1250 Connecticut Avenue NW, Suite 530
Washington, DC 20036
(202) 234-5570

Interviews: <u>1,002 adults</u>
Dates: <u>December 8-12, 2023</u>

48	Male
51	Female

FINAL

Study #14506d
CNBC AAES 4th Quarter Phone Survey
December 2023

Please note: all results are shown as percentages unless otherwise stated.

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The margin of error for 1,002 interviews is ±3.1%

GENDER. Do you describe yourself as a man, a woman, or some other way?

Male.................................	48
Female	51
Non-binary/self-describe...	1

QAGETH. For statistical purposes only and to ensure that we have a representative sample, in what year were you born?

18-24..............................	12
25-29..............................	8
30-34..............................	9
35-39..............................	8
40-44..............................	9
45-49..............................	7
50-54..............................	8
55-59..............................	8
60-64..............................	8
65-69..............................	7
70-74..............................	5
75 or older......................	10
Refused/not sure	1

QSedu. What is the last grade of school or level of education you completed? **(IF INITIAL RESPONSE IS 'REFUSED' OR 'NOT SURE,' SAY:)** As a reminder, your answer is completely confidential and is being used for statistical purposes only. With that in mind, would you tell me the last grade you completed in school?

Did not graduate high school..	3
High school graduate	31
Vocational training/technical school	3
Some college, no degree	15
2-year college/associate degree	10
4-year college/bachelor's degree	23
Master's, PhD, or professional degree [MD, law, MBA]	14
Not sure/refused...	1

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

RACETH. Again, for statistical purposes only, are you of Hispanic, Latino, or Spanish origin? And to ensure that we have a representative sample, what is your race-white, Black or African American, Asian, or something else?

American Indian or Native American	1
Asian or Asian American	4
Black or African American	12
Hispanic	14
Native Hawaiian or Pacific Islander	0
White	65
Another race	2
Not sure/refused	2

PID7TH. Generally speaking, do you think of yourself as a Democrat, a Republican, or an independent? Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF 'INDEPENDENT,' ASK:)** Do you think of yourself as closer to the Democratic Party, closer to the Republican Party, or do you think of yourself as strictly independent?

Strong Democrat	17
Not very strong Democrat	11
Independent/closer to Democratic Party	9
Strictly independent	17
Independent/closer to Republican Party.	7
Not very strong Republican	9
Strong Republican	21
Not sure	8
Total Democrat	**38**
Total Republican	**37**

Emply. Are you currently employed? **(IF NO, ASK)** Are you a student, a homemaker, retired, or unemployed and looking for work?

Currently Employed

Professional, manager	13
White collar worker	29
Blue collar worker	18
Farmer, rancher	1

Not Currently Employed

Student	3
Homemaker	3
Retired	24
Unemployed, looking for work	4
Volunteer	0
Disabled	3
Not sure/refused	2

(ASK ONLY OF RESPONDENTS WHO SAY "YES, EMPLOYED" IN emply.)
PAY. And are you paid by annual salary, hourly wage, or through some other means?

Annual salary	34
Hourly wage	51
Some other means	14
Not sure/refused	1

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Q1. In general, do you approve or disapprove of the job Joe Biden is doing as president? **(IF 'NOT SURE,'
ASK:)** Would you say that you lean toward approving or lean toward disapproving of the job Joe Biden is
doing as president?

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21	4/21[1]
Approve............................	33	33	37	37	38	43	32	36	38	37	44	47
Approve (lean)	2	3	2	2	3	3	4	2	3	4	4	NA
Disapprove........................	56	55	53	53	50	49	55	50	48	51	43	41
Disapprove (lean).............	3	3	2	2	3	1	2	3	2	1	2	NA
Not sure	6	5	6	7	6	4	7	9	9	7	7	12
Total Approve	**35**	**37**	**39**	**39**	**41**	**46**	**36**	**38**	**41**	**41**	**48**	**47**
Total Disapprove	**59**	**58**	**55**	**55**	**54**	**50**	**57**	**53**	**50**	**52**	**45**	**41**

+ Results are among registered voters.
[1] In April 2021, respondents who said "Not sure" were not asked the "Lean" follow-up question.

Q2. In general, do you approve or disapprove of the job Joe Biden is doing dealing with the economy? **(IF 'NOT
SURE,' ASK:)** Would you say that you lean toward approving or lean toward disapproving of the job Joe Biden
is doing dealing with the economy?

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21	4/21[1]
Approve............................	31	31	36	32	36	38	28	32	35	37	42	46
Approve (lean)	2	2	2	2	2	2	2	3	2	3	NA	NA
Disapprove........................	60	61	57	60	56	55	63	59	54	53	47	41
Disapprove (lean).............	2	2	1	2	1	1	1	1	2	1	NA	NA
Not sure	5	5	5	4	5	4	6	5	7	6	11	13
Total Approve	**33**	**32**	**37**	**34**	**38**	**40**	**30**	**35**	**37**	**40**	**42**	**46**
Total Disapprove	**62**	**63**	**58**	**62**	**57**	**56**	**64**	**60**	**56**	**54**	**47**	**41**

Q3. In general, do you approve or disapprove of the job Joe Biden is doing dealing with foreign policy? **(IF "NOT
SURE," ASK:)** Would you say that you lean toward approving or lean toward disapproving of the job Joe
Biden is doing dealing with foreign policy?

	12/23	10/23
Approve..	26	29
Approve (lean).....................................	2	3
Disapprove	61	58
Disapprove (lean)	2	2
Not sure...	9	9
Total Approve	**29**	**31**
Total Disapprove	**63**	**60**

Q4. If the election for president were held today, with Donald Trump as the Republican candidate and Joe Biden
as the Democratic candidate, for whom would you vote? **(IF RESPONDENTS DOES NOT MAKE A CHOISE,
ASK:)** If you had to choose, would you say you lean more toward Donald Trump, more toward Joe Biden, or
are you totally undecided? +

	12/23	10/23
Donald Trump	46	43
Donald Trump (lean)	2	3
Joe Biden	40	38
Joe Biden (lean)	2	3
Totally undecided/neither	10	12
Total Trump	**48**	**46**
Total Biden	**42**	**42**

+ Asked only of registered voters.

*Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled
responses are more precise.*

Q5.   Now I'm going to read you the names of several public figures, and I'd like you to rate your feelings toward each one as very positive, somewhat positive, neutral, somewhat negative, or very negative. If you don't know the name, please just say so. ++

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure
Joe Biden						
December 2023	15	18	16	12	37	1
November 2023+	19	17	10	11	42	1
September 2023+	19	20	11	8	41	1
June 2023+...	18	21	12	9	39	1
April 2023...	17	21	13	10	38	1
January 2023..	19	20	15	9	37	-
November 2022+	23	19	8	9	41	-
October 2022+	22	21	11	6	40	-
September 2022+	22	20	11	7	40	-
August 2022+	20	20	12	9	39	-
May 2022..	17	20	12	11	40	-
March 2022...	18	19	16	9	37	1
January 2022..	18	21	13	11	37	-
October 2021	21	19	12	8	40	-
August 2021..	25	18	12	8	36	1
April 2021...	29	21	13	9	27	1
January 2021+..	24	20	15	11	29	1
October 29-31, 2020+..............................	23	22	12	9	33	1
October 9-12, 2020+................................	24	19	14	12	30	1
September 30-October 1, 2020+	22	21	16	13	28	-
September 2020+	22	21	12	14	31	-
August 2020+	18	21	15	12	33	1
July 2020+	15	19	19	13	33	1
June 2020+..	17	20	23	12	26	2
April 2020+	16	21	19	16	25	3
March 2020+..	18	19	21	17	24	1
January 2020+...	14	21	19	15	27	4
October 4-6, 2019...................................	12	21	28	15	19	5
August 2019..	11	23	25	16	22	3
January 2018...	30	24	22	11	11	2
January 2017...	35	21	19	10	12	3
October 2015	19	23	24	17	14	3
September 2015	15	25	25	14	14	7
June 2015...	16	24	24	16	15	5
November 2014	13	22	22	17	21	5
June 2014...	11	21	25	15	21	7
July 2013	17	21	21	15	20	6
January 2013...	20	21	17	16	21	5
December 2012	21	18	18	15	23	5
October 2012+...	21	19	15	13	29	3

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Q5 (cont'd)

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure
September 26-30, 2012+	18	19	19	14	24	6
August 2012+	15	21	20	14	26	4
July 2012+	15	20	23	14	23	5
May 2012	15	20	21	16	21	7
December 2010	10	24	25	15	18	8
August 26-30, 2010	13	21	21	15	20	9
January 10-14, 2010	15	23	25	15	14	8
July 2009	13	25	20	17	19	6
January 2009	20	27	22	12	9	10
December 2008	20	25	25	12	11	7
October 17-20, 2008+	28	23	19	12	14	4
October 4-5, 2008+	21	22	24	12	15	6
September 19-22, 2008+	17	20	25	13	16	9
September 6-8, 2008+	18	22	23	13	12	12
September 2007	4	13	26	11	11	35
December 2006	3	14	23	10	6	44
June 2004+	5	11	25	6	4	49
Donald Trump						
December 2023	22	18	11	9	39	1
November 2023+	21	15	11	7	45	1
September 2023+	23	12	10	10	44	1
June 2023+	21	13	9	7	49	1
April 2023...	17	17	13	9	44	-
January 2023	17	15	15	9	44	-
November 2022+	20	15	10	8	47	-
October 2022+	21	13	11	8	47	-
September 2022+	20	14	12	8	46	-
August 2022+	23	13	10	8	46	-
May 2022..	21	15	12	9	42	1
March 2022...	21	15	13	9	41	1
January 2022	21	16	12	9	42	-
October 2021	23	15	11	8	42	1
August 2021..	25	13	12	6	43	-
April 2021...	21	11	12	8	47	-
January 2021+	28	12	6	5	48	1
October 29-31, 2020+	33	10	4	3	49	1
October 9-12, 2020+	31	11	5	7	46	-
September 30-October 1, 2020+	29	10	5	5	50	1
September 2020+	32	9	6	7	45	1
August 2020+..	30	10	7	8	44	1
July 2020+	29	10	7	6	48	-
June 2020+	29	11	8	6	45	1
April 2020+...	31	10	8	8	43	-
March 2020+...	29	13	7	9	42	-
January 2020+	33	10	6	8	43	-

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Q5 (cont'd)

	Very Positive	Somewhat Positive	Neutral	Somewhat Negative	Very Negative	Don't Know Name/ Not Sure
October 27-30, 2019	29	11	7	10	43	-
September 2019+	30	11	8	7	44	-
August 2019	28	11	8	8	45	-
April 28-May 1, 2019	28	11	12	8	41	-
March 2019	28	12	9	10	41	-
January 2019	27	12	9	8	43	1
December 2018	24	13	11	9	43	-
November 2018+	29	12	6	7	45	1
October 2018+	27	15	7	8	43	-
September 2018+	26	13	9	8	44	-
August 18-22, 2018+	29	11	9	8	42	1
June 2018+	24	16	9	10	41	-
March 2018	23	14	11	12	40	-
January 2018	24	12	8	8	48	-
December 2017	21	16	9	9	45	-
October 2017	23	13	10	8	46	-
August 2017	22	14	12	12	40	-
June 2017	25	13	11	9	41	1
February 2017	27	16	10	12	35	-
January 2017	20	18	13	10	38	1
December 2016	20	20	13	11	35	1
October 10-13, 2016+	15	14	8	10	52	1
October 8-10, 2016+	17	13	7	12	51	-
September 2016+	15	13	11	12	49	-
August 2016+	13	15	11	11	50	-
June 2016+	12	17	11	12	48	-
April 2016+	11	13	10	12	53	1
March 2016+	12	13	11	10	54	-
January 2016+	14	15	12	11	47	1
December 2015	12	15	13	12	47	1
October 25-29, 2015	10	17	17	14	42	-
September 2015	8	17	16	14	44	1
July 2015	10	16	16	13	43	2
February 2011	9	17	40	18	11	5
May 2004+	9	17	38	14	15	7
December 1999	4	12	28	24	25	7
October 1999	3	11	25	23	32	6
July 1990	3	11	28	25	24	9

++ Comparative data comes from surveys conducted for NBC News.
+ Results shown reflect responses among registered voters.

