

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: LIFESTYLE

-- FINAL TOPLINE --

Timberline: 937008
HR: 816
Princeton Job #: 13-12-021

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December 5-8, 2013

Results are based on telephone interviews conducted December 5-8, 2013 with a random sample of **-1,031-** adults, aged 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 **--212--** parents of children under age 18, the margin of sampling error is **±9** percentage points at the 95% confidence level.

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 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline and cell phone telephone numbers are selected using random digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent 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 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 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.

Looking ahead for a moment to the Christmas holiday season,

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

TRENDS FOR COMPARISON (DECEMBER 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>
2013 Dec 5-8 ^	28	24	15	17	5	11	\$500	\$740	\$796
2011 Dec 15-18	27	24	16	18	5	11	\$500	\$756	\$812
2010 Dec 10-12	26	20	16	22	4	11	\$400	\$686	\$749
2009 Dec 11-13	29	24	14	16	4	13	\$500	\$743	\$814
2008 Dec 4-7	22	24	18	19	3	15	\$400	\$639	\$700
2007 Dec 6-9	33	22	15	15	4	12	\$500	\$833	\$880
2005 Dec 5-8	33	27	14	12	3	11	\$500	\$840	\$892
2004 Dec 5-8	33	24	17	11	3	12	\$600	\$862	\$920
2003 Dec 11-14	31	28	18	13	3	7	\$500	\$776	\$794

^Note: Confidence interval (95% level) on mean with zero is ±\$54

Q.19 continued on next page

Q.19 (CHRISTMAS SPENDING) CONTINUED

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>
2013 Dec 5-8	28	24	15	17	5	11	\$500	\$740	\$796
2013 Nov 7-10	26	21	16	19	4	14	\$500	\$704	\$773
2013 Oct 3-6	30	22	14	14	3	17	\$500	\$786	\$864
2012 Nov 15-18	30	21	15	19	3	11	\$500	\$770	\$822
2011 Dec 15-18	27	24	16	18	5	11	\$500	\$756	\$812
2011 Nov 3-6	26	24	18	17	3	12	\$500	\$764	\$828
2011 Oct 6-9	26	25	15	18	2	14	\$500	\$712	\$774
2010 Dec 10-12	26	20	16	22	4	11	\$400	\$686	\$749
2010 Nov 4-7	27	22	13	19	5	14	\$500	\$714	\$775
2010 Oct 7-10	25	28	13	18	3	13	\$500	\$715	\$770
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

20. 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>
2013 Dec 5-8	17	29	53	1
2013 Nov 7-10	15	26	57	2
2013 Oct 3-6	14	25	59	2
2012 Nov 15-18	14	28	57	1
2011 Dec 15-18	18	33	48	1
2011 Nov 3-6	12	31	56	2
2011 Oct 6-9	15	29	54	2
2010 Dec 10-12	14	37	48	*
2010 Nov 4-7	12	34	52	2
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