

GALLUP NEWS SERVICE

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

-- FINAL TOPLINE --

Timberline: 937008
T: 375
Princeton Job #: 20-04-007

Jeff Jones, Lydia Saad
April 1-14, 2020

Results are based on telephone interviews conducted April 1-14, 2020 with a random sample of –1,017—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 ± 4 percentage points at the 95% confidence level.

For results based on the sample of –540-- adults employed full- or part-time, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –629-- stock owners, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –312-- retirees, the margin of sampling error is ± 7 percentage points.

For results based on the sample of –705-- non-retirees, the margin of sampling error is ± 4 percentage points.

For results based on the sample of –671-- 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 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.

On a different topic,

15. Which of the following do you think is the best long-term investment -- [ROTATED: bonds, real estate, savings accounts or CDs, stocks or mutual funds, (or) gold]?

	<u>Real estate</u>	<u>Stocks/ mutual funds</u>	<u>Savings accounts/ CDs</u>	<u>Gold</u>	<u>Bonds</u>	<u>Other (vol.)</u>	<u>No opinion</u>
<u>NATIONAL ADULTS</u>							
2020 Apr 1-14	35	21	17	16	8	1	2
2019 Apr 1-9	35	27	15	14	5	*	2
2018 Apr 2-11	34	26	15	17	6	1	2
2017 Apr 5-9	34	26	13	18	5	1	4
2016 Apr 6-10	35	22	15	17	7	*	3
2015 Apr 9-12	31	25	15	19	6	1	4
2014 Apr 3-6	30	24	14	24	6	1	2
2013 Apr 4-7	25	22	16	24	9	1	4
2012 Apr 9-12 ^	20	19	19	28	8	2	4
2011 Aug 11-14	19	17	14	34	10	1	5
<u>STOCKOWNERS</u>							
2020 Apr 1-14	38	30	13	12	6	*	1
2019 Apr 1-9	38	37	9	9	4	1	2
2018 Apr 2-11	37	35	9	11	6	*	1
2017 Apr 5-9	34	34	9	14	6	1	2
2016 Apr 6-10	37	32	11	12	6	*	3
2015 Apr 9-12	31	35	9	17	5	1	4
2014 Apr 3-6	32	34	9	19	6	*	1
2013 Apr 4-7	25	31	9	24	8	1	2
2012 Apr 9-12 ^	20	24	14	26	8	4	3
2011 Aug 11-14	17	26	11	34	9	*	4

For comparison: Which of the following do you think is the best long-term investment -- [ROTATED: bonds, real estate, savings accounts or CDs, (or) stocks or mutual funds]?

	<u>Real estate</u>	<u>Stocks/ mutual funds</u>	<u>Savings accounts/ CDs</u>	<u>Bonds</u>	<u>Other (vol.)</u>	<u>No opinion</u>
<u>NATIONAL ADULTS</u>						
2012 Apr 9-12 ^	31	26	24	14	3	2
2011 Apr 7-11	33	24	24	12	3	5
2010 Apr 8-11	29	22	28	14	3	4
2009 Apr 6-9	33	15	34	12	2	5
2008 Sep 26-27	26	23	31	13	2	6
2008 Apr 6-9	27	27	29	12	2	3
2007 Apr 2-5	37	31	18	10	1	2
2002 Jul 29-31	50	18	16	13	1	2
<u>STOCKOWNERS</u>						
2012 Apr 9-12 ^†	29	38	14	15	3	2
2011 Apr 7-11	32	34	19	9	3	2
2010 Apr 8-11	29	32	21	14	2	2
2009 Apr 6-9	33	20	31	12	2	2
2008 Sep 26-27	26	30	26	13	2	3
2008 Apr 6-9	28	35	22	13	1	2
2007 Apr 2-5	36	43	11	9	1	1
2002 Jul 29-31	53	22	11	12	1	1

