Table 1

Q1. If you could only celebrate ONE of these holidays for the rest of your life, which would you celebrate?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Christmas, Hanukkah, and Kwanzaa	734	191	87	102	212	143	114	168	287	167	334	401	269	207	258	124	99	111	146	108	147	265	226	178	287	205	243	483	77	115	34	27	260	475
	49%	48%	44%	52%	51%	47%	44%	53%	50%	46%	46%	51%	56%	43%	47%	54%	44%	42%	58%	43%	52%	42%	54%	56%	49%	45%	53%	52%	40%	45%	67%	33%	54%	46%
													NO			QRT			QRT		RT		V	V			Z	C1F1			C1D1F1		H1	
Thanksgiving	308	81	44	29	83	71	62	58	114	74	164	143	74	93	141	39	47	79	35	46	62	136	76	63	128	90	90	181	60	49	2	15	85	223
	20%	20%	22%	15%	20%	23%	24%	18%	20%	20%	23%	18%	15%	19%	26%	17%	21%	30%	14%	18%	22%	22%	18%	20%	22%	20%	19%	19%	32%	19%	5%	19%	18%	22%
						D					L				MN			PQSTU			S							E1	B1D1E1	E1				
Halloween	260	71	44	27	66	52	47	50	86	77	110	150	91	106	63	40	46	25	52	60	38	127	66	50	81	92	88	153	14	59	10	24	82	178
	17%	18%	22%	14%	16%	17%	18%	16%	15%	21%	15%	19%	19%	22%	12%	17%	20%	10%	21%	24%	13%	20%	16%	16%	14%	20%	19%	16%	8%	23%	19%	30%	17%	17%
			D							I			O	O		R	RU		RU	RU						Y	Y	C1		B1C1		B1C1		
Easter	84	21	12	16	19	16	13	15	36	21	42	42	21	26	37	12	9	20	9	16	17	35	26	14	37	30	17	55	11	13	-	5	22	62
	6%	5%	6%	8%	5%	5%	5%	5%	6%	6%	6%	5%	4%	5%	7%	5%	4%	8%	4%	6%	6%	6%	6%	4%	6%	7%	4%	6%	6%	5%		7%	5%	6%
																		S							A1	A1								
None of these, I'm a holiday hermit	122	35	11	22	34	19	22	25	51	24	68	54	25	50	46	15	26	27	11	24	20	66	24	14	56	40	26	59	27	22	4	9	32	90
	8%	9%	6%	11%	8%	6%	8%	8%	9%	7%	9%	7%	5%	10%	8%	6%	12%	10%	4%	9%	7%	11%	6%	5%	10%	9%	6%	6%	14%	8%	9%	12%	7%	9%
														M	M		S	S		S		WX			A1				B1					

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 2

Q2. What is the reason [PIPE Q1 RESPONSE] wins for you?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Exclude none at Q1	1386	365	186	174	380	282	235	291	522	338	650	736	456	431	499	214	201	235	242	230	264	564	394	305	532	417	437	871	162	236	46	71	448	938
BASE: UNWEIGHTED	1389	369	185	172	381	282	244	289	524	332	675	714	405	452	532	196	233	246	209	219	286	553	387	327	507	409	473	964	156	197	26	46	425	964
Time with family	497	126	64	58	154	96	79	105	197	115	232	265	161	126	210	78	65	89	83	61	121	186	160	109	205	147	145	323	60	82	5	26	182	315
	36%	34%	34%	33%	40%	34%	34%	36%	38%	34%	36%	36%	35%	29%	42%	36%	33%	38%	34%	26%	46%	33%	41%	36%	39%	35%	33%	37%	37%	35%	12%	36%	41%	34%
															MN	T		T			QST		V					E1	E1	E1		E1	H1	
The decorations and atmosphere	287	82	40	34	69	62	51	56	107	72	111	176	107	103	77	44	41	26	63	63	50	120	74	71	92	96	99	187	15	58	9	18	89	198
	21%	22%	22%	20%	18%	22%	22%	19%	20%	21%	17%	24%	23%	24%	15%	20%	20%	11%	26%	27%	19%	21%	19%	23%	17%	23%	23%	21%	9%	25%	19%	25%	20%	21%
												K	O	O		R	R		R	RU	R					Y		C1		C1		C1		
The food	220	62	34	27	54	42	45	51	63	61	118	102	58	89	73	29	47	42	29	42	31	114	46	48	93	62	65	121	47	31	10	11	73	147
	16%	17%	19%	16%	14%	15%	19%	18%	12%	18%	18%	14%	13%	21%	15%	14%	24%	18%	12%	18%	12%	20%	12%	16%	18%	15%	15%	14%	29%	13%	21%	16%	16%	16%
							I			I	L			MO			PSU					W							B1D1F1					
Faith or tradition	181	43	13	35	51	39	26	36	87	32	85	96	46	46	89	16	18	52	30	28	37	64	65	30	85	50	46	130	12	34	2	3	49	132
	13%	12%	7%	20%	13%	14%	11%	13%	17%	10%	13%	13%	10%	11%	18%	7%	9%	22%	12%	12%	14%	11%	16%	10%	16%	12%	10%	15%	8%	14%	4%	4%	11%	14%
				BC	C	C			GJ						MN			PQSTU			P		VX		A1			C1E1F1		C1E1F1				
The presents (giving or getting)	62	19	12	3	13	15	13	15	18	17	32	31	38	17	7	23	6	3	15	11	4	26	13	11	24	15	24	35	8	4	7	7	19	44
	4%	5%	6%	2%	4%	5%	6%	5%	3%	5%	5%	4%	8%	4%	1%	11%	3%	1%	6%	5%	2%	5%	3%	4%	4%	4%	5%	4%	5%	2%	16%	10%	4%	5%
		D	D			D							NO	O		QRTU			RU	R														
Time with friends	36	7	6	1	17	5	5	7	14	11	20	16	11	11	14	7	6	8	4	5	7	16	13	6	7	19	11	18	5	10	2	1	7	29
	3%	2%	3%	0%	4%	2%	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	2%	2%	2%	3%	3%	2%	1%	5%	2%	2%	3%	4%	4%	1%	2%	3%
					D																					Y								
Entertainment shows and sports on TV-Cable-Stream	30	7	6	1	7	8	4	4	9	14	14	17	10	11	9	4	4	5	6	7	4	15	6	8	11	5	14	15	4	7	2	2	10	20
	2%	2%	3%	1%	2%	3%	2%	1%	2%	4%	2%	2%	2%	3%	2%	2%	2%	2%	2%	3%	1%	3%	1%	3%	2%	1%	3%	2%	3%	3%	5%	3%	2%	2%
										H																								
The days off from work or school	29	8	5	4	5	7	6	8	11	4	18	11	21	6	3	12	5	2	9	1	1	4	9	12	3	5	21	10	4	4	9	2	10	19
	2%	2%	3%	2%	1%	3%	3%	3%	2%	1%	3%	1%	5%	1%	1%	5%	3%	1%	4%	0%	0%	1%	2%	4%	1%	1%	5%	1%	3%	2%	19%	3%	2%	2%
													NO			RTU			TU					V			YZ				B1			
Other (specify)	44	10	5	11	10	8	7	8	17	12	20	24	5	22	17	2	8	9	2	13	8	19	9	9	13	18	13	32	6	5	-	1	9	35
	3%	3%	3%	6%	3%	3%	3%	3%	3%	4%	3%	3%	1%	5%	3%	1%	4%	4%	1%	6%	3%	3%	2%	3%	2%	4%	3%	4%	4%	2%		2%	2%	4%
														M	M		S			PS														

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 3

Q2. What is the reason Halloween wins for you?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Mentioned Halloween at Q1	260	71	44	27	66	52	47	50	86	77	110	150	91	106	63	40	46	25	52	60	38	127	66	50	81	92	88	153	14	59	10	24	82	178
BASE: UNWEIGHTED	270	75	40	29	68	58	49	51	96	74	126	144	85	117	68	39	57	30	46	60	38	124	70	57	83	98	89	186	14	50	5	15	82	188
The decorations and atmosphere	172	48	30	19	39	36	33	28	61	49	69	103	58	71	43	24	27	18	33	44	25	78	44	36	55	61	56	107	5	39	5	16	52	120
	66%	67%	69%	69%	59%	69%	71%	57%	71%	64%	63%	69%	63%	68%	68%	61%	60%	69%	65%	73%	67%	61%	67%	72%	68%	67%	63%	70%	36%	66%	50%	68%	64%	67%
																												C1						
Time with family	20	3	1	4	7	4	1	5	9	5	5	15	10	4	6	2	2	1	8	2	4	11	7	1	4	8	8	7	2	8	-	3	11	8
	8%	5%	3%	14%	11%	7%	2%	9%	11%	6%	5%	10%	11%	4%	9%	4%	4%	5%	16%	3%	12%	9%	11%	1%	5%	8%	9%	5%	13%	14%		11%	14%	5%
									G										T			X	X										H1	
Time with friends	14	4	2	-	5	3	2	3	3	7	8	6	6	5	3	4	3	1	2	2	1	7	4	2	2	8	4	7	1	6	-	-	4	10
	5%	5%	5%		8%	5%	4%	5%	4%	9%	7%	4%	7%	5%	4%	10%	6%	5%	5%	4%	4%	5%	6%	5%	2%	9%	4%	5%	5%	11%			5%	6%
																										Y								
Entertainment shows and sports on TV-Cable-Stream	14	2	4	-	3	5	1	4	4	5	6	8	4	3	7	2	1	3	3	2	3	8	3	3	4	2	7	6	2	3	-	2	3	11
	5%	3%	9%		5%	9%	2%	8%	4%	6%	5%	5%	5%	3%	10%	4%	2%	13%	5%	3%	8%	7%	4%	5%	5%	2%	8%	4%	15%	5%		9%	3%	6%
The food	13	3	4	-	6	1	2	5	1	6	8	5	4	8	1	2	7	-	3	1	1	7	3	4	5	3	4	8	-	-	5	-	8	5
	5%	5%	9%		8%	1%	3%	10%	2%	7%	7%	3%	5%	7%	2%	4%	15%		5%	2%	4%	5%	4%	8%	7%	4%	5%	6%			50%		10%	3%
																	PT														B1			
The presents (giving or getting)	6	5	-	-	1	0	3	3	-	0	5	1	5	1	-	5	0	-	-	1	-	5	-	1	-	1	6	2	1	-	-	3	1	5
	2%	7%			2%	0%	7%	6%		0%	5%	1%	6%	1%		13%	0%			2%		4%		2%		1%	6%	1%	10%			13%	1%	3%
											L					QT																		
Faith or tradition	4	2	1	1	-	1	2	-	1	1	1	2	1	2	1	-	1	1	1	2	-	2	-	1	2	-	1	4	-	-	-	-	1	3
	1%	2%	2%	2%		1%	3%		1%	1%	1%	2%	1%	2%	1%		1%	3%	2%	3%		2%		3%	3%		2%	2%					1%	2%
The days off from work or school	0	-	-	-	-	0	-	-	0	-	-	0	0	-	-	-	-	-	0	-	-	-	0	-	0	-	-	-	-	0	-	-	-	0
	0%					1%			1%			0%	1%						1%				1%		1%					1%				0%
Other (specify)	17	5	1	4	3	3	3	3	6	5	8	9	2	12	3	1	5	1	1	6	2	9	5	2	7	8	1	12	3	2	-	-	2	15
	6%	7%	3%	14%	5%	6%	7%	5%	6%	7%	7%	6%	3%	11%	5%	3%	11%	5%	2%	11%	5%	7%	7%	4%	9%	9%	2%	8%	21%	4%			3%	8%
														M											A1									

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 4

Q2. What is the reason Thanksgiving wins for you?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Mentioned Thanksgiving at Q1	308	81	44	29	83	71	62	58	114	74	164	143	74	93	141	39	47	79	35	46	62	136	76	63	128	90	90	181	60	49	2	15	85	223
BASE: UNWEIGHTED	318	85	48	32	87	66	60	62	115	81	175	143	68	97	153	36	53	86	32	44	67	135	75	75	120	91	107	205	56	43	2	12	81	237
The food	130	39	19	10	32	30	28	25	43	34	73	56	27	54	49	12	29	32	15	25	17	65	27	28	56	37	37	75	30	17	1	7	40	90
	42%	48%	43%	34%	38%	42%	44%	43%	38%	46%	44%	39%	36%	58%	35%	31%	62%	41%	43%	54%	27%	47%	36%	44%	44%	41%	41%	41%	50%	35%	28%	46%	47%	40%
														MO			PRU			PU														
Time with family	129	28	19	14	38	29	22	27	52	28	64	65	30	25	73	17	13	33	13	12	40	53	39	24	56	42	31	77	25	23	-	3	31	98
	42%	34%	44%	49%	46%	41%	35%	46%	46%	38%	39%	45%	41%	27%	52%	45%	28%	42%	37%	25%	65%	39%	52%	37%	44%	46%	35%	43%	41%	48%		22%	36%	44%
															N						QRST													
Faith or tradition	14	3	2	3	2	3	2	-	8	4	5	9	4	5	5	1	1	3	2	4	2	10	1	1	7	4	3	11	1	1	-	1	6	8
	4%	4%	4%	11%	3%	5%	4%		7%	5%	3%	6%	5%	5%	4%	3%	1%	4%	7%	9%	4%	7%	2%	2%	5%	4%	3%	6%	1%	3%		9%	7%	4%
																						X												
Time with friends	9	2	1	-	4	1	3	1	4	1	7	2	2	2	6	2	1	4	-	1	2	3	3	3	1	4	4	4	2	3	-	1	1	8
	3%	3%	3%		5%	2%	5%	1%	3%	2%	4%	2%	2%	2%	4%	5%	2%	5%		2%	3%	2%	4%	5%	1%	4%	5%	2%	3%	6%		5%	1%	4%
Entertainment shows and sports on TV-Cable-Stream	7	2	1	1	1	3	1	-	3	3	4	3	2	3	2	-	2	2	2	1	-	2	3	2	2	2	3	4	1	2	-	-	3	4
	2%	2%	2%	2%	1%	4%	1%		3%	4%	2%	2%	3%	3%	1%		4%	3%	6%	2%		1%	4%	3%	1%	3%	3%	2%	1%	5%			3%	2%
The decorations and atmosphere	6	2	-	-	1	4	2	2	1	2	1	5	4	2	1	1	-	-	3	2	1	3	1	1	3	2	2	4	1	2	-	-	3	3
	2%	2%			1%	6%	4%	3%	1%	2%	1%	4%	5%	2%	0%	3%			7%	4%	1%	2%	1%	1%	2%	2%	2%	2%	1%	3%			4%	1%
The days off from work or school	4	3	-	-	1	-	2	1	1	1	4	-	2	1	1	2	1	1	-	-	-	-	1	1	3	-	1	2	1	-	2	-	-	4
	1%	3%			2%		3%	1%	1%	1%	2%		3%	1%	1%	6%	2%	1%					1%	1%	2%		1%	1%	1%		72%			2%
The presents (giving or getting)	3	1	-	-	2	-	1	2	-	-	3	-	3	-	-	3	-	-	-	-	-	-	-	1	-	-	3	-	-	-	-	3	2	1
	1%	2%			2%		2%	3%			2%		4%			7%								2%			3%					19%	2%	1%
Other (specify)	7	2	2	1	2	1	1	2	2	2	4	3	-	3	4	-	1	3	-	2	1	2	-	3	1	-	6	5	1	1	-	-	1	6
	2%	2%	4%	3%	2%	1%	2%	3%	2%	2%	2%	2%		3%	3%		1%	4%		5%	1%	2%		4%	1%		6%	3%	2%	1%			1%	3%
																											Y							

