

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?







Q. Have you started shopping for holiday gifts?









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?









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

to potential supply chain issues?





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

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

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?







Supply Chain Issues Could Be Driving Early Holiday Shoppers







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.





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g ne	Going dov a little			GOING UP A LOT/ LITTLE	CHANG SINCI JUNE
		77%	16% <mark>3%</mark> %	93%	+6%
	6	7%	26% <mark>3%</mark> %	93%	+7%
	649	<mark>⁄₀</mark> 2	21% 6% 2%%%	85%	+6%
%		379	<mark>/0 8% 2%</mark> /65%	83%	+10
	59%	23%	<mark>⁄o 6% 2%</mark> ⁄o 10%	82%	+9%
5%		36%	<mark>/o 9% 1%</mark> %7%	82%	+12%
48%		30%	12% 2%%7%	78%	+5%
	25%	10% <mark>3%</mark> 1%	25%	60%	-3%





%

%

%

%

%

%

%

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?







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]







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]





More Older Voters Say Prices Of All Goods Going Up



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 % Change do in the next two months? Choose all that apply.

- Attend a small indoor gathering with friends or family I don't live with
 - Go to a shopping mall
 - Attend a religious service
- Stay overnight at a friend or family member's home where I don't live
 - Travel to another state by car
- Attend a large indoor gathering with friends or family I don't live with

 - Travel on an airplane
 - Attend a parade or festival
 - Attend a football game or other sports event
 - Travel to another state on a train or bus



November '21 November '20 From Nov. '20 **To Nov. '21** 49% 36% +13% 44% 23% +21% 28% 18% +10% 22% 15% +7% 20% 14% +6% 20% 13% Stay in a hotel +7% 7% 19% +12% 19% 13% Go on a vacation +6% 7% 11% +4% 3% 11% +8% 2% 11% +9% 3% 6% +3% 20% 41% None of these -21%



More Under 50 Planning To Shop, Travel, Vacation

do in the next two months? Choose all that apply.

- Attend a small indoor gathering with friends or family I don't live with
 - Go to a shopping mall
 - Attend a religious service
- Stay overnight at a friend or family member's home where I don't live
 - Travel to another state by car
- Attend a large indoor gathering with friends or family I don't live with

 - Travel on an airplane
 - Attend a parade or festival
 - Attend a football game or other sports event
 - Travel to another state on a train or bus



Q. Thinking about your plans for the upcoming holiday season, which of the following do you plan to



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.

- Attend a small indoor gathering with friends or family I don't live with
 - Go to a shopping mall
 - Attend a religious service
- Stay overnight at a friend or family member's home where I don't live
 - Travel to another state by car
- Attend a large indoor gathering with friends or family I don't live with

 - Travel on an airplane
 - Attend a parade or festival
 - Attend a football game or other sports event
 - Travel to another state on a train or bus



Stay in a hotel Go on a vacation None of these





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







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my immediate household

Turkey, Stuffing, Mashed Potatoes Are Top Thanksgiving Foods

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



Turkey Stuffing **Mashed potatoes** Pumpkin pie Sweet potatoes or yams Ham Macaroni and cheese **Bread or rolls** Pecan pie Gravy **Cranberry sauce** Apple pie Green bean casserole Cornbread Broccoli casserole



Note: Something else and Unsure not shown

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.

Turkey Mashed potatoes Stuffing Macaroni and cheese Pumpkin pie Ham **Bread or rolls** Apple pie Sweet potatoes or yams Pecan pie Green bean casserole Gravy Corn Broccoli casserole **Green beans** Cornbread **Cranberry sauce** Chicken





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Note: Something else and Unsure not shown

Younger Voters Most Open To Putting Up Decorations Before Thanksgiving

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

	Before Halloween	Afte Before
Registered Voters	3%	18%
18-29	2%	26%
30-39	30/0	20%
40-49	10%	13%
50-64	2%	19%
65+		14%
	'	•



Note: Never and Unsure not shown







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 <u>omnibus@echeloninsights.com</u> for more information.



Your questions answered by real voters





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