

**GALLUP NEWS SERVICE**

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

-- FINAL TOPLINE --

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April 1-21, 2021

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Results are based on telephone interviews conducted April 1-21, 2021 with a random sample of –961—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.

For results based on the sample of –491-- adults employed full- or part-time, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –623-- stock owners, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –331-- retirees, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –630-- non-retirees, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –671-- homeowners, the margin of sampling error is  $\pm 4$  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](mailto:galluphelp@gallup.com).

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On a different topic,

13. 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>Gold</u>	<u>Savings accounts/ CDs</u>	<u>Bonds</u>	<u>Other (vol.)</u>	<u>No opinion</u>
<b><u>NATIONAL ADULTS</u></b>							
2021 Apr 1-21	41	26	18	9	3	*	1
2020 Apr 1-14	35	21	16	17	8	1	2
2019 Apr 1-9	35	27	14	15	5	*	2
2018 Apr 2-11	34	26	17	15	6	1	2
2017 Apr 5-9	34	26	18	13	5	1	4
2016 Apr 6-10	35	22	17	15	7	*	3
2015 Apr 9-12	31	25	19	15	6	1	4
2014 Apr 3-6	30	24	24	14	6	1	2
2013 Apr 4-7	25	22	24	16	9	1	4
2012 Apr 9-12 ^	20	19	28	19	8	2	4
2011 Aug 11-14	19	17	34	14	10	1	5
<b><u>STOCKOWNERS</u></b>							
2021 Apr 1-21	41	32	14	9	4	*	1
2020 Apr 1-14	38	30	12	13	6	*	1
2019 Apr 1-9	38	37	9	9	4	1	2
2018 Apr 2-11	37	35	11	9	6	*	1
2017 Apr 5-9	34	34	14	9	6	1	2
2016 Apr 6-10	37	32	12	11	6	*	3
2015 Apr 9-12	31	35	17	9	5	1	4
2014 Apr 3-6	32	34	19	9	6	*	1
2013 Apr 4-7	25	31	24	9	8	1	2
2012 Apr 9-12 ^ †	20	24	26	14	8	4	3
2011 Aug 11-14	17	26	34	11	9	*	4

^ Asked of a half sample

*Q.13 continued on next page*

### Q.13 (BEST INVESTMENT) CONTINUED

**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>
<b><u>NATIONAL ADULTS</u></b>						
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
<b><u>STOCKOWNERS</u></b>						
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 something else,

25. For people in general, do you think that now is a GOOD time or a BAD time to buy a house?

	<u>Good time</u>	<u>Bad time</u>	<u>Both/equally</u> <u>(vol.)</u>	<u>No</u> <u>opinion</u>
2021 Apr 1-21	53	46	--	1
2020 Apr 1-14	50	49	--	2
2019 Apr 1-9	61	36	--	3
2018 Apr 2-11	65	33	--	2
2017 Apr 5-9	67	30	--	3
2016 Apr 6-10	66	31	--	3
2015 Apr 9-12	69	27	--	4
2014 Apr 3-6	74	24	--	3
2013 Apr 4-14	73	24	--	3
2012 Apr 9-12	70	28	--	3
2011 Apr 7-11	69	29	--	2
2011 Jan 7-9	67	30	--	3
2010 Apr 8-11	72	26	--	2
2009 Apr 6-9	71	27	--	2
2008 Apr 6-9	53	44	--	3
2007 Apr 2-5	58	39	--	3
2006 Apr 10-13	52	44	--	4
2005 Apr 4-7	71	26	--	3
2003 Apr 7-9	81	16	--	3
1991 Mar 21-24	67	25	2	6
1978 Mar 28-30	53	29	8	10

Now, thinking specifically about the housing in your area,

26. Over the next year, do you think that the average price of houses in your area will increase, stay the same, or decrease?

	<u>Increase</u>	<u>Stay the same</u>	<u>Decrease</u>	<u>No opinion</u>
<b><u>NATIONAL ADULTS</u></b>				
2021 Apr 1-21	71	18	10	*
2020 Apr 1-14	40	33	25	1
2019 Apr 1-9	62	28	9	1
2018 Apr 2-11	64	26	10	1
2017 Apr 5-9	61	28	10	1
2016 Apr 6-10	55	31	12	1
2015 Apr 9-12	59	29	11	1
2014 Apr 3-6	56	34	10	1
2013 Apr 4-14	51	34	14	1
2012 Apr 9-12	33	44	23	1
2011 Apr 7-11	28	42	30	1
2011 Jan 7-9	21	51	27	2
2010 Apr 8-11	34	43	22	1
2009 Apr 6-9	22	42	34	1
2008 Apr 6-9	29	31	38	2
2008 Jan 30-Feb 2	29	35	35	1

