

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: MOOD OF THE NATION

-- FINAL TOPLINE --

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Results are based on telephone interviews conducted January 5-8, 2015 with a random sample of –804—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.

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 2014 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2014 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.

8. Next, we are interested in how people's financial situation may have changed. Would you say that you are financially better off now than you were a year ago, or are you financially worse off now?

	Better <u>off</u>	Worse <u>off</u>	Same <u>(vol.)</u>	No <u>opinion</u>		Better <u>off</u>	Worse <u>off</u>	Same <u>(vol.)</u>	No <u>opinion</u>
2015 Jan 5-8	47	28	24	*	1991 Sep 5-8	34	28	37	1
					1991 Jul 11-14	34	32	33	1
2014 Jan 5-8	35	42	22	1	1991 May 16-19	32	32	33	3
2013 Jun 1-4	40	39	20	1	1991 Apr 11-14	29	33	36	1
2012 Oct 22-23	38	34	26	2	1991 Mar 21-24	31	37	32	1
2012 May 10-13	37	42	20	1	1991 Feb 28-Mar 3	37	28	34	1
2012 Jan 5-8	29	49	21	1	1991 Feb 14-17	37	28	35	*
2011 Jan 7-9	28	45	26	1	1991 Jan 11-13	27	33	39	1
2009 May 29-31	23	54	22	1	1991 Jan 3-6	35	32	32	1
2008 Sep 26-27	26	55	19	*	1990 Dec 13-16	38	36	26	*
2008 May 30-Jun 1	26	55	18	1	1990 Nov 15-16	25	42	32	1
2008 Jan 30-Feb 2	34	44	21	1	1990 Oct 25-28	38	35	26	1
2007 Oct 12-14	39	39	22	*	1990 Oct 18-21	27	41	30	2
2007 Jan 15-18	50	30	19	1	1990 Oct 11-14	32	41	26	*
2006 Feb 9-12 ^	37	39	24	*	1990 Sep 27-30	40	32	27	1
2005 Jul 22-24	42	40	17	1	1990 Aug 9-12	43	29	27	1
2005 Jan 14-16	40	33	27	*	1990 Jul 19-22	44	27	28	1
2003 Nov 10-12	41	38	21	*	1990 Feb 8-11	49	24	26	1
2003 Jul 18-20	36	39	25	*	1989 Jun 15-18	42	25	31	2
2003 Apr 14-16	31	39	29	1	1989 Jan 24-28	44	26	28	2
2003 Feb 17-19	39	41	20	--	1988 Sep 9-11	53	23	23	1
2002 Dec 16-17	33	44	23	*	1988 May 13-15	47	24	28	1
2002 Jul 22-24	32	45	23	*	1987 Aug 24-Sep 2	43	29	27	1
2002 May 20-22	37	36	26	1	1987 Jun 8-14	43	32	24	1
2001 Dec 14-16	37	37	25	1	1987 Mar 14-18	46	30	23	1
2001 Sep 7-10	37	36	26	1	1987 Jan 16-19	39	28	33	*
2001 Aug 16-19	37	41	21	1	1986 Sep 13-17	40	29	29	2
2001 Jul 19-22	39	36	25	*	1986 Jul 11-14	39	25	35	1
2001 Jun 11-17	42	37	20	1	1986 Jun 9-16	46	28	25	1
2001 Apr 6-8	42	36	22	*	1986 Mar 4-10	46	30	24	*
2001 Feb 1-4	46	30	23	1	1986 Jan 10-13	40	30	29	1
2001 Jan 10-14	49	30	21	*	1985 Oct 11-14	38	27	34	1
2000 Oct 6-9	55	22	22	1	1985 Jun 10-23	43	29	26	2
2000 May 18-21	53	26	20	1	1985 Mar 8-11	47	25	27	1
1999 Oct 21-24	56	19	24	1	1984 Nov 30-Dec 3	43	24	32	1
1999 Aug 24-26	53	25	22	*	1984 Sep 7-9	39	26	34	1
1999 Jun 4-5	57	20	22	1	1984 Jul 6-9	40	25	34	1
1999 Jan 15-17	58	21	21	*	1984 Mar 16-19	36	26	37	1
1998 Oct 29-Nov 1	53	24	22	1	1983 Jun 24-27	28	39	32	1
1998 Mar 20-22	55	20	24	1	1983 Mar 11-14	25	46	28	1
1997 Jun 26-29	44	26	29	1	1982 Nov 5-8	29	37	33	1
1997 May 6-7	45	28	25	2	1982 Sep 17-20	27	39	32	2
1996 Mar 8-10	49	21	29	1	1982 Jul 30-Aug 2	25	46	26	3
1994 Dec 16-18	40	31	29	*	1982 Apr 23-26	28	39	31	2
1994 May 20-22	40	33	26	1	1982 Feb 5-8	28	47	24	1
1994 Mar 7-8	34	31	34	1	1981 Oct 2-5	28	43	28	1
1993 Dec 4-6	36	31	33	*	1981 Jun 26-29	33	35	30	2
1993 Jun 28-29	29	34	36	1	1980 Jan	30	24	45	1
1992 Feb 6-9	34	46	19	1	1979 Jun	30	27	41	2
1992 Jan 16-19	30	43	26	1	1978 Jul	35	31	32	2
1991 Dec 5-8	33	40	26	1	1978 Mar 31-Apr 3	29	32	37	2
1991 Oct 24-25	26	44	28	2	1977 Aug	39	28	31	2
1991 Oct 17-20	35	42	22	1	1976 Sep	33	36	30	1

^ Asked of a half sample.

9. Looking ahead, do you expect that at this time next year you will be financially better off than now, or worse off than now?