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 5

Q2. What is the reason Christmas, Hanukkah, and Kwanzaa wins for you?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Mentioned Christmas, Hanukkah, and Kwanzaa at Q1	734	191	87	102	212	143	114	168	287	167	334	401	269	207	258	124	99	111	146	108	147	265	226	178	287	205	243	483	77	115	34	27	260	475
BASE: UNWEIGHTED	722	189	85	97	209	142	122	162	280	158	336	386	236	212	274	111	113	112	125	99	162	260	219	181	272	192	258	519	75	93	19	16	239	483
Time with family	337	89	42	40	107	59	54	73	130	81	156	182	116	95	126	54	49	52	62	46	74	119	108	85	138	95	104	234	31	50	5	18	136	202
	46%	47%	49%	39%	50%	41%	47%	43%	46%	48%	47%	45%	43%	46%	49%	44%	50%	47%	42%	43%	50%	45%	48%	48%	48%	46%	43%	48%	40%	43%	16%	68%	52%	42%
																												E1	E1	E1		C1E1	H1	
Faith or tradition	108	25	4	21	33	25	13	25	54	16	52	56	30	22	55	9	10	32	21	12	23	30	46	17	50	27	31	77	6	22	2	2	31	77
	15%	13%	4%	20%	16%	18%	12%	15%	19%	10%	15%	14%	11%	11%	21%	7%	10%	29%	15%	11%	15%	11%	20%	10%	17%	13%	13%	16%	7%	19%	5%	6%	12%	16%
		C		C	C	C			J						MN			PQSTU			P		VX					C1		C1E1				
The decorations and atmosphere	105	30	10	15	28	22	15	25	42	22	38	66	44	29	32	17	13	9	27	16	23	37	28	34	33	31	40	74	7	18	4	1	34	71
	14%	16%	12%	14%	13%	15%	13%	15%	15%	13%	11%	17%	16%	14%	12%	14%	13%	8%	19%	15%	16%	14%	12%	19%	12%	15%	16%	15%	9%	15%	12%	5%	13%	15%
																			R		R													
The food	74	20	9	16	16	12	16	21	19	18	36	38	23	28	23	15	12	10	9	16	13	39	16	16	29	21	24	37	17	14	4	2	26	48
	10%	10%	11%	16%	8%	9%	14%	13%	6%	11%	11%	9%	9%	13%	9%	12%	12%	9%	6%	15%	9%	15%	7%	9%	10%	10%	10%	8%	22%	12%	12%	7%	10%	10%
							I													S		W							B1					
The presents (giving or getting)	52	13	11	3	10	15	8	10	17	16	23	29	30	16	6	15	6	3	15	10	4	20	13	9	23	14	15	32	7	4	7	2	15	37
	7%	7%	13%	3%	5%	10%	7%	6%	6%	10%	7%	7%	11%	8%	2%	12%	6%	2%	11%	9%	3%	8%	6%	5%	8%	7%	6%	7%	9%	4%	21%	6%	6%	8%
			DE			D							O	O		RU			RU	U														
The days off from work or school	25	5	5	4	4	7	4	7	10	3	14	10	18	5	2	9	4	1	9	1	1	4	8	11	-	5	19	8	4	4	7	2	10	14
	3%	3%	5%	4%	2%	5%	4%	4%	3%	2%	4%	3%	7%	2%	1%	8%	4%	1%	6%	1%	1%	1%	3%	6%		3%	8%	2%	5%	3%	20%	8%	4%	3%
													NO			RTU			RTU					V			Z							
Time with friends	13	2	3	1	8	1	-	4	7	3	6	7	3	4	6	2	2	2	2	2	4	6	5	1	4	7	2	8	2	1	2	-	2	11
	2%	1%	3%	1%	4%	1%		2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	0%	1%	3%	1%	2%	3%	1%	5%		1%	2%
Entertainment shows and sports on TV-Cable-Stream	10	4	2	1	3	1	2	-	2	6	4	6	3	5	1	2	1	-	1	4	1	5	-	3	5	1	4	5	1	1	2	-	5	5
	1%	2%	2%	1%	1%	1%	2%		1%	3%	1%	2%	1%	3%	0%	2%	1%		1%	4%	0%	2%		2%	2%	1%	2%	1%	2%	1%	7%		2%	1%
														O																				
Other (specify)	11	3	1	3	3	1	1	1	6	2	5	6	1	2	8	1	1	3	-	1	5	5	3	1	4	4	3	8	2	1	-	-	1	10
	2%	1%	1%	3%	2%	1%	1%	1%	2%	1%	2%	2%	0%	1%	3%	1%	1%	2%		1%	4%	2%	1%	0%	1%	2%	1%	2%	3%	1%			0%	2%
															M																			

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 6

Q2. What is the reason Easter wins for you?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Mentioned Easter at Q1	84	21	12	16	19	16	13	15	36	21	42	42	21	26	37	12	9	20	9	16	17	35	26	14	37	30	17	55	11	13	-	5	22	62
BASE: UNWEIGHTED	79	20	12	14	17	16	13	14	33	19	38	41	16	26	37	10	10	18	6	16	19	34	23	14	32	28	19	54	11	11	-	3	23	56
Faith or tradition	56	13	7	11	16	9	8	11	24	12	28	28	11	17	28	5	7	16	5	11	12	22	17	10	26	20	10	39	6	11	-	-	12	44
	66%	62%	60%	70%	82%	56%	68%	74%	68%	58%	66%	67%	50%	67%	75%	43%	70%	79%	60%	66%	71%	63%	67%	76%	70%	65%	62%	71%	55%	84%			55%	70%
Time with family	11	5	1	-	1	4	2	1	5	3	8	4	4	2	5	4	1	2	-	1	3	4	6	-	6	3	2	6	3	1	-	2	4	7
	13%	23%	8%		6%	26%	19%	6%	15%	13%	19%	8%	21%	8%	13%	37%	11%	11%		6%	15%	11%	21%		17%	9%	14%	10%	26%	8%		33%	20%	11%
The decorations and atmosphere	4	2	-	1	1	-	1	1	2	-	2	2	1	1	1	1	1	-	-	1	1	2	1	-	1	2	1	2	2	-	-	-	-	4
	5%	12%		4%	4%		8%	5%	6%		5%	4%	7%	6%	3%	12%	7%			5%	6%	6%	4%		3%	7%	5%	3%	19%					6%
The food	3	-	2	1	-	-	-	-	-	3	1	2	3	-	-	1	-	-	2	-	-	3	-	-	2	1	-	1	-	-	-	2	-	3
	4%		21%	7%						16%	3%	6%	16%			9%			27%			10%			6%	3%		2%				45%		6%
The presents (giving or getting)	1	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	1	-
	1%		5%						2%			1%			2%						3%	2%			2%			1%					3%	
Other (specify)	9	1	1	3	2	3	1	2	3	3	3	6	1	5	3	-	1	2	1	4	1	3	2	3	1	5	3	7	-	1	-	1	5	4
	11%	3%	7%	20%	8%	18%	5%	15%	10%	12%	8%	14%	6%	19%	8%		12%	10%	13%	23%	5%	8%	7%	24%	2%	16%	20%	13%		7%		21%	22%	7%

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
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Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 7

Q3. And which holiday would you happily skip entirely?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Halloween	508	118	56	85	148	102	76	102	230	100	249	258	130	134	244	60	74	115	69	60	129	214	151	86	233	145	130	308	92	84	11	13	143	365
	34%	29%	28%	43%	36%	34%	30%	32%	40%	28%	35%	33%	27%	28%	45%	26%	32%	44%	27%	24%	45%	34%	36%	27%	40%	32%	28%	33%	49%	32%	22%	16%	30%	35%
				BC					GHJ						MN		T	PQST			PQST	X	X		ZA1			F1	D1E1F1	F1				G1
Easter	421	138	69	32	97	85	90	84	130	118	215	206	168	140	112	88	63	63	80	77	49	145	107	133	128	132	162	263	34	72	21	31	126	295
	28%	35%	35%	16%	23%	28%	35%	27%	23%	32%	30%	26%	35%	29%	21%	39%	28%	24%	32%	30%	17%	23%	26%	42%	22%	29%	35%	28%	18%	28%	42%	39%	26%	29%
		DE	DE			D	HI			I			O	O		QRU	U		U	U				VW		Y	Y	C1		C1	C1	C1		
Thanksgiving	143	37	21	27	35	24	25	28	51	40	46	97	60	44	39	21	12	13	39	32	26	57	45	25	39	52	52	84	10	31	6	13	56	88
	10%	9%	11%	14%	9%	8%	10%	9%	9%	11%	6%	12%	12%	9%	7%	9%	5%	5%	15%	13%	9%	9%	11%	8%	7%	11%	11%	9%	5%	12%	12%	16%	12%	9%
												K	O						QRU	QR						Y	Y	C1		C1				
Christmas, Hanukkah, and Kwanzaa	120	31	11	12	41	25	18	35	39	28	54	66	20	49	51	5	26	24	15	24	27	63	31	12	57	35	28	84	10	17	-	9	30	91
	8%	8%	6%	6%	10%	8%	7%	11%	7%	8%	8%	8%	4%	10%	9%	2%	11%	9%	6%	9%	10%	10%	7%	4%	10%	8%	6%	9%	5%	7%		11%	6%	9%
														M	M		PS	P	P	P	P	X	X		A1									
None of these, I'm a holiday hermit	315	77	41	40	93	65	47	68	124	76	153	163	103	113	98	55	52	46	49	61	53	150	84	63	131	93	91	191	43	55	12	15	126	190
	21%	19%	21%	20%	22%	22%	18%	22%	22%	21%	21%	21%	22%	24%	18%	24%	23%	18%	19%	24%	19%	24%	20%	20%	22%	20%	20%	21%	23%	21%	24%	18%	26%	18%
														O																			H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
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Angus Reid Global
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Table 8

Q4. During these holidays, I sometimes struggle with feelings of loneliness.

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Agree	603	150	82	86	152	134	111	115	231	146	250	353	201	210	192	84	86	80	117	124	112	313	138	94	246	183	174	371	74	100	22	37	180	423
	40%	37%	42%	44%	37%	44%	43%	36%	40%	40%	35%	45%	42%	44%	35%	37%	38%	31%	46%	49%	39%	50%	33%	30%	42%	40%	38%	40%	39%	39%	43%	45%	38%	41%
												K	O	O					R	PQRU	R	WX											
Disagree	905	250	115	110	262	167	146	202	342	216	468	437	280	271	354	145	141	181	135	130	172	317	280	225	343	274	288	559	115	158	28	44	300	605
	60%	63%	58%	56%	63%	56%	57%	64%	60%	60%	65%	55%	58%	56%	65%	63%	62%	69%	54%	51%	61%	50%	67%	70%	58%	60%	62%	60%	61%	61%	57%	55%	62%	59%
											L				MN	T	T	STU			T		V	V										

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 9

Q5. Which ONE holiday do you spend the most money on?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Christmas, Hanukkah, and Kwanzaa	1109	317	135	130	302	226	200	242	415	253	516	594	375	331	404	168	157	190	207	174	213	406	339	260	415	337	357	725	116	193	30	45	372	738
	74%	79%	68%	66%	73%	75%	78%	76%	72%	70%	72%	75%	78%	69%	74%	74%	69%	73%	82%	68%	75%	64%	81%	82%	70%	74%	77%	78%	61%	75%	61%	56%	77%	72%
		CD					J						N						QRT				V	V			Y	C1F1		C1F1			H1	
Thanksgiving	85	20	13	7	25	20	5	17	34	29	44	41	24	27	34	17	8	19	7	19	15	46	15	22	30	27	28	38	18	20	7	3	28	58
	6%	5%	7%	4%	6%	7%	2%	5%	6%	8%	6%	5%	5%	6%	6%	7%	4%	7%	3%	7%	5%	7%	4%	7%	5%	6%	6%	4%	9%	8%	15%	4%	6%	6%
									G	G						S		S		S		W							B1					
Halloween	49	7	12	9	12	9	3	7	19	20	16	34	20	25	4	6	9	0	14	16	4	25	17	7	15	25	10	33	2	6	4	5	26	23
	3%	2%	6%	4%	3%	3%	1%	2%	3%	6%	2%	4%	4%	5%	1%	3%	4%	0%	5%	6%	1%	4%	4%	2%	2%	5%	2%	3%	1%	2%	7%	6%	5%	2%
			B						G	GH		K	O	O			R		RU	RU						YA1		C1					H1	
Easter	6	2	1	1	1	0	2	2	0	1	1	4	3	2	1	1	-	-	2	2	1	3	3	-	2	1	3	2	3	0	-	-	4	2
	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	1%	1%	0%	0%	1%			1%	1%	0%	0%	1%		0%	0%	1%	0%	2%	0%			1%	0%
About the same on all of them	92	21	12	23	22	14	14	17	43	18	46	47	23	44	26	12	19	15	11	24	11	55	14	13	48	22	22	46	25	10	3	8	29	63
	6%	5%	6%	12%	5%	5%	6%	5%	8%	5%	6%	6%	5%	9%	5%	5%	9%	6%	4%	10%	4%	9%	3%	4%	8%	5%	5%	5%	13%	4%	5%	10%	6%	6%
				BEF										MO			U			SU		WX			ZA1				B1D1					
I don't spend money on holidays	166	33	24	26	51	31	32	32	61	41	95	71	36	54	76	24	34	37	12	20	39	96	31	18	79	44	43	87	25	28	6	19	22	144
	11%	8%	12%	13%	12%	10%	12%	10%	11%	11%	13%	9%	7%	11%	14%	11%	15%	14%	5%	8%	14%	15%	7%	6%	13%	10%	9%	9%	13%	11%	12%	24%	5%	14%
											L				M	S	ST	ST			ST	WX			A1							B1		G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 10

Q6. Halloween Spending

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Under $100	668	180	89	79	191	129	128	149	227	164	315	353	220	200	249	98	90	126	121	109	123	303	186	124	272	202	194	430	70	101	27	40	190	478
	44%	45%	45%	40%	46%	43%	50%	47%	40%	45%	44%	45%	46%	41%	46%	43%	40%	48%	48%	43%	43%	48%	45%	39%	46%	44%	42%	46%	37%	39%	54%	50%	40%	46%
							I	I														X						C1						G1
$100-$249	176	51	20	20	51	35	29	42	68	38	74	102	70	65	41	24	32	18	46	33	23	51	60	53	43	58	75	108	19	35	2	12	71	106
	12%	13%	10%	10%	12%	12%	11%	13%	12%	10%	10%	13%	15%	14%	8%	10%	14%	7%	18%	13%	8%	8%	14%	17%	7%	13%	16%	12%	10%	14%	4%	15%	15%	10%
													O	O			RU		PRU	R			V	V		Y	Y						H1	
$250-$499	106	40	15	5	25	22	18	22	41	26	53	54	57	41	8	31	18	4	26	23	5	27	23	46	20	30	56	75	13	12	6	-	65	41
	7%	10%	7%	2%	6%	7%	7%	7%	7%	7%	7%	7%	12%	9%	2%	13%	8%	1%	10%	9%	2%	4%	5%	14%	3%	7%	12%	8%	7%	5%	12%		14%	4%
		D				D							O	O		RU	RU		RU	RU				VW		Y	YZ						H1	
$500-$999	125	35	20	21	24	25	21	21	49	33	82	42	50	44	31	40	25	17	10	19	13	39	32	46	46	32	47	66	23	22	5	9	61	63
	8%	9%	10%	11%	6%	8%	8%	7%	9%	9%	11%	5%	10%	9%	6%	17%	11%	7%	4%	8%	5%	6%	8%	15%	8%	7%	10%	7%	12%	9%	10%	11%	13%	6%
											L		O	O		RSTU	SU							VW									H1	
$1,000 or more	18	5	5	1	4	3	2	4	8	5	12	6	10	7	0	7	5	0	4	2	-	5	8	4	6	3	9	11	-	7	-	-	14	3
	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	0%	3%	2%	0%	1%	1%		1%	2%	1%	1%	1%	2%	1%		3%			3%	0%
													O	O		R	R																H1	
Nothing / don't celebrate	415	89	49	70	119	87	58	79	181	96	181	233	74	124	216	29	57	96	45	68	120	204	110	46	202	131	82	241	64	80	10	20	78	336
	27%	22%	25%	36%	29%	29%	23%	25%	32%	27%	25%	30%	15%	26%	40%	13%	25%	37%	18%	27%	42%	32%	26%	14%	34%	29%	18%	26%	34%	31%	20%	25%	16%	33%
				BC	B				GH					M	MN		P	PQST		PS	PQST	WX	X		A1	A1								G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 11

