

GALLUP NEWS SERVICE

NOVEMBER WAVE 1

-- FINAL TOPLINE --

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November 28-December 1, 2011

Results are based on telephone interviews conducted November 28-December 1, 2011 with a random sample of 1,012—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 501—national adults in Form A and 511—national adults in Form B, the maximum margins of sampling error are ± 5 percentage points.

For results based on the sample of 903—registered voters, the maximum margin of sampling error is ± 4 percentage points.

For results based on the sample of 464—Republicans and Republican-leaning independents, the maximum margin of sampling error is ± 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 includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by 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.

13. *(Asked of a half sample)* Just thinking about your own situation, how much money per year would you need to make in order to consider yourself rich? [OPEN-ENDED]

BASED ON --501--NATIONAL ADULTS IN FORM A

	<i>2011 Nov 28-Dec 1</i>		<i>2003 Jan 20-22</i>	
	All Americans	Gave an estimate ^	All Americans	Gave an estimate ^
Less than \$60,000	15	18	15	17
\$60,000-\$99,999	10	12	10	11
\$100,000	17	18	20	22
\$100,001-\$299,999	22	23	21	24
\$300,000-\$499,999	3	5	5	6
\$500,000-\$999,999	8	9	6	7
\$1,000,000	9	11	8	8
\$1,000,001-\$4,999,999	3	3	3	3
\$5,000,000 or more	2	2	2	3
No opinion	10	--	10	--
Median	--	\$150,000	--	\$120,000

^ Based on those who gave a numerical estimate

14. *(Asked of a half sample)* Just thinking about your own situation, how much money would you need to have saved up in cash, stocks, real estate and other investments in order to consider yourself rich? [OPEN-ENDED]

BASED ON --511--NATIONAL ADULTS IN FORM B

	<i>2011 Nov 28-Dec 1</i>		<i>2003 Jan 20-22</i>	
	All Americans	Gave an estimate ^	All Americans	Gave an estimate ^
Less than \$100,000	12	13	11	11
\$100,000	8	9	7	8
\$100,001-\$299,999	6	6	9	10
\$300,000-\$499,999	3	3	2	3
\$500,000-\$999,999	16	18	15	17
\$1,000,000	22	24	24	28
\$1,000,001-\$4,999,999	11	12	13	15
\$5,000,000 or more	13	14	8	9
No opinion	10	--	11	--
Median	--	\$1,000,000	--	\$1,000,000

^ Based on those who gave a numerical estimate