

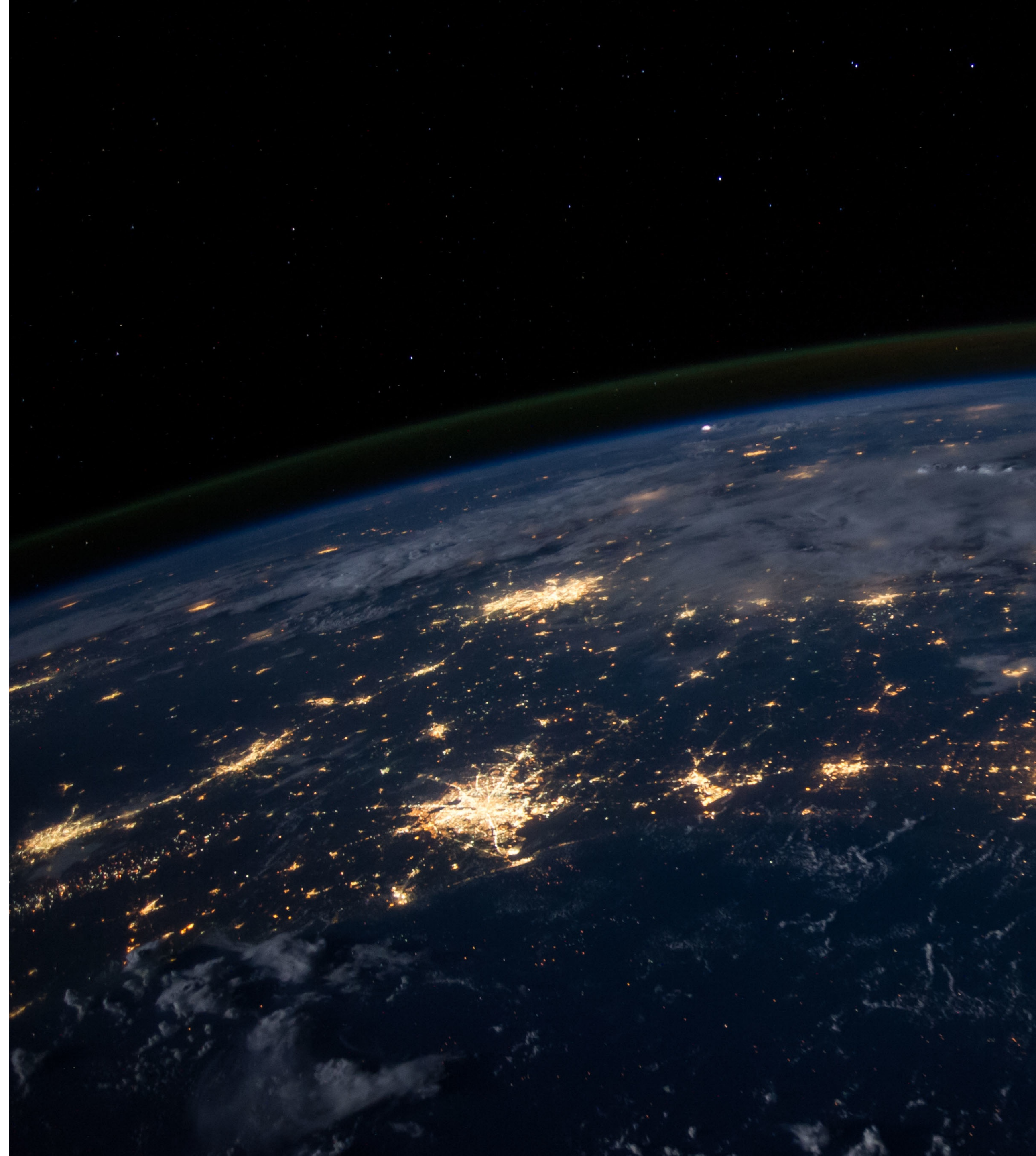


# The Holidays

## Verified Voter Omnibus Survey

N=1,013 Registered Voters

Fielded November 12 - November 18, 2021



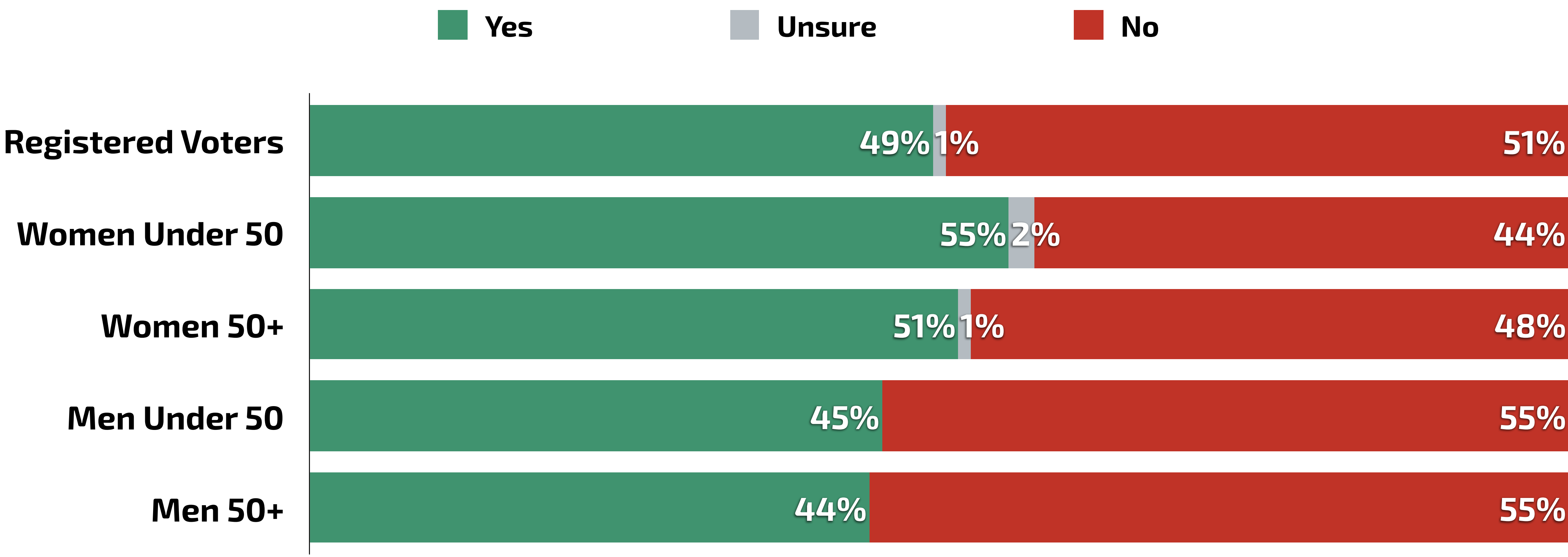


# Holiday Spending



# Majority Of Younger Women Have Started Holiday Shopping

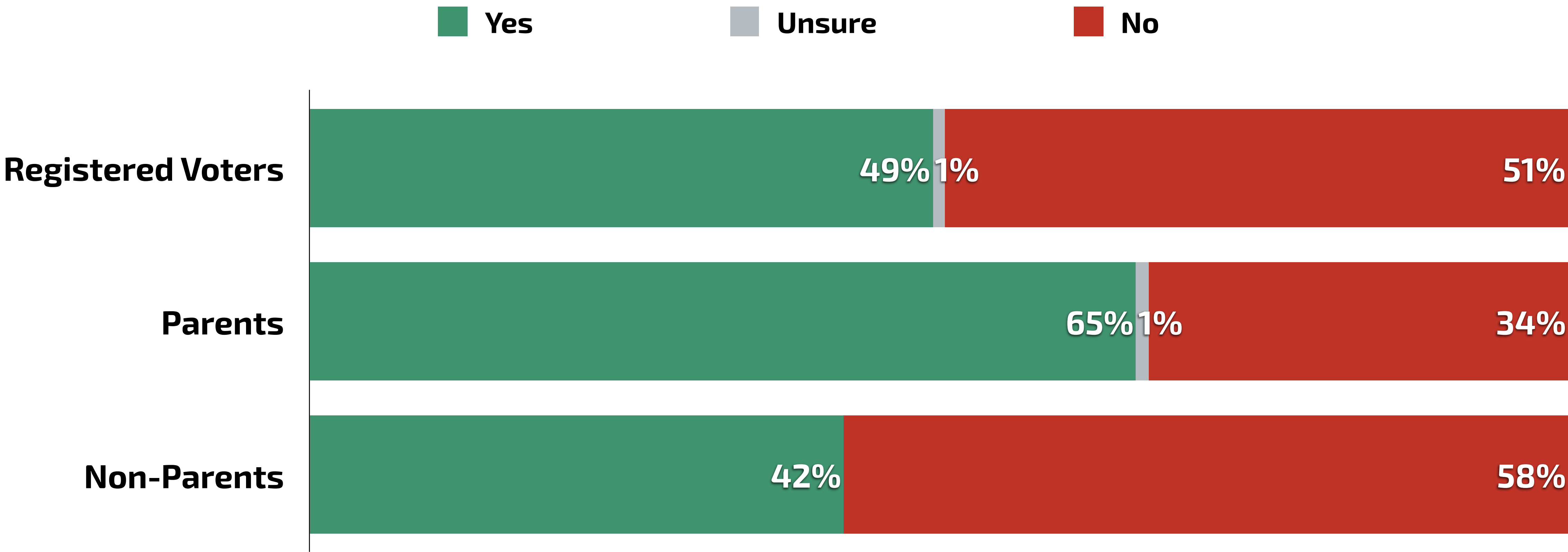
Q. Have you started shopping for holiday gifts?