Additional Q5 items held for future release.

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Q6a. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor?

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21
Excellent......................	3	1	3	1	1	2	1	2	2	2	2
Good...........................	16	14	17	14	13	14	10	15	18	17	25
Only fair......................	26	33	32	30	34	34	30	35	38	41	38
Poor...........................	55	51	47	54	51	49	58	47	40	38	32
Not sure......................	1	1	2	1	1	1	1	1	2	2	3
Total Excellent/Good	**19**	**16**	**20**	**14**	**14**	**16**	**11**	**17**	**20**	**19**	**27**
Total Only Fair/Poor	**80**	**83**	**79**	**85**	**85**	**83**	**88**	**82**	**78**	**79**	**70**

	4/21	12/20	10/20+	6/20+	4/20	3/20++	12/19	9/19	5/19	3/19	12/18
	4	9	8	5	6	18	18	14	15	13	13
	30	25	28	24	16	29	35	34	35	37	37
	41	31	32	35	27	30	30	34	31	31	33
	22	31	30	33	45	22	14	15	17	16	14
	3	4	2	3	6	1	3	3	2	3	3
Total Excellent/Good	**34**	**34**	**36**	**29**	**22**	**47**	**53**	**48**	**50**	**50**	**50**
Total Only Fair/Poor	**63**	**62**	**62**	**68**	**72**	**52**	**44**	**49**	**48**	**47**	**47**

	10/18+	6/18	3/18	12/17	9/17	6/17	4/17	12/16	10/16+	6/16+	3/16
	15	13	9	9	4	3	2	3	2	2	2
	43	41	41	42	39	35	36	31	23	24	25
	30	32	33	33	40	43	43	41	44	43	45
	10	11	14	14	14	16	17	23	30	30	26
	2	3	3	2	3	3	2	2	1	1	2
Total Excellent/Good	**58**	**54**	**50**	**51**	**43**	**38**	**38**	**34**	**25**	**26**	**27**
Total Only Fair/Poor	**40**	**43**	**47**	**47**	**54**	**59**	**60**	**64**	**74**	**73**	**71**

	11-12/15	10/15	6/15	3/15	11-12/14	9/14	6/14	3/14	9/13	6/13	3/13
	2	1	2	2	2	2	1	1	1	1	1
	23	22	22	25	24	16	17	16	14	15	13
	42	42	44	42	44	45	48	43	40	42	41
	31	33	30	29	28	34	33	38	44	40	44
	2	2	2	2	2	3	1	2	1	2	1
Total Excellent/Good	**25**	**23**	**24**	**27**	**26**	**18**	**18**	**17**	**15**	**16**	**14**
Total Only Fair/Poor	**73**	**75**	**74**	**71**	**72**	**79**	**81**	**81**	**84**	**82**	**85**

	11/12	9/12	5/12	3/12	11/11	6/11	3/11	12/10	10/10	12/09	12/08
Excellent......................	1	1	1	1	1	1	-	1	1	1	-
Good...........................	13	9	9	10	7	6	8	6	7	6	4
Only fair......................	41	36	40	35	30	37	37	39	30	33	25
Poor...........................	44	53	49	53	61	55	54	53	62	60	70
Not sure......................	1	1	1	1	1	1	1	1	-	-	1
Total Excellent/Good	**14**	**10**	10	**11**	**8**	**7**	**8**	**7**	**8**	**7**	**4**
Total Only Fair/Poor	**85**	**89**	89	**88**	**91**	**92**	**91**	**92**	**92**	**93**	**95**

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q6a (cont'd)

	9/18, 20-21/ 08+++	9/10- 12/08	6/08	2/08	12/07	10/05[1]	3/05[1]	8/04[1]	3/04[1]	1/03[1]	1/02[1]
	-	1	1	2	4	5	4	4	4	1	1
	7	10	6	14	22	27	37	33	32	18	26
	28	32	29	39	39	46	41	42	38	44	48
	65	56	63	44	33	22	18	21	26	36	24
	-	1	1	1	2	-	-	-	-	1	1
Total Excellent/Good	**7**	**11**	**7**	**16**	**26**	**32**	**41**	**37**	**36**	**19**	**27**
Total Only Fair/Poor	**93**	**88**	**92**	**83**	**72**	**68**	**59**	**63**	**64**	**80**	**72**

+ Results are among registered voters.
++ Results are among registered voters. Comparative data comes from a survey conducted by Hart/Public Opinion Strategies for NBC News and *The Wall Street Journal.*
+++ Results among likely voters.
[1] Comparative data prior to 12/07 comes from surveys among registered likely voters conducted by The Tarrance Group and/or Lake, Snell, Perry, Mermin Associates.

