

**GALLUP NEWS SERVICE**

**GALLUP POLL SOCIAL SERIES: MOOD OF THE NATION**

-- FINAL TOPLINE --

Timberline: 937008  
JT: 349  
Princeton Job #: 20-01-001

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January 2-15, 2020

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**Results are based on telephone interviews conducted January 2-15, 2020 with a random sample of –1,014— adults, ages 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  $\pm 4$  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 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. Gallup obtained sample for this study from Dynata. Landline respondents are chosen at random within each household on the basis of which member has the next 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 2018 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2018 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. For questions about how this survey was conducted, please contact [galluphelp@gallup.com](mailto:galluphelp@gallup.com).**

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11. 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 off	Worse off	Same (vol.)	No opinion		Better off	Worse off	Same (vol.)	No opinion
<b><u>2020</u></b>					<b><u>2001</u></b>				
2020 Jan 2-15	59	20	21	*	2001 Dec 14-16	37	37	25	1
					2001 Sep 7-10	37	36	26	1
<b><u>2019</u></b>					2001 Aug 16-19	37	41	21	1
2019 Jan 2-10	50	26	22	1	2001 Jul 19-22	39	36	25	*
<b><u>2018</u></b>					2001 Jun 11-17	42	37	20	1
2018 Jan 2-7	46	31	21	1	2001 Apr 6-8	42	36	22	*
<b><u>2017</u></b>					2001 Feb 1-4	46	30	23	1
2017 Jan 4-8	49	28	22	1	2001 Jan 10-14	49	30	21	*
<b><u>2016</u></b>					<b><u>2000</u></b>				
2016 Jan 6-10	44	35	21	*	2000 Oct 6-9	55	22	22	1
<b><u>2015</u></b>					2000 May 18-21	53	26	20	1
2015 Jan 5-8	47	28	24	*	<b><u>1999</u></b>				
<b><u>2014</u></b>					1999 Oct 21-24	56	19	24	1
2014 Jan 5-8	35	42	22	1	1999 Aug 24-26	53	25	22	*
<b><u>2013</u></b>					1999 Jun 4-5	57	20	22	1
2013 Jun 1-4	40	39	20	1	1999 Jan 15-17	58	21	21	*
<b><u>2012</u></b>					<b><u>1998</u></b>				
2012 Oct 22-23	38	34	26	2	1998 Oct 29-Nov 1	53	24	22	1
2012 May 10-13	37	42	20	1	1998 Mar 20-22	55	20	24	1
2012 Jan 5-8	29	49	21	1	<b><u>1997</u></b>				
<b><u>2011</u></b>					1997 Jun 26-29	44	26	29	1
2011 Jan 7-9	28	45	26	1	1997 May 6-7	45	28	25	2
<b><u>2009</u></b>					<b><u>1996</u></b>				
2009 May 29-31	23	54	22	1	1996 Mar 8-10	49	21	29	1
<b><u>2008</u></b>					<b><u>1994</u></b>				
2008 Sep 26-27	26	55	19	*	1994 Dec 16-18	40	31	29	*
2008 May 30-Jun 1	26	55	18	1	1994 May 20-22	40	33	26	1
2008 Jan 30-Feb 2	34	44	21	1	1994 Mar 7-8	34	31	34	1
<b><u>2007</u></b>					<b><u>1993</u></b>				
2007 Oct 12-14	39	39	22	*	1993 Dec 4-6	36	31	33	*
2007 Jan 15-18	50	30	19	1	1993 Jun 28-29	29	34	36	1
<b><u>2006</u></b>					<b><u>1992</u></b>				
2006 Feb 9-12 ^	37	39	24	*	1992 Feb 6-9	34	46	19	1
<b><u>2005</u></b>					1992 Jan 16-19	30	43	26	1
2005 Jul 22-24	42	40	17	1	<b><u>1991</u></b>				
2005 Jan 14-16	40	33	27	*	1991 Dec 5-8	33	40	26	1
<b><u>2003</u></b>					1991 Oct 24-25	26	44	28	2
2003 Nov 10-12	41	38	21	*	1991 Oct 17-20	35	42	22	1
2003 Jul 18-20	36	39	25	*	1991 Sep 5-8	34	28	37	1
2003 Apr 14-16	31	39	29	1	1991 Jul 11-14	34	32	33	1
<b><u>2002</u></b>					1991 May 16-19	32	32	33	3
2002 Dec 16-17	33	44	23	*	1991 Apr 11-14	29	33	36	1
2002 Jul 22-24	32	45	23	*	1991 Mar 21-24	31	37	32	1
2002 May 20-22	37	36	26	1	1991 Feb 28-Mar 3	37	28	34	1
					1991 Feb 14-17	37	28	35	*
					1991 Jan 11-13	27	33	39	1
					1991 Jan 3-6	35	32	32	1

