

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
CRIME**

**-- FINAL TOPLINE --**

Timberline: 937008  
JT: 230  
Princeton Job #: 18-10-010

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October 1-10, 2018

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Results are based on telephone interviews conducted October 1-10, 2018 with a random sample of **-1,019-** 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  $\pm 4$  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 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 2017 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2017 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](mailto:galluphelp@gallup.com).

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Looking ahead for a moment to the Christmas holiday season,

28. 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>
2018 Oct 1-10	33	22	11	18	3	13	\$500	\$885	\$962
2017 Oct 5-11	34	23	15	13	3	12	\$500	\$906	\$965
2016 Oct 5-9	31	23	14	16	3	13	\$500	\$785	\$849
2015 Oct 7-11	32	23	13	17	3	12	\$500	\$812	\$887
2014 Oct 12-15	28	21	14	17	3	17	\$500	\$781	\$862
2013 Oct 3-6	30	22	14	14	3	17	\$500	\$786	\$864
2011 Oct 6-9	26	25	15	18	2	14	\$500	\$712	\$774
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>
2018 Oct 1-10	33	22	11	18	3	13	\$500	\$885	\$962
2017 Nov 2-8	34	22	15	15	3	11	\$500	\$862	\$947
2017 Oct 5-11	34	23	15	13	3	12	\$500	\$906	\$965
2016 Nov 9-13	30	19	14	19	4	14	\$500	\$752	\$831
2016 Oct 5-9	31	23	14	16	3	13	\$500	\$785	\$849
2015 Dec 2-6	29	25	13	19	3	10	\$500	\$829	\$895
2015 Nov 4-8	30	21	14	17	2	15	\$500	\$830	\$908
2015 Oct 7-11	32	23	13	17	3	12	\$500	\$812	\$887
2014 Nov 19-20	25	21	15	19	5	15	\$400	\$720	\$790
2014 Oct 12-15	28	21	14	17	3	17	\$500	\$781	\$862
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

***Q.28 continued on next page***

**Q.28 (CHRISTMAS SPENDING) CONTINUED**

	<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>
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

29. 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>
2018 Oct 1-10	14	17	66	2
2017 Nov 2-8	15	21	62	1
2017 Oct 5-11	17	16	65	2
2016 Nov 9-13	15	21	62	2
2016 Oct 5-9	14	21	63	2
2015 Nov 4-8	16	23	59	2
2015 Oct 7-11	13	20	65	2
2014 Oct 12-15	13	24	60	3
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