Q7. Thanksgiving spending

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Under $100	535	138	72	70	137	118	80	116	192	147	237	298	164	158	213	73	65	99	90	93	114	268	145	79	239	172	125	339	55	77	29	35	113	422
	36%	35%	36%	36%	33%	39%	31%	37%	34%	41%	33%	38%	34%	33%	39%	32%	29%	38%	36%	37%	40%	43%	35%	25%	41%	38%	27%	37%	29%	30%	59%	43%	24%	41%
										GI					N			Q			Q	WX	X		A1	A1					B1C1D1			G1
$100-$249	421	110	42	56	129	84	76	99	158	87	199	222	114	140	167	45	70	83	69	70	83	159	135	86	153	143	125	274	46	80	9	12	128	293
	28%	27%	21%	29%	31%	28%	30%	31%	28%	24%	28%	28%	24%	29%	31%	20%	31%	32%	28%	27%	29%	25%	32%	27%	26%	31%	27%	30%	24%	31%	17%	14%	27%	29%
					C										M		P	P			P		V					F1		F1				
$250-$499	218	65	29	21	69	34	36	40	92	49	114	104	76	69	73	40	35	39	35	34	35	69	59	72	82	52	84	133	40	31	2	12	103	115
	14%	16%	15%	11%	17%	11%	14%	13%	16%	14%	16%	13%	16%	14%	13%	18%	15%	15%	14%	13%	12%	11%	14%	23%	14%	11%	18%	14%	21%	12%	4%	15%	21%	11%
																								VW			Z	E1	B1D1E1	E1			H1	
$500-$999	142	39	23	21	29	29	27	26	56	33	83	59	60	55	27	35	33	14	25	22	12	40	39	50	39	36	66	78	18	31	7	7	73	69
	9%	10%	12%	11%	7%	10%	11%	8%	10%	9%	12%	8%	13%	11%	5%	15%	14%	6%	10%	9%	4%	6%	9%	16%	7%	8%	14%	8%	10%	12%	13%	9%	15%	7%
											L		O	O		RTU	RU		U					VW			YZ						H1	
$1,000 or more	39	11	8	6	9	6	9	4	18	9	26	13	23	10	6	18	4	5	5	7	1	10	5	21	6	8	25	18	11	7	-	3	26	13
	3%	3%	4%	3%	2%	2%	3%	1%	3%	2%	4%	2%	5%	2%	1%	8%	2%	2%	2%	3%	0%	2%	1%	7%	1%	2%	5%	2%	6%	3%		4%	5%	1%
											L		O			QRSTU								VW			YZ						H1	
Nothing / don't celebrate	152	37	23	22	41	29	28	30	57	37	59	94	43	50	59	17	21	21	27	29	38	84	36	11	69	47	37	86	18	32	3	12	38	115
	10%	9%	12%	11%	10%	10%	11%	10%	10%	10%	8%	12%	9%	10%	11%	7%	9%	8%	11%	11%	13%	13%	9%	3%	12%	10%	8%	9%	10%	13%	7%	15%	8%	11%
												K									P	WX	X											

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 12

Q8. Christmas, Hanukkah, and Kwanzaa spending

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Under $100	187	40	29	29	52	37	33	35	73	47	85	102	56	65	66	29	27	29	27	39	37	119	32	15	82	63	42	105	30	32	6	13	30	157
	12%	10%	14%	15%	13%	12%	13%	11%	13%	13%	12%	13%	12%	14%	12%	13%	12%	11%	11%	15%	13%	19%	8%	5%	14%	14%	9%	11%	16%	12%	12%	17%	6%	15%
																						WX			A1	A1								G1
$100-$249	218	56	29	32	62	39	30	53	80	55	100	119	70	64	84	32	28	40	38	36	44	120	47	28	94	76	48	133	28	37	10	11	47	171
	14%	14%	15%	16%	15%	13%	12%	17%	14%	15%	14%	15%	15%	13%	15%	14%	12%	15%	15%	14%	16%	19%	11%	9%	16%	17%	10%	14%	15%	14%	20%	14%	10%	17%
																						WX			A1	A1								G1
$250-$499	340	99	49	30	103	57	52	74	120	93	152	187	126	92	122	49	45	58	77	47	64	136	114	61	123	108	108	199	45	55	16	24	104	235
	23%	25%	25%	15%	25%	19%	20%	23%	21%	26%	21%	24%	26%	19%	22%	22%	20%	22%	30%	18%	22%	22%	27%	19%	21%	24%	23%	21%	24%	21%	32%	29%	22%	23%
		D	D		D								N						PQT				X											
$500-$999	371	106	40	51	101	74	72	82	141	76	172	199	112	125	135	48	63	62	64	62	73	121	125	98	139	105	128	252	33	66	10	9	145	227
	25%	26%	20%	26%	24%	24%	28%	26%	25%	21%	24%	25%	23%	26%	25%	21%	28%	24%	26%	24%	26%	19%	30%	31%	24%	23%	28%	27%	18%	26%	21%	12%	30%	22%
																							V	V				C1F1		F1			H1	
$1,000 or more	267	75	32	33	64	62	49	55	106	56	150	117	97	84	86	60	40	50	37	44	36	66	72	106	89	65	113	174	38	42	5	9	123	144
	18%	19%	16%	17%	15%	21%	19%	17%	19%	16%	21%	15%	20%	17%	16%	26%	18%	19%	15%	17%	13%	10%	17%	33%	15%	14%	24%	19%	20%	16%	9%	11%	26%	14%
											L					QSTU							V	VW			YZ						H1	
Nothing / don't celebrate	125	24	18	20	31	31	20	18	53	34	60	66	20	52	54	11	25	23	9	27	30	69	29	12	61	40	24	67	16	26	3	15	31	94
	8%	6%	9%	10%	8%	10%	8%	6%	9%	9%	8%	8%	4%	11%	10%	5%	11%	9%	3%	11%	11%	11%	7%	4%	10%	9%	5%	7%	8%	10%	5%	18%	6%	9%
														M	M		PS	S		PS	PS	WX			A1									

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 13

Q9. [Spending more summary] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Halloween	129	40	21	13	30	25	23	30	42	34	63	66	68	37	23	33	19	11	36	18	12	48	36	37	50	34	44	82	10	29	6	3	76	53
	9%	10%	11%	7%	7%	8%	9%	9%	7%	9%	9%	8%	14%	8%	4%	14%	8%	4%	14%	7%	4%	8%	9%	12%	9%	7%	10%	9%	5%	11%	12%	3%	16%	5%
													NO	O		RTU			RTU											C1F1			H1	
Thanksgiving	192	52	33	21	52	34	31	39	75	46	103	89	81	58	53	50	29	24	31	29	29	75	48	49	74	55	62	96	35	40	10	11	88	104
	13%	13%	17%	11%	13%	11%	12%	12%	13%	13%	14%	11%	17%	12%	10%	22%	13%	9%	12%	12%	10%	12%	11%	15%	13%	12%	13%	10%	18%	15%	19%	14%	18%	10%
													O			QRSTU													B1				H1	
Christmas, Hanukkah, etc.	291	83	44	44	74	46	53	60	118	61	149	142	126	78	87	74	42	33	52	37	53	110	89	65	117	83	92	164	50	51	13	13	136	156
	19%	21%	23%	22%	18%	15%	20%	19%	21%	17%	21%	18%	26%	16%	16%	32%	18%	13%	21%	14%	19%	17%	21%	20%	20%	18%	20%	18%	26%	20%	26%	16%	28%	15%
													NO			QRSTU			R										B1				H1	
Easter	85	19	13	11	22	19	14	20	34	17	48	37	38	25	22	25	16	7	13	9	15	40	22	17	36	20	28	39	21	19	2	4	49	36
	6%	5%	6%	6%	5%	6%	5%	6%	6%	5%	7%	5%	8%	5%	4%	11%	7%	3%	5%	3%	5%	6%	5%	5%	6%	4%	6%	4%	11%	7%	3%	5%	10%	4%
													O			RTU	R												B1				H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 14

Q9. [About the same summary] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Halloween	605	162	80	83	157	122	106	124	226	150	320	285	207	189	208	104	100	116	103	90	92	221	177	155	224	177	204	395	64	83	19	43	186	419
	40%	41%	41%	42%	38%	41%	41%	39%	39%	41%	45%	36%	43%	39%	38%	46%	44%	44%	41%	35%	32%	35%	42%	49%	38%	39%	44%	42%	34%	32%	39%	54%	39%	41%
											L					TU	U	TU					V	V				C1D1				C1D1		
Thanksgiving	795	203	98	112	222	160	133	174	304	184	397	397	260	236	298	119	118	160	141	118	138	298	232	187	325	224	245	522	88	121	23	41	254	541
	53%	51%	50%	57%	54%	53%	52%	55%	53%	51%	55%	50%	54%	49%	55%	52%	52%	61%	56%	46%	49%	47%	55%	59%	55%	49%	53%	56%	46%	47%	45%	51%	53%	53%
																		QTU					V	V				C1D1						
Christmas, Hanukkah, etc.	663	167	75	85	195	140	97	147	256	164	332	332	208	209	246	96	100	136	112	109	110	264	187	153	270	193	200	443	75	93	21	31	199	464
	44%	42%	38%	44%	47%	47%	38%	46%	45%	45%	46%	42%	43%	43%	45%	42%	44%	52%	44%	43%	39%	42%	45%	48%	46%	42%	43%	48%	40%	36%	43%	38%	41%	45%
					C													PU										D1						
Easter	689	170	86	95	210	128	111	158	271	149	349	340	234	210	245	110	106	133	124	104	112	248	220	165	281	187	220	480	65	95	18	30	228	461
	46%	43%	44%	48%	51%	42%	43%	50%	47%	41%	49%	43%	49%	44%	45%	48%	46%	51%	49%	41%	39%	39%	52%	52%	48%	41%	48%	52%	34%	37%	37%	37%	47%	45%
					BF			J			L							TU	U				V	V	Z			C1D1F1						

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 15

Q9. [Spending less summary] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Halloween	456	128	51	52	133	92	80	98	175	104	204	252	139	162	156	64	69	71	75	92	84	208	125	87	157	153	147	280	60	82	10	24	151	305
	30%	32%	26%	26%	32%	30%	31%	31%	30%	29%	28%	32%	29%	34%	29%	28%	31%	27%	30%	36%	30%	33%	30%	27%	27%	33%	32%	30%	32%	32%	21%	30%	31%	30%
																				R						Y								
Thanksgiving	417	123	46	48	110	89	73	89	154	101	176	242	111	156	151	48	67	60	63	89	91	204	112	71	147	141	128	248	58	76	12	24	116	301
	28%	31%	24%	25%	27%	30%	28%	28%	27%	28%	24%	31%	23%	32%	28%	21%	30%	23%	25%	35%	32%	32%	27%	22%	25%	31%	28%	27%	31%	29%	24%	29%	24%	29%
												K		M						PRS	PR	X												
Christmas, Hanukkah, etc.	479	135	66	55	122	100	93	100	166	120	197	282	136	165	178	51	70	76	85	94	103	217	128	90	165	161	153	281	53	104	12	29	129	350
	32%	34%	34%	28%	30%	33%	36%	32%	29%	33%	27%	36%	28%	34%	33%	22%	31%	29%	34%	37%	36%	34%	31%	28%	28%	35%	33%	30%	28%	40%	25%	35%	27%	34%
												K							P	P	P					Y				B1C1				G1
Easter	415	123	49	48	103	92	72	83	155	105	182	233	115	127	173	52	55	75	63	72	98	203	104	75	153	129	132	241	57	84	10	24	129	285
	28%	31%	25%	24%	25%	30%	28%	26%	27%	29%	25%	29%	24%	26%	32%	23%	24%	29%	25%	28%	34%	32%	25%	24%	26%	28%	29%	26%	30%	32%	19%	29%	27%	28%
															M						PQS	WX												

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 16

Q9. [Halloween] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Spending more	129	40	21	13	30	25	23	30	42	34	63	66	68	37	23	33	19	11	36	18	12	48	36	37	50	34	44	82	10	29	6	3	76	53
	9%	10%	11%	7%	7%	8%	9%	9%	7%	9%	9%	8%	14%	8%	4%	14%	8%	4%	14%	7%	4%	8%	9%	12%	9%	7%	10%	9%	5%	11%	12%	3%	16%	5%
													NO	O		RTU			RTU											C1F1			H1	
About the same	605	162	80	83	157	122	106	124	226	150	320	285	207	189	208	104	100	116	103	90	92	221	177	155	224	177	204	395	64	83	19	43	186	419
	40%	41%	41%	42%	38%	41%	41%	39%	39%	41%	45%	36%	43%	39%	38%	46%	44%	44%	41%	35%	32%	35%	42%	49%	38%	39%	44%	42%	34%	32%	39%	54%	39%	41%
											L					TU	U	TU					V	V				C1D1				C1D1		
Spending less	456	128	51	52	133	92	80	98	175	104	204	252	139	162	156	64	69	71	75	92	84	208	125	87	157	153	147	280	60	82	10	24	151	305
	30%	32%	26%	26%	32%	30%	31%	31%	30%	29%	28%	32%	29%	34%	29%	28%	31%	27%	30%	36%	30%	33%	30%	27%	27%	33%	32%	30%	32%	32%	21%	30%	31%	30%
																				R						Y								
Skipping it this year	318	70	45	48	93	62	48	65	131	74	131	187	66	93	158	28	39	64	38	54	95	153	80	40	157	93	68	173	56	64	14	11	68	250
	21%	17%	23%	25%	23%	20%	19%	21%	23%	21%	18%	24%	14%	19%	29%	12%	17%	24%	15%	21%	33%	24%	19%	13%	27%	20%	15%	19%	30%	25%	29%	13%	14%	24%
												K		M	MN			PQS		P	PQRST	X	X		ZA1	A1			B1F1	F1				G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 17

Q9. [Thanksgiving] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Spending more	192	52	33	21	52	34	31	39	75	46	103	89	81	58	53	50	29	24	31	29	29	75	48	49	74	55	62	96	35	40	10	11	88	104
	13%	13%	17%	11%	13%	11%	12%	12%	13%	13%	14%	11%	17%	12%	10%	22%	13%	9%	12%	12%	10%	12%	11%	15%	13%	12%	13%	10%	18%	15%	19%	14%	18%	10%
													O			QRSTU													B1					H1	
About the same	795	203	98	112	222	160	133	174	304	184	397	397	260	236	298	119	118	160	141	118	138	298	232	187	325	224	245	522	88	121	23	41	254	541
	53%	51%	50%	57%	54%	53%	52%	55%	53%	51%	55%	50%	54%	49%	55%	52%	52%	61%	56%	46%	49%	47%	55%	59%	55%	49%	53%	56%	46%	47%	45%	51%	53%	53%
																		QTU					V	V				C1D1						
Spending less	417	123	46	48	110	89	73	89	154	101	176	242	111	156	151	48	67	60	63	89	91	204	112	71	147	141	128	248	58	76	12	24	116	301
	28%	31%	24%	25%	27%	30%	28%	28%	27%	28%	24%	31%	23%	32%	28%	21%	30%	23%	25%	35%	32%	32%	27%	22%	25%	31%	28%	27%	31%	29%	24%	29%	24%	29%
												K		M						PRS	PR	X												
Skipping it this year	104	22	19	16	29	18	19	15	40	30	42	62	29	31	44	12	13	17	18	18	26	53	26	12	42	36	27	64	9	21	5	5	22	82
	7%	5%	10%	8%	7%	6%	8%	5%	7%	8%	6%	8%	6%	6%	8%	5%	6%	7%	7%	7%	9%	8%	6%	4%	7%	8%	6%	7%	5%	8%	11%	6%	5%	8%
																						X												G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 18