*Personal finances versus a year ago trend continued on next page*

**Q.11 (PERSONAL FINANCES VERSUS LAST YEAR) CONTINUED**

	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>
<b><u>1990</u></b>					<b><u>1984</u></b>				
1990 Dec 13-16	38	36	26	*	1984 Nov 30-Dec 3	43	24	32	1
1990 Nov 15-16	25	42	32	1	1984 Sep 7-9	39	26	34	1
1990 Oct 25-28	38	35	26	1	1984 Jul 6-9	40	25	34	1
1990 Oct 18-21	27	41	30	2	1984 Mar 16-19	36	26	37	1
1990 Oct 11-14	32	41	26	*	<b><u>1983</u></b>				
1990 Sep 27-30	40	32	27	1	1983 Jun 24-27	28	39	32	1
1990 Aug 9-12	43	29	27	1	1983 Mar 11-14	25	46	28	1
1990 Jul 19-22	44	27	28	1	<b><u>1982</u></b>				
1990 Feb 8-11	49	24	26	1	1982 Nov 5-8	29	37	33	1
<b><u>1989</u></b>					1982 Sep 17-20	27	39	32	2
1989 Jun 15-18	42	25	31	2	1982 Jul 30-Aug 2	25	46	26	3
1989 Jan 24-28	44	26	28	2	1982 Apr 23-26	28	39	31	2
<b><u>1988</u></b>					1982 Feb 5-8	28	47	24	1
1988 Sep 9-11	53	23	23	1	<b><u>1981</u></b>				
1988 May 13-15	47	24	28	1	1981 Oct 2-5	28	43	28	1
<b><u>1987</u></b>					1981 Jun 26-29	33	35	30	2
1987 Aug 24-Sep 2	43	29	27	1	<b><u>1980</u></b>				
1987 Jun 8-14	43	32	24	1	1980 Jan	30	24	45	1
1987 Mar 14-18	46	30	23	1	<b><u>1979</u></b>				
1987 Jan 16-19	39	28	33	*	1979 Jun	30	27	41	2
<b><u>1986</u></b>					<b><u>1978</u></b>				
1986 Sep 13-17	40	29	29	2	1978 Jul	35	31	32	2
1986 Jul 11-14	39	25	35	1	1978 Mar 31-Apr 3	29	32	37	2
1986 Jun 9-16	46	28	25	1	<b><u>1977</u></b>				
1986 Mar 4-10	46	30	24	*	1977 Aug	39	28	31	2
1986 Jan 10-13	40	30	29	1	<b><u>1976</u></b>				
<b><u>1985</u></b>					1976 Sep	33	36	30	1
1985 Oct 11-14	38	27	34	1					
1985 Jun 10-23	43	29	26	2					
1985 Mar 8-11	47	25	27	1					

^ Asked of a half sample.