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Q6b.   And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21
Will get better	24	19	24	18	26	27	22	26	27	27	31
Will stay about the same	32	26	27	24	25	23	22	26	25	22	20
Will get worse.......................	39	47	43	53	44	45	52	43	41	46	43
Not sure	5	8	5	6	5	5	4	5	7	5	6

	4/21	12/20	10/20+	6/20+	4/20	3/20++	12/19	9/19	5/19	3/19	12/18
	44	38	47	51	51	34	30	23	30	31	31
	17	17	20	17	14	31	35	37	35	35	32
	34	34	15	23	28	31	24	32	28	28	29
	5	11	18	9	7	4	11	8	7	6	8

	10/18+	6/18	3/18	12/17	9/17	6/17	4/17	12/16	10/16+	6/16+	3/16
	36	36	38	41	36	38	40	42	25	20	21
	33	29	28	30	30	28	29	27	32	36	41
	25	26	28	25	23	29	26	23	20	26	25
	6	9	6	4	11	5	5	8	23	18	13

	11-12/15	10/15	6/15	3/15	11-12/14	9/14	6/14	3/14	12/13	9/13	6/13
	22	22	24	28	27	23	28	29	26	28	34
	45	37	44	41	39	42	40	37	40	33	35
	25	32	26	25	28	28	28	30	30	35	27
	8	9	6	6	6	7	4	4	4	4	4

	3/13	11/12	9/12	5/12	3/12	11/11	6/11	3/11	12/10	10/10	12/09
	32	37	35	33	36	27	30	29	37	37	43
	31	23	23	37	31	43	36	30	37	35	29
	33	35	25	21	27	26	30	37	21	26	25
	4	5	17	9	6	4	4	4	5	2	3

	12/08	9/18, 20-21/ 08+++	9/10- 12/08	6/08	2/08
	39	42	28	21	24
	30	28	35	27	34
	27	23	26	43	34
	4	7	11	9	8

+ Results are among registered voters.
++ Comparative data comes from a survey conducted by Hart/Public Opinion Strategies for NBC News and The Wall Street Journal.
+++ Results among likely voters.

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q6ab. How would you rate the current state of the economy? Would you say it is excellent, good, only fair, or poor? And over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

Q6a and Q6b COMBINED: CURRENT AND FUTURE VIEW OF THE ECONOMY

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21
Optimistic now/optimistic for the future	17	13	17	12	12	14	8	13	17	15	22
Optimistic now/pessimistic for the future	1	2	2	2	2	2	2	2	2	3	4
Pessimistic now/optimistic for the future	14	12	14	11	18	17	17	18	16	15	15
Pessimistic now/pessimistic for the future	63	66	61	69	63	61	68	61	57	60	51
Not sure for now or the future	5	8	6	6	5	6	5	6	8	7	8

	4/21	12/20	10/20+	6/20+	4/20	3/20++	12/19	9/19	5/19	3/19	12/18
	25	11	27	25	18	37	42	39	42	41	39
	7	18	3	2	3	8	5	7	6	6	8
	24	32	24	29	34	13	8	5	7	8	8
	37	26	27	33	34	38	32	41	37	37	35
	7	13	19	11	11	4	13	8	8	8	10

	10/18+	6/18	3/18	12/17	9/17	6/17	4/17	12/16	10/16+	6/16+	3/16
	48	43	42	43	34	30	30	20	18	19	21
	7	7	7	5	5	7	7	10	1	4	3
	7	10	10	10	14	17	22	31	15	12	13
	30	29	33	36	34	39	35	30	42	47	49
	8	11	8	6	13	7	6	9	24	18	14

	11-12/15	10/15	6/15	3/15	11-12/14	9/14	6/14	3/14	12/13	9/13	6/13
	20	19	21	23	23	15	16	15	14	12	15
	3	2	2	2	2	2	2	1	1	2	1
	13	14	15	15	15	16	18	19	16	20	24
	55	56	55	53	53	59	59	60	63	61	55
	9	9	7	7	7	8	5	5	6	5	5

	3/13	11/12	9/12	5/12	3/12	11/11	6/11	3/11	12/10	10/10	12/09
	13	13	8	9	10	6	6	7	7	7	5
	1	-	1	-	1	1	1	1	-	1	1
	22	26	28	27	28	23	25	25	32	31	39
	59	56	45	55	54	65	63	63	56	59	52
	5	5	18	9	7	5	5	4	5	2	3

	12/08	9/18-20-21/08+++	9/10-12/08	6/08	2/08
	4	6	8	5	13
	1	-	2	1	2
	37	64	23	18	18
	54	23	55	66	58
	4	**7**	12	10	9

+ Results are among registered voters.
++ Results are among registered voters. Comparative data comes from a survey conducted by Hart/Public Opinion Strategies for NBC News and *The Wall Street Journal.*
+++ Results among likely voters.

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Changing subjects...

Q7a.   Thinking about the holidays this year, approximately how much are you planning to spend on holiday shopping this year? **(IF RESPONDENT SAYS "NOT SURE," ASK**:) Well if you had to give me your best guess, about how much do you think you will spend?

	12/23	11/22	12/21	12/20	12/19	12/18	12/17	12/16	11-12/15
Less than $200	23	22	23	26	21	22	24	25	22
$200-$499	19	20	16	17	19	18	22	26	26
$500-$999	16	20	19	20	19	19	21	18	21
$1,000 or more	34	32	31	28	35	34	29	24	23
Not sure	8	6	11	9	6	7	4	7	8
Mean	*$1,308*	*$907*	*$1,004*	*$886*	*$987*	*$1,118*	*$907*	*$702*	*$672*
Mean (Among those who are spending at least something)	*$1,520*	*$1,055*	*$1,164*	*$1,036*	*$1,111*	*$1,298*	*$1,026*	*$777*	*$744*

	11-12/14	12/13	11/12	11/11	12/10	12/09	12/08	12/07	12/06
Less than $200	24	20	22	24	21	22	22	15	16
$200-$499	24	24	24	22	27	22	27	22	22
$500-$999	21	22	22	23	22	22	24	27	25
$1,000 or more	24	24	24	23	22	24	20	30	27
Not sure	7	10	8	8	8	10	7	6	10
Mean	*$765*	*$681*	*$742*	*$751*	*$615*	*$778*	*$704*	*$738*	*$688*
Mean (Among those who are spending at least something)	*$865*	*$754*	*$829*	*$855*	*$687*	*$873*	*$784*	*$782*	*$735*

(ASK ONLY OF RESPONDENTS WHO SAY A NUMBER IN Q.7a.)

Q7b.   And is that more than you spent on holiday shopping last year, about the same amount as you spent last year, or less than you spent last year?

