

GALLUP NEWS SERVICE

**GALLUP POLL SOCIAL SERIES:
HEALTH AND HEALTHCARE**

-- FINAL TOPLINE --

Timberline: 937008
JT: 093
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November 2-8, 2017

Results are based on telephone interviews conducted November 2-8, 2017 with a random sample of –1,028— adults, ages 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –545-- men, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –483-- women, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –556—adults employed full- or part-time, the margin of sampling error is ± 5 percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both and cell phone mostly). Demographic weighting targets are based on the March 2016 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2016 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

37. How likely are you to use each of the following to do your Christmas shopping this year -- very likely, somewhat likely, not too likely, or not at all likely? How about -- [RANDOM ORDER]?

<i>2017 Nov 2-8 (sorted by "very/somewhat likely")</i>	Very likely	Somewhat likely	Very/Somewhat likely
Department stores	35	37	72
On-line shopping on the Internet	48	17	65
Discount stores	31	34	65
Specialty stores	26	28	54
Mail order catalogues	9	13	22

FULL RESULTS AND TRENDS:

A. Mail order catalogues

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>	<u>No opinion</u>
2017 Nov 2-8	9	13	17	61	*
2013 Nov 7-10	8	14	20	57	1
2008 Nov 13-16	9	15	22	54	*
2007 Nov 2-4	14	22	20	42	1
2004 Dec 5-8	10	18	15	57	*
2002 Nov 22-24	13	17	16	53	1
2000 Nov 13-15	12	22	20	46	*
1999 Nov 18-21 ^	17	28	17	38	*
1998 Dec 4-6 ^	14	21	15	50	*
1993 Dec 4-6 ^	13	21	17	49	*

^ WORDING: Catalogues

B. Discount stores

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>	<u>No opinion</u>
2017 Nov 2-8	31	34	13	21	1
2013 Nov 7-10	39	33	10	17	2
2008 Nov 13-16	42	31	11	15	1
2007 Nov 2-4	45	32	9	13	1
2004 Dec 5-8	40	32	11	16	1
2002 Nov 22-24	41	31	11	16	1
2000 Nov 13-15	42	33	12	13	*
1999 Nov 18-21	45	34	11	10	*
1998 Dec 4-6	48	32	9	11	*
1993 Dec 4-6	51	31	9	8	1

Q.37 (CHRISTMAS SHOPPING) CONTINUED

C. Department stores

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>	<u>No opinion</u>
2017 Nov 2-8	35	37	12	16	*
2013 Nov 7-10	39	35	9	14	2
2008 Nov 13-16	39	36	11	14	1
2007 Nov 2-4	53	30	6	11	1
2004 Dec 5-8	48	29	7	16	*
2002 Nov 22-24	52	32	7	8	1
2000 Nov 13-15	58	29	6	7	*
1999 Nov 18-21	60	31	5	4	*
1998 Dec 4-6	60	27	6	6	1
1993 Dec 4-6	51	33	7	8	1

D. Specialty stores, such as stores that sell only toys, or only clothes, or only jewelry, for example

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>	<u>No opinion</u>
2017 Nov 2-8	26	28	21	25	1
2013 Nov 7-10	27	27	18	26	2
2008 Nov 13-16	23	27	19	30	1
2007 Nov 2-4	34	23	17	24	1
2004 Dec 5-8	27	28	16	28	1
2002 Nov 22-24	35	26	14	24	1
2000 Nov 13-15	36	28	16	19	1
1999 Nov 18-21	37	33	11	19	*
1998 Dec 4-6	37	28	14	20	1
1993 Dec 4-6	24	29	21	25	1

E. On-line shopping on the Internet, using a computer, smart phone or tablet

	<u>Very likely</u>	<u>Somewhat likely</u>	<u>Not too likely</u>	<u>Not at all likely</u>	<u>No opinion</u>
2017 Nov 2-8	48	17	9	25	*
2013 Nov 7-10	33	20	9	37	1
2008 Nov 13-16 ^	24	19	12	44	*
2007 Nov 2-4 ^	28	21	13	38	*
2004 Dec 5-8 ^	17	13	10	59	1
2002 Nov 22-24 ^	15	14	12	58	1
2000 Nov 13-15 ^	9	12	14	65	*
1999 Nov 18-21 ^	8	11	14	67	*
1998 Dec 4-6 ^	4	6	7	82	1

^ WORDING: On-line shopping on the Internet