<b><u>HOMEOWNERS</u></b>				
2021 Apr 1-21	71	18	10	--
2020 Apr 1-14	38	38	23	*
2019 Apr 1-9	60	32	8	*
2018 Apr 2-11	62	31	7	*
2017 Apr 5-9	62	30	8	1
2016 Apr 6-10	52	36	11	1
2015 Apr 9-12	56	35	9	1
2014 Apr 3-6	56	35	9	1
2013 Apr 4-14	51	37	12	1
2012 Apr 9-12	31	47	21	1
2011 Apr 7-11	25	44	30	*
2011 Jan 7-9	21	53	25	1
2010 Apr 8-11	32	45	22	1
2009 Apr 6-9	20	46	33	1
2008 Apr 6-9	23	35	41	1
2008 Jan 30-Feb 2	25	40	34	1

**TRENDS FOR COMPARISON: EXPERIAN/GALLUP PERSONAL CREDIT INDEX SURVEY (BASED ON NATIONAL ADULTS)**

	<u>Increase</u>	<u>Stay the same</u>	<u>Decrease</u>	<u>No opinion</u>
2007 Jun	52	29	18	1
2007 May	52	29	17	2
2007 Apr	52	29	18	1
2007 Jan	45	35	18	2
2006 Dec	47	34	16	3
2006 Nov	47	32	19	2
2006 Apr	60	27	11	2
2005 May	70	24	5	1

**GALLUP POLL SOCIAL SURVEY**

**April 2021**

**Public Release Data**

**QN13: 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	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
Real estate		397	196	201	258	135	113	119	163	158	118	119	98	169	121	130	153	95
		41%	41%	42%	40%	44%	42%	41%	41%	46%	43%	35%	39%	44%	40%	41%	42%	40%
Stocks or mutual funds		255	116	138	164	86	79	86	87	117	60	76	55	101	94	66	99	83
		26%	24%	29%	26%	28%	30%	29%	22%	34%	22%	22%	22%	26%	31%	21%	27%	35%
Gold		169	106	62	128	39	38	46	81	32	62	75	69	65	30	78	67	17
		18%	22%	13%	20%	13%	14%	16%	21%	9%	23%	22%	28%	17%	10%	24%	18%	7%
Savings accounts or CDs		91	35	56	55	36	32	26	32	20	21	50	18	29	41	29	29	33
		9%	7%	12%	9%	12%	12%	9%	8%	6%	8%	15%	7%	8%	14%	9%	8%	14%
Bonds		33	15	18	23	8	4	10	19	10	10	11	8	13	11	11	15	5
		3%	3%	4%	4%	3%	1%	3%	5%	3%	4%	3%	3%	3%	4%	3%	4%	2%
(DK)/(Refused)		14	8	6	9	5	-	5	10	2	3	9	3	5	2	4	4	1
		1%	2%	1%	1%	2%	-	2%	2%	1%	1%	3%	1%	1%	1%	1%	1%	0%
Other (vol.)		3	1	2	3	-	1	-	2	2	1	0	1	1	1	2	-	1
		0%	0%	0%	0%	-	0%	-	1%	1%	0%	0%	1%	0%	0%	1%	-	1%

**GALLUP POLL SOCIAL SURVEY**

April 2021

Public Release Data

**QN25: Time to Buy a House 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	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
Good time		511	257	253	335	171	113	152	241	183	140	185	128	194	174	168	203	121
		53%	54%	52%	52%	55%	42%	52%	61%	54%	51%	54%	51%	51%	58%	53%	55%	52%
Bad time		444	220	223	299	138	154	139	147	156	130	155	123	186	124	147	161	113
		46%	46%	46%	47%	45%	58%	48%	37%	46%	47%	45%	49%	49%	41%	46%	44%	48%
(DK)/(Refused)		7	1	6	7	-	-	-	6	1	4	1	1	2	2	3	3	1
		1%	0%	1%	1%	-	-	-	1%	0%	2%	0%	0%	1%	1%	1%	1%	0%

**GALLUP POLL SOCIAL SURVEY**

April 2021

Public Release Data

**QN26: Housing Prices 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	961	516	445	690	254	197	248	506	403	333	217	267	375	295	343	345	235
	Weighted n	961	479	483	640	309	267	292	394	340	275	341	252	383	300	319	366	236
Increase		685	343	341	451	222	197	214	268	270	180	230	167	286	214	204	280	171
		71%	72%	71%	70%	72%	74%	73%	68%	79%	65%	67%	66%	75%	71%	64%	76%	73%
Stay the same		173	79	94	117	56	38	47	86	44	56	72	51	62	56	76	55	39
		18%	17%	20%	18%	18%	14%	16%	22%	13%	20%	21%	20%	16%	19%	24%	15%	17%
Decrease		101	56	45	70	31	32	31	38	26	37	37	34	33	29	38	31	25
		10%	12%	9%	11%	10%	12%	11%	10%	8%	14%	11%	14%	9%	10%	12%	9%	11%
(DK)/(Refused)		3	0	3	3	-	-	-	3	-	2	1	0	2	1	1	1	-
		0%	0%	1%	0%	-	-	-	1%	-	1%	0%	0%	0%	0%	0%	0%	-