

**USA TODAY/GALLUP POLL**

**DECEMBER WAVE 1**

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20. Roughly how much money do you think you personally will spend on Christmas gifts this year?

TRENDS FOR COMPARISON (DECEMBER 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>
2011 Dec 15-18	27	24	16	18	5	11	\$500	\$756	\$812
2010 Dec 10-12	26	20	16	22	4	11	\$400	\$686	\$749
2009 Dec 11-13	29	24	14	16	4	13	\$500	\$743	\$814
2008 Dec 4-7	22	24	18	19	3	15	\$400	\$639	\$700
2007 Dec 6-9	33	22	15	15	4	12	\$500	\$833	\$880
2005 Dec 5-8	33	27	14	12	3	11	\$500	\$840	\$892
2004 Dec 5-8	33	24	17	11	3	12	\$600	\$862	\$920
2003 Dec 11-14	31	28	18						

Q.20 (CHRISTMAS SPENDING) CONTINUED

*FULL TREND: 25*

	<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>
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

21. 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>
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