

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE**

-- FINAL TOPLINE --

Timberline: 937008  
H: 152  
Princeton Job #: 12-04-005

Jeff Jones, Lydia Saad  
April 9-12, 2012

---

Results are based on telephone interviews conducted April 9-12, 2012 with a random sample of **-1,016—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  $\pm 4$  percentage points.

For results based on the sample of **-500—national adults in Form A** and **-516—national adults in Form B**, the maximum margins of sampling error are  $\pm 5$  percentage points.

For results based on the sample of **-468—adults employed full- or part-time**, the maximum margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of **-631—stock owners**, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of **-344—retirees**, the maximum margin of sampling error is  $\pm 7$  percentage points.

For results based on the sample of **-672—non-retirees**, the maximum margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of **-752—homeowners**, the maximum margin of sampling error is  $\pm 4$  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 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 2011 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.

---

33. Thinking about money for a moment, are you the type of person who -- [ROTATED: more enjoys spending money (or who) more enjoys saving money]?

	<u>Spending money</u>	<u>Saving money</u>	<u>No opinion</u>
2012 Apr 9-12	39	58	3
2010 Feb 1-3	35	62	4
2009 Jul 10-12	40	58	3
2009 Apr 20-21	37	59	4
2008 Dec 12-14	44	53	3
2006 Apr 10-13	45	50	4
2005 Apr 4-7	46	50	4
2001 Apr 6-8	45	48	7

Thinking now about your actual behavior over the last year and how it may have changed,

34. In general, would you say you have been spending -- [ROTATED: more money, the same amount, (or) less money] -- in recent months than you used to?
35. *(If spending more or less money)* Just your best guess, do you think this change in your spending habits -- [ROTATED: will become your new, normal pattern for years ahead (or) is just a temporary change in your spending patterns]?

**COMBINED RESULTS (Q.34/35): BASED ON NATIONAL ADULTS**

	<u>2012 Apr 9-12</u>	<u>2010 Feb 1-3</u>	<u>2009 Jul 10-12</u>	<u>2009 Apr 20-21</u>
<b>Spending more money</b>	<b>29</b>	<b>17</b>	<b>23</b>	<b>17</b>
<i>(Will become new, normal pattern)</i>	<i>(12)</i>	<i>(7)</i>	<i>(8)</i>	<i>(6)</i>
<i>(Temporary change in spending patterns)</i>	<i>(17)</i>	<i>(10)</i>	<i>(15)</i>	<i>(11)</i>
<b>Spending same amount of money</b>	<b>27</b>	<b>26</b>	<b>27</b>	<b>30</b>
<b>Spending less money</b>	<b>44</b>	<b>57</b>	<b>50</b>	<b>53</b>
<i>(Will become new, normal pattern)</i>	<i>(33)</i>	<i>(38)</i>	<i>(32)</i>	<i>(32)</i>
<i>(Temporary change in spending patterns)</i>	<i>(11)</i>	<i>(19)</i>	<i>(18)</i>	<i>(21)</i>
<b>No opinion</b>	*	*	*	*