Q9. [Christmas, Hanukkah, etc.] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Spending more	291	83	44	44	74	46	53	60	118	61	149	142	126	78	87	74	42	33	52	37	53	110	89	65	117	83	92	164	50	51	13	13	136	156
	19%	21%	23%	22%	18%	15%	20%	19%	21%	17%	21%	18%	26%	16%	16%	32%	18%	13%	21%	14%	19%	17%	21%	20%	20%	18%	20%	18%	26%	20%	26%	16%	28%	15%
													NO			QRSTU			R										B1				H1	
About the same	663	167	75	85	195	140	97	147	256	164	332	332	208	209	246	96	100	136	112	109	110	264	187	153	270	193	200	443	75	93	21	31	199	464
	44%	42%	38%	44%	47%	47%	38%	46%	45%	45%	46%	42%	43%	43%	45%	42%	44%	52%	44%	43%	39%	42%	45%	48%	46%	42%	43%	48%	40%	36%	43%	38%	41%	45%
					C													PU										D1						
Spending less	479	135	66	55	122	100	93	100	166	120	197	282	136	165	178	51	70	76	85	94	103	217	128	90	165	161	153	281	53	104	12	29	129	350
	32%	34%	34%	28%	30%	33%	36%	32%	29%	33%	27%	36%	28%	34%	33%	22%	31%	29%	34%	37%	36%	34%	31%	28%	28%	35%	33%	30%	28%	40%	25%	35%	27%	34%
												K							P	P	P					Y				B1C1				G1
Skipping it this year	75	15	11	12	23	15	14	10	33	17	40	35	11	29	34	8	15	17	3	14	17	40	15	11	37	20	18	42	11	10	3	8	16	58
	5%	4%	6%	6%	5%	5%	5%	3%	6%	5%	6%	4%	2%	6%	6%	3%	7%	7%	1%	6%	6%	6%	3%	4%	6%	4%	4%	5%	6%	4%	6%	11%	3%	6%
														M	M		S	S		S	S													

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 19

Q9. [Easter] Compared with last year, has the state of the U.S. economy changed how much you plan to spend on each holiday?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Spending more	85	19	13	11	22	19	14	20	34	17	48	37	38	25	22	25	16	7	13	9	15	40	22	17	36	20	28	39	21	19	2	4	49	36
	6%	5%	6%	6%	5%	6%	5%	6%	6%	5%	7%	5%	8%	5%	4%	11%	7%	3%	5%	3%	5%	6%	5%	5%	6%	4%	6%	4%	11%	7%	3%	5%	10%	4%
													O			RTU	R												B1				H1	
About the same	689	170	86	95	210	128	111	158	271	149	349	340	234	210	245	110	106	133	124	104	112	248	220	165	281	187	220	480	65	95	18	30	228	461
	46%	43%	44%	48%	51%	42%	43%	50%	47%	41%	49%	43%	49%	44%	45%	48%	46%	51%	49%	41%	39%	39%	52%	52%	48%	41%	48%	52%	34%	37%	37%	37%	47%	45%
					BF			J			L							TU	U				V	V	Z			C1D1F1						
Spending less	415	123	49	48	103	92	72	83	155	105	182	233	115	127	173	52	55	75	63	72	98	203	104	75	153	129	132	241	57	84	10	24	129	285
	28%	31%	25%	24%	25%	30%	28%	26%	27%	29%	25%	29%	24%	26%	32%	23%	24%	29%	25%	28%	34%	32%	25%	24%	26%	28%	29%	26%	30%	32%	19%	29%	27%	28%
															M						PQS	WX												
Skipping it this year	320	87	49	42	79	62	59	56	113	91	139	180	94	120	106	42	51	47	52	69	59	140	73	62	118	120	81	169	47	60	20	23	75	245
	21%	22%	25%	21%	19%	21%	23%	18%	20%	25%	19%	23%	20%	25%	19%	18%	22%	18%	21%	27%	21%	22%	18%	19%	20%	26%	18%	18%	25%	23%	41%	28%	16%	24%
										H				O						PR						YA1					B1			G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 20

Q9. Summary

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Will spend less on any holiday	802	223	105	97	213	164	143	163	299	197	351	451	240	262	300	100	118	132	140	143	168	356	226	154	294	260	247	474	104	153	23	47	240	562
	53%	56%	53%	49%	51%	55%	56%	52%	52%	54%	49%	57%	50%	54%	55%	44%	52%	51%	55%	56%	59%	56%	54%	48%	50%	57%	53%	51%	55%	60%	46%	58%	50%	55%
												K							P	P	PR	X				Y				B1				
Will not spend less on any holiday	706	177	92	99	201	137	114	154	274	165	367	339	241	220	245	129	109	129	112	111	116	274	193	165	294	197	215	456	85	104	27	34	240	466
	47%	44%	47%	51%	49%	45%	44%	48%	48%	46%	51%	43%	50%	46%	45%	56%	48%	49%	45%	44%	41%	44%	46%	52%	50%	43%	47%	49%	45%	40%	54%	42%	50%	45%
											L					STU		U						V	Z			D1						

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 21

Q10. If you are cutting back this year, where will you cut first?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE:Spending less on any holiday at Q9	802	223	105	97	213	164	143	163	299	197	351	451	240	262	300	100	118	132	140	143	168	356	226	154	294	260	247	474	104	153	23	47	240	562
BASE: UNWEIGHTED	817	225	102	103	217	170	148	163	309	197	373	444	213	275	329	94	136	143	119	139	186	354	224	170	291	256	270	543	102	127	14	31	226	591
Fewer or cheaper gifts	373	102	56	39	91	84	75	75	120	103	141	232	102	124	147	36	53	52	65	72	95	173	93	66	147	120	107	217	51	83	7	16	93	280
	46%	46%	53%	41%	43%	51%	52%	46%	40%	52%	40%	51%	42%	47%	49%	37%	44%	39%	47%	50%	57%	49%	41%	43%	50%	46%	43%	46%	49%	54%	29%	34%	39%	50%
							I			I		K									PQR								F1				G1
Less travel	150	38	18	13	49	32	15	38	60	36	81	69	42	50	57	21	26	33	21	24	24	59	50	35	46	48	56	88	17	32	4	9	56	94
	19%	17%	17%	13%	23%	20%	11%	23%	20%	18%	23%	15%	18%	19%	19%	21%	22%	25%	15%	17%	14%	17%	22%	23%	16%	18%	22%	19%	16%	21%	17%	19%	23%	17%
					D			G	G		L							U															
Fewer decorations/costumes	122	41	8	20	33	20	24	26	50	22	60	62	42	40	41	20	18	22	22	21	19	48	40	26	44	43	36	79	14	15	8	7	40	83
	15%	18%	7%	21%	16%	12%	17%	16%	17%	11%	17%	14%	17%	15%	14%	20%	15%	17%	16%	15%	11%	14%	18%	17%	15%	17%	15%	17%	13%	10%	33%	15%	17%	15%
		C		C	C																							D1						
Smaller holiday meals	76	18	9	18	14	16	11	9	40	15	26	50	21	22	33	7	6	13	14	17	20	38	22	12	32	21	23	46	11	9	3	7	18	58
	9%	8%	9%	18%	7%	10%	8%	5%	14%	8%	7%	11%	9%	8%	11%	7%	5%	10%	10%	12%	12%	11%	10%	8%	11%	8%	9%	10%	11%	6%	14%	15%	8%	10%
				BCE					HJ											Q	Q													
Fewer parties	41	11	5	4	15	6	8	9	15	9	18	23	22	9	11	8	4	6	13	5	5	19	10	10	12	14	15	26	7	5	-	3	20	21
	5%	5%	5%	4%	7%	4%	5%	6%	5%	5%	5%	5%	9%	3%	4%	8%	3%	4%	10%	3%	3%	5%	5%	7%	4%	5%	6%	6%	6%	3%		7%	8%	4%
													NO						QU														H1	
Charitable giving	40	13	9	3	10	4	9	7	13	10	25	15	12	17	11	6	12	6	5	5	5	18	10	5	15	14	11	19	5	9	2	5	13	26
	5%	6%	9%	3%	5%	3%	6%	4%	4%	5%	7%	3%	5%	6%	4%	7%	10%	5%	4%	3%	3%	5%	4%	4%	5%	5%	4%	4%	5%	6%	8%	10%	5%	5%
											L						STU																	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 22

Q11. It's the season of goodwill, but some politicians and public figures are stealing everyone's holiday cheer. Who is your #1 Political Grinch of 2026?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Donald Trump, President	688	195	101	68	173	151	138	147	229	174	319	369	212	223	253	93	116	111	119	107	142	295	186	148	239	213	236	393	97	138	24	35	187	500
	46%	49%	51%	35%	42%	50%	54%	46%	40%	48%	44%	47%	44%	46%	46%	41%	51%	42%	47%	42%	50%	47%	44%	47%	41%	47%	51%	42%	51%	54%	48%	43%	39%	49%
		D	DE			DE	I			I							P										Y		B1	B1				G1
Zohran Mamdani, Mayor of New York City	176	48	7	27	57	37	37	31	86	22	100	75	32	43	101	15	25	60	17	18	41	60	69	33	86	54	35	130	7	27	2	10	44	132
	12%	12%	4%	14%	14%	12%	14%	10%	15%	6%	14%	10%	7%	9%	18%	7%	11%	23%	7%	7%	14%	10%	17%	10%	15%	12%	8%	14%	4%	10%	3%	12%	9%	13%
		C		C	C	C	J		HJ		L				MN			PQSTU			PST		VX		A1	A1		C1E1		C1				G1
Gavin Newsom, Governor of California	107	16	24	14	32	20	3	21	42	41	63	43	25	27	54	15	16	32	10	12	22	30	41	27	38	39	30	76	5	19	2	4	28	79
	7%	4%	12%	7%	8%	7%	1%	7%	7%	11%	9%	5%	5%	6%	10%	7%	7%	12%	4%	5%	8%	5%	10%	8%	6%	9%	6%	8%	3%	8%	3%	5%	6%	8%
			B		B			G	G	GH	L				MN			PQST					V	V				C1		C1				
Elon Musk, CEO of Tesla and SpaceX	57	20	10	5	14	8	9	7	19	21	34	22	26	21	10	15	13	6	11	8	4	25	8	16	17	13	27	32	8	4	8	5	22	35
	4%	5%	5%	3%	3%	3%	4%	2%	3%	6%	5%	3%	5%	4%	2%	7%	6%	2%	4%	3%	1%	4%	2%	5%	3%	3%	6%	3%	4%	1%	15%	7%	5%	3%
										H			O	O		U	U							W			YZ							
Pete Hegseth, Secretary of War	32	9	6	2	9	6	5	7	10	10	17	15	21	7	4	11	5	2	11	2	2	6	5	15	2	12	18	19	4	4	-	5	11	21
	2%	2%	3%	1%	2%	2%	2%	2%	2%	3%	2%	2%	4%	1%	1%	5%	2%	1%	4%	1%	1%	1%	1%	5%	0%	3%	4%	2%	2%	1%		7%	2%	2%
													NO			RTU			RU					VW		Y	Y							
Mark Zuckerberg, CEO of Meta	32	6	3	6	11	6	6	11	10	4	20	11	13	16	3	11	7	3	2	9	-	15	3	7	12	10	10	25	3	2	1	1	12	19
	2%	2%	2%	3%	3%	2%	2%	3%	2%	1%	3%	1%	3%	3%	0%	5%	3%	1%	1%	4%		2%	1%	2%	2%	2%	2%	3%	1%	1%	1%	2%	3%	2%
													O	O		RS						W												
Robert F. Kennedy Jr., Secretary of Health	21	5	2	4	10	-	3	7	9	3	13	8	8	6	7	7	4	2	1	2	6	8	7	4	7	6	9	11	6	2	2	2	5	17
	1%	1%	1%	2%	2%		1%	2%	2%	1%	2%	1%	2%	1%	1%	3%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	3%	1%	3%	2%	1%	2%
Kim Kardashian, Influencer	20	7	1	3	4	6	5	2	7	6	8	12	7	4	9	5	-	3	2	4	6	13	3	3	10	3	7	16	1	1	2	-	5	15
	1%	2%	0%	1%	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%		1%	1%	2%	2%	2%	1%	1%	2%	1%	2%	2%	0%	1%	5%		1%	1%
Mark Carney, Prime Minister of Canada	14	3	2	1	3	4	2	5	3	3	10	3	6	4	4	5	2	4	1	2	0	3	5	5	5	2	6	10	1	3	-	-	6	8
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1%	1%	2%	1%	1%	0%	1%	0%	0%	1%	2%	1%	0%	1%	1%	1%	1%			1%	1%
Joe Rogan, Podcaster	3	2	1	-	-	-	1	-	-	2	3	-	1	-	2	1	-	2	-	-	-	1	-	1	2	1	-	2	-	1	-	-	1	2
	0%	0%	1%				0%			1%	0%		0%		0%	0%		1%				0%		0%	0%	0%		0%		0%			0%	0%
No Opinion	360	89	40	66	101	64	48	79	156	77	129	231	130	130	100	51	39	38	79	90	62	174	90	61	173	104	83	217	57	57	11	18	160	200
	24%	22%	20%	34%	24%	21%	19%	25%	27%	21%	18%	29%	27%	27%	18%	22%	17%	15%	31%	36%	22%	28%	22%	19%	29%	23%	18%	23%	30%	22%	21%	22%	33%	20%
				BCEF					GJ			K	O	O		R			PQRU	PQRU	R	WX			ZA1								H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 23

Q12. Should Americans channel some of their holiday money into a good cause (charity, food banks, toy drives) instead of indulgences for themselves?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Yes	929	257	125	125	243	180	166	179	367	217	446	483	296	286	347	137	138	171	159	148	176	390	261	196	365	276	288	593	114	149	31	42	261	668
	62%	64%	63%	64%	59%	60%	65%	56%	64%	60%	62%	61%	62%	59%	64%	60%	61%	65%	63%	58%	62%	62%	62%	61%	62%	60%	62%	64%	60%	58%	62%	52%	54%	65%
									H																								G1
No	202	53	21	30	52	45	23	49	75	54	103	99	71	62	69	33	30	40	38	32	29	73	52	55	74	62	66	122	19	34	7	20	75	127
	13%	13%	11%	15%	13%	15%	9%	15%	13%	15%	14%	12%	15%	13%	13%	14%	13%	15%	15%	12%	10%	12%	12%	17%	13%	14%	14%	13%	10%	13%	15%	24%	16%	12%
								G		G														V								C1		
Not sure	377	90	52	41	119	76	67	89	131	90	169	209	114	134	130	59	59	50	55	75	79	167	105	68	150	119	109	216	56	75	12	19	144	234
	25%	22%	26%	21%	29%	25%	26%	28%	23%	25%	24%	26%	24%	28%	24%	26%	26%	19%	22%	29%	28%	27%	25%	21%	25%	26%	24%	23%	30%	29%	24%	24%	30%	23%
																				R	R												H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 24