12. 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 off	Worse off	Same (vol.)	No opinion		Better off	Worse off	Same (vol.)	No opinion
<b><u>2020</u></b>									
2020 Jan 2-15	74	12	13	2	2001 Aug 16-19	66	18	13	3
					2001 Jul 19-22	64	18	13	5
<b><u>2019</u></b>					2001 Jun 11-17	62	22	11	5
2019 Jan 2-10	69	16	12	3	2001 Apr 6-8	62	18	15	5
<b><u>2018</u></b>					2001 Feb 1-4	61	19	16	4
2018 Jan 2-7	66	21	11	2	2001 Jan 10-14	63	21	13	3
<b><u>2017</u></b>					<b><u>2000</u></b>				
2017 Jan 4-8	66	18	13	2	2000 Oct 6-9	68	11	15	6
<b><u>2016</u></b>					2000 May 18-21	67	13	14	6
2016 Jan 6-10	63	17	16	4	<b><u>1999</u></b>				
<b><u>2015</u></b>					1999 Oct 21-24	68	13	12	7
2015 Jan 5-8	65	15	15	5	1999 Aug 24-26	67	13	16	4
<b><u>2014</u></b>					1999 Jun 4-5	67	17	12	4
2014 Jan 5-8	55	27	15	4	1999 Jan 15-17	68	14	14	4
<b><u>2013</u></b>					<b><u>1998</u></b>				
2013 Jun 1-4	57	29	10	3	1998 Oct 29-Nov 1	66	12	16	6
<b><u>2012</u></b>					1998 Mar 20-22	71	9	14	6
2012 Oct 22-23	66	11	12	11	<b><u>1997</u></b>				
2012 May 10-13	63	18	15	4	1997 Jun 26-29	59	17	20	4
2012 Jan 5-8	56	26	14	5	1997 May 6-7	60	20	17	3
<b><u>2011</u></b>					<b><u>1996</u></b>				
2011 Jan 7-9	58	23	14	5	1996 Mar 8-10	66	16	11	7
<b><u>2009</u></b>					<b><u>1994</u></b>				
2009 May 29-31	59	24	14	3	1994 Dec 16-18	63	17	17	3
<b><u>2008</u></b>					1994 May 20-22	59	21	16	4
2008 Sep 26-27	58	25	13	5	1994 Mar 7-8	53	22	19	6
2008 May 30-Jun 1	52	31	10	7	<b><u>1993</u></b>				
2008 Jan 30-Feb 2	60	23	12	5	1993 Dec 4-6	56	18	22	4
<b><u>2007</u></b>					1993 Jun 29-30	49	14	32	5
2007 Oct 12-14	57	22	18	3	<b><u>1992</u></b>				
2007 Jan 15-18	65	19	12	4	1992 Nov 19-20	53	18	20	9
<b><u>2005</u></b>					1992 Mar 26-29	51	28	16	6
2005 Jul 22-24	59	25	14	2	1992 Feb 6-9	54	28	14	4
<b><u>2004</u></b>					1992 Jan 16-19	51	28	15	6
2004 Jan 14-16	60	22	14	4	<b><u>1991</u></b>				
<b><u>2003</u></b>					1991 Dec 5-8	54	21	17	8
2003 Nov 10-12	63	21	13	3	1991 Oct 24-25	45	25	19	11
2003 Jul 18-20	60	21	16	3	1991 Oct 17-20	55	23	16	6
2003 Apr 14-16	63	16	17	4	1991 Sep 5-8	53	19	22	6
2003 Feb 17-19	64	20	12	4	1991 Jul 11-14	57	15	19	9
<b><u>2002</u></b>					1991 May 16-19	57	16	19	8
2002 Dec 16-17	61	20	13	6	1991 Apr 11-14	56	17	18	9
2002 Jul 22-24	67	14	13	6	1991 Mar 21-24	56	18	20	6
2002 May 20-22	69	15	12	4	1991 Feb 28-Mar 3	64	9	20	7
<b><u>2001</u></b>					1991 Feb 14-17	57	15	20	8
2001 Dec 14-16	69	12	15	4	1991 Jan 11-13	41	25	21	13
2001 Sep 14-15	58	26	14	2	1991 Jan 3-6	52	20	18	10
2001 Sep 7-10	61	20	15	4					