^ Asked of a half sample

Turning to the stock market,

16. Do you, personally, or jointly with a spouse, have any money invested in the stock market right now – either in an individual stock, a stock mutual fund, or in a self-directed 401-K or IRA?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2020 Apr 1-14	55	45	*
2020 Mar 13-22	55	44	1
2019 Apr 1-9	55	44	1
2018 Apr 2-11	55	43	1
2017 Apr 5-9	54	45	2
2016 Apr 6-10	52	46	1
2015 Apr 9-12	55	44	1
2014 Apr 3-6	54	45	2
2014 Jan 5-8	54	44	1
2013 Apr 4-14	52	47	1
2012 Apr 9-12	53	46	1
2011 Aug 11-14	59	41	1
2011 Apr 7-11	54	45	1
2010 Apr 8-11	56	43	1
2009 Dec 11-13	61	37	2
2009 Apr 6-9	57	42	1
2008 Dec 12-14	58	41	1
2008 Sep 26-27	61	38	1
2008 Apr 6-9	62	37	1
2008 Jan 30-Feb 2	63	36	1
2007 Apr 2-5	65	34	1
2007 Mar 2-4	58	40	2
2006 Oct 6-8	63	35	1
2006 Apr 10-13	61	38	1
2005 Apr 4-7	62	38	*
2005 Mar 18-20	60	39	1
2004 Apr 5-8	61	38	1
2004 Jan 2-5	65	34	1
2003 Jun 9-10	61	37	2
2003 Apr 7-9	60	39	1
2003 Jan 10-12	62	37	1
2002 Oct 3-6	59	40	1
2002 Jul 29-31	66	34	*
2002 Jul 26-28	63	35	2
2002 Jul 22-24	56	43	1
2002 Jul 5-8	60	39	1
2002 Jun 28-30	67	33	*
2002 Apr 8-11	62	37	1
2001 Aug 3-5	61	38	1
2001 Apr 6-8	62	36	2
2001 Mar 14 ^	64	35	1
2000 May 5-7	54	44	2
2000 Apr 7-9	62	37	1
2000 Mar 10-12	61	37	2
2000 Jan 7-10	61	38	1

Q.16 continued on next page

Q.16 (OWN STOCK) CONTINUED

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
1999 Oct 21-24	60	39	1
1999 Sep 10-14	57	42	1
1999 Jun 4-5	57	42	1
1999 Apr 30-May 2	58	40	2
1999 Mar 12-14	61	39	*
1998 Sep 1 ^	60	39	1

^ Polls conducted entirely in one day are subject to additional error or bias not found in polls conducted over several days.

17. If you had a thousand dollars to spend, do you think investing it in the stock market would be a good or bad idea?

	<u>Good idea</u>	<u>Bad idea</u>	<u>Depends (vol.)</u>	<u>No opinion</u>
2020 Apr 1-14	48	49	2	*
2014 Jan 5-8	46	50	2	2
2009 Dec 11-13	43	54	2	1
2008 Apr 6-9	33	62	3	2
2007 Apr 2-5	50	46	2	3
2006 Oct 6-8	54	41	2	2
2006 Apr 10-13	43	50	4	4
2005 Apr 4-7	45	51	2	2
2004 Apr 5-8	47	48	3	2
2004 Jan 2-5	53	43	2	2
2003 Jun 9-10	41	57	1	1
2003 Apr 7-9	34	63	2	1
2002 Jul 29-31	37	58	3	2
2002 Jul 22-24	31	63	3	3
2002 Jun 21-23	45	51	2	2
2002 Apr 8-11	47	48	3	2
2001 Apr 6-8	42	53	2	3
2001 Jan 10-14	42	53	3	2
2000 Dec 2-4	46	49	2	3
2000 Oct 13-14	57	36	2	5
2000 Jan 7-10	67	28	2	3
1999 Oct 21-24	51	44	2	3
1999 Sep 10-14	60	33	3	4
1999 June 4-5	60	34	3	3
1999 Mar 12-14	59	35	3	3
1998 Sep 1	46	48	3	3
1998 Apr 17-19	65	28	4	3
1997 Oct 30	46	47	3	4
1997 Oct 27	53	43	1	9
1997 Jul 25-27	62	33	1	4
1994 Mar 9-10	38	46	9	7
1990 Feb	26	68	2	4