	Better <u>off</u>	Worse <u>off</u>	Same <u>(vol.)</u>	No <u>opinion</u>		Better <u>off</u>	Worse <u>off</u>	Same <u>(vol.)</u>	No <u>opinion</u>
2015 Jan 5-8	65	15	15	5	1991 Dec 5-8	54	21	17	8
					1991 Oct 24-25	45	25	19	11
2014 Jan 5-8	55	27	15	4	1991 Oct 17-20	55	23	16	6
2013 Jun 1-4	57	29	10	3	1991 Sep 5-8	53	19	22	6
2012 Oct 22-23	66	11	12	11	1991 Jul 11-14	57	15	19	9
2012 May 10-13	63	18	15	4	1991 May 16-19	57	16	19	8
2012 Jan 5-8	56	26	14	5	1991 Apr 11-14	56	17	18	9
2011 Jan 7-9	58	23	14	5	1991 Mar 21-24	56	18	20	6
2009 May 29-31	59	24	14	3	1991 Feb 28-Mar 3	64	9	20	7
2008 Sep 26-27	58	25	13	5	1991 Feb 14-17	57	15	20	8
2008 May 30-Jun 1	52	31	10	7	1991 Jan 11-13	41	25	21	13
2008 Jan 30-Feb 2	60	23	12	5	1991 Jan 3-6	52	20	18	10
2007 Oct 12-14	57	22	18	3	1990 Dec 13-16	58	18	17	7
2007 Jan 15-18	65	19	12	4	1990 Nov 15-16	42	31	17	10
2005 Jul 22-24	59	25	14	2	1990 Oct 25-28	50	15	27	8
2004 Jan 14-16	60	22	14	4	1990 Oct 11-14	48	30	13	9
2003 Nov 10-12	63	21	13	3	1990 Sep 27-30	51	20	17	12
2003 Jul 18-20	60	21	16	3	1990 Aug 9-12	57	20	16	7
2003 Apr 14-16	63	16	17	4	1990 Jul 19-22	58	17	18	7
2003 Feb 17-19	64	20	12	4	1990 Feb 8-11	65	13	16	6
2002 Dec 16-17	61	20	13	6	1989 Jun 15-18	58	13	20	9
2002 Jul 22-24	67	14	13	6	1989 Jan 24-26	61	13	19	7
2002 May 20-22	69	15	12	4	1988 Sep 25-Oct 1	67	9	17	7
2001 Dec 14-16	69	12	15	4	1988 Sep 9-14	54	14	29	3
2001 Sep 14-15	58	26	14	2	1988 May 13-22	54	10	31	5
2001 Sep 7-10	61	20	15	4	1988 May 2-8	63	9	17	11
2001 Aug 16-19	66	18	13	3	1988 Jan 8-17	46	18	30	6
2001 Jul 19-22	64	18	13	5	1987 Dec 16-17	61	15	17	7
2001 Jun 11-17	62	22	11	5	1987 Oct 22-23	52	21	16	11
2001 Apr 6-8	62	18	15	5	1987 Aug 24-Sep 2	56	16	20	8
2001 Feb 1-4	61	19	16	4	1987 Jun 8-14	57	17	18	8
2001 Jan 10-14	63	21	13	3	1987 Mar 14-18	59	17	18	6
2000 Oct 6-9	68	11	15	6	1987 Jan 16-19	52	16	26	7
2000 May 18-21	67	13	14	6	1986 Sep 13-17	57	16	19	8
1999 Oct 21-24	68	13	12	7	1986 Jul 11-14	51	15	28	6
1999 Aug 24-26	67	13	16	4	1986 Jun 9-16	57	17	20	6
1999 Jun 4-5	67	17	12	4	1986 Mar 7-10	61	18	16	5
1999 Jan 15-17	68	14	14	4	1986 Jan 10-13	53	15	25	7
1998 Oct 29-Nov 1	66	12	16	6	1985 Oct 11-14	49	12	32	7
1998 Mar 20-22	71	9	14	6	1985 Jun 10-23	52	19	19	10
1997 Jun 26-29	59	17	20	4	1985 Mar 8-11	57	12	26	5
1997 May 6-7	60	20	17	3	1984 Nov 30-Dec 3	50	17	28	5
1996 Mar 8-10	66	16	11	7	1984 Sep 7-10	53	9	28	10
1994 Dec 16-18	63	17	17	3	1984 Jul 6-9	52	12	28	8
1994 May 20-22	59	21	16	4	1984 Mar 16-19	54	11	28	7
1994 Mar 7-8	53	22	19	6	1983 Jun 24-27	43	19	28	10
1993 Dec 4-6	56	18	22	4	1983 Mar 11-14	45	22	24	9
1993 Jun 29-30	49	14	32	5	1982 Nov 5-8	41	22	27	10
1992 Nov 19-20	53	18	20	9	1982 Sep 17-20	41	25	25	9
1992 Mar 26-29	51	28	16	6	1982 Jul 30-Aug 2	37	29	24	10
1992 Feb 6-9	54	28	14	4	1982 Feb 5-8	42	31	21	6
1992 Jan 16-19	51	28	15	6	1981 Oct 2-5	40	31	21	8
					1981 Jun 26-29	44	25	23	8

Q.9 continued on the next page

Q.9 (PERSONAL FINANCES A YEAR FROM NOW) CONTINUED

	<u>Better off</u>	<u>Worse off</u>	<u>Same (vol.)</u>	<u>No opinion</u>		<u>Better off</u>	<u>Worse off</u>	<u>Same (vol.)</u>	<u>No opinion</u>
1980 May 16-19	41	28	23	8	1978 Jul	38	30	20	12
1980 Jan	36	24	31	9	1978 Mar 31-Apr 3	40	23	29	8
1979 Jun	33	27	30	10	1977 Aug	47	27	17	9