

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: CRIME**

-- FINAL TOPLINE --

Timberline: 927568  
G: 515  
Princeton Job #: 10-10-016

Jeff Jones, Lydia Saad  
October 7-10, 2010

---

**Results are based on telephone interviews conducted October 7-10, 2010 with a random sample of -1,025— adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.**

**For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.**

**For results based on the sample of -511—national adults in Form A and -514—national adults in Form B, the maximum margins of sampling error are ±5 percentage points.**

**Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.**

**Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.**

**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.**

---

30. Roughly how much money do you think you personally will spend on Christmas gifts this year?

**TRENDS FOR COMPARISON (OCTOBER OF PREVIOUS YEARS):**

	<u>\$1,000 or more</u>	<u>\$500- 999</u>	<u>\$250- 499</u>	<u>\$100- 249</u>	<u>Under \$100</u>	<u>No opinion</u>	<u>Median</u>	<u>Mean (w/ zero)</u>	<u>Mean (w/o zero)</u>
2010 Oct 7-10	25	28	13	18	3	13	\$500	\$715	\$770
2009 Oct 1-4	28	21	15	18	3	15	\$500	\$740	\$810
2008 Oct 3-5	30	25	15	15	2	14	\$500	\$801	\$859
2007 Oct 4-7	35	27	14	11	2	11	\$550	\$909	\$943
2006 Oct 9-12	34	24	13	13	6	10	\$500	\$907	\$945
2002 Oct 14-17	25	26	16	14	2	17	\$500	\$695	\$745
1989 Oct 12-15	18	23	25	15	4	15	--	--	--

**FULL TREND:**

	<u>\$1,000 or more</u>	<u>\$500- 999</u>	<u>\$250- 499</u>	<u>\$100- 249</u>	<u>Under \$100</u>	<u>No opinion</u>	<u>Median</u>	<u>Mean (w/ zero)</u>	<u>Mean (w/o zero)</u>
2009 Dec 11-13	29	24	14	16	4	13	\$500	\$743	\$814
2009 Nov 5-8	22	24	17	18	3	15	\$400	\$638	\$705
2009 Oct 1-4	28	21	15	18	3	15	\$500	\$740	\$810
2008 Dec 4-7	22	24	18	19	3	15	\$400	\$639	\$700
2008 Nov 13-16	21	26	15	20	4	15	\$500	\$616	\$671
2008 Oct 3-5	30	25	15	15	2	14	\$500	\$801	\$859
2007 Dec 6-9	33	22	15	15	4	12	\$500	\$833	\$880
2007 Nov 11-14	32	24	13	15	4	11	\$500	\$866	\$925
2007 Oct 4-7	35	27	14	11	2	11	\$550	\$909	\$943
2006 Nov 9-12	34	25	15	14	3	9	\$500	\$826	\$865
2006 Oct 9-12	34	24	13	13	6	10	\$500	\$907	\$945
2005 Dec 5-8	33	27	14	12	3	11	\$500	\$840	\$892
2005 Nov 7-10	30	26	13	16	3	12	\$500	\$763	\$816
2004 Dec 5-8	33	24	17	11	3	12	\$600	\$862	\$920
2004 Nov 7-10	29	25	16	17	2	11	\$500	\$730	\$778
2003 Dec 11-14	31	28	18	13	3	7	\$500	\$776	\$794
2003 Nov 10-12	30	25	18	14	3	10	\$500	\$734	\$773
2002 Nov 22-24	30	30	15	15	3	7	\$500	\$753	\$769
2002 Nov 11-14	25	27	18	14	3	13	\$500	\$690	\$743
2002 Oct 14-17	25	26	16	14	2	17	\$500	\$695	\$745
2001 Nov 26-27	32	30	15	13	2	9	\$500	\$794	\$820
2000 Nov 13-15	33	28	15	13	2	9	\$500	\$817	\$847
1999 Nov 18-21	35	27	14	13	6	5	\$500	\$857	\$893
1998 Dec 4-6	24	25	22	14	8	7	--	--	--
1994 Dec 2-5	22	20	23	19	9	7	--	--	--
1993 Dec 4-6	19	27	20	17	8	9	--	--	--
1992 Dec 12-18	19	24	20	18	10	9	--	--	--
1991 Dec 12-15	20	24	22	19	7	8	--	--	--
1990 Nov 29-Dec 2	17	25	23	19	7	9	--	--	--
1989 Oct 12-15	18	23	25	15	4	15	--	--	--

NOTE: No opinion includes those who do not celebrate Christmas

31. Is that more, less, or about the same amount as you spent last Christmas?

	<u>More</u>	<u>Less</u>	<u>About the same</u>	<u>No opinion</u>
2010 Oct 7-10	11	27	59	3
2009 Dec 11-13	10	42	47	1
2009 Nov 5-8	8	34	57	1
2009 Oct 1-4	9	33	56	2
2008 Dec 4-7	10	45	44	2
2008 Nov 13-16	7	46	46	1
2008 Oct 3-5	9	35	54	2
2007 Dec 6-9	16	25	57	2
2007 Nov 11-14	13	25	60	2
2007 Oct 4-7	14	19	66	2
2006 Nov 9-12	16	23	60	1
2006 Oct 9-12	12	18	67	3
2005 Dec 5-8	17	24	59	*
2005 Nov 7-10	14	26	59	1
2004 Dec 5-8	16	23	59	2
2004 Nov 7-10	14	24	61	1
2003 Dec 11-14	19	21	58	2
2003 Nov 10-12	14	23	61	2
2002 Nov 22-24	19	24	56	1
2002 Nov 11-14	12	27	59	2
2002 Oct 14-17	12	22	64	2
2000 Nov 13-15	17	18	64	1
1999 Nov 18-21	19	20	61	*
1998 Dec 4-6	19	21	60	*
1994 Dec 2-5	18	20	62	0
1993 Dec 4-6	20	27	53	*
1992 Dec 18-20	22	28	50	*
1991 Dec 12-15	16	33	43	8
1990 Nov 29-Dec 2	15	26	57	2