Q13. Have you ever redirected some of your own holiday spending to a good cause in the past?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Yes at Q12	929	257	125	125	243	180	166	179	367	217	446	483	296	286	347	137	138	171	159	148	176	390	261	196	365	276	288	593	114	149	31	42	261	668
BASE: UNWEIGHTED	954	259	125	128	258	184	173	182	385	214	474	480	267	308	379	126	167	181	141	141	198	391	262	217	346	283	325	670	114	125	18	27	257	697
Yes, once	151	45	19	21	39	27	26	23	61	41	59	92	52	55	44	23	22	14	29	33	30	84	34	21	60	52	39	81	18	29	11	12	47	104
	16%	17%	16%	17%	16%	15%	15%	13%	17%	19%	13%	19%	17%	19%	13%	17%	16%	8%	18%	22%	17%	22%	13%	11%	16%	19%	14%	14%	16%	20%	36%	28%	18%	16%
												K		O		R	R		R	R	R	WX												
Yes, a few times	450	106	68	67	112	97	73	80	194	102	236	214	154	130	166	72	68	96	82	62	70	177	140	96	191	119	139	292	61	62	13	21	135	315
	48%	41%	54%	54%	46%	54%	44%	45%	53%	47%	53%	44%	52%	45%	48%	53%	49%	56%	51%	42%	40%	45%	54%	49%	52%	43%	48%	49%	54%	41%	44%	51%	52%	47%
			B	B		B					L					U		TU	U						Z									
Yes, annually	193	63	16	21	58	33	40	48	66	40	94	99	49	56	87	24	25	44	25	31	43	53	65	58	46	67	80	146	16	27	-	3	52	141
	21%	25%	13%	17%	24%	18%	24%	27%	18%	18%	21%	21%	17%	20%	25%	18%	18%	26%	16%	21%	25%	14%	25%	30%	13%	24%	28%	25%	14%	18%		8%	20%	21%
		C			C			I							M			S					V	V		Y	Y	C1F1						
No, but I plan to this year	34	12	6	3	11	3	8	5	13	8	16	18	12	9	14	7	5	5	4	4	9	16	8	8	13	8	13	14	4	11	3	2	6	28
	4%	5%	5%	2%	4%	2%	5%	3%	4%	4%	4%	4%	4%	3%	4%	5%	3%	3%	3%	3%	5%	4%	3%	4%	4%	3%	5%	2%	4%	7%	10%	5%	2%	4%
No, never	101	31	15	13	23	20	18	23	34	26	41	61	30	36	36	11	18	13	19	18	23	59	13	13	55	31	16	60	14	21	3	3	22	79
	11%	12%	12%	10%	9%	11%	11%	13%	9%	12%	9%	13%	10%	13%	10%	8%	13%	7%	12%	12%	13%	15%	5%	7%	15%	11%	5%	10%	13%	14%	11%	8%	8%	12%
																						WX			A1	A1								
Net: yes	794	214	103	109	209	157	139	151	320	183	389	405	255	242	297	119	116	154	135	126	144	315	240	175	297	238	259	519	95	118	24	37	233	560
	85%	83%	83%	88%	86%	88%	84%	84%	87%	84%	87%	84%	86%	84%	86%	87%	84%	90%	85%	85%	81%	81%	92%	89%	81%	86%	90%	88%	83%	79%	80%	87%	89%	84%
																		U					V	V			Y	D1					H1	
Net: No	136	43	21	16	34	22	27	28	47	34	57	78	41	45	50	18	22	17	24	22	33	75	22	21	68	39	29	73	19	32	6	5	28	107
	15%	17%	17%	12%	14%	12%	16%	16%	13%	16%	13%	16%	14%	16%	14%	13%	16%	10%	15%	15%	19%	19%	8%	11%	19%	14%	10%	12%	17%	21%	20%	13%	11%	16%
																					R	WX			A1					B1				G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 25

Q14. This holiday season, if you could have ONE wish come true in today's world, what would it be?

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
World peace	291	86	29	45	76	54	47	67	110	67	144	147	106	73	112	50	35	59	55	38	53	116	75	72	127	73	90	200	36	34	9	12	109	181
	19%	22%	15%	23%	18%	18%	18%	21%	19%	18%	20%	19%	22%	15%	20%	22%	15%	22%	22%	15%	19%	18%	18%	22%	22%	16%	20%	22%	19%	13%	17%	14%	23%	18%
		C		C									N		N			QT							Z			D1					H1	
A new leader for the country, effective immediately	260	65	41	33	58	62	49	54	88	68	120	139	44	82	134	15	41	64	29	41	70	121	68	41	107	94	59	137	41	62	12	7	60	200
	17%	16%	21%	17%	14%	21%	19%	17%	15%	19%	17%	18%	9%	17%	25%	7%	18%	24%	11%	16%	25%	19%	16%	13%	18%	21%	13%	15%	22%	24%	25%	9%	12%	19%
						E								M	MN		P	PST		P	PST	X			A1	A1			F1	B1F1				G1
Starvation eliminated worldwide	223	51	30	34	71	37	32	40	102	49	97	126	67	64	92	37	26	34	30	38	58	101	63	44	92	66	65	128	37	47	10	2	72	151
	15%	13%	15%	17%	17%	12%	13%	13%	18%	14%	13%	16%	14%	13%	17%	16%	11%	13%	12%	15%	20%	16%	15%	14%	16%	14%	14%	14%	19%	18%	19%	3%	15%	15%
									H												QRS							F1	F1	F1	F1				
Universal healthcare access	209	53	42	20	56	39	28	44	81	56	103	106	73	75	62	37	33	34	36	42	28	79	60	52	67	59	84	114	23	44	13	15	67	143
	14%	13%	21%	10%	13%	13%	11%	14%	14%	15%	14%	13%	15%	15%	11%	16%	14%	13%	14%	16%	10%	13%	14%	16%	11%	13%	18%	12%	12%	17%	25%	19%	14%	14%
			BDEF																	U								YZ						
Social media wiped from the earth	104	20	13	14	30	26	14	15	48	27	56	48	35	34	35	18	20	18	18	14	17	26	40	25	37	36	31	67	10	19	2	6	34	70
	7%	5%	7%	7%	7%	9%	5%	5%	8%	7%	8%	6%	7%	7%	6%	8%	9%	7%	7%	5%	6%	4%	10%	8%	6%	8%	7%	7%	5%	7%	4%	8%	7%	7%
									H														V	V										
AI never invented	92	28	5	7	33	19	12	20	37	22	31	61	33	31	28	11	13	7	22	18	21	43	21	15	40	21	31	67	10	12	-	3	33	58
	6%	7%	2%	4%	8%	6%	5%	6%	7%	6%	4%	8%	7%	7%	5%	5%	6%	3%	9%	7%	7%	7%	5%	5%	7%	5%	7%	7%	5%	5%		3%	7%	6%
		C			CD							K							R	R	R													
Extreme wealth eliminated	92	25	14	14	26	13	22	23	22	24	54	37	37	38	17	22	23	10	16	15	7	41	24	19	29	30	33	57	8	10	5	11	27	65
	6%	6%	7%	7%	6%	4%	9%	7%	4%	7%	8%	5%	8%	8%	3%	9%	10%	4%	6%	6%	3%	7%	6%	6%	5%	7%	7%	6%	4%	4%	10%	14%	6%	6%
							I				L		O	O		RU	RU																	
Climate change solved	79	32	11	5	18	14	20	16	23	19	44	35	35	28	16	19	16	9	17	12	7	29	14	27	21	24	34	51	10	9	-	9	29	50
	5%	8%	5%	3%	4%	5%	8%	5%	4%	5%	6%	4%	7%	6%	3%	8%	7%	3%	7%	5%	2%	5%	3%	9%	3%	5%	7%	6%	6%	3%		11%	6%	5%
		D											O	O		U	U		U					VW			Y						
Access to education	30	9	6	4	8	3	8	5	9	8	11	19	21	8	1	7	4	1	14	4	1	14	9	7	10	7	13	17	4	4	-	5	15	15
	2%	2%	3%	2%	2%	1%	3%	2%	2%	2%	2%	2%	4%	2%	0%	3%	2%	0%	6%	2%	0%	2%	2%	2%	2%	2%	3%	2%	2%	2%		6%	3%	1%
													NO	O		RU			QRTU															
Other (specify)	130	31	7	19	38	34	24	32	52	22	58	71	30	49	50	14	16	28	16	33	23	61	44	17	60	47	23	91	11	17	-	10	34	95
	9%	8%	3%	10%	9%	11%	9%	10%	9%	6%	8%	9%	6%	10%	9%	6%	7%	11%	6%	13%	8%	10%	10%	5%	10%	10%	5%	10%	6%	7%		13%	7%	9%
		C		C	C	C								M						PQS		X	X		A1	A1								

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 26

Political_Vote24

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Donald Trump	615	143	60	92	190	129	87	137	260	132	320	295	174	177	263	93	86	141	82	91	122	235	198	134	268	176	170	460	46	78	10	21	228	387
	41%	36%	31%	47%	46%	43%	34%	43%	45%	36%	45%	37%	36%	37%	48%	41%	38%	54%	32%	36%	43%	37%	47%	42%	46%	39%	37%	49%	25%	30%	19%	26%	47%	38%
				BC	BC	C		G	GJ		L				MN			PQSTU			S		V		ZA1		C1D1E1F1						H1	
Kamala Harris	592	178	98	50	142	123	119	116	197	160	278	314	175	195	222	79	98	102	97	97	120	239	160	154	177	192	223	314	103	109	34	32	141	451
	39%	44%	50%	26%	34%	41%	46%	37%	34%	44%	39%	40%	36%	40%	41%	34%	43%	39%	38%	38%	42%	38%	38%	48%	30%	42%	48%	34%	54%	42%	67%	40%	29%	44%
		DE	DE			D	HI			I														VW		Y	Y		B1D1	B1	B1D1F1			G1
Other	23	7	5	3	4	4	4	4	11	3	12	11	9	8	6	4	6	2	4	3	4	9	4	6	4	8	11	12	3	7	-	1	4	18
	2%	2%	3%	1%	1%	1%	2%	1%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	2%	1%	2%	3%		1%	1%	2%
Did not vote	141	33	15	25	42	26	24	28	58	32	46	95	52	61	28	21	19	6	31	42	22	84	26	12	72	42	27	76	18	36	1	10	51	90
	9%	8%	7%	13%	10%	9%	9%	9%	10%	9%	6%	12%	11%	13%	5%	9%	8%	2%	12%	17%	8%	13%	6%	4%	12%	9%	6%	8%	10%	14%	3%	12%	11%	9%
												K	O	O		R	R		R	PQRU	R	WX			A1					B1E1				
Was not eligible to vote	63	19	8	10	17	9	10	17	24	12	35	28	37	19	7	22	11	3	15	8	4	32	10	4	32	17	13	31	8	10	2	13	21	42
	4%	5%	4%	5%	4%	3%	4%	5%	4%	3%	5%	3%	8%	4%	1%	9%	5%	1%	6%	3%	1%	5%	2%	1%	5%	4%	3%	3%	4%	4%	3%	16%	4%	4%
													NO	O		RTU	RU		RU			WX			A1							B1C1D1		
Not sure/Can't recall/Rather not say	74	19	11	16	19	10	12	14	24	24	27	48	34	21	19	11	8	8	23	13	11	31	21	8	35	21	18	37	11	18	4	5	35	39
	5%	5%	5%	8%	4%	3%	5%	5%	4%	7%	4%	6%	7%	4%	4%	5%	3%	3%	9%	5%	4%	5%	5%	3%	6%	5%	4%	4%	6%	7%	7%	6%	7%	4%
				F								K	O						QRU														H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 27

(Rebase to voters) Political_Vote24

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: Rebase to voters	1230	328	164	145	337	256	210	257	468	295	610	620	358	380	491	176	190	245	183	191	246	483	362	294	449	377	404	787	153	194	43	54	373	857
BASE: UNWEIGHTED	1230	328	164	145	337	256	217	249	474	290	636	594	316	395	519	163	217	256	153	178	263	469	355	316	423	367	440	865	147	161	25	32	350	880
Donald Trump	615	143	60	92	190	129	87	137	260	132	320	295	174	177	263	93	86	141	82	91	122	235	198	134	268	176	170	460	46	78	10	21	228	387
	50%	44%	37%	63%	56%	50%	41%	53%	56%	45%	52%	48%	49%	47%	54%	53%	45%	58%	45%	48%	50%	49%	55%	45%	60%	47%	42%	58%	30%	40%	22%	39%	61%	45%
				BCF	BC	C		G	GJ						N			QS					X		ZA1		C1D1E1F1						H1	
Kamala Harris	592	178	98	50	142	123	119	116	197	160	278	314	175	195	222	79	98	102	97	97	120	239	160	154	177	192	223	314	103	109	34	32	141	451
	48%	54%	60%	35%	42%	48%	57%	45%	42%	54%	46%	51%	49%	51%	45%	45%	52%	42%	53%	51%	49%	49%	44%	52%	39%	51%	55%	40%	67%	56%	78%	60%	38%	53%
		DE	DEF			D	HI			HI							R		R					W		Y	Y		B1D1	B1	B1D1	B1		G1
Other	23	7	5	3	4	4	4	4	11	3	12	11	9	8	6	4	6	2	4	3	4	9	4	6	4	8	11	12	3	7	-	1	4	18
	2%	2%	3%	2%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	3%		1%	1%	2%

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 28

Region

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Northeast	256	159	32	-	-	65	256	-	-	-	123	133	82	79	95	38	38	46	44	41	49	93	65	71	100	67	90	169	31	33	7	16	77	180
	17%	40%	16%			22%	100%				17%	17%	17%	17%	17%	17%	17%	18%	17%	16%	17%	15%	15%	22%	17%	15%	19%	18%	16%	13%	14%	20%	16%	17%
		CF																						VW				D1						
Midwest	317	74	-	22	155	66	-	317	-	-	155	162	92	101	124	44	51	60	48	51	63	131	99	64	124	105	89	244	32	22	5	14	98	218
	21%	19%		11%	37%	22%		100%			22%	20%	19%	21%	23%	19%	22%	23%	19%	20%	22%	21%	24%	20%	21%	23%	19%	26%	17%	9%	9%	18%	21%	21%
		D			BDF	D																					C1D1E1	D1					
South	573	52	17	153	243	108	-	-	573	-	269	304	195	178	201	92	80	97	103	97	103	249	171	104	235	166	172	332	109	97	8	27	195	378
	38%	13%	9%	78%	59%	36%			100%		38%	38%	41%	37%	37%	40%	35%	37%	41%	38%	36%	40%	41%	33%	40%	36%	37%	36%	57%	38%	15%	33%	41%	37%
				BCEF	BCF	BC																X	X					E1	D1E1F1	E1				
West	362	115	148	20	16	62	-	-	-	362	170	192	112	123	127	54	58	58	58	65	69	157	84	81	130	119	112	185	18	105	31	23	110	252
	24%	29%	75%	10%	4%	21%				100%	24%	24%	23%	26%	23%	24%	25%	22%	23%	26%	24%	25%	20%	25%	22%	26%	24%	20%	10%	41%	62%	29%	23%	24%
		DEF	BDEF	E		DE																						C1		B1C1	C1D1F1	C1		

