

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: MOOD OF THE NATION

-- FINAL TOPLINE --

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January 4-15, 2021

Results are based on telephone interviews conducted January 4-15, 2021 with a random sample of –1,023—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 samples of –515—adults in Form A and –508—adults in Form B, the maximum 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 2019 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2019 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.

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
<u>2021</u>					<u>2001</u>				
2021 Jan 4-15	35	36	28	*	2001 Dec 14-16	37	37	25	1
					2001 Sep 7-10	37	36	26	1
<u>2020</u>					2001 Aug 16-19	37	41	21	1
2020 Jan 2-15	59	20	21	*	2001 Jul 19-22	39	36	25	*
<u>2019</u>					2001 Jun 11-17	42	37	20	1
2019 Jan 2-10	50	26	22	1	2001 Apr 6-8	42	36	22	*
<u>2018</u>					2001 Feb 1-4	46	30	23	1
2018 Jan 2-7	46	31	21	1	2001 Jan 10-14	49	30	21	*
<u>2017</u>					<u>2000</u>				
2017 Jan 4-8	49	28	22	1	2000 Oct 6-9	55	22	22	1
<u>2016</u>					2000 May 18-21	53	26	20	1
2016 Jan 6-10	44	35	21	*	<u>1999</u>				
<u>2015</u>					1999 Oct 21-24	56	19	24	1
2015 Jan 5-8	47	28	24	*	1999 Aug 24-26	53	25	22	*
<u>2014</u>					1999 Jun 4-5	57	20	22	1
2014 Jan 5-8	35	42	22	1	1999 Jan 15-17	58	21	21	*
<u>2013</u>					<u>1998</u>				
2013 Jun 1-4	40	39	20	1	1998 Oct 29-Nov 1	53	24	22	1
<u>2012</u>					1998 Mar 20-22	55	20	24	1
2012 Oct 22-23	38	34	26	2	<u>1997</u>				
2012 May 10-13	37	42	20	1	1997 Jun 26-29	44	26	29	1
2012 Jan 5-8	29	49	21	1	1997 May 6-7	45	28	25	2
<u>2011</u>					<u>1996</u>				
2011 Jan 7-9	28	45	26	1	1996 Mar 8-10	49	21	29	1
<u>2009</u>					<u>1994</u>				
2009 May 29-31	23	54	22	1	1994 Dec 16-18	40	31	29	*
<u>2008</u>					1994 May 20-22	40	33	26	1
2008 Sep 26-27	26	55	19	*	1994 Mar 7-8	34	31	34	1
2008 May 30-Jun 1	26	55	18	1	<u>1993</u>				
2008 Jan 30-Feb 2	34	44	21	1	1993 Dec 4-6	36	31	33	*
<u>2007</u>					1993 Jun 28-29	29	34	36	1
2007 Oct 12-14	39	39	22	*	<u>1992</u>				
2007 Jan 15-18	50	30	19	1	1992 Feb 6-9	34	46	19	1
<u>2006</u>					1992 Jan 16-19	30	43	26	1
2006 Feb 9-12 ^	37	39	24	*	<u>1991</u>				
<u>2005</u>					1991 Dec 5-8	33	40	26	1
2005 Jul 22-24	42	40	17	1	1991 Oct 24-25	26	44	28	2
2005 Jan 14-16	40	33	27	*	1991 Oct 17-20	35	42	22	1
<u>2003</u>					1991 Sep 5-8	34	28	37	1
2003 Nov 10-12	41	38	21	*	1991 Jul 11-14	34	32	33	1
2003 Jul 18-20	36	39	25	*	1991 May 16-19	32	32	33	3
2003 Apr 14-16	31	39	29	1	1991 Apr 11-14	29	33	36	1
2003 Feb 17-19	39	41	20	--	1991 Mar 21-24	31	37	32	1
<u>2002</u>					1991 Feb 28-Mar 3	37	28	34	1
2002 Dec 16-17	33	44	23	*	1991 Feb 14-17	37	28	35	*
2002 Jul 22-24	32	45	23	*	1991 Jan 11-13	27	33	39	1
2002 May 20-22	37	36	26	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>
<u>1990</u>					<u>1984</u>				
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	*	<u>1983</u>				
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	<u>1982</u>				
1990 Feb 8-11	49	24	26	1	1982 Nov 5-8	29	37	33	1
<u>1989</u>					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
<u>1988</u>					1982 Feb 5-8	28	47	24	1
1988 Sep 9-11	53	23	23	1	<u>1981</u>				
1988 May 13-15	47	24	28	1	1981 Oct 2-5	28	43	28	1
<u>1987</u>					1981 Jun 26-29	33	35	30	2
1987 Aug 24-Sep 2	43	29	27	1	<u>1980</u>				
1987 Jun 8-14	43	32	24	1	1980 Jan	30	24	45	1
1987 Mar 14-18	46	30	23	1	<u>1979</u>				
1987 Jan 16-19	39	28	33	*	1979 Jun	30	27	41	2
<u>1986</u>					<u>1978</u>				
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	<u>1977</u>				
1986 Mar 4-10	46	30	24	*	1977 Aug	39	28	31	2
1986 Jan 10-13	40	30	29	1	<u>1976</u>				
<u>1985</u>					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
<u>2021</u>					<u>2002</u>				
2021 Jan 4-15	63	22	14	2	2002 Dec 16-17	61	20	13	6
<u>2020</u>					2002 Jul 22-24	67	14	13	6
2020 Jan 2-15	74	12	13	2	2002 May 20-22	69	15	12	4
<u>2019</u>					<u>2001</u>				
2019 Jan 2-10	69	16	12	3	2001 Dec 14-16	69	12	15	4
<u>2018</u>					2001 Sep 14-15	58	26	14	2
2018 Jan 2-7	66	21	11	2	2001 Sep 7-10	61	20	15	4
<u>2017</u>					2001 Aug 16-19	66	18	13	3
2017 Jan 4-8	66	18	13	2	2001 Jul 19-22	64	18	13	5
<u>2016</u>					2001 Jun 11-17	62	22	11	5
2016 Jan 6-10	63	17	16	4	2001 Apr 6-8	62	18	15	5
<u>2015</u>					2001 Feb 1-4	61	19	16	4
2015 Jan 5-8	65	15	15	5	2001 Jan 10-14	63	21	13	3
<u>2014</u>					<u>2000</u>				
2014 Jan 5-8	55	27	15	4	2000 Oct 6-9	68	11	15	6
<u>2013</u>					2000 May 18-21	67	13	14	6
2013 Jun 1-4	57	29	10	3	<u>1999</u>				
<u>2012</u>					1999 Oct 21-24	68	13	12	7
2012 Oct 22-23	66	11	12	11	1999 Aug 24-26	67	13	16	4
2012 May 10-13	63	18	15	4	1999 Jun 4-5	67	17	12	4
2012 Jan 5-8	56	26	14	5	1999 Jan 15-17	68	14	14	4
<u>2011</u>					<u>1998</u>				
2011 Jan 7-9	58	23	14	5	1998 Oct 29-Nov 1	66	12	16	6
<u>2009</u>					1998 Mar 20-22	71	9	14	6
2009 May 29-31	59	24	14	3	<u>1997</u>				
<u>2008</u>					1997 Jun 26-29	59	17	20	4
2008 Sep 26-27	58	25	13	5	1997 May 6-7	60	20	17	3
2008 May 30-Jun 1	52	31	10	7	<u>1996</u>				
2008 Jan 30-Feb 2	60	23	12	5	1996 Mar 8-10	66	16	11	7
<u>2007</u>					<u>1994</u>				
2007 Oct 12-14	57	22	18	3	1994 Dec 16-18	63	17	17	3
2007 Jan 15-18	65	19	12	4	1994 May 20-22	59	21	16	4
<u>2005</u>					1994 Mar 7-8	53	22	19	6
2005 Jul 22-24	59	25	14	2	<u>1993</u>				
<u>2004</u>					1993 Dec 4-6	56	18	22	4
2004 Jan 14-16	60	22	14	4	1993 Jun 29-30	49	14	32	5
<u>2003</u>					<u>1992</u>				
2003 Nov 10-12	63	21	13	3	1992 Nov 19-20	53	18	20	9
2003 Jul 18-20	60	21	16	3	1992 Mar 26-29	51	28	16	6
2003 Apr 14-16	63	16	17	4	1992 Feb 6-9	54	28	14	4
2003 Feb 17-19	64	20	12	4	1992 Jan 16-19	51	28	15	6

