

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: CRIME

-- FINAL TOPLINE --

Timberline: 937614
T: 559
Princeton Job #: 23-10-010

October 2-23, 2023

Results are based on telephone interviews conducted October 2-23, 2023, with a random sample of **–1,009—** 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 **±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 80% cell phone respondents and 20% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 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,

33. Roughly how much money do you think you personally will spend on Christmas or holiday 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>
2023 Oct 2-23	35	21	13	17	3	11	\$500	\$923	\$1,003
2022 Oct 3-20	37	20	10	14	3	16	\$500	\$932	\$1,022
2021 Oct 1-19	33	24	12	15	2	15	\$500	\$837	\$942
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	\$1,004
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.33 continued on next page

Q.33 (CHRISTMAS SPENDING) 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>
2023 Oct 2-23	35	21	13	17	3	11	\$500	\$923	\$1,003
2023 Sep 1-23	38	23	13	12	3	11	\$500	\$1010	\$1095
2022 Nov 9-Dec 2	33	21	14	15	2	16	\$500	\$867	\$977
2022 Oct 3-20	37	20	10	14	3	16	\$500	\$932	\$1,022
2021 Nov 1-16	33	25	12	15	4	12	\$500	\$886	\$963
2021 Oct 1-19	33	24	12	15	2	15	\$500	\$837	\$942
2020 Nov 5-19	35	19	13	18	3	13	\$500	\$852	\$940
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	\$1,004
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

Q.33 continued on next page

Q.33 (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)
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

34. Is that more, less, or about the same amount as you spent [last Christmas/last year on Christmas or holiday gifts]?

	<u>More</u>	<u>Less</u>	<u>About the same</u>	<u>No opinion</u>
2023 Oct 2-23	18	23	58	1
2023 Sep 1-23	17	27	55	1
2022 Nov 9-Dec 2	17	33	48	2
2022 Oct 3-20	17	26	55	1
2021 Nov 1-16	14	24	61	1
2021 Oct 1-19	13	22	64	1
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

Q.34 continued on next page

Q.34 (CHRISTMAS SPENDING VERSUS A YEAR AGO) FULL TREND

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

**GALLUP POLL SOCIAL SURVEY
October 2023**

QN33: Intend to Spend on Christmas + QN33MEAN1 + QN33MEAN2 + QN33MEAN1 BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Weighted n	1009	492	502	648	339	275	337	385	352	271	380	271	441	268	336	290	277
	Unweighted n	1009	550	448	738	242	214	270	510	425	345	228	301	419	255	291	301	300
\$1,000 or more		356	193	162	229	121	74	135	144	134	97	123	106	157	86	68	104	159
		35%	39%	32%	35%	36%	27%	40%	37%	38%	36%	32%	39%	36%	32%	20%	36%	57%
\$500-\$999		212	109	102	142	65	47	75	88	83	59	70	56	87	67	68	78	50
		21%	22%	20%	22%	19%	17%	22%	23%	24%	22%	18%	21%	20%	25%	20%	27%	18%
\$250-\$499		136	56	79	92	41	55	32	49	41	43	50	40	42	48	63	34	31
		13%	11%	16%	14%	12%	20%	9%	13%	12%	16%	13%	15%	10%	18%	19%	12%	11%
\$100-\$249		167	65	95	116	50	62	51	53	55	42	70	38	89	36	81	47	23
		17%	13%	19%	18%	15%	23%	15%	14%	16%	16%	18%	14%	20%	13%	24%	16%	8%
Under \$100		29	17	12	16	13	9	12	9	6	5	18	8	17	4	13	9	2
		3%	3%	2%	2%	4%	3%	4%	2%	2%	2%	5%	3%	4%	1%	4%	3%	1%
None/Don't celebrate		78	33	42	32	43	27	24	27	17	18	42	12	39	21	37	17	9
		8%	7%	8%	5%	13%	10%	7%	7%	5%	7%	11%	5%	9%	8%	11%	6%	3%
No opinion		30	19	11	21	6	2	9	15	15	6	8	11	10	6	6	1	3
		3%	4%	2%	3%	2%	1%	3%	4%	4%	2%	2%	4%	2%	2%	2%	0%	1%
Mean (with 0)		923.37	1045.95	823.78	931.91	917.62	771.35	966.04	991.39	977.41	902.94	894.51	1011.44	922.01	873.70	613.31	880.48	1388.31
Mean (without 0)		1003.53	1124.09	901.29	982.75	1055.02	855.95	1040.96	1070.33	1030.51	970.12	1007.19	1061.81	1013.67	948.65	691.45	934.90	1435.60
Median		500.00	500.00	500.00	500.00	500.00	300.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	300.00	500.00	1000.00

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**GALLUP POLL SOCIAL SURVEY
October 2023
Public Release Data**

QN34: Christmas Spending Vs. Last Year BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income

		Gender		Race I		Age			Education			Party I.D.			Household Income			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Total	Unweighted n	1009	550	448	738	242	214	270	510	425	345	228	301	419	255	291	301	300
	Weighted n	1009	492	502	648	339	275	337	385	352	271	380	271	441	268	336	290	277
More		178	104	66	98	76	97	44	35	46	40	90	38	97	40	86	36	43
		18%	21%	13%	15%	22%	35%	13%	9%	13%	15%	24%	14%	22%	15%	26%	13%	15%
Less		235	110	123	141	87	55	93	85	65	77	91	80	96	51	87	83	46
		23%	22%	25%	22%	26%	20%	28%	22%	19%	29%	24%	29%	22%	19%	26%	28%	17%
About the same		587	275	306	406	171	122	196	262	238	152	194	150	246	176	163	171	187
		58%	56%	61%	63%	50%	45%	58%	68%	68%	56%	51%	55%	56%	66%	48%	59%	68%
(DK)/(Refused)		9	2	7	3	5	-	4	4	2	2	5	3	4	2	0	-	1
		1%	1%	1%	0%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	0%	-	0%

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