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October 1-19, 2026

Results are based on telephone interviews conducted October 1-19, 2026, with a random sample of –1,200— 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.

For results based on the sample of –600—national adults in Form A and the sample of –600- national adults in Form B, the margin of sampling error is ±5 percentage points.

For results based on the sample of – 1,057— registered voters, the margin of sampling error is ±4 percentage points.

For results based on the sample of –490— Republicans and Republican leaning independents, the margin of sampling error is ±6 percentage points.

For results based on the sample of –621— Democrats and Democratic leaning independents, the margin of sampling error is ±5 percentage points.

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. 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, party identification, 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. Party identification targets are based on the average of the three most recent Gallup polls. 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.

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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):

	$1,000 or more	$500-999	$250-499	$100-249	Under $100	No opinion	*Median*	*Mean (w/ zero)*	*Mean (w/o zero)*
2026 Oct 1-19	36	18	13	12	2	19	*$500*	*$1,011*	*$1,124*
2025 Oct 1-16	37	18	12	16	3	13	*$500*	*$1,007*	*$1,106*
2024 Oct 1-12	38	23	10	12	2	14	*$500*	*$1,014*	*$1,098*
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	--	--	--

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Q.33 (CHRISTMAS SPENDING) FULL TREND

	$1,000 or more	$500-999	$250-499	$100-249	Under $100	No opinion	*Median*	*Mean (w/ zero)*	*Mean (w/o zero)*
2026 Oct 1-19	36	18	13	12	2	19	*$500*	*$1,011*	*$1,124*
2025 Nov 3-25	32	17	10	18	2	21	*$500*	*$778*	*$921*
2025 Oct 1-16	37	18	12	16	3	13	*$500*	*$1,007*	*$1,106*
2024 Nov 6-20	37	18	10	14	3	18	*$500*	*$1,012*	*$1,132*
2024 Oct 1-12	38	23	10	12	2	14	*$500*	*$1,014*	*$1,098*
2023 Nov 1-21	37	21	13	4	9	13	*$500*	*$975*	*$1,076*
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*

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Q.33 (CHRISTMAS SPENDING) FULL TREND

	$1,000 or more	$500-999	$250-499	$100-249	Under $100	No opinion	*Median*	*Mean (w/ zero)*	*Mean (w/o zero)*
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

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

	More	Less	About the same	No opinion
2026 Oct 1-19	18	24	54	3
2025 Nov 3-25	14	29	53	4
2025 Oct 1-16	19	23	56	1
2024 Nov 6-20	19	23	55	3
2024 Oct 1-12		25	52	4
	20			
2023 Nov 1-21	19	27	53	1
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
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.34 (CHRISTMAS SPENDING VERSUS A YEAR AGO) FULL TREND

	More	Less	About the same	No opinion
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

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Q33. Intend to Spend on Christmas

Response distributions (%) and estimated spending ($). Original public worksheet columns.

Response	Total	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	1,200	593	593	753	417	321	350	495	422	342	427	305	502	365	342	355	377
$1,000 or more	36%	42%	31%	35%	38%	29%	42%	37%	40%	35%	33%	43%	34%	35%	23%	40%	49%
$500-$999	18%	17%	20%	21%	13%	18%	17%	19%	22%	16%	16%	20%	18%	18%	17%	20%	19%
$250-$499	13%	10%	15%	13%	14%	21%	14%	8%	14%	10%	14%	9%	14%	16%	15%	17%	10%
$100-$249	12%	11%	12%	13%	10%	17%	8%	12%	8%	15%	13%	10%	13%	13%	19%	10%	9%
Under $100	2%	2%	2%	2%	1%	2%	1%	3%	1%	2%	3%	3%	2%	2%	3%	2%	0%
None/Don't celebrate	9%	9%	9%	7%	11%	4%	10%	11%	7%	10%	10%	7%	8%	8%	13%	5%	9%
No opinion	10%	9%	11%	8%	12%	10%	9%	10%	7%	11%	12%	8%	12%	8%	10%	5%	4%
Mean (with 0)	$1,011	$1,164	$872	$981	$1,087	$871	$1,206	$987	$1,145	$965	$916	$1,259	$987	$896	$734	$1,019	$1,280
Mean (without 0)	$1,124	$1,286	$974	$1,066	$1,250	$911	$1,353	$1,125	$1,243	$1,095	$1,030	$1,355	$1,090	$983	$863	$1,076	$1,408
Median	$500	$600	$500	$500	$500	$500	$500	$500	$500	$500	$500	$600	$500	$500	$300	$500	$1,000

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Q34. Christmas Spending Vs. Last Year

Percentage of national adults and demographic groups.

Response	Total	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+
More	18%	18%	19%	13%	28%	35%	15%	10%	11%	16%	27%	16%	20%	17%	24%	22%	11%
Less	24%	21%	28%	22%	27%	21%	28%	23%	24%	30%	19%	15%	26%	29%	28%	23%	22%
About the same	54%	59%	50%	63%	40%	38%	55%	64%	63%	49%	51%	67%	51%	50%	46%	52%	66%
DON'T KNOW/REFUSED	3%	3%	3%	2%	6%	6%	2%	2%	2%	5%	3%	2%	3%	4%	2%	3%	1%

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