GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES:
ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

Results are based on telephone interviews conducted April 3-25, 2023, with a random sample of –1,013—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 –500—national adults in Form A and the sample of –513- national adults in Form B, the margin of sampling error is ±5 percentage points.

For results based on the sample of –528-- adults employed full- or part-time, the margin of sampling error is ±5 percentage points.

For results based on the sample of –349-- retirees, the margin of sampling error is ±6 percentage points.

For results based on the sample of –664-- non-retirees, the margin of sampling error is ±5 percentage points.

For results based on the sample of –698-- homeowners, the margin of sampling error is ±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 75% cell phone respondents and 25% 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 most recent Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the most recent National Health Interview Survey. Population density targets are based on the 2020 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,

Q.13/13A SPILT SAMPLED

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]?

BASED ON – 500—NATIONAL ADULTS IN FORM A

	Real estate	Gold	Stocks/ mutual funds	Savings accounts/ CDs	Bonds	Other (vol.)	No opinion
2023 Apr 3-25 ^	34	26	18	13	7	2	1
2022 Apr 1-19 ^	45	15	24	9	4	2	2
2021 Apr 1-21	41	18	26	9	3	*	1
2020 Apr 1-14	35	16	21	17	8	1	2
2019 Apr 1-9	35	14	27	15	5	*	2
2018 Apr 2-11	34	17	26	15	6	1	2
2017 Apr 5-9	34	18	26	13	5	1	4
2016 Apr 6-10	35	17	22	15	7	*	3
2015 Apr 9-12	31	19	25	15	6	1	4
2014 Apr 3-6	30	24	24	14	6	1	2
2013 Apr 4-7	25	24	22	16	9	1	4
2012 Apr 9-12 ^	20	28	19	19	8	2	4
2011 Aug 11-14	19	34	17	14	10	1	5

13A.   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, gold, (or) cryptocurrency]?

BASED ON – 513—NATIONAL ADULTS IN FORM B

	Real estate	Gold	Stocks/ mutual funds	Savings accounts/ CDs	Bonds	Crypto- currency	Other (vol.)	No opinion
2023 APR 3-25 ^	38	25	15	9	7	4	*	1
2022 Apr 1-19 ^	45	15	18	10	3	8	--	1

^ Asked of a half sample