N = 1,013 RV nationwide, fielded November 12-18, 2021

# Nearly 2 In 3 Parents Have Started Holiday Shopping

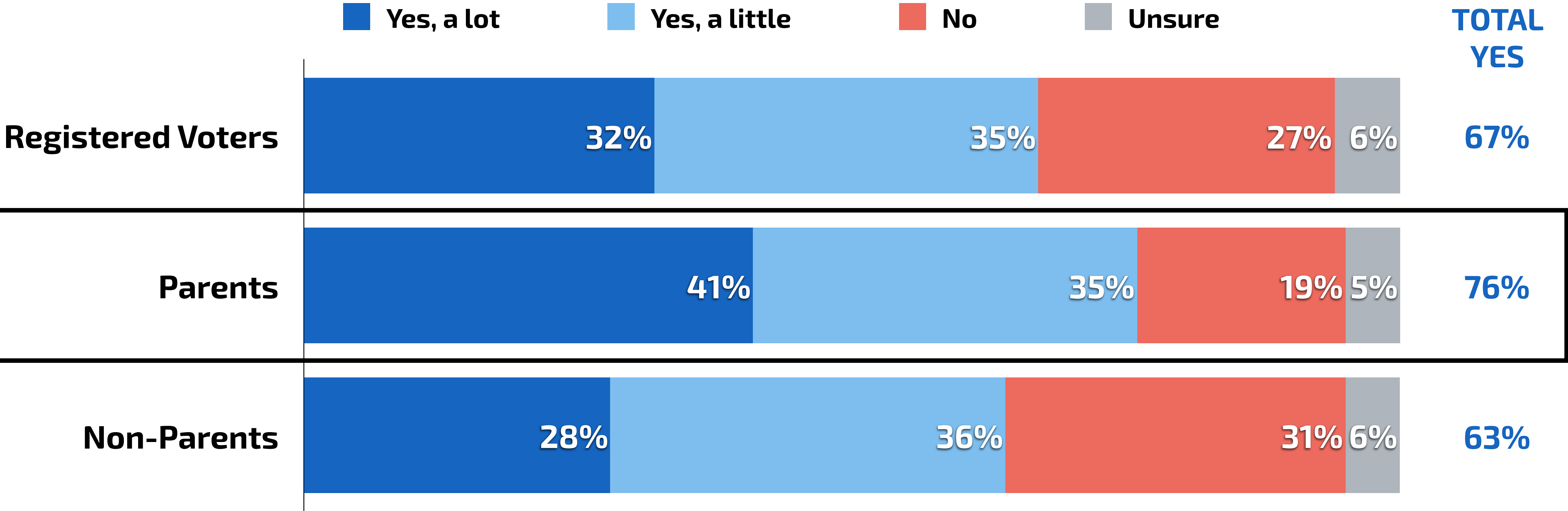
Q. Have you started shopping for holiday gifts?



N = 1,013 RV nationwide, fielded November 12-18, 2021

# 76% Of Parents Considering Supply Chain Issues When Holiday Shopping

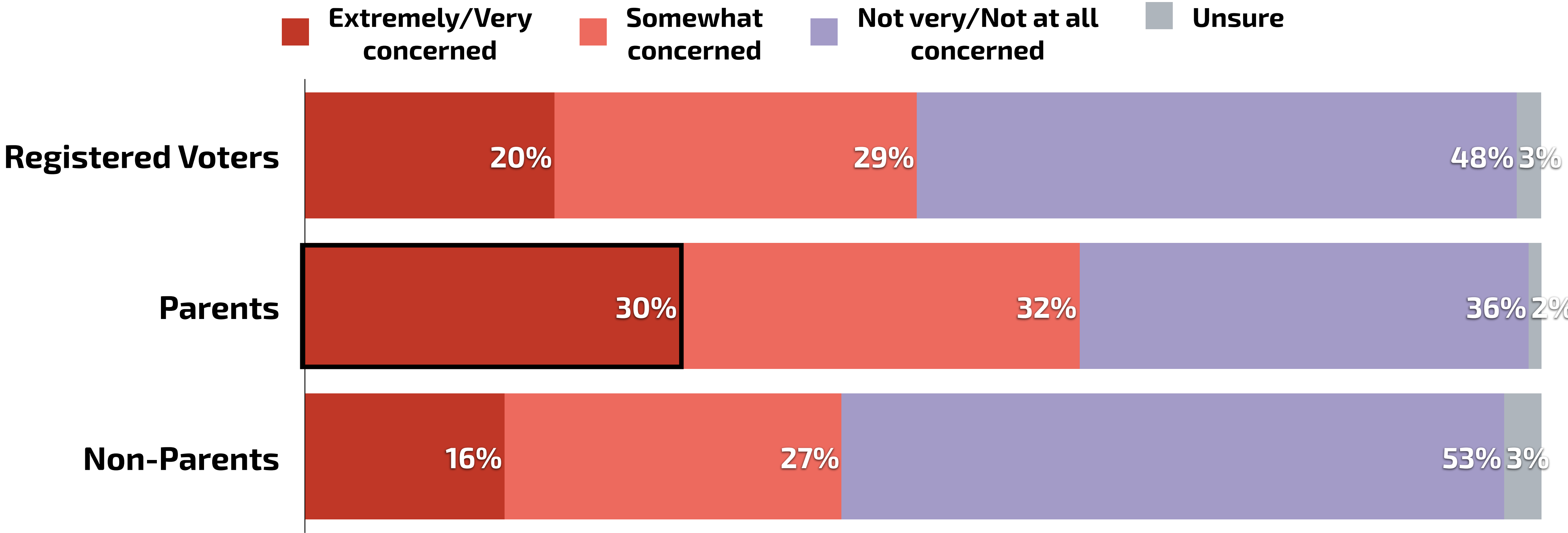
Q. Are you taking potential supply chain issues into consideration when thinking about holiday shopping this year?