GALLUP POLL SOCIAL SURVEY
April 2020
Public Release Data

QN15: Best long-term investment 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	1017	549	468	718	266	213	284	511	443	339	220	306	374	309	364	361	244
	Weighted n	1017	505	512	651	342	288	318	403	339	289	380	270	399	319	342	369	259
Real estate		357	209	149	227	123	95	129	130	125	98	131	94	153	101	116	151	73
		35%	41%	29%	35%	36%	33%	41%	32%	37%	34%	34%	35%	38%	32%	34%	41%	28%
Stocks or mutual funds		217	116	102	163	48	66	62	87	109	54	52	61	90	64	81	85	45
		21%	23%	20%	25%	14%	23%	20%	22%	32%	19%	14%	23%	23%	20%	24%	23%	17%
Savings accounts or CDs		172	58	114	94	76	68	52	52	37	54	78	39	55	72	52	63	50
		17%	12%	22%	14%	22%	24%	16%	13%	11%	19%	21%	14%	14%	22%	15%	17%	19%
Gold		163	84	79	114	42	38	47	78	36	67	60	62	59	39	73	44	37
		16%	17%	15%	17%	12%	13%	15%	19%	10%	23%	16%	23%	15%	12%	21%	12%	14%
Bonds		79	31	48	39	39	13	20	44	28	10	40	10	31	34	14	23	37
		8%	6%	9%	6%	11%	5%	6%	11%	8%	4%	10%	4%	8%	11%	4%	6%	14%
Don't know/Refused		19	4	16	10	9	7	5	7	2	3	14	4	4	8	5	2	11
		2%	1%	3%	1%	3%	3%	1%	2%	0%	1%	4%	1%	1%	2%	1%	0%	4%
Other (VOL.)		9	3	6	4	5	1	3	5	1	2	5	1	7	1	1	1	5
		1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	2%	0%	0%	0%	2%

GALLUP POLL SOCIAL SURVEY
April 2020
Public Release Data

QN16: Invested in the stock market 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	1017	549	468	718	266	213	284	511	443	339	220	306	374	309	364	361	244
	Weighted n	1017	505	512	651	342	288	318	403	339	289	380	270	399	319	342	369	259
Yes		555	276	279	417	126	112	203	237	270	162	119	171	205	169	184	230	132
		55%	55%	55%	64%	37%	39%	64%	59%	80%	56%	31%	63%	51%	53%	54%	62%	51%
No		457	227	230	230	215	176	114	162	69	126	260	96	194	149	155	138	127
		45%	45%	45%	35%	63%	61%	36%	40%	20%	43%	68%	36%	49%	47%	45%	37%	49%
(DK)/(Refused)		5	2	3	4	1	-	1	4	1	2	2	3	1	1	4	1	-
		0%	0%	1%	1%	0%	-	0%	1%	0%	1%	0%	1%	0%	0%	1%	0%	-

GALLUP POLL SOCIAL SURVEY
April 2020
Public Release Data

QN17: If you had a thousand dollars to spend, do you think investing it in the stock market would be a good or bad idea? 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	1017	549	468	718	266	213	284	511	443	339	220	306	374	309	364	361	244
	Weighted n	1017	505	512	651	342	288	318	403	339	289	380	270	399	319	342	369	259
Good idea		487	273	214	321	155	154	161	168	191	135	159	157	204	117	179	189	97
		48%	54%	42%	49%	45%	54%	51%	42%	56%	47%	42%	58%	51%	37%	52%	51%	37%
Bad idea		503	217	286	314	177	123	153	223	135	147	215	109	184	192	154	173	152
		49%	43%	56%	48%	52%	43%	48%	55%	40%	51%	57%	40%	46%	60%	45%	47%	59%
Depends (vol.)		23	14	8	12	9	10	2	10	9	8	5	3	11	8	8	7	8
		2%	3%	2%	2%	3%	3%	1%	3%	3%	3%	1%	1%	3%	3%	2%	2%	3%
Don't know/Refused		4	0	4	4	0	-	1	3	3	-	1	1	0	2	1	-	2
		0%	0%	1%	1%	0%	-	0%	1%	1%	-	0%	1%	0%	1%	0%	-	1%