

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

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April 4-14, 2013

Results are based on telephone interviews conducted April 4-7, 2013 with a random sample of -1,005—adults, aged 18+, living in all 50 U.S. states and the District of Columbia and April 11-14, 2013, 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 these samples of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the combined sample of -2,017—adults, the margin of sampling error is ± 3 percentage points

For results based on the sample of -502—national adults in Form A and -503—national adults in Form B (April 4-7 interviewing), the margins of sampling error are ± 5 percentage points.

For results based on the sample of -499—adults employed full- or part-time (April 4-7 interviewing), the margin of sampling error is ± 6 percentage points.

For results based on the sample of -1,203—stock owners, the margin of sampling error is ± 4 percentage points.

For results based on the sample of -636—retirees, the margin of sampling error is ± 5 percentage points.

For results based on the sample of -1,381—non-retirees, the margin of sampling error is ± 3 percentage points.

For results based on the sample of -1,426—homeowners, the margin of sampling error is ± 3 percentage points.

For results based on the sample of -514—renters, the 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 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.

32. Do you own or rent your primary residence?

	<u>Own</u>	<u>Rent</u>	<u>Live with parents for free (vol.)</u>	<u>Other</u>	<u>No opinion</u>
2013 Apr 4-14	62	34	3	1	1
2012 Apr 9-12	62	34	3	*	1
2011 Apr 7-11	68	28	3	*	1
2010 Apr 8-11	65	30	4	1	1
2009 Apr 6-9	70	26	3	*	1
2008 Dec 12-14	70	26	2	2	*
2008 Sep 26-27	70	26	2	2	*
2008 Apr 6-9	70	26	2	2	*
2007 Apr 2-5	73	22	3	2	*
2006 Apr 10-13	73	22	3	*	1
2005 Aug 22-25	74	24	1	1	*
2005 Apr 4-7	71	26	2	*	1
2005 Mar 18-20	72	24	2	2	*
2004 Apr 5-8	69	27	3	1	*
2002 Nov 22-24	70	28	1	1	*
2001 Apr 6-8	67	29	2	2	*

34. *(Asked of homeowners)* What are some of the reasons why you decided to own your home rather than rent?
[OPEN-ENDED]

BASED ON -1,406—HOMEOWNERS

2013 Apr 4-14

An investment/Appreciate in value	16
Believe in owning/Have always owned	12
Build equity/credit	12
Smarter thing to do/Don't want to throw away money	12
Cheaper/More cost effective/Better deal	11
Don't want to pay rent/Live in a rental/Pay others	10
Financial security/Stability	9
For the family/Our home	7
Freedom/Able to do what I want	6
Pride of ownership	6
Tax deductions	5
Location/Nice area/Private	4
More space/comfort/convenience	3
Can afford to own	2
Inherited/Gift	2
The American Dream	2
Interest rates	*
Other	2
No opinion	2

Percentages total more than 100% due to multiple responses.

37. *(Asked of those who rent their home)* What are some of the reasons why you decided to rent rather than buy a home? [*OPEN-ENDED*]

BASED ON -496—RENTERS

2013 Apr 4-14

Can't afford to buy/Lack money for down payment	45
Bad credit/Bankruptcy/Lack of financial stability	12
Job requires moving a lot	11
Convenient/Easier maintenance	10
Poor economy/Housing market	4
Lack of job	4
Family owns	3
Age/Getting older/Downsizing	3
Lost home/Foreclosure	3
Afraid of losing house	2
Family issues/Divorce	1
High taxes	1
Other	8
No opinion	4

Percentages total more than 100% due to multiple responses.