N = 1,013 RV nationwide, fielded November 12-18, 2021

# 3 In 10 Parents Extremely Or Very Concerned About Supply Chain Impact On Holiday Shopping

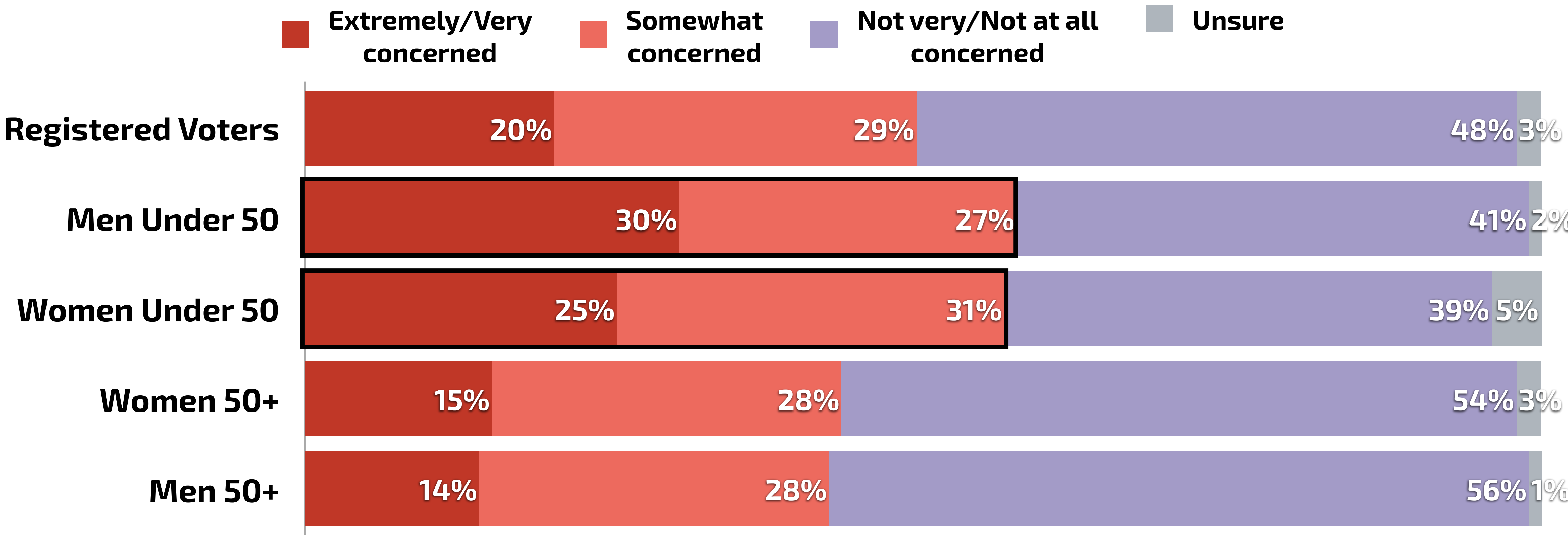
Q. How concerned are you that you will be unable to purchase holiday gifts in time for the holidays due to potential supply chain issues?



N = 1,013 RV nationwide, fielded November 12-18, 2021

# Higher Concern About Supply Chain Issues Among Younger Voters

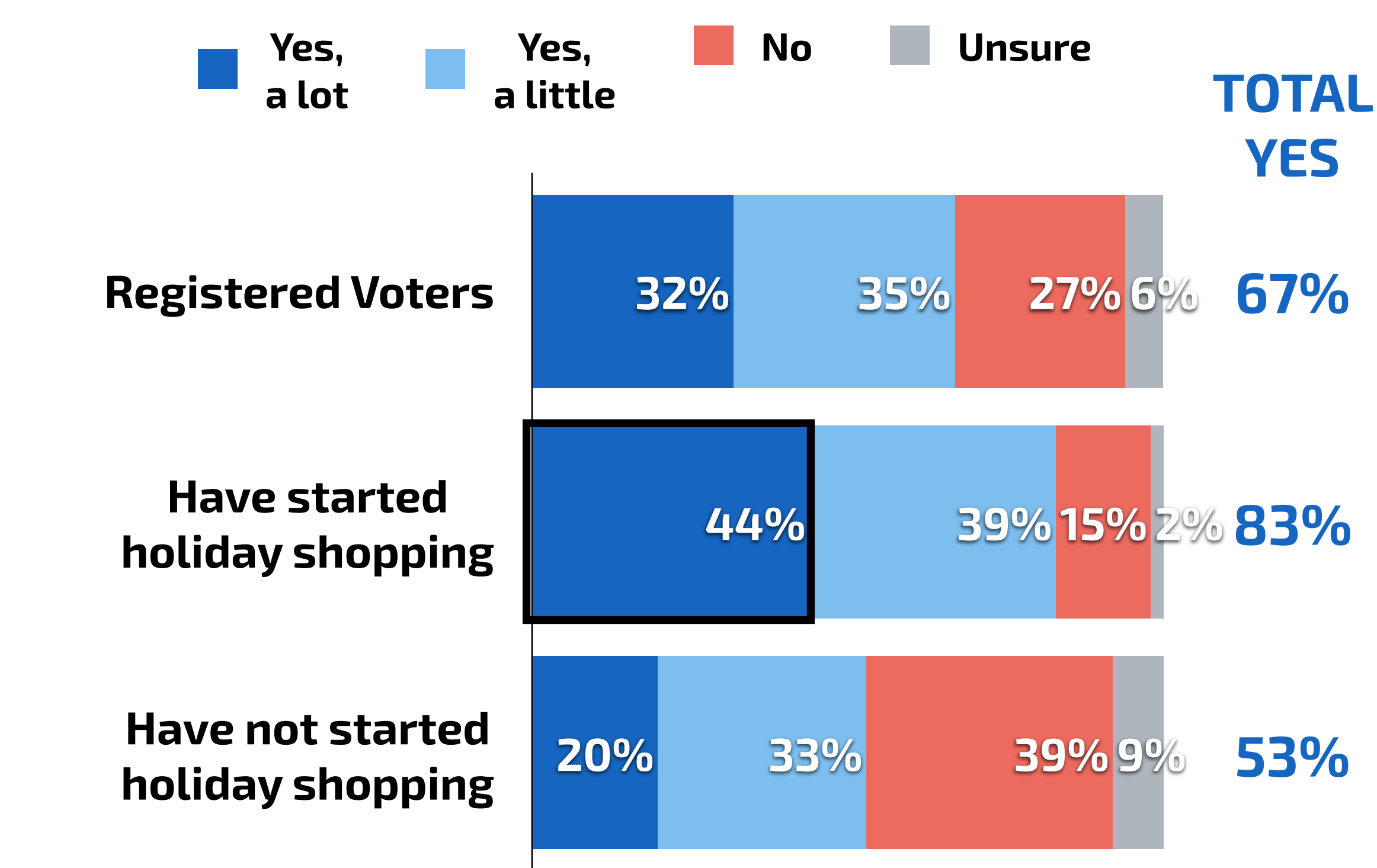
Q. How concerned are you that you will be unable to purchase holiday gifts in time for the holidays due to potential supply chain issues?



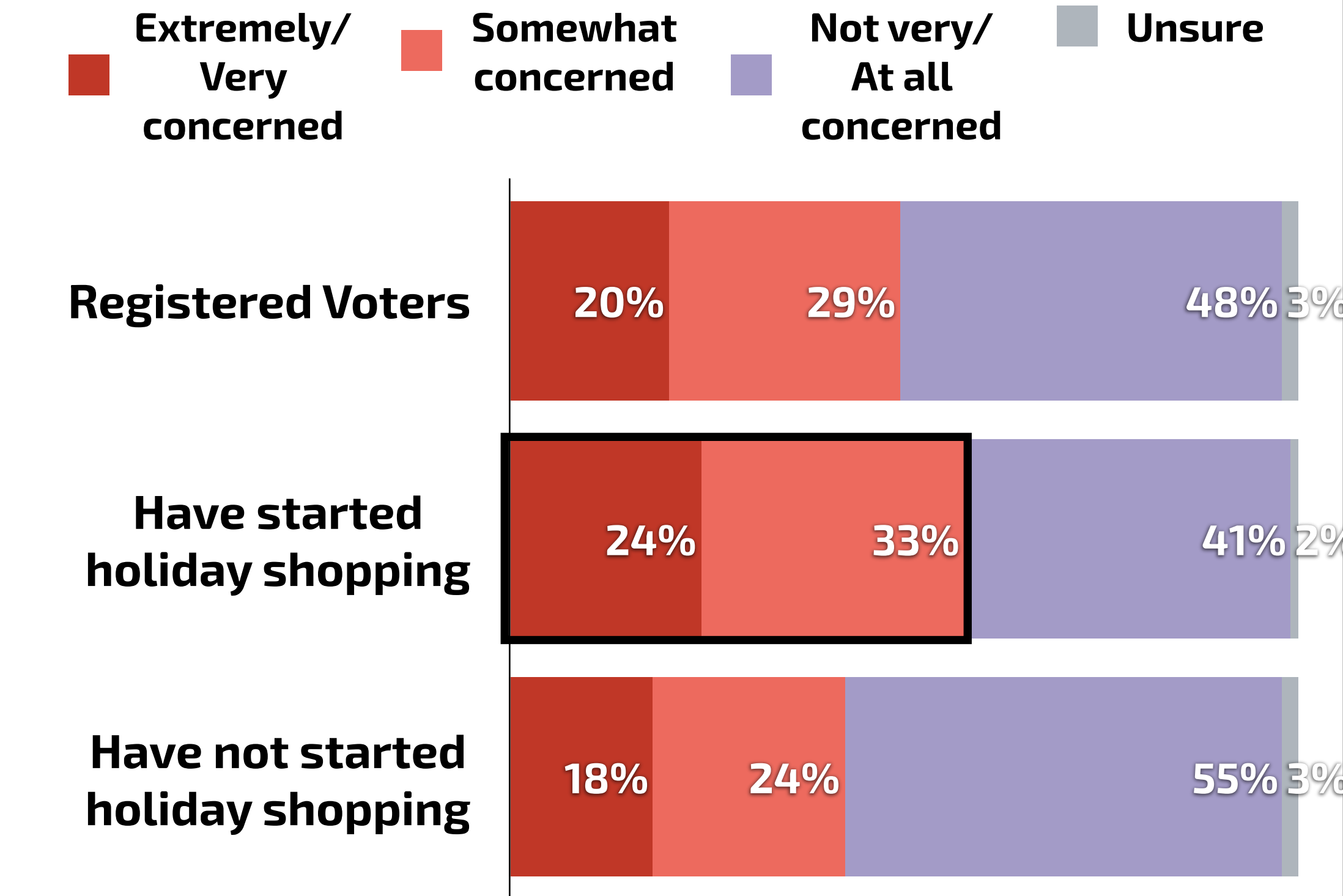
N = 1,013 RV nationwide, fielded November 12-18, 2021

