

GALLUP NEWS SERVICE
GALLUP POLL SOCIAL SERIES:
CRIME

-- FINAL TOPLINE --

Timberline: 937008
JT: 322
Princeton Job #: 19-10-018

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October 1-13, 2019

Results are based on telephone interviews conducted October 1-13, 2019 with a random sample of **-1,526—** 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 ± 3 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 Dynata. 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 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 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.

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>
2019 Oct 1-13	37	21	12	15	3	10	\$500	\$942	\$1004
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	--	--	--

Q.28 (CHRISTMAS SPENDING) FULL TREND

FULL TREND:

	\$1,000 or more	\$500- 999	\$250- 499	\$100- 249	Under \$100	No opinion	<i>Median</i>	<i>Mean</i> (w/ zero)	<i>Mean</i> (w/o zero)
2019 Oct 1-13	37	21	12	15	3	10	\$500	\$942	\$1004
2018 Nov 1-11	32	21	12	17	2	17	\$500	\$794	\$896
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
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	--	--	--

Q.28 continued on next page

Q.28 (CHRISTMAS SPENDING) FULL TREND

	\$1,000 or more	\$500- 999	\$250- 499	\$100- 249	Under \$100	No opinion	<i>Median</i>	<i>Mean</i> (w/ zero)	<i>Mean</i> (w/o zero)
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>
2019 Oct 1-13	18	16	65	1
2018 Nov 1-11	16	22	59	3
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

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Q.29 (CHRISTMAS SPENDING VERSUS A YEAR AGO) FULL TREND

	<u>More</u>	<u>Less</u>	<u>About the same</u>	<u>No opinion</u>
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

**GALLUP POLL SOCIAL SURVEY
October 2019**

QN28: Intend to Spend on Christmas + QN28MEAN1 + QN28MEAN2 + QN28MEAN1 BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Weighted n	1525	751	774	999	502	414	496	587	492	437	588	392	655	450	555	559	373
	Unweighted n	1525	835	690	1131	359	279	402	815	626	536	349	461	612	419	603	531	348
\$1,000 or more		570	326	244	385	176	116	235	207	213	153	198	177	237	146	229	214	118
		37%	43%	31%	39%	35%	28%	47%	35%	43%	35%	34%	45%	36%	33%	41%	38%	32%
\$500-\$999		324	136	188	217	105	85	103	131	116	91	116	80	129	113	118	119	86
		21%	18%	24%	22%	21%	21%	21%	22%	24%	21%	20%	20%	20%	25%	21%	21%	23%
\$250-\$499		183	85	98	128	54	66	56	61	52	65	66	56	71	56	64	70	49
		12%	11%	13%	13%	11%	16%	11%	10%	10%	15%	11%	14%	11%	12%	12%	12%	13%
\$100-\$249		235	108	126	151	78	90	45	96	59	64	111	38	107	86	75	87	65
		15%	14%	16%	15%	16%	22%	9%	16%	12%	15%	19%	10%	16%	19%	14%	16%	18%
Under \$100		51	28	24	22	29	20	14	17	9	16	26	9	26	15	7	19	22
		3%	4%	3%	2%	6%	5%	3%	3%	2%	4%	4%	2%	4%	3%	1%	3%	6%
None/Don't celebrate		109	41	68	64	46	32	36	39	24	32	53	20	65	18	43	36	17
		7%	5%	9%	6%	9%	8%	7%	7%	5%	7%	9%	5%	10%	4%	8%	6%	5%
No opinion		53	27	26	32	14	6	7	35	19	15	18	12	20	15	20	14	14
		3%	4%	3%	3%	3%	1%	1%	6%	4%	3%	3%	3%	3%	3%	4%	3%	4%
Mean (with zero)		941.78	1059.33	828.06	966.04	880.41	722.03	1114.73	929.52	1104.67	910.29	818.20	1124.18	880.15	870.21	1045.74	934.71	827.94

**GALLUP POLL SOCIAL SURVEY
October 2019
Public Release Data**

QN29: Christmas spending comparison BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1526	835	691	1132	359	279	403	815	626	537	349	462	612	419	604	531	348
	Weighted n	1526	751	775	1000	502	414	497	587	492	438	588	393	655	450	556	559	373
More		269	148	121	144	123	143	71	54	62	89	118	65	126	77	113	88	64
		18%	20%	16%	14%	25%	34%	14%	9%	13%	20%	20%	17%	19%	17%	20%	16%	17%
Less		249	101	148	134	111	71	95	79	77	74	97	41	128	71	73	93	74
		16%	13%	19%	13%	22%	17%	19%	13%	16%	17%	17%	10%	20%	16%	13%	17%	20%
About the same		992	493	499	717	257	197	326	447	349	271	366	285	390	300	367	371	229
		65%	66%	64%	72%	51%	47%	66%	76%	71%	62%	62%	73%	60%	67%	66%	66%	61%
(DK)/(Refused)		16	9	7	5	11	3	5	7	3	5	7	1	11	3	3	7	5
		1%	1%	1%	0%	2%	1%	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%