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 29

State

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Alabama	31	-	-	31	-	-	-	-	31	-	11	19	10	7	14	5	1	5	5	5	9	20	2	7	22	5	4	19	6	2	-	3	10	21
	2%			16%					5%		2%	2%	2%	1%	3%	2%	1%	2%	2%	2%	3%	3%	1%	2%	4%	1%	1%	2%	3%	1%		4%	2%	2%
																					Q	W			ZA1									
Alaska	2	-	-	-	2	-	-	-	-	2	1	1	-	1	1	-	1	1	-	1	-	-	1	1	-	1	1	2	-	-	-	-	-	2
	0%				0%					1%	0%	0%		0%	0%		0%	0%		0%			0%	0%		0%	0%	0%						0%
Arizona	44	-	-	-	-	44	-	-	-	44	22	23	10	15	19	4	8	10	6	7	9	18	15	8	18	17	9	24	1	17	-	2	13	32
	3%					15%				12%	3%	3%	2%	3%	4%	2%	3%	4%	2%	3%	3%	3%	4%	3%	3%	4%	2%	3%	1%	7%		2%	3%	3%
																														B1C1				
Arkansas	20	-	-	20	-	-	-	-	20	-	10	10	6	7	7	3	4	3	3	3	4	14	2	3	6	7	7	13	4	2	-	2	6	14
	1%			10%					3%		1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	1%	2%	1%	1%	2%	1%		3%	1%	1%
																						W												
California	147	-	147	-	-	-	-	-	-	147	64	82	53	50	43	27	27	11	27	24	32	66	34	30	51	46	49	43	13	61	14	15	59	88
	10%		74%							40%	9%	10%	11%	10%	8%	12%	12%	4%	11%	9%	11%	10%	8%	9%	9%	10%	11%	5%	7%	24%	29%	18%	12%	9%
																R	R		R	R	R									B1C1	B1C1	B1		
Colorado	25	25	-	-	-	-	-	-	-	25	12	13	8	11	6	6	5	1	2	6	5	7	2	9	8	6	10	16	-	4	3	2	9	16
	2%	6%								7%	2%	2%	2%	2%	1%	3%	2%	1%	1%	2%	2%	1%	0%	3%	1%	1%	2%	2%		2%	5%	2%	2%	2%
																R								W										
Connecticut	20	20	-	-	-	-	20	-	-	-	11	10	10	4	6	6	-	4	4	4	2	4	8	7	6	4	10	14	-	1	-	5	5	16
	1%	5%					8%				1%	1%	2%	1%	1%	3%		2%	1%	2%	1%	1%	2%	2%	1%	1%	2%	2%		1%		6%	1%	2%
Delaware	6	6	-	-	-	-	-	-	6	-	3	3	4	0	2	1	0	1	2	-	1	1	4	0	1	5	-	2	2	2	-	-	5	1
	0%	2%							1%		0%	0%	1%	0%	0%	1%	0%	1%	1%		0%	0%	1%	0%	0%	1%		0%	1%	1%			1%	0%
District of Columbia	2	-	2	-	-	-	-	-	2	-	1	1	-	-	2	-	-	1	-	-	1	1	-	1	-	1	1	-	2	-	-	-	-	2
	0%		1%						0%		0%	0%			0%			0%			0%	0%		0%		0%	0%		1%					0%
Florida	96	-	-	-	96	-	-	-	96	-	45	51	22	37	38	16	14	15	6	22	23	41	29	19	38	34	24	60	8	24	-	4	34	62
	6%				23%				17%		6%	6%	4%	8%	7%	7%	6%	6%	2%	9%	8%	6%	7%	6%	6%	7%	5%	6%	4%	9%		5%	7%	6%
																S				S	S													
Georgia	43	-	-	-	-	43	-	-	43	-	22	21	19	12	12	9	5	8	10	7	4	18	12	7	18	10	16	21	16	2	-	4	22	21
	3%					14%			7%		3%	3%	4%	3%	2%	4%	2%	3%	4%	3%	1%	3%	3%	2%	3%	2%	3%	2%	8%	1%		5%	5%	2%
																													B1D1				H1	
Hawaii	2	-	2	-	-	-	-	-	-	2	2	-	-	2	-	-	2	-	-	-	-	2	-	-	-	2	-	-	-	-	2	-	-	2
	0%		1%							1%	0%			0%			1%					0%				0%					4%			0%
Idaho	12	-	-	12	-	-	-	-	-	12	4	8	6	4	2	3	1	-	3	3	2	6	4	1	3	6	2	8	-	-	2	2	5	6
	1%			6%						3%	1%	1%	1%	1%	0%	1%	0%		1%	1%	1%	1%	1%	0%	0%	1%	1%	1%			4%	2%	1%	1%
Illinois	49	49	-	-	-	-	-	49	-	-	28	21	19	15	16	10	10	8	9	5	7	16	12	16	14	15	21	34	6	6	3	-	26	24
	3%	12%						16%			4%	3%	4%	3%	3%	4%	5%	3%	4%	2%	3%	3%	3%	5%	2%	3%	4%	4%	3%	2%	5%		5%	2%
																																	H1	
Indiana	40	-	-	-	40	-	-	40	-	-	18	22	10	17	13	6	8	4	4	10	9	16	14	7	17	11	12	31	3	3	2	2	14	27
	3%				10%			13%			3%	3%	2%	4%	2%	3%	3%	2%	2%	4%	3%	3%	3%	2%	3%	2%	3%	3%	2%	1%	4%	2%	3%	3%
																												D1						
Iowa	16	-	-	-	16	-	-	16	-	-	9	7	3	5	8	-	3	5	3	2	2	6	7	3	3	10	3	16	-	-	-	-	4	11
	1%				4%			5%			1%	1%	1%	1%	1%		1%	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	2%					1%	1%
																										YA1								
Kansas	11	-	-	-	11	-	-	11	-	-	4	7	3	5	3	-	1	3	3	4	-	5	4	2	4	6	1	8	2	2	-	-	4	7
	1%				3%			3%			1%	1%	1%	1%	1%		0%	1%	1%	2%		1%	1%	1%	1%	1%	0%	1%	1%	1%			1%	1%
Kentucky	20	-	-	20	-	-	-	-	20	-	8	12	7	5	8	2	2	3	5	3	4	8	6	1	10	6	4	15	3	1	-	-	9	10
	1%			10%					3%		1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	2%	1%	1%	2%	2%	0%			2%	1%
																												D1						
Louisiana	20	-	-	20	-	-	-	-	20	-	5	14	3	9	8	-	5	-	3	3	8	14	4	-	10	8	2	7	10	-	-	3	7	13
	1%			10%					3%		1%	2%	1%	2%	1%		2%		1%	1%	3%	2%	1%		2%	2%	0%	1%	5%			4%	1%	1%
																									A1				B1					
Maine	13	13	-	-	-	-	13	-	-	-	4	10	4	1	8	-	-	4	4	1	4	3	6	3	6	4	3	10	-	1	2	-	7	6
	1%	3%					5%				1%	1%	1%	0%	1%			1%	2%	0%	1%	0%	1%	1%	1%	1%	1%	1%		0%	4%		2%	1%
															N																			
Maryland	15	-	15	-	-	-	-	-	15	-	9	6	10	2	4	5	2	2	4	-	2	2	5	7	4	2	9	5	6	2	3	-	3	12
	1%		8%						3%		1%	1%	2%	0%	1%	2%	1%	1%	2%		1%	0%	1%	2%	1%	0%	2%	1%	3%	1%	6%		1%	1%
													N											V			Z							
Massachusetts	30	-	30	-	-	-	30	-	-	-	13	17	14	4	12	7	1	5	7	3	6	14	6	8	8	9	13	18	4	3	1	3	5	25
	2%		15%				12%				2%	2%	3%	1%	2%	3%	0%	2%	3%	1%	2%	2%	1%	2%	1%	2%	3%	2%	2%	1%	3%	4%	1%	2%
													N																					
Michigan	42	-	-	-	-	42	-	42	-	-	17	25	14	8	20	8	3	6	5	6	14	18	10	12	15	14	14	38	4	-	-	-	12	30
	3%					14%		13%			2%	3%	3%	2%	4%	4%	1%	2%	2%	2%	5%	3%	2%	4%	2%	3%	3%	4%	2%				3%	3%
																					Q													
Minnesota	25	25	-	-	-	-	-	25	-	-	16	9	10	6	9	5	5	6	5	1	3	9	10	3	6	11	7	16	1	3	-	5	6	18
	2%	6%						8%			2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	1%	1%	2%	1%	1%	2%	2%	2%	0%	1%		6%	1%	2%
																																C1		
Mississippi	8	-	-	8	-	-	-	-	8	-	4	4	-	3	5	-	1	3	-	2	2	4	-	4	2	3	3	5	3	-	-	-	4	4

	1%			4%					1%		1%	0%		1%	1%		1%	1%		1%	1%	1%		1%	0%	1%	1%	1%	1%				1%	0%
Missouri	24	-	-	-	24	-	-	24	-	-	14	10	8	8	8	5	4	6	3	5	3	9	13	1	8	8	8	17	1	3	-	4	9	15
	2%				6%			8%			2%	1%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	3%	0%	1%	2%	2%	2%	0%	1%		4%	2%	1%
																							X											
Montana	4	-	-	4	-	-	-	-	-	4	2	2	1	4	-	-	2	-	1	1	-	3	-	2	3	1	1	4	-	-	-	-	-	4
	0%			2%						1%	0%	0%	0%	1%			1%		0%	1%		0%		1%	0%	0%	0%	0%						0%
Nebraska	10	-	-	10	-	-	-	10	-	-	4	5	2	2	6	-	-	4	2	2	2	6	2	2	4	3	3	6	3	1	-	-	2	7
	1%			5%				3%			1%	1%	0%	0%	1%			2%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	0%			0%	1%
Nevada	18	-	-	-	-	18	-	-	-	18	11	8	4	7	7	3	2	5	2	4	2	10	3	3	4	10	4	12	-	6	-	-	5	14
	1%					6%				5%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%		2%			1%	1%
New Hampshire	11	-	-	-	-	11	11	-	-	-	5	5	-	3	7	-	2	3	-	1	4	5	2	2	6	4	1	8	2	-	-	1	1	10
	1%					4%	4%				1%	1%		1%	1%		1%	1%		0%	2%	1%	1%	1%	1%	1%	0%	1%	1%			1%	0%	1%
																																		G1
New Jersey	30	30	-	-	-	-	30	-	-	-	19	11	5	15	10	3	10	7	2	5	4	6	3	18	8	9	14	22	3	5	-	1	10	20
	2%	8%					12%				3%	1%	1%	3%	2%	1%	5%	2%	1%	2%	1%	1%	1%	6%	1%	2%	3%	2%	1%	2%		2%	2%	2%
														M			PSU							VW										
New Mexico	12	12	-	-	-	-	-	-	-	12	7	5	2	4	6	1	3	3	1	1	3	6	2	1	1	7	4	6	-	7	-	-	3	9
	1%	3%								3%	1%	1%	0%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	0%	2%	1%	1%		3%			1%	1%
																										Y								
New York	92	92	-	-	-	-	92	-	-	-	46	46	26	36	29	13	20	13	13	16	17	35	23	22	33	24	35	51	16	15	4	6	30	62
	6%	23%					36%				6%	6%	5%	8%	5%	6%	9%	5%	5%	6%	6%	6%	5%	7%	6%	5%	8%	6%	8%	6%	8%	7%	6%	6%
North Carolina	65	-	-	-	-	65	-	-	65	-	28	36	27	22	16	10	10	9	18	12	7	22	18	17	16	22	27	35	19	9	-	2	25	40
	4%					22%			11%		4%	5%	6%	4%	3%	4%	4%	4%	7%	5%	2%	4%	4%	5%	3%	5%	6%	4%	10%	3%		3%	5%	4%
																			U								Y		B1D1F1					
North Dakota	2	-	-	2	-	-	-	2	-	-	1	1	-	1	1	-	-	1	-	1	-	-	1	1	-	1	1	2	-	-	-	-	-	2
	0%			1%				1%			0%	0%		0%	0%			0%		0%			0%	0%		0%	0%	0%						0%
Ohio	63	-	-	-	63	-	-	63	-	-	30	33	16	21	26	8	13	9	8	8	17	30	16	11	30	19	14	48	10	3	-	2	12	51
	4%				15%			20%			4%	4%	3%	4%	5%	3%	6%	4%	3%	3%	6%	5%	4%	3%	5%	4%	3%	5%	5%	1%		3%	2%	5%
																												D1	D1					G1
Oklahoma	17	-	-	17	-	-	-	-	17	-	9	8	6	4	6	3	3	3	3	2	3	3	8	4	8	1	8	13	1	1	-	1	4	13
	1%			9%					3%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	0%	2%	1%	1%	0%		2%	1%	1%
																											Z							
Oregon	26	26	-	-	-	-	-	-	-	26	9	16	6	9	11	2	2	6	4	7	5	10	4	9	10	7	8	21	-	3	2	-	5	21
	2%	6%								7%	1%	2%	1%	2%	2%	1%	1%	2%	1%	3%	2%	2%	1%	3%	2%	2%	2%	2%		1%	4%		1%	2%
Pennsylvania	55	-	-	-	-	55	55	-	-	-	23	32	20	12	22	9	4	10	12	8	12	24	16	9	34	10	11	40	6	8	-	-	16	39
	4%					18%	21%				3%	4%	4%	3%	4%	4%	2%	4%	5%	3%	4%	4%	4%	3%	6%	2%	2%	4%	3%	3%			3%	4%
																									ZA1									
Puerto Rico	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	4	4	-	-	-	-	4	-	-	-	1	2	1	3	-	1	1	-	-	2	-	1	1	1	-	3	1	4	-	-	-	-	3	1
	0%	1%					1%				0%	0%	0%	1%		0%	0%			1%		0%	0%	0%		1%	0%	0%					1%	0%
South Carolina	29	-	-	-	29	-	-	-	29	-	17	13	7	6	17	3	3	11	4	3	6	12	13	2	15	10	5	26	2	2	-	-	7	22
	2%				7%				5%		2%	2%	1%	1%	3%	1%	1%	4%	2%	1%	2%	2%	3%	1%	2%	2%	1%	3%	1%	1%			2%	2%
															N			QT					X				D1							
South Dakota	11	-	-	11	-	-	-	11	-	-	7	5	3	2	6	1	2	3	1	-	3	6	3	2	9	1	1	9	-	-	-	2	2	9
	1%			6%				4%			1%	1%	1%	0%	1%	1%	1%	1%	0%		1%	1%	1%	0%	2%	0%	0%	1%				3%	0%	1%
																									ZA1									
Tennessee	32	-	-	32	-	-	-	-	32	-	15	17	11	16	4	7	7	0	5	9	3	17	12	3	12	6	13	24	3	2	-	1	12	20
	2%			16%					6%		2%	2%	2%	3%	1%	3%	3%	0%	2%	3%	1%	3%	3%	1%	2%	1%	3%	3%	2%	1%		2%	3%	2%
														O		R	R			R														
Texas	118	-	-	-	118	-	-	-	118	-	57	61	43	32	43	16	14	27	27	18	16	48	45	18	53	35	31	50	15	46	2	5	36	82
	8%				29%				21%		8%	8%	9%	7%	8%	7%	6%	10%	11%	7%	6%	8%	11%	5%	9%	8%	7%	5%	8%	18%	4%	6%	8%	8%
																							X						B1C1E1F1					
Utah	14	-	-	-	14	-	-	-	-	14	5	10	10	2	2	2	1	2	8	2	-	4	5	5	2	2	11	10	-	4	-	-	7	7
	1%				3%					4%	1%	1%	2%	0%	0%	1%	0%	1%	3%	1%		1%	1%	1%	0%	0%	2%	1%		1%			1%	1%
													O						Q								YZ							
Vermont	2	-	2	-	-	-	2	-	-	-	1	1	1	-	1	-	-	1	1	-	-	1	-	1	-	-	2	2	-	-	-	-	-	2
	0%		1%				1%				0%	0%	0%		0%			0%	0%			0%		0%			0%	0%						0%
Virginia	45	45	-	-	-	-	-	-	45	-	22	23	19	13	14	12	6	5	7	7	9	19	12	10	17	9	19	32	8	2	3	-	10	35
	3%	11%							8%		3%	3%	4%	3%	3%	5%	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	1%	5%		2%	3%
																R											D1	D1						
Washington	52	52	-	-	-	-	-	-	-	52	29	24	12	14	27	7	5	17	5	9	10	22	14	12	28	12	12	35	4	1	8	4	5	47
	3%	13%								14%	4%	3%	3%	3%	5%	3%	2%	6%	2%	3%	3%	3%	3%	4%	5%	3%	3%	4%	2%	1%	16%	4%	1%	5%
																		QS										D1			C1D1			G1
West Virginia	7	-	-	7	-	-	-	-	7	-	4	3	1	3	3	1	1	2	-	2	1	6	1	-	4	2	1	5	2	-	-	-	2	6
	0%			4%					1%		1%	0%	0%	1%	1%	0%	1%	1%		1%	1%	1%	0%		1%	1%	0%	1%	1%				0%	1%
Wisconsin	24	-	-	-	-	24	-	24	-	-	7	17	6	10	7	2	2	3	4	8	4	10	8	5	12	7	5	20	2	2	-	-	7	17
	2%					8%		8%			1%	2%	1%	2%	1%	1%	1%	1%	2%	3%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%			1%	2%
Wyoming	4	-	-	4	-	-	-	-	-	4	3	1	-	1	3	-	1	2	-	-	1	3	-	-	2	2	-	3	-	1	-	-	-	4
	0%			2%						1%	0%	0%		0%	1%		0%	1%			0%	0%			0%	0%		0%		0%				0%