# Supply Chain Issues Could Be Driving Early Holiday Shoppers

Q. Are you taking potential supply chain issues into consideration when thinking about holiday shopping this year?



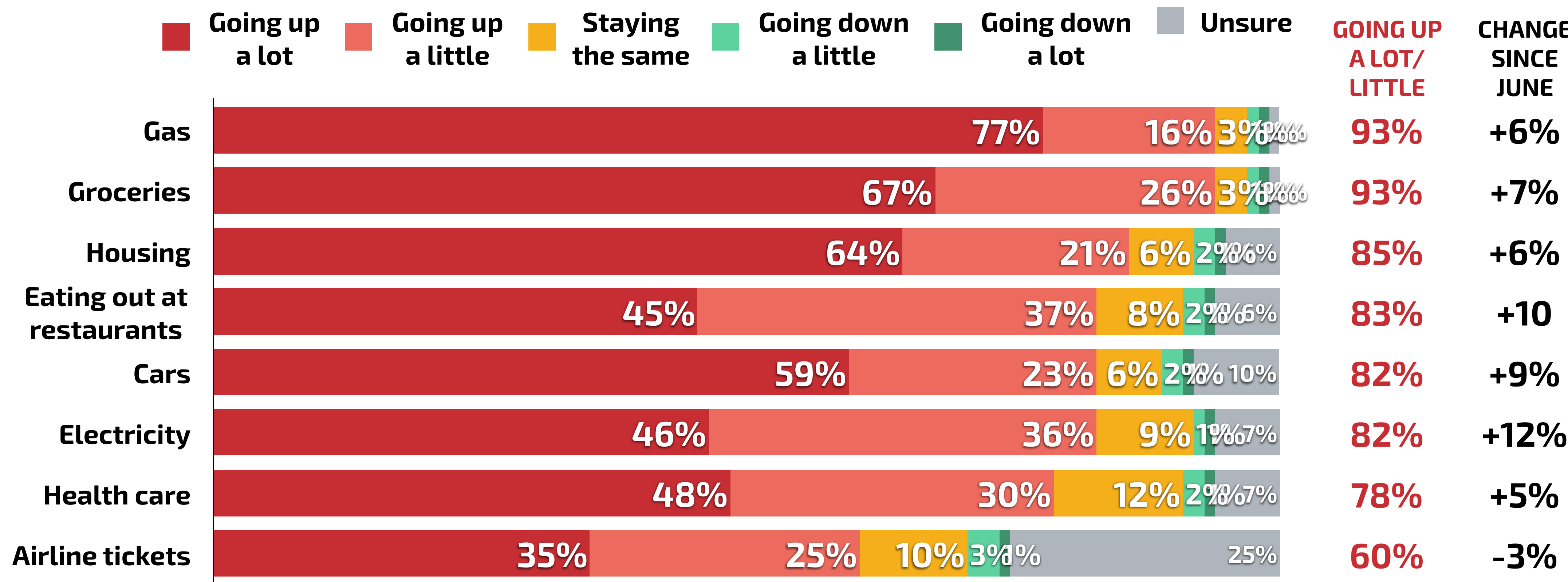
Q. How concerned are you that you will be unable to purchase holiday gifts in time for the holidays due to potential supply chain issues?





# Voters See Prices Rising, Especially for Gas & Groceries

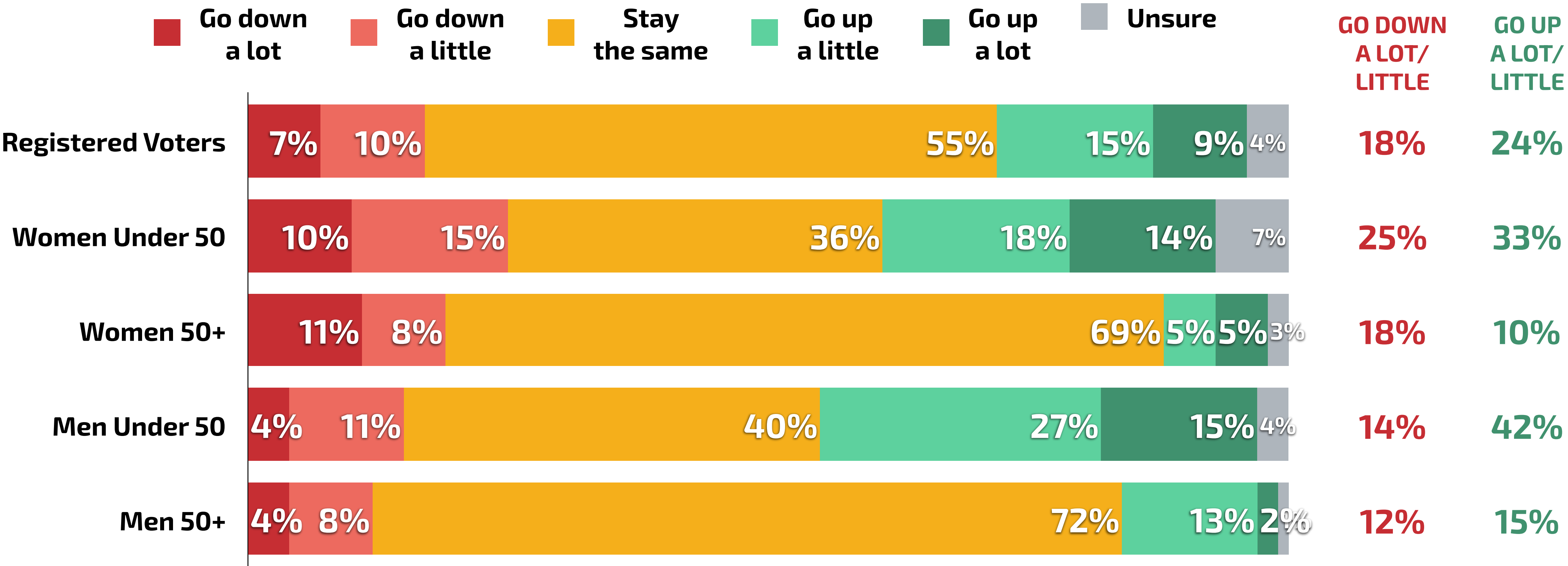
Q. Please indicate if you think the prices of each of the following are going up, staying the same, or going down.



