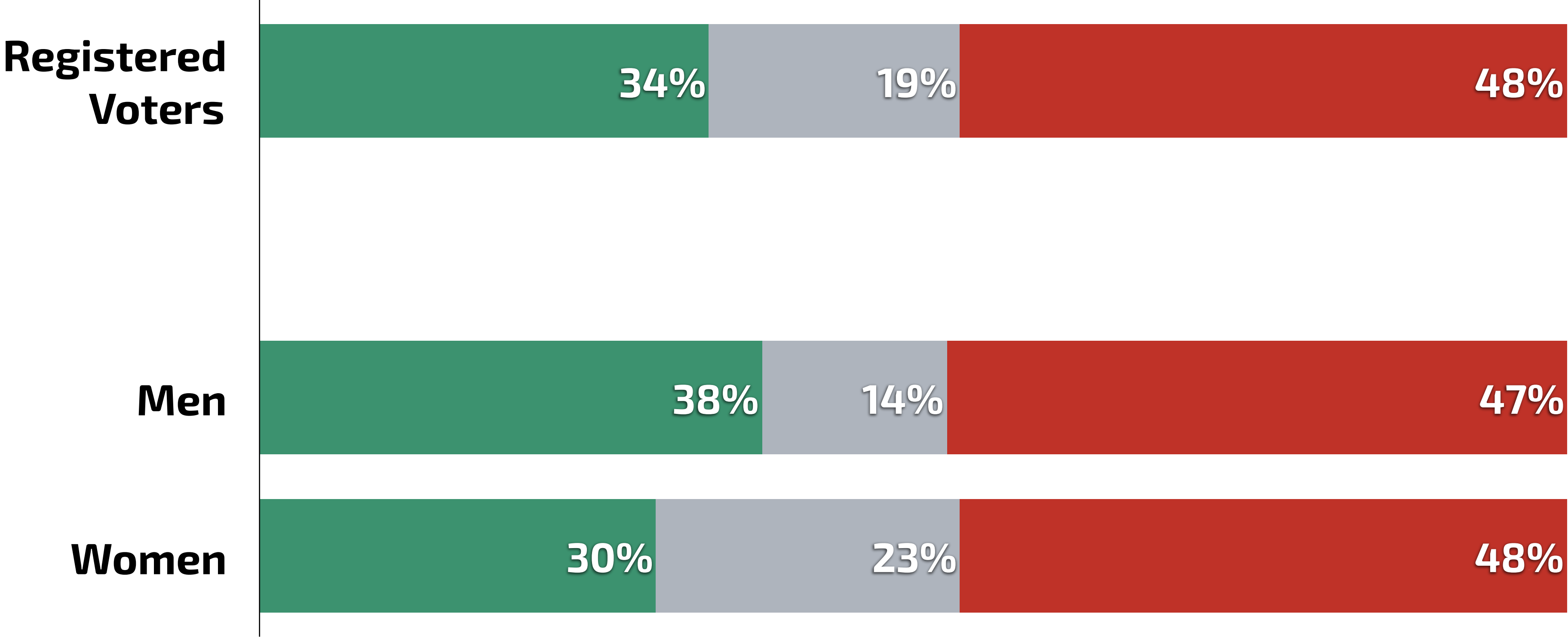


■ Yes, “Die Hard” is a Christmas movie ■ Unsure ■ No, “Die Hard” is not a Christmas movie

N = 1,020 RV nationwide, fielded December 9-13, 2021

More Men Say “Die Hard” Is A Christmas Movie

Q. In your opinion, is “Die Hard” a Christmas movie?



■ Yes, “Die Hard” is a Christmas movie ■ Unsure ■ No, “Die Hard” is not a Christmas movie

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**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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