*Personal finances a year from now trend continued on next page*

**Q.12 (PERSONAL FINANCES A YEAR FROM NOW) CONTINUED**

	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>
<b><u>1990</u></b>					<b><u>1985</u></b>				
1990 Dec 13-16	58	18	17	7	1985 Oct 11-14	49	12	32	7
1990 Nov 15-16	42	31	17	10	1985 Jun 10-23	52	19	19	10
1990 Oct 25-28	50	15	27	8	1985 Mar 8-11	57	12	26	5
1990 Oct 11-14	48	30	13	9	<b><u>1984</u></b>				
1990 Sep 27-30	51	20	17	12	1984 Nov 30-Dec 3	50	17	28	5
1990 Aug 9-12	57	20	16	7	1984 Sep 7-10	53	9	28	10
1990 Jul 19-22	58	17	18	7	1984 Jul 6-9	52	12	28	8
1990 Feb 8-11	65	13	16	6	1984 Mar 16-19	54	11	28	7
<b><u>1989</u></b>					<b><u>1983</u></b>				
1989 Jun 15-18	58	13	20	9	1983 Jun 24-27	43	19	28	10
1989 Jan 24-26	61	13	19	7	1983 Mar 11-14	45	22	24	9
<b><u>1988</u></b>					<b><u>1982</u></b>				
1988 Sep 25-Oct 1	67	9	17	7	1982 Nov 5-8	41	22	27	10
1988 Sep 9-14	54	14	29	3	1982 Sep 17-20	41	25	25	9
1988 May 13-22	54	10	31	5	1982 Jul 30-Aug 2	37	29	24	10
1988 May 2-8	63	9	17	11	1982 Feb 5-8	42	31	21	6
1988 Jan 8-17	46	18	30	6	<b><u>1981</u></b>				
<b><u>1987</u></b>					1981 Oct 2-5	40	31	21	8
1987 Dec 16-17	61	15	17	7	1981 Jun 26-29	44	25	23	8
1987 Oct 22-23	52	21	16	11	<b><u>1980</u></b>				
1987 Aug 24-Sep 2	56	16	20	8	1980 May 16-19	41	28	23	8
1987 Jun 8-14	57	17	18	8	1980 Jan	36	24	31	9
1987 Mar 14-18	59	17	18	6	<b><u>1979</u></b>				
1987 Jan 16-19	52	16	26	7	1979 Jun	33	27	30	10
<b><u>1986</u></b>					<b><u>1978</u></b>				
1986 Sep 13-17	57	16	19	8	1978 Jul	38	30	20	12
1986 Jul 11-14	51	15	28	6	1978 Mar 31-Apr 3	40	23	29	8
1986 Jun 9-16	57	17	20	6	<b><u>1977</u></b>				
1986 Mar 7-10	61	18	16	5	1977 Aug	47	27	17	9
1986 Jan 10-13	53	15	25	7					

**GALLUP POLL SOCIAL SURVEY  
January 2020  
Public Release Data**

**QN11: Personal finance vs. last year BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1014	565	449	747	239	188	283	529	477	352	181	323	405	268	416	356	211
	Weighted n	1014	500	515	672	325	275	339	389	348	290	375	276	449	272	412	358	216
Better off		600	322	278	420	172	194	192	212	203	179	216	210	258	117	281	210	89
		59%	64%	54%	62%	53%	71%	57%	54%	58%	62%	58%	76%	58%	43%	68%	59%	41%
Worse off		205	75	130	115	85	54	80	67	54	64	87	25	93	87	61	66	75
		20%	15%	25%	17%	26%	20%	24%	17%	15%	22%	23%	9%	21%	32%	15%	18%	34%
Same (vol.)		208	102	106	136	68	26	67	109	91	47	71	40	98	68	69	81	53
		21%	20%	21%	20%	21%	9%	20%	28%	26%	16%	19%	15%	22%	25%	17%	23%	24%
Don't know/Refused		1	1	1	1	0	-	-	1	1	0	-	1	-	0	1	1	-
		0%	0%	0%	0%	0%	-	-	0%	0%	0%	-	0%	-	0%	0%	0%	-

**GALLUP POLL SOCIAL SURVEY  
January 2020  
Public Release Data**

**QN12: Personal finance in a year BY Total + Gender + Race I + Age + Education + Party I.D. + Ideology**

		Gender		Race I		Age			Education			Party I.D.			Ideology			
		Total	Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Conservative	Moderate	Liberal
Total	Unweighted n	1014	565	449	747	239	188	283	529	477	352	181	323	405	268	416	356	211
	Weighted n	1014	500	515	672	325	275	339	389	348	290	375	276	449	272	412	358	216
Better off		747	378	368	468	269	245	256	242	241	213	292	230	340	163	343	252	136
		74%	76%	72%	70%	83%	89%	76%	62%	69%	73%	78%	83%	76%	60%	83%	70%	63%
Worse off		121	52	70	89	29	16	32	68	43	31	47	16	42	61	28	47	42
		12%	10%	14%	13%	9%	6%	9%	17%	12%	11%	13%	6%	9%	23%	7%	13%	19%
Same (vol.)		128	61	68	103	22	14	42	71	60	39	29	26	62	39	32	55	35
		13%	12%	13%	15%	7%	5%	12%	18%	17%	14%	8%	9%	14%	14%	8%	15%	16%
Don't know/Refused		18	9	9	12	6	0	9	8	5	7	7	4	5	9	8	4	3
		2%	2%	2%	2%	2%	0%	3%	2%	1%	2%	2%	2%	1%	3%	2%	1%	2%