

GALLUP NEWS SERVICE

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

-- FINAL TOPLINE --

Timberline: 937008
HR: 959
Princeton Job #: 14-04-004

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April 3-6, 2014

Results are based on telephone interviews conducted April 3-6, 2014 with a random sample of –1,026—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on this sample of national adults, the margin of sampling error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of –509— adults employed full- or part-time, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –614—stock owners, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –765—credit card owners, the margin of sampling error is ± 4 percentage points.

For results based on the sample of –334—retirees, the margin of sampling error is ± 7 percentage points.

For results based on the sample of –692—non-retirees, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –737—homeowners, the margin of sampling error is ± 5 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 and cell phone telephone 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 and cell phone mostly). Demographic weighting targets are based on the March 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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.

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

	Apr 3-6, 2014	Apr 4-7, 2013	Apr 9-12, 2012	Oct 6-9, 2011	Jul 7-10, 2011	Jan 7-9, 2011
<u>Recent Trend:</u>						
Lack of money/Low wages	13	14	18	14	17	16
Health care costs	12	10	12	12	12	14
College expenses	11	9	7	7	7	6
Too much debt/Not enough money to pay debts	10	11	9	13	11	11
High cost of living/inflation	10	11	11	13	9	8
Cost of owning/renting a home	8	9	12	7	6	8
Unemployment/Loss of job	8	7	9	10	9	8
Retirement savings	6	6	4	5	6	6
Taxes	3	5	5	3	4	4
Transportation/commuting costs	3	1	1	*	1	1
State of the economy	3	1	1	2	2	2
Lack of savings	2	2	3	3	2	2
Interest rates	2	1	*	1	1	1
Social Security	1	1	1	2	2	2
Energy costs/oil and gas prices	1	5	11	4	7	6
Controlling spending	1	1	1	--	*	1
Stock market/investments	1	1	1	2	1	1
Other	5	2	4	2	2	2
None	12	13	11	11	16	14
No opinion	3	5	4	3	3	3

Percentages total more than 100% due to multiple responses.

Contact Gallup for full trend