	12/23		11/22	12/21	12/20	12/19	12/18	12/17	12/16
More than spent last year	18	**CONTINUE**	11	15	11	20	16	18	11
About the same amount as spent last year	43	**Skip to Q.8a**	46	47	48	51	56	55	58
Less than spent last year	37	**Skip to Q.7d**	41	35	39	27	26	25	29
Not sure	1	**Skip to Q.8a**	2	3	2	2	2	2	2

	11-12/15	11-12/14	12/13	12/10	12/09	12/08
	13	11	15	11	8	7
	56	57	42	49	42	37
	29	31	42	38	48	55
	2	1	1	2	2	1

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

(ASK ONLY OF RESPONDENTS WHO SAY "MORE THAN SPENT LAST YEAR" IN Q.7b.)

Q7c.   What would you say are the main reasons that you are spending more on holiday shopping this year than you did last year?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	Respondents Spending More This Year (n=169)								
	12/23	11/22	12/21	12/20	12/19	12/18	11-12/14	12/13	
Being paid more/income is higher	32	30	33	39	42	47	33	36	>
The prices for gifts are higher, inflation, things cost more [2]	24	30	16	5	6	NA	NA	5	
More kids, more grandkids, more people in the family, more people to buy for	19	12	4	7	8	NA	20	9	
Respondent or family member expects to have a higher income	2	4	4	7	9	8	NA	NA	
There are more good deals/better prices in stores	3	4	5	3	7	8	6	6	
The economy is in good/better shape[1]	5	4	5	2	5	9	8	11	
Stock market is strong/investments are worth more	1	-	3	1	2	3	4	4	
Other	19	16	3	9	5	25	13	27	
Not sure	2	7	9	12	15	5	14	17	

	All Respondents Spending On This Holiday (n=922)								
	12/23	11/22	12/21	12/20	12/19	12/18	11-12/14	12/13	
Being paid more/income is higher	6	3	5	4	8	8	4	5	>
The prices for gifts are higher, inflation, things cost more [2]	4	3	2	1	1	NA	NA	1	
More kids, more grandkids, more people in the family, more people to buy for	3	1	4	2	2	NA	2	1	
Respondent or family member expects to have a higher income	0	-	1	1	2	1	NA	NA	
Stock market is strong/investments are worth more	0	-	-	-	-	-	-	1	
There are more good deals/better prices in stores	1	-	1	-	1	1	1	1	
The economy is in good/better shape[1]	1	-	1	-	1	1	1	2	
Other	4	2	-	1	1	4	1	4	
Not sure	0	1	1	1	3	1	2	3	
Spent about the same or less than last year (Q.7b)	82	89	85	89	80	84	89	85	

[1] Prior to December 2018 the item was phrased, "The economy is in better shape."

[2] In December 2020 the item was phrased, "The prices for gifts are higher." Prior to December 2020 the item was phrased, "Prices have gone up."

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

(ASK ONLY OF RESPONDENTS WHO SAY "LESS THAN SPENT LAST YEAR" IN Q.7b.)

Q7d.   What would you say are the main reasons that you are spending less on holiday shopping this year than you did last year?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	Respondents Spending Less This Year (n=345)								
	12/23	11/22	12/21	12/20	12/19	12/18	11-12/14	12/13	
Inflation, things cost too much......................................	37	15	9	NA	NA	NA	NA	NA	
The economy is in bad/worse shape[2]...........................	21	38	25	17	13	9	17	22	>
Being paid less/income is lower	11	13	15	29	25	33	29	26	
Want to save money	10	12	17	16	17	24	21	16	
Having trouble paying regular bills[1]	8	8	12	7	9	10	7	14	
Don't want to increase credit card debt	3	2	1	4	4	2	4	6	
Respondent has higher taxes......................................	1	3	1	2	4	-	NA	NA	
Respondent or family member expects to have a lower income soon/job insecurity	1	3	5	7	5	6	5	11	
Stock market is weak, investments worth less	1	2	2	1	-	3	NA	NA	
Other	15	13	18	9	14	14	12	15	
Not sure...	1	1	3	5	6	3	8	5	

	All Respondents Spending On This Holiday (n=922)								
	12/23	11/22	12/21	12/20	12/19	12/18	11-12/14	12/13	
Inflation, things cost too much......................................	14	6	3	NA	NA	NA	NA	NA	
The economy is in bad/worse shape[2]...........................	8	16	9	6	3	2	5	9	>
Being paid less/income is lower	4	6	5	11	7	8	9	11	
Want to save money..	4	5	6	6	5	6	7	7	
Having trouble paying regular bills[1]	3	3	4	3	2	2	2	6	
Don't want to increase credit card debt	1	1	-	2	1	1	1	3	
Respondent or family member expects to have a lower income soon/job insecurity	1	1	2	3	1	2	2	5	
Stock market is weak/investments worth less	0	1	1	-	-	1	NA	NA	
Respondent has higher taxes......................................	0	1	-	1	1	-	NA	NA	
Other	6	5	6	4	5	4	4	6	
Not sure...	0	-	1	2	2	1	3	2	
Spent about the same or more than last year (Q.7b) ...	63	59	65	61	73	74	69	58	

[1] In December 2013 the item was phrased, "Lack of money/have trouble paying your regular bills."
[2] Prior to December 2018 the item was phrased, "The economy is not in good shape."

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

(ASK ONLY OF RESPONDENTS WHO SAY SPENDING MORE OR LESS IN Q.7b.)

