

## GALLUP NEWS SERVICE

### BANKING CONFIDENCE

Results are based on telephone interviews with –1,020– national adults, aged 18+, conducted March 20-21, 2013. 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.

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 of national adults includes a minimum quota of 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones 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 to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly, and having an unlisted landline number). Demographic weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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.

7. Next, how closely have you been following news about the banking crisis in the country of Cyprus—very closely, somewhat closely, not too closely, or not at all?

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not too closely</u>	<u>Not at all closely</u>	<u>No opinion</u>
2013 Mar 20-21	10	21	25	44	1

8. *(Asked of those following Cyprus situation very or somewhat closely)* Has the banking crisis in Cyprus caused you to have less confidence in banks and financial institutions *in the United States*, or not?

#### COMBINED RESPONSES: (Q.7-8): BASED ON NATIONAL ADULTS

	<u>Yes, lost confidence</u>	<u>No, not lost confidence</u>	<u>Not following closely</u>	<u>No answer</u>
2013 Mar 20-21	14	17	69	1