N = 1,013 RV nationwide, fielded November 12-18, 2021

# Majority Of Incomes Staying The Same

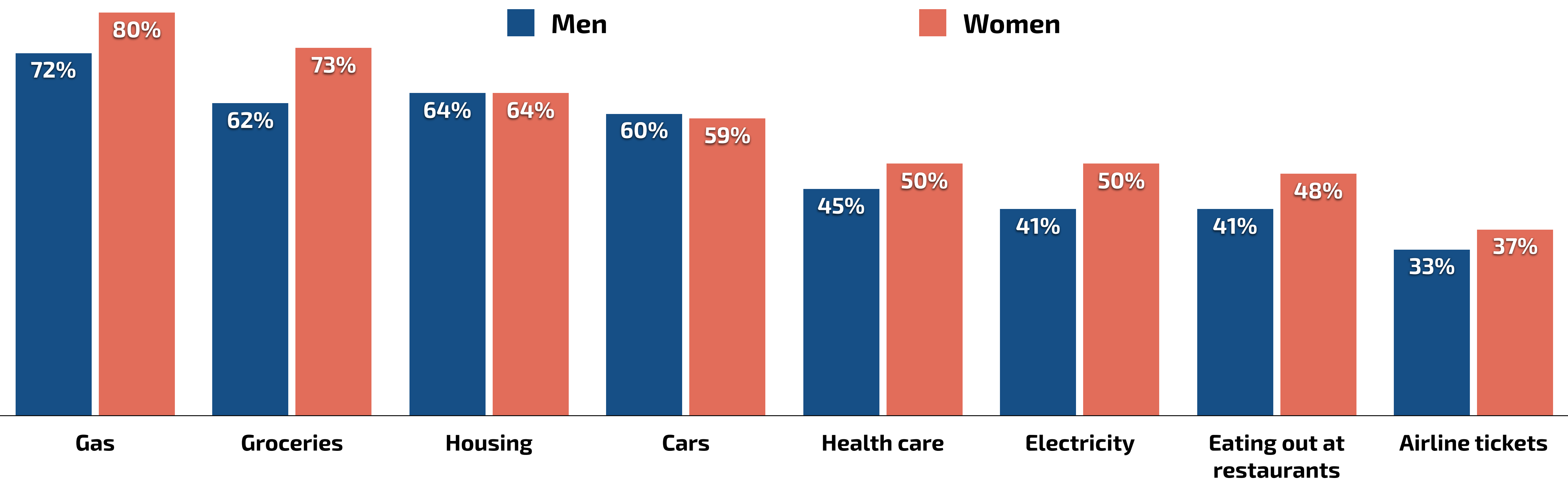
Q. In the past 6 months, have you seen your personal income go up, stay the same, or go down?



N = 1,013 RV nationwide, fielded November 12-18, 2021

# Women More Likely To Say Prices Rising

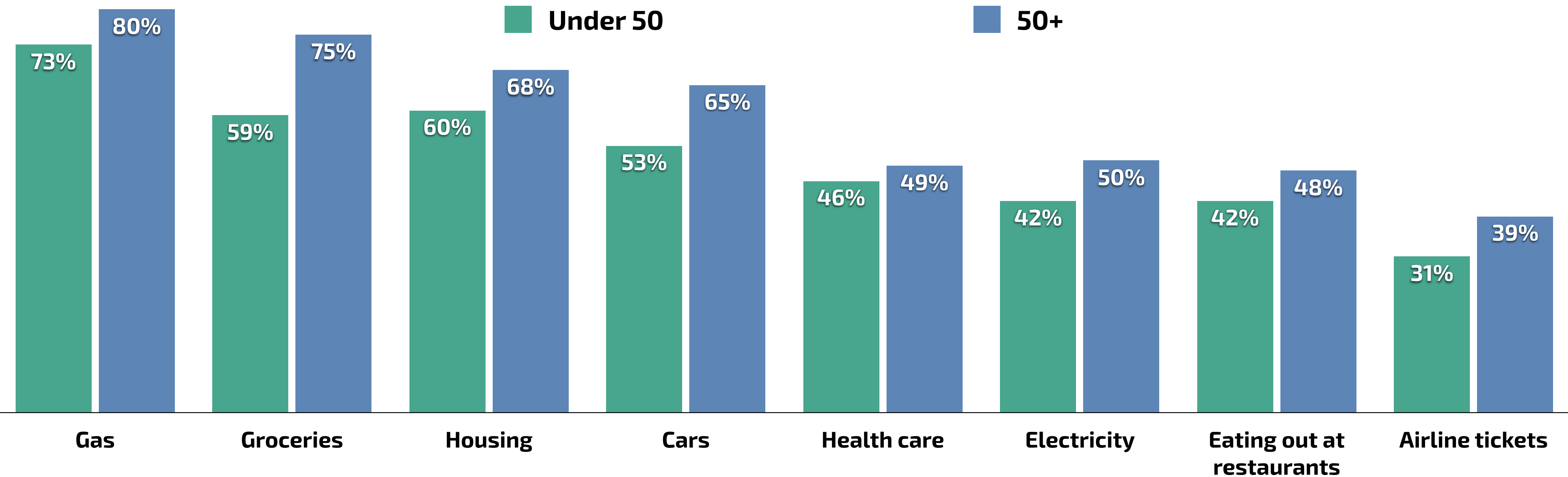
Q. Please indicate if you think the prices of each of the following are going up, staying the same, or going down. [%ANSWERING GOING UP A LOT]



N = 1,013 RV nationwide, fielded November 12-18, 2021

# More Older Voters Say Prices Of All Goods Going Up

Q. Please indicate if you think the prices of each of the following are going up, staying the same, or going down. [%ANSWERING GOING UP A LOT]