7e. You said that you will be spending (more/less) on holiday shopping this year than you did last year. How much is that because of inflation and things costing more this year? Is it…

	Spending More		Spending Less	
	12/23 (n=169)	11/22 (n=80)	12/23 (n=345)	11/22 (n=309)
Entirely because of inflation..............	20	15	37	33
Mostly because of inflation	21	31	34	37
A little because of inflation	25	29	12	14
Not really because of inflation	29	23	16	13
Not sure...	5	2	1	3
Total Entirely/Mostly	**41**	**46**	**71**	**70**
Total A Little/Not Really	**54**	**52**	**28**	**27**

	12/23	11/22
% of all shoppers spending *more* entirely/mostly because of inflation.........	**7**	**5**
% of all shoppers spending *less* entirely/mostly because of inflation	**27**	**29**

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q8a.   In which one or two of the following ways have you already done or plan to do most of your holiday shopping? **(IF MORE THAN TWO, ASK:)** Well if you had to pick just one or two, which would you pick? **(IF RESPONDENT MENTIONS SOMETHING NOT ON LIST, RECORD IN "OTHER".)**

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	12/23	11/22	12/21	12/20	12/19	12/18	12/17	12/16	11-12/15	
Online, not in stores	57	51	50	55	43	44	45	40	38	>
At big-box stores, such as Wal-Mart or Best Buy	18	21	20	18	24	25	28	33	33	
At locally owned, non-chain stores	16	16	15	15	12	11	12	17	16	
At outlet or off-price stores, such as Home Goods or T.J. Maxx	7	7	7	5	6	6	9	11	10	
At department stores, such as Macy's or Kohl's[2]	8	7	8	7	14	14	15	16	19	
At wholesale retail stores, such as Costco, BJ's, or Sam's Club...	4	7	5	5	5	6	NA	NA	NA	
At chain stores, such as Old Navy or Victoria's Secret[1]	3	4	4	4	6	7	7	5	6	
At luxury stores, such as Tiffany or Neiman Marcus	1	2	2	1	2	2	2	2	2	
Other	7	3	-	3	2	4	9	8	6	
Not sure	4	10	14	14	10	11	6	4	5	

	11-12/14	12/13	11/12	11/11	12/10	12/09	12/08	12/07	11/06
Online, not in stores	38	35	28	27	25	21	21	22	18
At big-box stores, such as Wal-Mart or Best Buy	NA	40	39	42	48	40	45	44	49
At locally owned, non-chain stores	8	15	13	12	13	13	11	14	14
At outlet or off-price stores, such as Home Goods or T.J. Maxx	33	NA	NA	NA	NA	NA	NA	NA	NA
At department stores, such as Macy's or Kohl's[2]	22	17	23	19	25	22	24	27	25
At wholesale retail stores, such as Costco, BJ's, or Sam's Club...	1	NA	NA	NA	NA	NA	NA	NA	NA
At chain stores, such as Old Navy or Victoria's Secret[1]	15	7	9	7	9	9	7	11	
At luxury stores, such as Tiffany or Neiman Marcus	NA	1	2	2	1	1	1	2	1
Other	6	9	10	9	9	8	9	7	6
Not sure	7	6	5	5	3	9	4	2	2

[1] Prior to December 2017 the item was phrased, "At chain stores, such as J. Crew or Barnes and Noble ."
[2] Prior to December 2017 the item was phrased, "At department stores, such as Macy's or Sears."

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

(ASK ONLY OF RESPONDENTS WHO SAY "ONLINE" IN Q.8a.)
Q8b   At which of the following types of online stores, apps, or websites do you expect to do most of your ONLINE holiday shopping? (IF MORE THAN TWO, ASK:) Well, if you had to pick just one or two, which would you pick?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	Online is Top Outlet (Q.8a)						
	12/23	11/22	12/21	12/20	12/19	12/18	12/17
Amazon	74	74	70	68	81	76	76	>
Walmart	16	12	10	12	7	8	8
Big-box stores, such as Target or Best Buy	7	8	8	11	5	10	5
Specialty goods, such as Etsy or local business websites	14	8	14	14	8	6	7
Department stores, such as Macy's or Kohl's	6	7	7	10	7	6	6
Other	5	3	1	2	2	4	7
Not sure	3	1	2	3	1	2	4

	All Adults						
	12/23	11/22	12/21	12/20	12/19	12/18	12/17
Amazon	43	38	35	37	35	33	35	>
Walmart	9	6	5	7	3	4	4
Big-box stores, such as Target or Best Buy	4	4	4	6	2	4	2
Specialty goods, such as Etsy or local business websites	8	4	7	8	3	3	3
Department stores, such as Macy's or Kohl's	3	3	4	6	3	3	3
Other	3	2	1	1	1	2	3
Not sure	2	1	1	2	1	1	2
Non-online shoppers (Q.8a)	43	49	50	45	57	56	55

Q9.   When it comes to buying holiday gifts, do you expect to use credit cards or other types of debt that you will not immediately pay off in full in your next bill and for which you will carry a balance for some amount of time?

	12/23	11/22	12/21	12/18	12/16	11-12/15	11-12/14	12/13	11/12	11/11
Yes	31	30	22	29	26	27	29	21	23	21
No	65	65	72	64	70	69	68	73	73	74
Depends (VOL)	2	3	3	4	3	2	2	5	3	3
Not sure	2	2	3	3	1	2	1	1	1	2

Q10.   When buying gifts this year, did you use, or do you plan to use, a buy-now-pay-later service such as Afterpay, Affirm, or Klarna?

Yes	10
No	87
Depends	1
Not sure	2

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Q11.   Do you expect the value of your home to increase, decrease, or stay about the same over the next twelve months? If you do not own your home, please just say so.

HOMEOWNERS[1]

	12/23	7/23	4/23	11/22	10/22+	7/22	4/22	4/21	12/20	10/20+	6/20+
Increase	45	44	35	38	32	38	52	48	41	42	38
Decrease	13	13	19	19	23	17	11	12	10	7	9
Stay about the same	39	39	43	41	43	41	34	36	46	46	48
Not sure	3	4	3	2	2	4	3	4	3	5	5

	4/20	12/19	9/19	5/19	3/19	12/18	6/18	3/18	12/17	9/17	6/17
	24	50	44	46	42	42	46	49	44	43	54
	20	5	8	6	8	9	5	6	5	6	6
	51	42	46	44	47	47	45	43	49	46	40
	5	3	2	4	3	2	4	2	2	5	-

