

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

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Jeff Jones, Lydia Saad
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Results are based on telephone interviews conducted April 7-11, 2011 with a random sample of -1,077—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the sample of -534— adults employed full- or part-time, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of -656—stock owners, the maximum margin of sampling error is ± 5 percentage points.

For results based on the sample of -341—retirees, the maximum margin of sampling error is ± 7 percentage points.

For results based on the sample of -736—non-retirees, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of -812—homeowners, the maximum margin of sampling error is ± 4 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 includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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.

9. How would you rate your financial situation today – as excellent, good, only fair, or poor?

	<u>Excellent</u>	<u>Good</u>	<u>Only fair</u>	<u>Poor</u>	<u>No opinion</u>
2011 Apr 7-11	5	37	40	18	*
2010 Apr 8-11	8	33	40	19	1
2009 Apr 6-9	6	36	39	19	1
2008 Dec 12-14	11	41	32	16	1
2008 Apr 6-9	7	38	37	17	*
2007 Apr 2-5	10	45	31	14	*
2006 Apr 10-13	10	41	37	12	*
2005 Apr 4-7	8	44	36	12	*
2004 Apr 5-8	9	42	36	13	*
2003 Mar 3-5	5	45	38	12	*
2003 Feb 3-6	5	42	38	14	1
2003 Jan 13-16	9	45	34	12	*
2002 Dec 5-8	8	49	33	10	*
2002 Nov 11-14	8	42	34	15	1
2002 Oct 14-17	9	42	36	13	*
2002 Sep 5-8	6	42	38	13	1
2002 Aug 5-8	7	40	39	13	1
2002 Jul 9-11	7	44	37	12	*
2002 Jun 3-6	7	45	33	14	1
2002 May 6-9	8	43	37	11	1
2002 Apr 8-11	9	43	35	13	*
2002 Mar 4-7	8	44	39	9	*
2002 Feb 4-6	8	42	36	13	1
2002 Jan 7-9	9	45	36	9	1
2001 Dec 6-9	9	47	34	10	*
2001 Nov 8-11	8	46	34	12	*
2001 Oct 11-14	9	46	32	13	*
2001 Sep 7-10	7	47	36	10	*
2001 Aug 16-19	8	44	35	12	1

10. Right now, do you think that your financial situation as a whole is getting better or getting worse?

	<u>Getting better</u>	<u>Getting worse</u>	<u>Same (vol.)</u>	<u>No opinion</u>
2011 Apr 7-11	41	41	16	2
2010 Apr 8-11	39	40	19	2
2009 Apr 6-9	34	43	22	1
2008 Apr 6-9	32	49	17	2
2007 Apr 2-5	51	32	16	1
2006 Apr 10-13	47	37	15	1
2005 Apr 4-7	49	35	15	1
2004 Apr 5-8	53	29	18	*
2003 Mar 3-5	43	35	20	2
2003 Feb 3-6	44	36	19	1
2003 Jan 13-16	54	27	18	1
2002 Dec 5-8	52	29	19	*
2002 Nov 11-14	46	32	21	1
2002 Oct 14-17	40	36	23	1
2002 Sep 5-8	47	37	15	1
2002 Aug 5-8	47	35	17	1
2002 Jul 9-11	47	34	18	1
2002 Jun 3-6	52	27	20	1
2002 May 6-9	54	28	18	*
2002 Apr 8-11	54	27	19	*
2002 Mar 4-7	55	26	18	1
2002 Feb 4-6	51	28	20	1
2002 Jan 7-9	60	22	17	1
2001 Dec 6-9	59	24	17	*
2001 Nov 8-11	45	33	21	1
2001 Oct 11-14	50	30	19	1