

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES:  
HEALTH AND HEALTHCARE**

**-- FINAL TOPLINE --**

Timberline: 937008  
JT: 230  
Princeton Job #: 18-11-012

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November 1-11, 2018

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Results are based on telephone interviews conducted November 1-11, 2018 with a random sample of 1,037 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.

For results based on the sample of 586-- men, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of 451-- women, the margin of sampling error is  $\pm 6$  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 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.



Q.35 (CHRISTMAS SPENDING) FULL TREND

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	<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>	<i>Mean</i> <i>(w/ zero)</i>	<i>Mean</i> <i>(w/o zero)</i>
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	--	--	--

36. 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 Nov 1-11	16	22	59	3
<u>2018 Oct 1-10</u>	14	17	66	2
2017 Nov 2-8	15	21	62	1