	4/17	12/16	10/16+	6/16+	3/16	3/16	11-12/15	6/15	3/15	11-12/14	9/14
	45	41	38	34	37	37	36	40	32	34	28
	6	4	5	7	8	8	7	8	8	6	9
	49	55	57	59	55	55	57	52	60	60	63
	-	-	-	-	-	-	-	-	-	-	-

	6/14	3/14	12/13	9/13	6/13	3/13	11/12	9/12	5/12	3/12	11/11
	36	31	34	32	38	33	24	27	22	22	15
	9	10	10	14	14	13	13	19	16	20	20
	55	59	56	54	48	54	63	54	62	58	65
	-	-	-	-	-	-	-	-	-	-	-

	6/11	3/11	10/10	12/09	12/08	9/08	6/08	2/08	12/07	10/07	3/07
	15	18	19	20	17	24	23	26	34	40	48
	30	24	21	20	22	20	23	20	16	11	9
	55	58	60	59	61	56	54	54	50	49	43
	-	-	-	-	-	-	-	-	-	-	-

+ Results are among registered voters

[1] Results shown among respondents who own their home, consisting of 67% in 12/23, 69% in 7/23, 71% in 4/23, 76% in 11/22, 80% in 10/22, 78% in 7/22, 78% in 4/22, 81% in 4/21, 76% in 12/20, 79% in 10/20, 81% in 6/20, 77% in 4/20, 75% in 12/19, 75% in 9/19, 73% in 5/19, 73% in 3/19, 79% in 12/18, 72% in 6/18, 77% in 3/18, 74% in 12/17, 74% in 9/17, 72% in 6/17, 71% in 4/17, 70% in 12/16, 78% in 10/16, 80% in 6/16, 76% in 3/16, 70% in 12/16, 78% in 10/16, 80% in 6/16, 76% in 3/16, 77% in 12/15, 74% in 6/15, 71% in 3/15, 83% in 11-12/14, 72% in 9/14, 80% in 6/14, 77% in 3/14, 76% in 12/13, 78% in 9/13, 77% in 6/13, 74% in 3/13, 74% in 11/12, 77% in 9/12, 76% in 5/12, 77% in 3/12, 77% in 11/11, 75% in 6/11, 78% in 3/11, 80% in 12/10, 83% in 10/10, 84% in 12/09, 77% in 12/08, 85% in 9/08, 86% in 6/08, 81% in 2/08, 82% in 12/07, 82% in 10/07, and 84% in 3/07.

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Q12.   Do you have money invested in the stock market or mutual funds, including IRAs and 401(k)s**? (IF 'YES,' ASK:)** And is the value of these investments above or below $50,000?

	12/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10/21	7/21	4/21
Yes, Have Money Invested	**58**	**54**	**54**	**56**	**66**	**60**	**53**	**51**	**55**	**55**	**51**
Above $50,000..................	31	28	28	29	35	31	27	25	27	28	29
Below $50,000	23	22	20	22	25	22	20	20	21	20	16
Not sure how much...........	3	4	6	5	6	7	6	6	7	7	6
No, no money invested	41	43	44	42	31	37	43	46	43	42	45
Not sure/refused	1	3	2	2	3	3	4	3	2	3	4

	12/20	10/20+	6/20+	4/20	12/19	9/19	5/19	3/19	12/18	10/18+	6/18
	53	**58**	**58**	**55**	**56**	**53**	**52**	**54**	**53**	**62**	**56**
	28	30	32	29	30	29	27	26	29	31	30
	18	20	19	18	21	17	18	21	18	23	19
	7	8	7	8	5	7	7	7	6	8	7
	44	38	39	42	41	45	45	44	44	36	42
	3	4	3	3	3	2	3	2	3	2	2

	3/18	12/17	9/17	6/17	4/17	12/16	10/16+	6/16+	3/16	11-12/15	10/15
	58	**54**	**54**	**53**	**53**	**50**	**61**	**59**	**53**	**54**	**54**
	30	32	29	32	31	26	34	31	31	28	30
	22	18	18	16	16	19	19	21	16	19	18
	6	4	7	5	6	5	8	7	6	7	6
	40	45	44	45	45	48	37	38	45	44	43
	2	1	2	2	2	2	2	3	2	2	3

	6/15	3/15	11-12/14	9/14	6/14	3/14	12/13	9/13	6/13	3/13	11/12
	47	**49**	**51**	**49**	**49**	**52**	**53**	**51**	**48**	**55**	**51**
	26	26	24	25	28	29	28	28	26	29	25
	15	17	18	18	16	18	20	17	16	20	21
	6	6	9	6	5	5	5	6	6	6	5
	49	49	47	49	49	47	46	47	50	43	47
	4	2	2	2	2	1	1	2	2	2	2

	9/12	5/12	3/12	11/11	6/11	3/11	12/10	10/10	12/09
	52	**52**	**49**	**51**	**52**	**46**	**47**	**45**	**46**
	28	26	24	27	29	25	27	20	21
	19	21	19	19	19	21	20	25	25
	5	5	6	5	4	NA	NA	NA	NA
	46	46	49	47	46	47	45	44	42
	2	2	2	2	2	7	8	11	12

+ Results are among registered voters.

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Q13.   In your opinion, would you say this is a good time or a bad time to be investing in the stock market**? (IF 'GOOD TIME' OR 'BAD TIME,' ASK:)** Would you say it is a very (good time/bad time) or just a somewhat (good time/bad time)?