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>
<u>1991</u>					<u>1985</u>				
1991 Dec 5-8	54	21	17	8	1985 Oct 11-14	49	12	32	7
1991 Oct 24-25	45	25	19	11	1985 Jun 10-23	52	19	19	10
1991 Oct 17-20	55	23	16	6	1985 Mar 8-11	57	12	26	5
1991 Sep 5-8	53	19	22	6	<u>1984</u>				
1991 Jul 11-14	57	15	19	9	1984 Nov 30-Dec 3	50	17	28	5
1991 May 16-19	57	16	19	8	1984 Sep 7-10	53	9	28	10
1991 Apr 11-14	56	17	18	9	1984 Jul 6-9	52	12	28	8
1991 Mar 21-24	56	18	20	6	1984 Mar 16-19	54	11	28	7
1991 Feb 28-Mar 3	64	9	20	7	<u>1983</u>				
1991 Feb 14-17	57	15	20	8	1983 Jun 24-27	43	19	28	10
1991 Jan 11-13	41	25	21	13	1983 Mar 11-14	45	22	24	9
1991 Jan 3-6	52	20	18	10	<u>1982</u>				
<u>1990</u>					1982 Nov 5-8	41	22	27	10
1990 Dec 13-16	58	18	17	7	1982 Sep 17-20	41	25	25	9
1990 Nov 15-16	42	31	17	10	1982 Jul 30-Aug 2	37	29	24	10
1990 Oct 25-28	50	15	27	8	1982 Feb 5-8	42	31	21	6
1990 Oct 11-14	48	30	13	9	<u>1981</u>				
1990 Sep 27-30	51	20	17	12	1981 Oct 2-5	40	31	21	8
1990 Aug 9-12	57	20	16	7	1981 Jun 26-29	44	25	23	8
1990 Jul 19-22	58	17	18	7	<u>1980</u>				
1990 Feb 8-11	65	13	16	6	1980 May 16-19	41	28	23	8
<u>1989</u>					1980 Jan	36	24	31	9
1989 Jun 15-18	58	13	20	9	<u>1979</u>				
1989 Jan 24-26	61	13	19	7	1979 Jun	33	27	30	10
<u>1988</u>					<u>1978</u>				
1988 Sep 25-Oct 1	67	9	17	7	1978 Jul	38	30	20	12
1988 Sep 9-14	54	14	29	3	1978 Mar 31-Apr 3	40	23	29	8
1988 May 13-22	54	10	31	5	<u>1977</u>				
1988 May 2-8	63	9	17	11	1977 Aug	47	27	17	9
1988 Jan 8-17	46	18	30	6	<u>1987</u>				
1987 Dec 16-17	61	15	17	7	1987 Dec 16-17	61	15	17	7
1987 Oct 22-23	52	21	16	11	1987 Oct 22-23	52	21	16	11
1987 Aug 24-Sep 2	56	16	20	8	1987 Aug 24-Sep 2	56	16	20	8
1987 Jun 8-14	57	17	18	8	1987 Jun 8-14	57	17	18	8
1987 Mar 14-18	59	17	18	6	1987 Mar 14-18	59	17	18	6
1987 Jan 16-19	52	16	26	7	1987 Jan 16-19	52	16	26	7
<u>1986</u>					<u>1986</u>				
1986 Sep 13-17	57	16	19	8	1986 Sep 13-17	57	16	19	8
1986 Jul 11-14	51	15	28	6	1986 Jul 11-14	51	15	28	6
1986 Jun 9-16	57	17	20	6	1986 Jun 9-16	57	17	20	6
1986 Mar 7-10	61	18	16	5	1986 Mar 7-10	61	18	16	5
1986 Jan 10-13	53	15	25	7	1986 Jan 10-13	53	15	25	7