N = 1,013 RV nationwide, fielded November 12-18, 2021

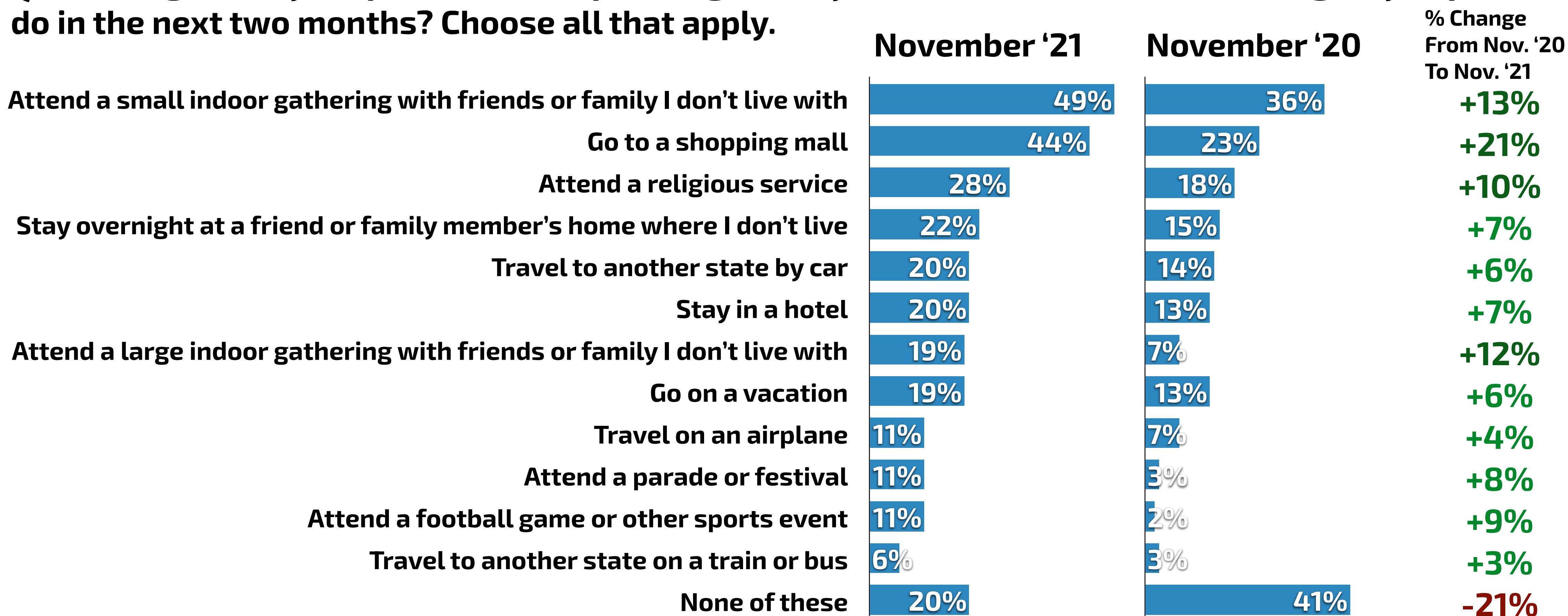


# Holiday Celebrations



# Holiday-Season Activities Up Across The Board Since Last Year

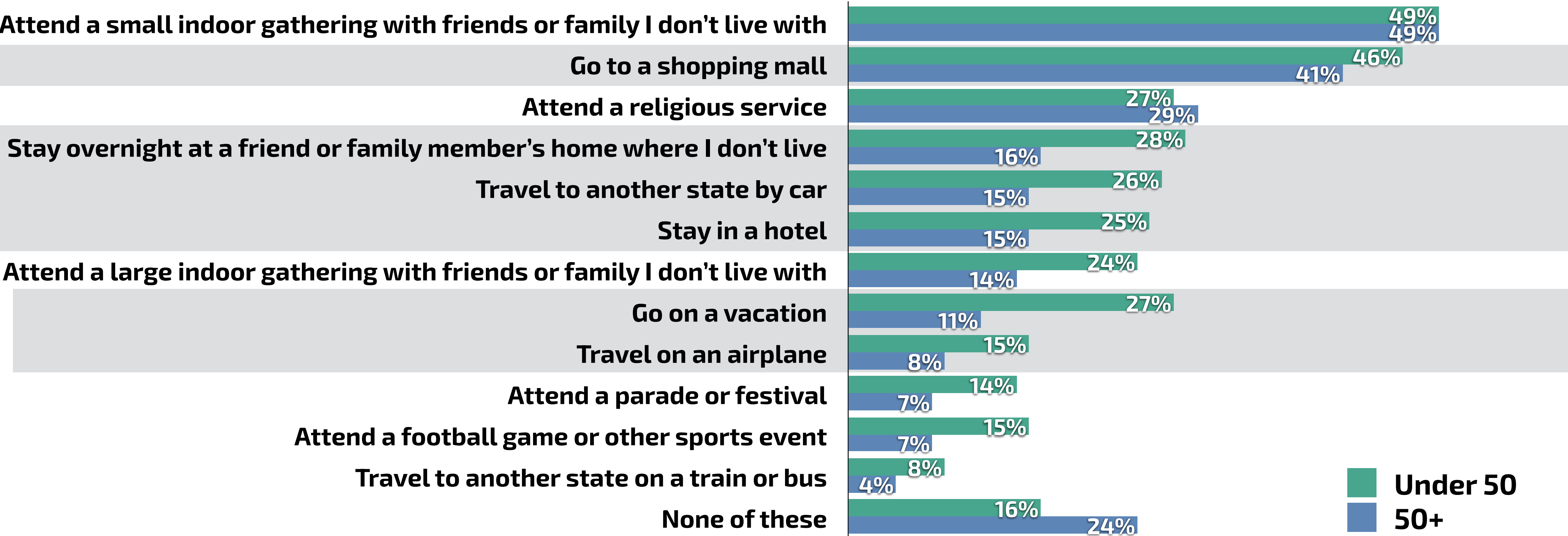
**Q. Thinking about your plans for the upcoming holiday season, which of the following do you plan to do in the next two months? Choose all that apply.**



N = 1,013 RV nationwide, fielded November 12-18, 2021

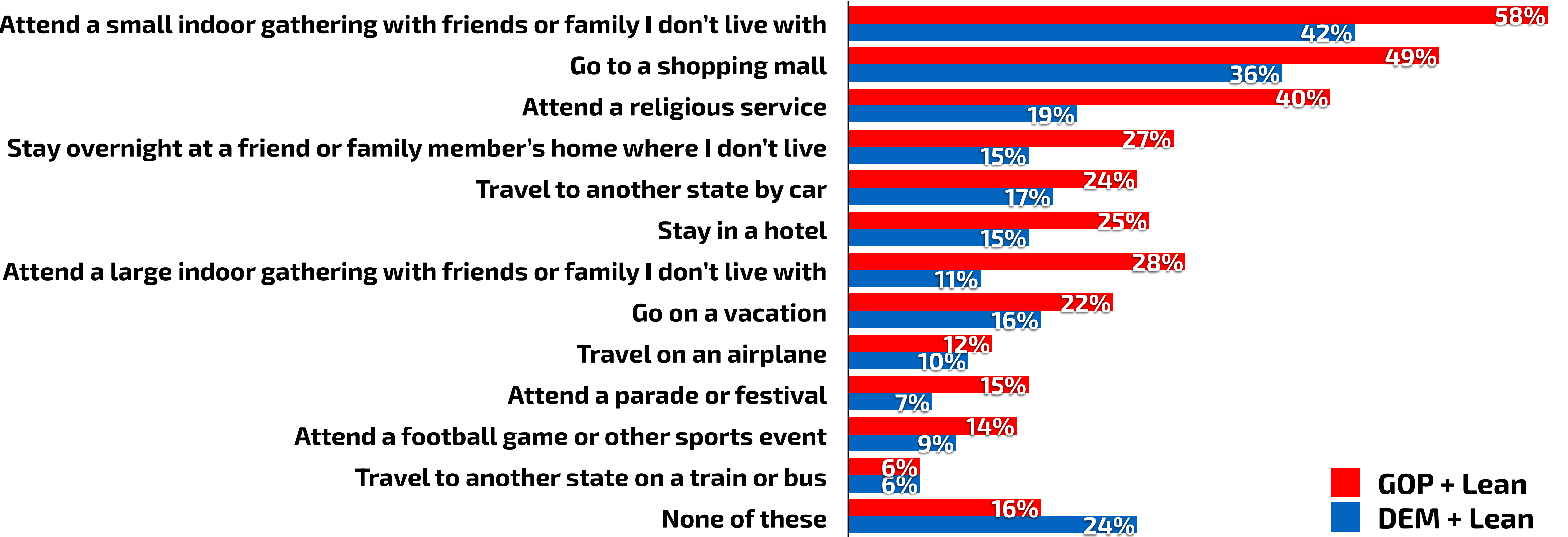
# More Under 50 Planning To Shop, Travel, Vacation

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.