	12/23	10/23	7/23	4/23	11/22	10/22+	7/22	4/22	12/21	10//21	7/21
Very good time	7	5	7	4	8	7	7	7	10	7	9
Just a somewhat good time	23	20	25	19	18	21	21	21	23	24	24
Just a somewhat bad time	28	32	28	30	30	30	32	30	24	26	24
Very bad time	14	19	18	23	21	22	23	18	12	14	14
Not sure	28	24	21	23	23	20	17	24	31	29	29
Total Good time	**30**	**26**	**33**	**24**	**26**	**28**	**27**	**28**	**33**	**31**	**33**
Total Bad time	**42**	**51**	**46**	**53**	**51**	**52**	**55**	**48**	**36**	**40**	**38**

	4/21	12/20	10/20+	6/20+	4/20	12/19	9/19	5/19	3/19	12/18	10/18+
	14	15	15	17	19	16	11	14	15	11	22
	23	25	26	26	22	29	24	27	26	27	29
	23	24	25	24	23	19	26	24	22	26	19
	12	12	10	13	22	6	10	8	8	10	6
	28	24	24	20	14	30	29	27	29	26	24
Total Good time	**37**	**40**	**41**	**43**	**41**	**45**	**35**	**41**	**41**	**38**	**51**
Total Bad time	**35**	**36**	**35**	**37**	**45**	**25**	**36**	**32**	**30**	**36**	**25**

	6/18	3/18	12/17	9/17	6/17	4/17	12/16	10/16+	6/16+	3/16	11-12/15
	15	16	20	13	14	12	11	6	6	4	5
	27	25	30	29	30	35	29	24	26	27	32
	21	21	23	22	22	*20*	23	27	27	*33*	26
	6	9	6	7	*9*	*8*	11	13	13	12	11
	31	29	21	29	*25*	*25*	26	30	28	24	26
Total Good time	**42**	**41**	**50**	**42**	**44**	**47**	**40**	**30**	**32**	**31**	**37**
Total Bad time	**27**	**30**	***29***	***29***	**31**	**28**	**34**	**40**	**40**	**45**	**37**

	10/15	6/15	3/15	11-12/14	9/14	6/14	3/14	12/13	9/13	6/13	3/13
	5	8	9	12	7	9	10	9	8	10	9
	28	31	30	29	24	27	29	29	30	26	31
	31	25	25	22	29	26	25	27	26	23	26
	15	9	9	8	11	13	14	12	13	15	13
	21	27	27	29	29	25	22	23	23	26	21
Total Good time	**33**	**39**	**39**	**41**	**31**	*36*	**39**	**38**	*38*	**36**	**40**
Total Bad time	**46**	**34**	**34**	**30**	**40**	*39*	**39**	**39**	*39*	**38**	**39**

	11/12	9/12	5/12	3/12	11/11	6/11	3/11	12/10	10/10	12/09	12/08
	7	7	4	7	7	7	8	7	6	12	15
	24	23	26	24	22	24	27	28	31	29	23
	30	30	33	33	31	33	31	31	31	24	22
	17	18	19	16	22	17	15	15	20	24	30
	22	22	18	20	18	19	19	19	12	11	10
Total Good time	**31**	**30**	**30**	**31**	**29**	**31**	**35**	**35**	**37**	**41**	**38**
Total Bad time	**47**	**48**	**52**	**49**	**53**	**50**	**46**	**46**	**51**	**48**	**52**

	10/07
	13
	36
	18
	9
	24
Total Good time	**49**
Total Bad time	**27**

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Q14.   Which ONE of the following do you think is the MOST important issue facing the country right now?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	12/23	10/23	7/23	10/22+	7/22	4/22	10/21	7/21
Cost of living[1].....................................	30	32	30	26	32	28	19	13
Immigration and border security[3]..........	18	18	12	13	12	14	16	13
Foreign policy and national security	12	8	NA	NA	NA	NA	NA	NA
The federal deficit and government spending..	10	9	NA	NA	NA	NA	NA	NA
Healthcare	8	9	9	NA	NA	NA	NA	NA
Crime...	5	8	9	11	12	8	7	12
Abortion	4	5	6	8	14	NA	NA	NA
Jobs and unemployment[2].....................	4	4	6	6	8	7	5	10
Other	7	3	4	2	5	4	5	5
Don't Know	1	3	3	1	1	-	-	-

+ Results are among registered voters.
[1] In July 2021 the item was phrased, "Inflation."
[2] Prior to April 2022, the item was phrased, "Unemployment."
[3] Prior to April 2022, the item was phrased, "Immigration."

Q15 and Q16 held for future release.

Now I am going to ask you a few questions for statistical purposes only.

Q2020V. Did you vote in the 2020 election for president?

Yes, voted	84
No, did not vote	15
Not sure..	1

QF1bcTH. For whom did you vote--Joe Biden, the Democrat, Donald Trump, the Republican, or Jo Jorgensen, the Libertarian? **(IF 'NO, DID NOT VOTE' OR 'NOT SURE,' ASK:)** Even though you did not vote in the election, which candidate did you support and want to win--Joe Biden, Donald Trump, Jo Jorgensen, or did you not support any of them?

Voted for/supported Joe Biden...............	48
Voted for/supported Donald Trump	45
Voted for/supported Jo Jorgensen	1
Voted for/supported another candidate ..	0
Did not vote or support any	5
Not sure..	2

QIDEOL. In terms of your views on political issues, would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal	11
Somewhat liberal...................................	16
Moderate	26
Somewhat conservative	23
Very conservative..................................	17
Not sure..	6
Total Liberals	**27**
Total Conservatives	**41**

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.

Qinc2.   If you added together the yearly income of all the members of your family who were living at home last year, what would the total be? I'm going to read some income ranges. Please stop me when I reach the range for your family--less than ten thousand dollars, between ten thousand dollars and twenty thousand dollars, between twenty thousand dollars and thirty thousand dollars, between thirty thousand dollars and forty thousand dollars, between forty thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and one hundred and fifty thousand dollars, or more than one hundred and fifty thousand dollars.

Less than $10,000	4
$10,000 to $20,000	6
$20,001 to $30,000	10
$30,001 to $40,000	7
$40,001 to $50,000	10
$50,001 to $75,000	16
$75,001 to $100,000	13
$100,001 to $150,000	13
More than $150,000	14
Not sure/refused	7

QECON. How would you describe your economic circumstances--poor, working class, middle class, upper-middle class, or well-to-do?

Poor	11
Working class	31
Middle class	40
Upper-middle class	15
Well to-do	2
Not sure	2

Due to rounding, not all tables will add to 100. When totaled responses differ from individual responses, totaled responses are more precise.