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1

Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Holiday Showdown 2026

Angus Reid Global

Oct. 29, 2026

Table 30

Age

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
18-24	106	31	18	12	19	26	28	15	30	33	49	57	106	-	-	49	-	-	57	-	-	37	20	19	53	35	18	48	9	24	12	13	49	57
	7%	8%	9%	6%	5%	9%	11%	5%	5%	9%	7%	7%	22%			21%			23%			6%	5%	6%	9%	8%	4%	5%	5%	9%	25%	16%	10%	6%
						E	HI			HI															A1	A1					B1C1	C1	H1	
25-34	375	95	61	43	102	75	54	77	165	79	180	195	375	-	-	180	-	-	195	-	-	118	117	107	63	106	207	226	41	51	17	40	176	199
	25%	24%	31%	22%	25%	25%	21%	24%	29%	22%	25%	25%	78%			79%			77%			19%	28%	34%	11%	23%	45%	24%	22%	20%	34%	50%	37%	19%
									GJ														V	V		Y	YZ					B1C1D1	H1	
35-44	262	70	32	40	73	47	38	46	107	71	126	136	-	262	-	-	126	-	-	136	-	125	61	55	92	94	75	142	45	52	11	11	134	128
	17%	17%	16%	20%	18%	16%	15%	15%	19%	20%	18%	17%		54%			55%			53%		20%	15%	17%	16%	21%	16%	15%	24%	20%	22%	14%	28%	12%
																						W							B1				H1	
45-54	220	61	26	27	62	43	41	55	71	52	101	118	-	220	-	-	101	-	-	118	-	97	52	53	88	84	48	146	30	33	8	3	74	146
	15%	15%	13%	14%	15%	14%	16%	17%	12%	14%	14%	15%		46%			45%			47%		15%	12%	16%	15%	18%	10%	16%	16%	13%	16%	4%	15%	14%
																									A1	A1		F1	F1	F1				
55-64	214	56	26	41	51	40	39	36	87	53	101	112	-	-	214	-	-	101	-	-	112	95	60	44	107	52	55	112	35	53	2	11	28	186
	14%	14%	13%	21%	12%	13%	15%	11%	15%	15%	14%	14%			39%			39%			40%	15%	14%	14%	18%	11%	12%	12%	19%	21%	4%	14%	6%	18%
				EF																					ZA1			E1	E1	B1E1				G1
65+	332	88	34	33	107	71	56	88	114	74	160	172	-	-	332	-	-	160	-	-	172	158	110	42	186	86	60	256	29	45	-	2	20	312
	22%	22%	17%	17%	26%	23%	22%	28%	20%	20%	22%	22%			61%			61%			60%	25%	26%	13%	32%	19%	13%	28%	15%	18%		2%	4%	30%
					CD			IJ														X	X		ZA1	A1		C1D1F1	F1	F1				G1
18-34	481	126	78	55	121	101	82	92	195	112	229	252	481	-	-	229	-	-	252	-	-	156	137	126	116	141	225	274	50	74	29	54	225	256
	32%	31%	40%	28%	29%	33%	32%	29%	34%	31%	32%	32%	100%			100%			100%			25%	33%	39%	20%	31%	49%	29%	27%	29%	59%	66%	47%	25%
			DE																				V	V		Y	YZ				B1C1D1	B1C1D1	H1	
35-54	482	131	58	68	135	90	79	101	178	123	227	254	-	482	-	-	227	-	-	254	-	222	112	107	180	179	123	288	75	85	19	14	208	274
	32%	33%	30%	34%	33%	30%	31%	32%	31%	34%	32%	32%		100%			100%			100%		35%	27%	34%	31%	39%	27%	31%	40%	33%	38%	17%	43%	27%
																						W				YA1		F1	B1F1	F1			H1	
55+	546	143	60	73	158	111	95	124	201	127	262	284	-	-	546	-	-	262	-	-	284	252	169	86	293	138	115	368	64	99	2	13	48	498
	36%	36%	31%	37%	38%	37%	37%	39%	35%	35%	36%	36%			100%			100%			100%	40%	40%	27%	50%	30%	25%	40%	34%	38%	4%	16%	10%	48%
																						X	X		ZA1			E1F1	E1F1	E1F1				G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 31

Gender

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Male	718	209	89	86	199	135	123	155	269	170	718	-	229	227	262	229	227	262	-	-	-	247	211	195	245	213	260	427	98	109	31	54	208	509
	48%	52%	45%	44%	48%	45%	48%	49%	47%	47%	100%		48%	47%	48%	100%	100%	100%				39%	51%	61%	42%	47%	56%	46%	52%	42%	61%	67%	43%	50%
																							V	VW			YZ					B1D1		G1
Female	790	191	108	110	215	166	133	162	304	192	-	790	252	254	284	-	-	-	252	254	284	383	207	124	344	244	203	503	92	149	19	27	272	519
	52%	48%	55%	56%	52%	55%	52%	51%	53%	53%		100%	52%	53%	52%				100%	100%	100%	61%	49%	39%	58%	53%	44%	54%	48%	58%	39%	33%	57%	50%
																						WX	X		A1	A1		F1		F1			H1	
Prefer to self-describe	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 32

Education

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
<=HS	589	138	63	96	170	123	100	124	235	130	245	344	116	180	293	52	70	123	64	110	170	337	145	50	589	-	-	427	50	68	16	28	153	436
	39%	34%	32%	49%	41%	41%	39%	39%	41%	36%	34%	44%	24%	37%	54%	23%	31%	47%	25%	43%	60%	53%	35%	16%	100%			46%	27%	26%	32%	34%	32%	42%
				BC	C							K		M	MN			PQS		PQS	PQRST	WX	X					C1D1						G1
College/ Associate degree	457	117	60	53	135	92	67	105	166	119	213	244	141	179	138	54	88	71	86	91	67	199	145	66	-	457	-	235	73	111	14	24	148	309
	30%	29%	31%	27%	33%	31%	26%	33%	29%	33%	30%	31%	29%	37%	25%	24%	39%	27%	34%	36%	23%	32%	35%	21%		100%		25%	39%	43%	27%	30%	31%	30%
														MO			PRU		PU	PRU		X	X						B1	B1				
Univ+	463	146	74	47	110	86	90	89	172	112	260	203	225	123	115	123	70	67	102	53	47	94	128	202	-	-	463	269	66	78	20	29	180	283
	31%	36%	37%	24%	26%	29%	35%	28%	30%	31%	36%	26%	47%	26%	21%	54%	31%	26%	41%	21%	17%	15%	31%	63%			100%	29%	35%	30%	41%	36%	37%	28%
		DEF	DE								L		NO			QRSTU	TU	U	QRTU				V	VW								H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 33

HH_Income

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Less than $10,000	114	17	24	20	28	24	19	25	41	28	50	64	40	49	24	18	28	4	23	21	20	114	-	-	60	46	8	50	30	16	2	15	30	84
	8%	4%	12%	10%	7%	8%	8%	8%	7%	8%	7%	8%	8%	10%	4%	8%	12%	1%	9%	8%	7%	18%			10%	10%	2%	5%	16%	6%	4%	19%	6%	8%
			B	B									O	O		R	RU		R	R	R				A1	A1		B1D1E1			B1D1E1			
$10,000 - $24,999	195	50	17	42	48	38	30	35	80	49	73	122	38	65	92	17	26	30	21	40	61	195	-	-	112	60	23	111	35	34	6	7	45	150
	13%	12%	9%	21%	12%	12%	12%	11%	14%	14%	10%	15%	8%	14%	17%	7%	11%	12%	8%	16%	22%	31%			19%	13%	5%	12%	19%	13%	13%	9%	9%	15%
				BCEF								K		M	M					PS	PQRS				ZA1	A1			B1					G1
$25,000 - $34,999	145	29	19	23	43	31	23	23	67	32	45	99	35	39	71	13	7	26	22	32	45	145	-	-	85	36	24	94	19	24	4	4	36	109
	10%	7%	9%	12%	10%	10%	9%	7%	12%	9%	6%	13%	7%	8%	13%	5%	3%	10%	9%	13%	16%	23%			14%	8%	5%	10%	10%	9%	7%	5%	7%	11%
									H			K			MN			Q	Q	PQ	PQRS				ZA1									G1
$35,000 - $49,999	177	44	26	24	52	32	21	47	61	48	79	98	43	69	65	16	27	35	27	42	30	177	-	-	80	58	39	107	23	35	6	6	54	123
	12%	11%	13%	12%	13%	11%	8%	15%	11%	13%	11%	12%	9%	14%	12%	7%	12%	14%	11%	16%	10%	28%			14%	13%	8%	11%	12%	14%	12%	7%	11%	12%
								G						M				P		P					A1	A1								
$50,000 - $74,999	251	60	24	33	83	50	38	53	113	47	119	131	86	51	113	40	27	52	46	24	61	-	251	-	101	82	67	157	24	48	2	20	57	194
	17%	15%	12%	17%	20%	17%	15%	17%	20%	13%	17%	17%	18%	11%	21%	18%	12%	20%	18%	10%	21%		60%		17%	18%	14%	17%	13%	19%	4%	24%	12%	19%
					C				J				N		N	T		QT	T		QT							E1	E1	E1		E1		G1
$75,000 - $99,999	168	40	21	12	61	34	26	47	58	36	92	76	50	61	56	25	27	40	26	33	17	-	168	-	44	63	61	108	15	35	5	5	72	96
	11%	10%	11%	6%	15%	11%	10%	15%	10%	10%	13%	10%	10%	13%	10%	11%	12%	15%	10%	13%	6%		40%		7%	14%	13%	12%	8%	13%	11%	6%	15%	9%
					D												U	U		U						Y	Y					H1	
$100,000 - $149,999	169	53	23	19	38	36	31	38	59	41	108	61	71	48	51	46	28	34	25	20	17	-	-	169	36	37	97	105	16	29	9	10	65	104
	11%	13%	12%	10%	9%	12%	12%	12%	10%	11%	15%	8%	15%	10%	9%	20%	12%	13%	10%	8%	6%			53%	6%	8%	21%	11%	8%	11%	18%	12%	14%	10%
											L		NO			QSTU	U	U								YZ							
$150,000 - $199,999	87	24	11	8	24	18	17	17	30	24	51	35	32	31	24	19	17	15	13	14	9	-	-	87	11	22	54	67	8	6	3	2	41	45
	6%	6%	6%	4%	6%	6%	7%	5%	5%	7%	7%	4%	7%	6%	4%	8%	8%	6%	5%	5%	3%			27%	2%	5%	12%	7%	4%	2%	6%	3%	9%	4%
											L					U	U									Y	YZ	D1					H1	
$200,000 or more	63	36	11	3	6	8	22	9	15	16	36	27	23	29	12	9	18	9	14	11	3	-	-	63	4	7	52	44	2	8	5	4	33	31
	4%	9%	6%	1%	1%	3%	9%	3%	3%	5%	5%	3%	5%	6%	2%	4%	8%	4%	5%	4%	1%			20%	1%	2%	11%	5%	1%	3%	10%	4%	7%	3%
		DEF	DE				HI							O			U		U	U							YZ	C1					H1	
Don't know / Rather not say	141	47	20	12	31	30	28	23	49	41	64	76	63	40	38	26	22	17	37	18	21	-	-	-	56	46	38	86	17	22	8	7	48	93
	9%	12%	10%	6%	7%	10%	11%	7%	9%	11%	9%	10%	13%	8%	7%	11%	10%	6%	15%	7%	7%				10%	10%	8%	9%	9%	8%	16%	9%	10%	9%
		DE											NO						RTU															
<$50K	630	139	86	110	171	124	93	131	249	157	247	383	156	222	252	63	88	96	93	134	157	630	-	-	337	199	94	363	107	109	18	33	165	465
	42%	35%	44%	56%	41%	41%	36%	41%	44%	43%	34%	49%	32%	46%	46%	28%	39%	37%	37%	53%	55%	100%			57%	44%	20%	39%	57%	42%	36%	41%	34%	45%
				BCEF								K		M	M		P	P		PQRS	PQRS				ZA1	A1		B1D1E1						G1
$50K-<$100K	418	100	45	45	144	84	65	99	171	84	211	207	137	112	169	65	54	92	71	58	78	-	418	-	145	145	128	265	39	83	7	25	129	290
	28%	25%	23%	23%	35%	28%	25%	31%	30%	23%	29%	26%	28%	23%	31%	29%	24%	35%	28%	23%	27%		100%		25%	32%	28%	28%	21%	32%	14%	31%	27%	28%
					BCD			J	J						N			QT								Y		C1		C1E1				
$100K+	319	113	46	30	68	62	71	64	104	81	195	124	126	107	86	74	63	58	51	44	28	-	-	319	50	66	202	216	26	44	17	16	139	180
	21%	28%	23%	15%	17%	21%	28%	20%	18%	22%	27%	16%	26%	22%	16%	32%	28%	22%	20%	17%	10%			100%	9%	14%	44%	23%	14%	17%	35%	19%	29%	17%
		DEF					I				L		O	O		RSTU	TU	U	U	U						Y	YZ	C1D1			C1		H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 34

Race

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
White	930	263	68	134	268	197	169	244	332	185	427	503	274	288	368	115	122	190	158	166	179	363	265	216	427	235	269	930	-	-	-	-	277	653
	62%	66%	35%	68%	65%	66%	66%	77%	58%	51%	59%	64%	57%	60%	67%	50%	54%	72%	63%	65%	63%	58%	63%	68%	72%	51%	58%	100%					58%	64%
		C		C	C	C	IJ	GIJ	J						MN			PQSU	PQ	PQ	PQ			V	ZA1		Z						G1
Black or African American	189	39	25	35	40	50	31	32	109	18	98	92	50	75	64	30	43	24	20	32	40	107	39	26	50	73	66	-	189	-	-	-	69	120
	13%	10%	13%	18%	10%	17%	12%	10%	19%	5%	14%	12%	10%	16%	12%	13%	19%	9%	8%	12%	14%	17%	9%	8%	9%	16%	14%		100%				14%	12%
				BE		BE	J	J	GHJ					M			RS				S	WX				Y	Y						
Hispanic	258	51	66	10	85	45	33	22	97	105	109	149	74	85	99	28	42	40	46	44	59	109	83	44	68	111	78	-	-	258	-	-	99	159
	17%	13%	34%	5%	21%	15%	13%	7%	17%	29%	15%	19%	15%	18%	18%	12%	18%	15%	18%	17%	21%	17%	20%	14%	12%	24%	17%			100%			21%	15%
		D	BDEF		BDF	D	H		H	GHI											P		X			YA1	Y					H1	
Pacific Islander/ Asians	50	24	20	2	4	-	7	5	8	31	31	19	29	19	2	17	12	2	13	7	-	18	7	17	16	14	20	-	-	-	50	-	15	35
	3%	6%	10%	1%	1%		3%	1%	1%	9%	4%	2%	6%	4%	0%	7%	5%	1%	5%	3%		3%	2%	5%	3%	3%	4%				100%		3%	3%
		DE	BDE							GHI	L		O	O		RT	R		R	R				VW									
Other	81	22	18	15	17	9	16	14	27	23	54	27	54	14	13	39	8	6	15	6	7	33	25	16	28	24	29	-	-	-	-	81	20	61
	5%	6%	9%	8%	4%	3%	6%	5%	5%	6%	7%	3%	11%	3%	2%	17%	4%	2%	6%	2%	2%	5%	6%	5%	5%	5%	6%					100%	4%	6%
		F	EF	EF							L		NO			QRSTU			RTU														