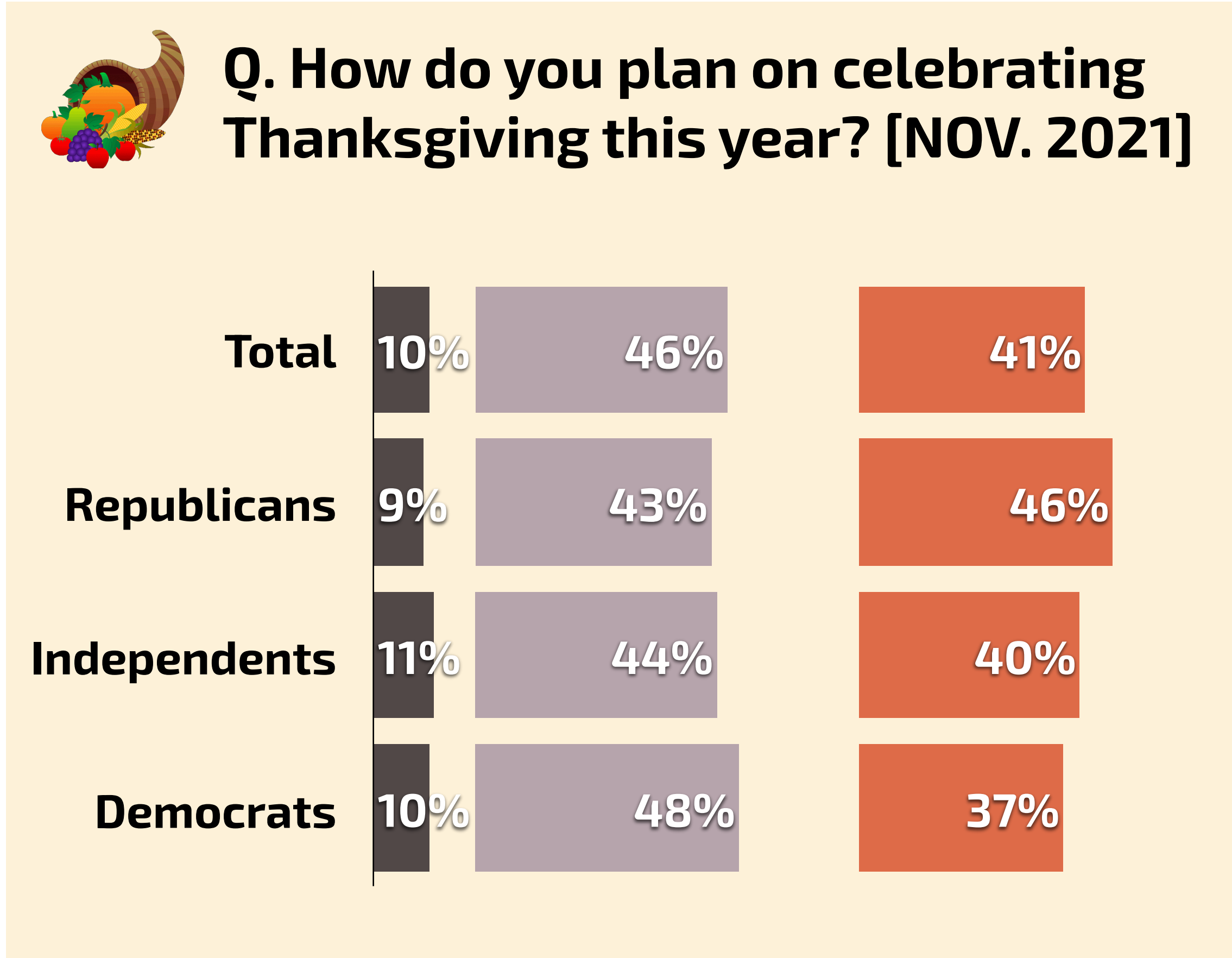
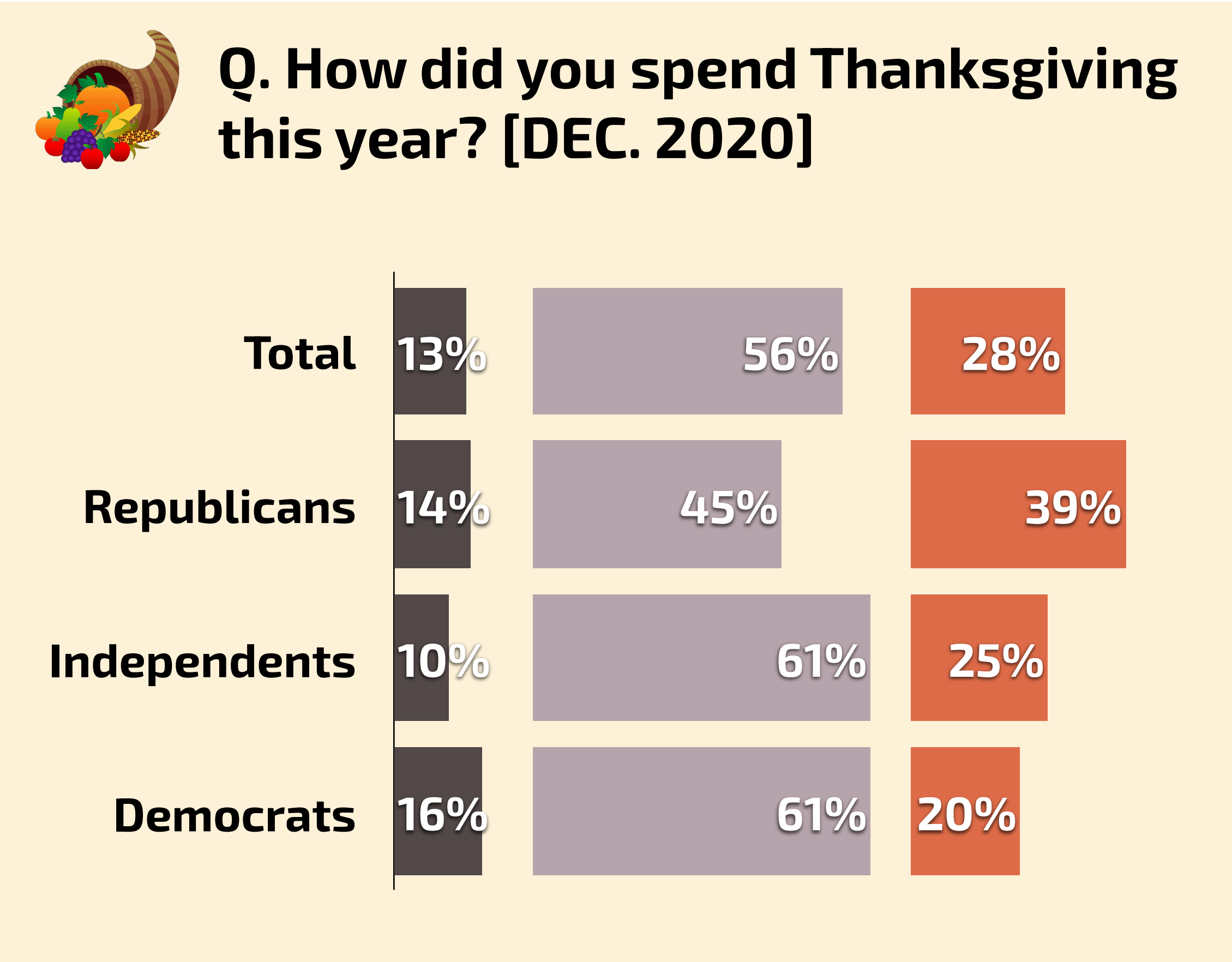
# More Republicans Participating In All Holiday Activities

**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.**





# More Spending Thanksgiving With Friends Or Family Outside Immediate Household This Year

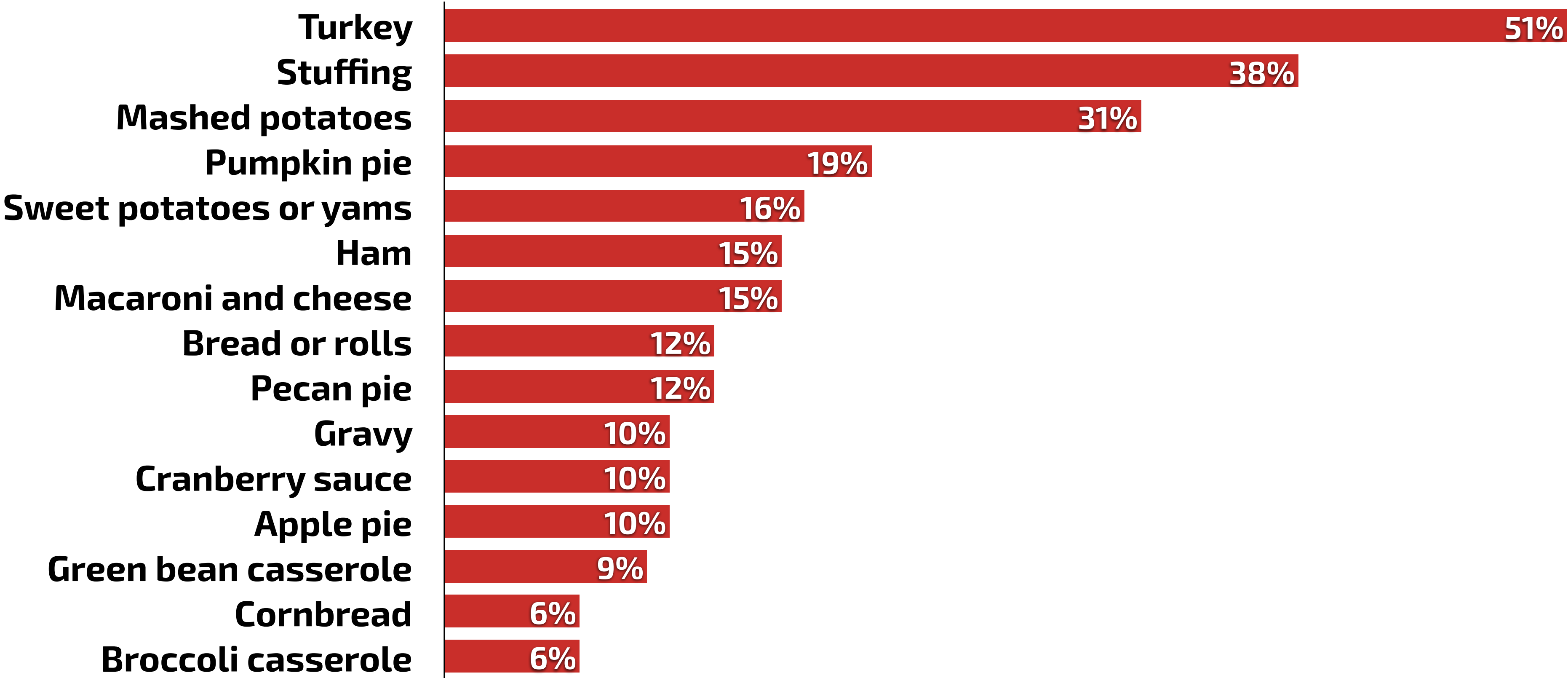


 **Alone**     **With my immediate household**     **With friends or family outside my immediate household**

N = 1,013 RV nationwide, fielded November 12-18, 2021

# Turkey, Stuffing, Mashed Potatoes Are Top Thanksgiving Foods

Q. Of the following choices, which are your favorite Thanksgiving foods? Select up to three.



The following foods were tested but received 5% or LESS:

- Green beans
- Chicken
- Corn
- Beef
- Carrots
- Broccoli

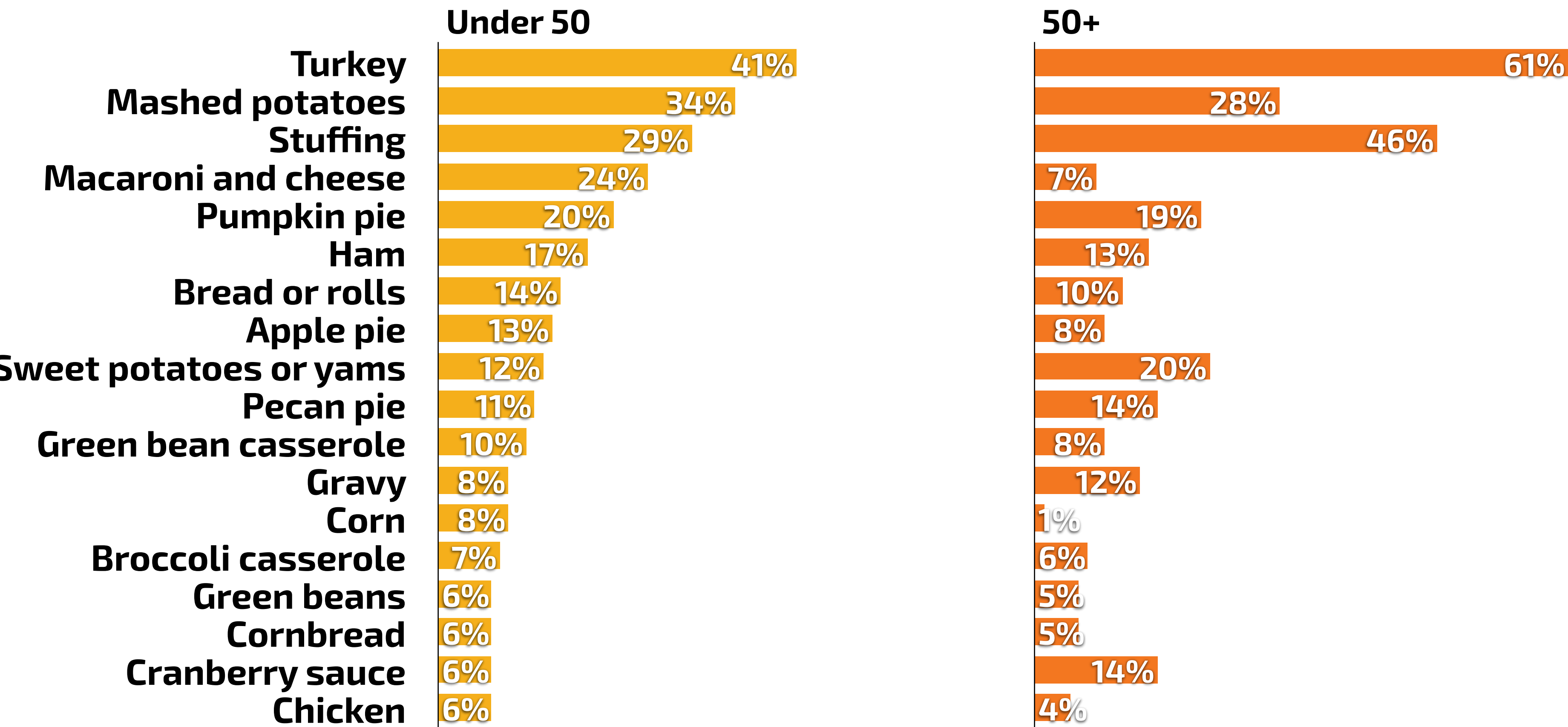


Note: Something else and Unsure not shown

N = 1,013 RV nationwide, fielded November 12-18, 2021

# Age Gaps For Favorite Thanksgiving Food Largest On Turkey, Stuffing, Mac And Cheese

Q. Of the following choices, which are your favorite Thanksgiving foods? Select up to three.



The following foods were tested but received 5% or LESS in both breaks:

Beef  
Broccoli  
Carrots

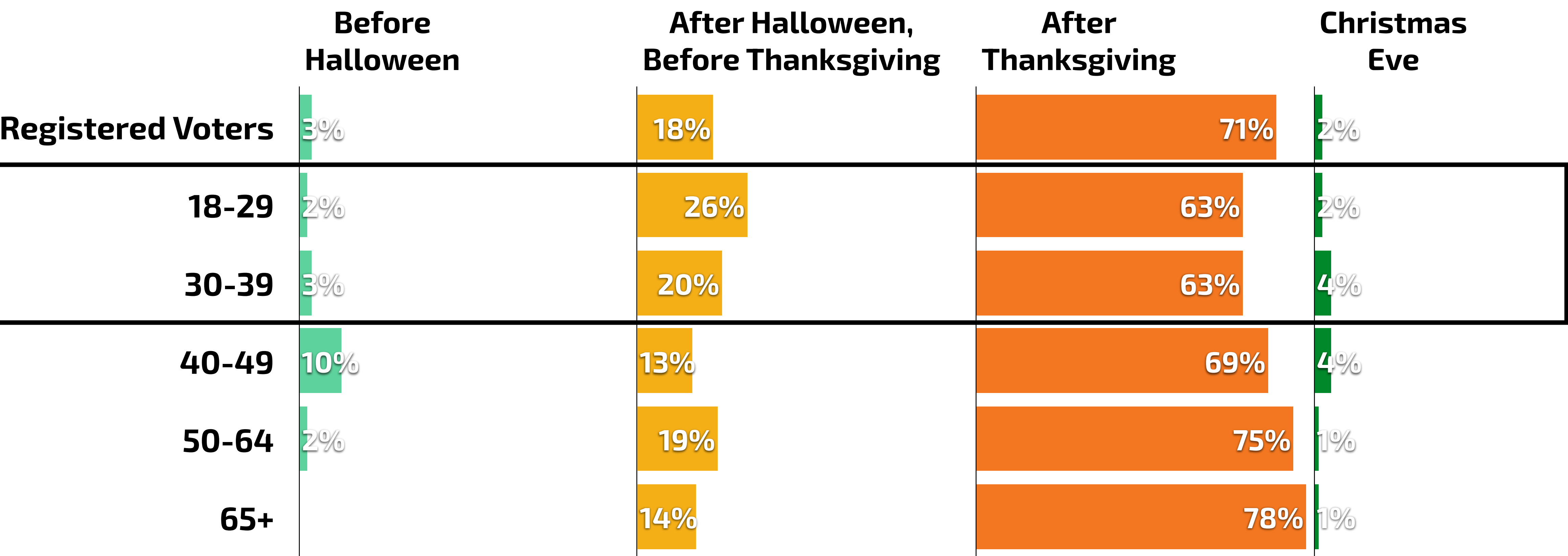


Note: Something else and Unsure not shown

N = 1,013 RV nationwide, fielded November 12-18, 2021

# Younger Voters Most Open To Putting Up Decorations Before Thanksgiving

Q. In your opinion, when is it most acceptable to put up Christmas decorations?



Note: Never and Unsure not shown

N = 1,013 RV nationwide, fielded November 12-18, 2021





**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](mailto:omnibus@echeloninsights.com) for more information.**







ECHELON  
INSIGHTS