**GALLUP POLL SOCIAL SURVEY
January 2021
Public Release Data**

QN11: Personal Finance Compared to 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	1023	531	492	800	211	180	276	557	489	310	218	272	426	305	396	359	247
	Weighted n	1022	502	521	687	324	272	331	410	363	288	368	242	453	307	358	362	280
Better off		361	210	151	260	98	105	110	141	139	100	122	108	163	88	146	129	81
		35%	42%	29%	38%	30%	39%	33%	34%	38%	35%	33%	44%	36%	29%	41%	36%	29%
Worse off		369	165	204	205	157	118	129	119	105	104	159	61	173	123	106	125	125
		36%	33%	39%	30%	49%	43%	39%	29%	29%	36%	43%	25%	38%	40%	29%	34%	45%
Same (vol.)		288	126	162	218	68	49	89	149	117	81	87	74	118	93	107	107	70
		28%	25%	31%	32%	21%	18%	27%	36%	32%	28%	24%	30%	26%	30%	30%	30%	25%
(DK)/(Refused)		4	0	3	4	-	-	3	1	1	3	-	-	1	3	-	1	3
		0%	0%	1%	1%	-	-	1%	0%	0%	1%	-	-	0%	1%	-	0%	1%

**GALLUP POLL SOCIAL SURVEY
January 2021
Public Release Data**

QN12: Personal Finance Next 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	1022	530	492	799	211	180	276	556	489	310	217	272	426	304	396	359	246
	Weighted n	1022	501	521	687	324	272	331	409	363	288	367	242	453	306	358	362	279
Better off		641	340	301	386	250	216	227	195	222	170	247	97	306	221	176	240	209
		63%	68%	58%	56%	77%	79%	68%	48%	61%	59%	67%	40%	67%	72%	49%	66%	75%
Worse off		220	105	115	181	34	27	65	125	80	67	73	104	83	30	130	66	22
		22%	21%	22%	26%	11%	10%	20%	31%	22%	23%	20%	43%	18%	10%	36%	18%	8%
Same (vol.)		141	47	94	110	30	28	28	82	57	42	41	37	56	48	45	50	43
		14%	9%	18%	16%	9%	10%	8%	20%	16%	15%	11%	15%	12%	16%	13%	14%	15%
(DK)/(Refused)		20	9	11	9	10	1	11	7	4	9	6	5	8	7	8	7	4
		2%	2%	2%	1%	3%	0%	3%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%