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 35

HH_MaritalStatus

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Single, never married	560	159	100	64	131	107	111	99	201	150	276	284	304	186	70	148	95	34	157	91	36	278	127	75	204	181	176	279	89	101	43	48	137	423
	37%	40%	51%	33%	32%	35%	43%	31%	35%	41%	39%	36%	63%	39%	13%	65%	42%	13%	62%	36%	13%	44%	30%	24%	35%	40%	38%	30%	47%	39%	87%	59%	29%	41%
		E	BDEF				HI			H			NO	O		QRTU	RU		QRTU	RU		WX							B1	B1	C1D1F1	B1D1		G1
Married	623	168	61	80	181	133	102	147	240	134	325	298	153	196	275	74	92	159	79	104	116	148	221	217	228	167	228	434	63	102	5	19	265	358
	41%	42%	31%	41%	44%	44%	40%	46%	42%	37%	45%	38%	32%	41%	50%	32%	41%	61%	31%	41%	41%	24%	53%	68%	39%	36%	49%	47%	33%	39%	10%	24%	55%	35%
		C			C	C		J			L			M	MN		S	PQSTU		S	S		V	VW			YZ	C1E1F1	E1	E1F1			H1	
Common-law	66	10	9	9	25	14	6	14	30	16	22	44	15	30	22	5	8	9	10	22	13	33	22	4	34	25	7	41	10	13	-	2	26	40
	4%	2%	4%	5%	6%	5%	2%	4%	5%	4%	3%	6%	3%	6%	4%	2%	4%	3%	4%	8%	5%	5%	5%	1%	6%	6%	1%	4%	5%	5%		2%	5%	4%
					B				G			K		M						PQR		X	X		A1	A1								
Separated	19	6	3	5	5	0	3	5	5	6	6	13	3	9	8	-	4	2	3	5	5	15	1	2	10	7	1	10	3	1	-	6	7	12
	1%	1%	2%	2%	1%	0%	1%	2%	1%	2%	1%	2%	1%	2%	1%		2%	1%	1%	2%	2%	2%	0%	1%	2%	2%	0%	1%	1%	1%		7%	1%	1%
				F																		WX			A1								
Divorced	180	51	17	25	55	32	28	45	66	42	75	105	7	57	117	2	28	45	5	29	72	115	40	15	72	65	43	126	23	25	2	5	36	144
	12%	13%	9%	13%	13%	11%	11%	14%	11%	12%	10%	13%	1%	12%	21%	1%	12%	17%	2%	11%	25%	18%	10%	5%	12%	14%	9%	14%	12%	10%	3%	6%	8%	14%
														M	MN		PS	PS		PS	PQRST	WX	X			A1		E1						G1
Widowed	59	8	7	13	17	15	7	8	31	14	13	46	-	4	55	-	-	13	-	4	42	41	9	5	40	11	8	40	2	15	-	1	9	50
	4%	2%	3%	7%	4%	5%	3%	2%	5%	4%	2%	6%		1%	10%			5%		2%	15%	7%	2%	2%	7%	2%	2%	4%	1%	6%		1%	2%	5%
				B		B			H			K			N						RT	WX			ZA1			C1		C1			G1
Net: Married/Commonlaw	689	178	70	89	206	147	108	161	270	150	347	342	167	225	297	79	100	168	88	125	129	181	242	221	262	192	235	475	73	115	5	21	291	399
	46%	44%	35%	46%	50%	49%	42%	51%	47%	42%	48%	43%	35%	47%	54%	35%	44%	64%	35%	49%	45%	29%	58%	69%	45%	42%	51%	51%	38%	45%	10%	26%	61%	39%
					C	C		J						M	MN			PQSTU		PS	PS		V	VW			Z	C1E1F1	E1	E1F1			H1	
Net: Other	819	222	127	107	208	154	148	156	303	212	370	448	314	256	249	150	127	94	164	129	155	449	176	98	326	265	227	455	117	143	45	59	189	629
	54%	56%	65%	54%	50%	51%	58%	49%	53%	58%	52%	57%	65%	53%	46%	65%	56%	36%	65%	51%	55%	71%	42%	31%	55%	58%	49%	49%	62%	55%	90%	74%	39%	61%
			EF							H			NO	O		RTU	R		RTU	R	R	WX	X			A1			B1		B1C1D1	B1D1		G1

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 36

HH Size

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
1	300	80	45	50	69	55	54	46	120	80	149	151	65	87	148	43	49	57	23	37	91	186	62	31	107	89	104	175	42	45	12	26	27	272
	20%	20%	23%	25%	17%	18%	21%	14%	21%	22%	21%	19%	14%	18%	27%	19%	22%	22%	9%	15%	32%	30%	15%	10%	18%	19%	22%	19%	22%	17%	24%	32%	6%	26%
				E					H	H					MN	S	S	S			PQRST	WX												G1
2	518	127	44	73	160	113	81	137	184	116	262	256	113	134	272	60	62	140	53	72	132	205	167	108	221	151	146	352	59	69	11	28	48	470
	34%	32%	22%	37%	39%	37%	32%	43%	32%	32%	37%	32%	24%	28%	50%	26%	27%	54%	21%	28%	46%	33%	40%	34%	38%	33%	32%	38%	31%	27%	21%	35%	10%	46%
		C		C	C	C		GIJ							MN			PQST			PQST		V					D1E1						G1
3	315	104	55	23	93	40	61	63	121	70	145	169	123	109	82	60	45	41	64	64	42	113	97	76	120	84	111	209	39	50	9	7	138	177
	21%	26%	28%	12%	22%	13%	24%	20%	21%	19%	20%	21%	26%	23%	15%	26%	20%	16%	25%	25%	15%	18%	23%	24%	20%	18%	24%	22%	21%	19%	19%	9%	29%	17%
		DF	DF		DF								O	O		RU			RU	RU				V			Z	F1	F1	F1			H1	
4	213	45	23	31	55	58	33	46	90	44	104	110	94	90	29	40	46	17	54	44	12	74	55	66	69	70	75	128	21	51	7	7	135	78
	14%	11%	12%	16%	13%	19%	13%	15%	16%	12%	14%	14%	20%	19%	5%	17%	20%	7%	21%	17%	4%	12%	13%	21%	12%	15%	16%	14%	11%	20%	14%	8%	28%	8%
						BCE							O	O		RU	RU		RU	RU				VW			Y			C1F1			H1	
5+	162	43	29	18	37	36	28	25	58	51	58	104	85	62	15	26	25	7	59	38	8	51	37	38	72	63	27	67	28	44	11	12	132	31
	11%	11%	15%	9%	9%	12%	11%	8%	10%	14%	8%	13%	18%	13%	3%	11%	11%	3%	23%	15%	3%	8%	9%	12%	12%	14%	6%	7%	15%	17%	22%	15%	27%	3%
										H		K	O	O		RU	RU		PQRTU	RU					A1	A1			B1	B1	B1			H1	

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 37

Kids Under 18

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Yes	480	125	67	62	127	99	77	98	195	110	208	272	225	208	48	97	93	18	128	114	30	165	129	139	153	148	180	277	69	99	15	20	480	-
	32%	31%	34%	32%	31%	33%	30%	31%	34%	30%	29%	34%	47%	43%	9%	42%	41%	7%	51%	45%	10%	26%	31%	44%	26%	32%	39%	30%	37%	38%	30%	24%	100%	
												K	O	O		RU	RU		RU	RU				VW		Y	Y			B1				
No, no one under 18 here	1028	275	130	134	287	202	180	218	378	252	509	519	256	274	498	132	134	244	124	140	254	465	290	180	436	309	283	653	120	159	35	61	-	1028
	68%	69%	66%	68%	69%	67%	70%	69%	66%	70%	71%	66%	53%	57%	91%	58%	59%	93%	49%	55%	90%	74%	69%	56%	74%	68%	61%	70%	63%	62%	70%	76%		100%
											L				MN			PQST			PQST	X	X		ZA1			D1						

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 38

Political_Registered24

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Yes – Registered in the state where I live	1292	345	164	152	361	269	220	276	484	312	629	663	390	404	498	191	191	247	199	213	251	522	383	284	480	400	412	831	160	210	38	53	390	901
	86%	86%	83%	78%	87%	89%	86%	87%	84%	86%	88%	84%	81%	84%	91%	84%	84%	94%	79%	84%	89%	83%	92%	89%	82%	88%	89%	89%	85%	81%	75%	65%	81%	88%
		D			D	D					L				MN			PQSTU			S		V	V		Y	Y	D1F1	F1	F1				G1
No – Not registered in the state where I live	211	53	33	42	51	32	36	37	87	50	87	124	89	76	47	37	36	14	51	40	33	105	35	32	106	56	49	96	28	48	11	28	88	123
	14%	13%	17%	21%	12%	11%	14%	12%	15%	14%	12%	16%	18%	16%	9%	16%	16%	5%	20%	16%	11%	17%	8%	10%	18%	12%	11%	10%	15%	19%	22%	35%	18%	12%
				BEF									O	O		R	R		RU	R	R	WX			ZA1					B1		B1C1D1	H1	
No – Reside in North Dakota	6	2	-	2	2	-	-	3	2	-	2	4	2	2	1	-	1	1	2	2	-	3	-	3	3	1	2	3	1	-	1	-	2	4
	0%	1%		1%	0%			1%	0%		0%	0%	0%	0%	0%		0%	0%	1%	1%		0%		1%	0%	0%	0%	0%	0%		3%		0%	0%

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 39

Political_RegisteredParty24

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1411	376	181	173	393	288	240	305	527	338	680	731	435	448	528	211	212	257	224	236	271	576	400	309	536	429	446	885	173	237	48	69	438	973
BASE: UNWEIGHTED	1414	378	184	174	392	286	248	297	534	335	703	711	383	469	562	191	243	269	192	226	293	566	392	333	508	421	485	980	165	199	28	42	415	999
Republican	473	107	38	80	156	93	57	113	198	105	243	230	139	129	205	71	58	114	68	71	91	185	154	105	212	125	137	370	21	51	12	20	169	304
	34%	28%	21%	46%	40%	32%	24%	37%	38%	31%	36%	31%	32%	29%	39%	34%	27%	45%	30%	30%	34%	32%	39%	34%	39%	29%	31%	42%	12%	21%	25%	29%	39%	31%
				BCF	BC	C		G	G						MN			PQSTU					V		ZA1		C1D1E1		C1		C1	H1	
Democrat	505	154	83	44	118	106	101	107	169	127	231	274	154	165	185	77	76	78	78	90	106	208	132	124	159	164	182	265	109	87	20	24	124	380
	36%	41%	46%	25%	30%	37%	42%	35%	32%	38%	34%	37%	35%	37%	35%	36%	36%	30%	35%	38%	39%	36%	33%	40%	30%	38%	41%	30%	63%	37%	42%	34%	28%	39%
		DE	DE			D	I														R					Y	Y	B1D1E1F1						G1
Other party member	124	30	26	17	28	23	29	17	40	38	51	73	35	46	44	16	19	16	18	27	28	58	35	21	46	41	37	81	11	25	2	5	35	89
	9%	8%	15%	10%	7%	8%	12%	6%	8%	11%	7%	10%	8%	10%	8%	8%	9%	6%	8%	11%	10%	10%	9%	7%	9%	10%	8%	9%	6%	11%	4%	8%	8%	9%
			BE				H			H																								
None of the above	309	85	34	33	92	65	53	68	120	68	156	153	107	108	94	47	60	49	60	48	46	126	79	60	120	99	90	169	32	74	14	20	109	200
	22%	23%	19%	19%	23%	23%	22%	22%	23%	20%	23%	21%	24%	24%	18%	22%	28%	19%	27%	20%	17%	22%	20%	19%	22%	23%	20%	19%	19%	31%	29%	29%	25%	21%
													O	O			RU		U											B1C1				

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026

Table 40

Political_Affiliation24

		State Colour					Region				Gender		Age			Age Gender						HH Income			Education			Ethnicity					Kids In HH	
	Total (A)	Blue (B)	Deep Blue (C)	Deep Red (D)	Red (E)	Purple (F)	Northeast (G)	Midwest (H)	South (I)	West (J)	Male (K)	Female (L)	18-34 (M)	35-54 (N)	55+ (O)	Male 18-34 (P)	Male 35-54 (Q)	Male 55+ (R)	Female 18-34 (S)	Female 35-54 (T)	Female 55+ (U)	<$50K (V)	$50K-<$100K (W)	$100K+ (X)	<=HS (Y)	College / Associate degree (Z)	Univ+ (A1)	White (B1)	Black/AA (C1)	Hispanic (D1)	Pacific Islander / Asians (E1)	Other (F1)	Yes (G1)	No (H1)
BASE: All Respondents	1508	400	197	196	414	301	256	317	573	362	718	790	481	482	546	229	227	262	252	254	284	630	418	319	589	457	463	930	189	258	50	81	480	1028
BASE: UNWEIGHTED	1508	400	197	196	414	301	262	310	578	358	741	767	425	502	581	208	259	274	217	243	307	620	409	342	559	447	502	1033	180	215	29	51	454	1054
Republican	449	109	39	68	151	83	59	107	189	95	240	210	135	125	190	76	57	107	59	68	82	172	142	105	203	117	129	345	26	56	10	13	176	273
	30%	27%	20%	35%	37%	28%	23%	34%	33%	26%	33%	27%	28%	26%	35%	33%	25%	41%	24%	27%	29%	27%	34%	33%	35%	26%	28%	37%	14%	22%	20%	16%	37%	27%
				C	BCF			GJ	GJ		L				MN	S		QSTU					V		ZA1		C1D1E1F1		C1			H1	
Democrat	467	143	81	40	109	94	96	100	148	123	204	263	155	147	166	71	70	63	84	76	103	196	116	114	153	145	169	236	94	93	26	17	121	346
	31%	36%	41%	20%	26%	31%	37%	32%	26%	34%	28%	33%	32%	30%	30%	31%	31%	24%	33%	30%	36%	31%	28%	36%	26%	32%	37%	25%	50%	36%	53%	21%	25%	34%
		DE	DEF			D	I				I								R		R			W			Y		B1D1F1	B1F1	B1F1			G1
Independent	431	110	51	64	112	93	69	79	175	107	216	215	137	147	147	66	74	76	71	73	71	180	126	83	150	151	130	258	50	73	12	37	122	309
	29%	27%	26%	33%	27%	31%	27%	25%	31%	30%	30%	27%	29%	31%	27%	29%	32%	29%	28%	29%	25%	29%	30%	26%	25%	33%	28%	28%	27%	28%	24%	46%	25%	30%
																										Y					B1C1D1E1			
Something else	161	39	26	24	42	30	32	30	61	37	58	103	54	63	44	16	27	15	38	37	28	82	34	17	82	44	34	91	19	36	2	14	61	100
	11%	10%	13%	12%	10%	10%	13%	10%	11%	10%	8%	13%	11%	13%	8%	7%	12%	6%	15%	14%	10%	13%	8%	5%	14%	10%	7%	10%	10%	14%	3%	17%	13%	10%
												K		O			R		PR	PR		WX			A1					E1		E1		

Comparison Groups: BCDEF/GHIJ/KL/MNO/PQRSTU/VWX/YZA1/B1C1D1E1F1/G1H1
Independent T-Test for Means (unequal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.
Holiday Showdown 2026
Angus Reid Global
Oct. 29, 2026