

**GALLUP NEWS SERVICE**  
**GALLUP POLL SOCIAL SERIES:**  
**CRIME**

-- FINAL TOPLINE --

Timberline: 937614  
T: 403  
Princeton Job #: 20-10-017

September 30-October 15, 2020

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**Results are based on telephone interviews conducted September 30-October 15, 2020 with a random sample of – 1,035—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 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 2019 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,

24. 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>
2020 Sep 30-Oct 15	34	21	12	17	3	13	\$500	\$805	\$881
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.24 continued on next page***

## Q.24 (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)
2020 Sep 30-Oct 15	34	21	12	17	3	13	\$500	\$805	\$881
2019 Nov 1-14	34	21	16	14	2	12	\$500	\$846	\$927
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

Q.24 continued on next page

**Q.24 (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)
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

25. 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>
2020 Sep 30-Oct 15	12	28	59	1
2019 Nov 1-14	14	21	64	1
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

*Q.25 continued on next page*

**Q.25 (CHRISTMAS SPENDING VERSUS A YEAR AGO) FULL TREND**

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

**GALLUP POLL SOCIAL SURVEY  
October 2020**

**QN24: Intend to Spend on Christmas + QN24MEAN1 + QN24MEAN2 + QN24MEAN1 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	1035	502	533	677	340	294	318	410	345	286	397	297	390	320	369	353	282
	Unweighted n	1035	530	505	768	246	194	266	561	475	329	219	325	370	314	377	364	267
\$1,000 or more		354	186	167	251	100	81	129	139	125	81	144	127	127	93	153	123	69
		34%	37%	31%	37%	29%	27%	41%	34%	36%	28%	36%	43%	33%	29%	42%	35%	24%
\$500-\$999		221	111	111	157	61	51	65	103	94	65	61	63	78	78	80	68	70
		21%	22%	21%	23%	18%	17%	20%	25%	27%	23%	15%	21%	20%	24%	22%	19%	25%
\$250-\$499		126	63	63	81	45	47	28	49	40	45	40	33	46	46	48	34	40
		12%	13%	12%	12%	13%	16%	9%	12%	12%	16%	10%	11%	12%	14%	13%	10%	14%
\$100-\$249		173	81	92	94	75	67	44	61	47	54	72	38	71	58	43	70	55
		17%	16%	17%	14%	22%	23%	14%	15%	13%	19%	18%	13%	18%	18%	12%	20%	19%
Under \$100		28	14	14	15	14	12	8	9	7	6	15	3	13	10	4	8	16
		3%	3%	3%	2%	4%	4%	2%	2%	2%	2%	4%	1%	3%	3%	1%	2%	6%
None/Don't celebrate		86	27	59	45	36	28	27	28	15	18	51	12	40	23	23	31	26
		8%	5%	11%	7%	10%	10%	9%	7%	4%	6%	13%	4%	10%	7%	6%	9%	9%
No opinion		47	21	26	34	11	9	17	21	17	16	14	21	14	13	19	19	7
		5%	4%	5%	5%	3%	3%	5%	5%	5%	6%	3%	7%	3%	4%	5%	5%	2%
Mean (with 0)		804.62	853.58	758.07	852.27	733.49	630.17	947.86	830.00	930.89	740.00	746.21	983.42	787.85	701.90	917.69	846.93	626.96
Mean (without 0)		881.15	903.49	858.42	916.18	822.38	699.64	1041.76	893.54	975.34	793.03	859.38	1026.54	882.77	757.87	980.92	933.54	690.98
Median		500.00	500.00	500.00	500.00	400.00	300.00	600.00	500.00	500.00	500.00	500.00	600.00	500.00	500.00	600.00	500.00	500.00

**GALLUP POLL SOCIAL SURVEY**  
**October 2020**  
**Public Release Data**

**QN25: Christmas Spending Comparison BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Total	Gender		Race I		Age			Education			Party I.D.			Ideology		
			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	1035	530	505	768	246	194	266	561	475	329	219	325	370	314	377	364	267
	Weighted n	1035	502	533	677	340	294	318	410	345	286	397	297	390	320	369	353	282
More		126	77	48	73	49	73	29	23	22	52	52	25	60	36	44	39	35
		12%	15%	9%	11%	14%	25%	9%	6%	6%	18%	13%	8%	15%	11%	12%	11%	12%
Less		286	104	182	164	115	77	106	98	82	79	122	56	126	96	94	99	80
		28%	21%	34%	24%	34%	26%	33%	24%	24%	28%	31%	19%	32%	30%	25%	28%	28%
About the same		614	314	300	433	176	144	177	284	238	153	219	210	204	186	228	211	165
		59%	62%	56%	64%	52%	49%	56%	69%	69%	54%	55%	71%	52%	58%	62%	60%	58%
(DK)/(Refused)		10	8	2	8	-	-	5	5	3	2	4	6	1	3	3	4	2
		1%	2%	0%	1%	-	-	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%