

GALLUP NEWS SERVICE

JANUARY WAVE 1

-- FINAL TOPLINE --

Timberline: 927830
G: 649
Princeton Job #: 11-01-001

Jeff Jones, Lydia Saad
January 7-9, 2011

Note: Q.19-21 should be cited as a *USA Today*/Gallup poll.

Results are based on telephone interviews conducted January 7-9, 2011 with a random sample of –1,018— adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.

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 – 805—homeowners, one can say, the maximum margin of sampling error is ±4 percentage points.

Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in continental 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.

6. What is the most important financial problem facing your family today? [OPEN-ENDED]

	Jan 7-9, 2011	Jul 8-11, 2010	Apr 8-11, 2010	Nov 5-8, 2009	Jun 14-17, 2009	Apr 6-9, 2009
<u>Recent Trend:</u>						
Lack of money/Low wages	16	13	15	17	17	15
Health care costs	14	10	15	14	10	11
Too much debt/Not enough money to pay debts	11	11	13	10	13	10
Cost of owning/renting a home	8	8	12	9	8	12
High cost of living/inflation	8	6	7	4	6	6
Unemployment/Loss of job	8	11	10	7	8	10
Energy costs/oil and gas prices	6	2	3	2	4	3
College expenses	6	5	7	7	5	6
Retirement savings	6	5	4	5	6	4
Taxes	4	4	4	5	3	3
State of the economy	2	2	2	2	2	2
Social Security	2	1	1	1	1	*
Lack of savings	2	3	3	1	2	3
Stock market/investments	1	3	1	3	4	4
Interest rates	1	1	1	1	1	1
Controlling spending	1	*	1	*	1	1
Transportation/commuting costs	1	1	1	1	1	2
Other	2	3	2	1	2	2
None	14	20	11	17	16	15
No opinion	3	4	4	5	3	3

15. Please tell me whether you are worried or not worried about each of the following happening. How about that -- [RANDOM ORDER]?

<u>2011 Jan 7-9</u> <u>(sorted by "worried")</u>	Worried	Not worried
You will not be able to maintain your standard of living	53	46
You will not be able to pay medical or health costs over the next twelve months	43	56
Your house will lose value	42	55
You or your spouse will lose a job within the next twelve months	30	68

Q. 15 (FINANCIAL WORRIES) CONTINUED next page

Q. 15 (FINANCIAL WORRIES) CONTINUED

FULL TREND RESULTS:

A. You or your spouse will lose a job within the next twelve months

	<u>Worried</u>	<u>Not worried</u>	<u>No opinion</u>
2011 Jan 7-9	30	68	1
2008 Jan 30-Feb 2 †	23	74	3
2004 Jan 2-5	21	78	1
2002 Dec 16-17	24	73	3
2002 Oct 3-6	27	70	3
2002 Jul 29-31	22	73	5
2002 Jul 26-28 ^	27	70	3
2001 Oct 5-6 ^	29	70	1
1992 Oct 23-25 ^	29	67	4
1992 Jan 3-6 ^	36	62	2
1991 Nov ^	31	65	4

^ WORDING: Please tell me whether you are worried or not worried about each of the following happening in the next 12 months. How about (that you or your spouse will lose a job)?

† Asked of a half sample

B. You will not be able to maintain your standard of living

	<u>Worried</u>	<u>Not worried</u>	<u>No opinion</u>
2011 Jan 7-9	53	46	*
2008 Jan 30-Feb 2 †	50	50	*
2004 Jan 2-5	34	66	*
2002 Dec 16-17	36	63	1
2002 Oct 3-6	44	55	1
2002 Jul 29-31	38	61	1
2002 Jul 26-28 ^	40	59	1
2001 Oct 5-6 ^	36	64	*
1992 Oct 23-25 ^	46	54	*
1992 Jan 3-6 ^	48	52	*
1991 Nov ^	44	56	*

^ WORDING: Please tell me whether you are worried or not worried about each of the following happening in the next 12 months. How about (that you will not be able to maintain your standard of living)?

† Asked of a half sample

C. You will not be able to pay medical or health costs over the next twelve months

	<u>Worried</u>	<u>Not worried</u>	<u>No opinion</u>
2011 Jan 7-9	43	56	*
2008 Jan 30-Feb 2 †	33	66	1
2004 Jan 2-5	32	68	*
2002 Dec 16-17	33	67	*
2002 Oct 3-6	35	64	1
2002 Jul 29-31	32	68	*
2001 Oct 5-6 ^	36	64	*
1992 Oct 23-25 ^	46	54	*
1992 Jan 3-6 ^	48	52	*
1991 Nov ^	45	54	1

^ WORDING: Please tell me whether you are worried or not worried about each of the following happening in the next 12 months. How about (that you will not be able to pay medical or health costs)?

† Asked of a half sample

D. Your house will lose value

	<u>Worried</u>	<u>Not worried</u>	<u>No opinion</u>
<u>NATIONAL ADULTS</u>			
2011 Jan 7-9	42	55	3
2008 Jan 30-Feb 2	43	55	2
<u>HOMEOWNERS</u>			
2011 Jan 7-9	47	52	1
2008 Jan 30-Feb 2	42	57	1

† Asked of a half sample