

# GALLUP NEWS SERVICE

## GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

Timberline: 937614  
GAL 010  
Princeton Job #: 25-04-005

April 1-14, 2025

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Results are based on telephone interviews conducted April 1-14, 2025, with a random sample of –1,006—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 -- 504 -- national adults in Form A and the sample of –502-- national adults in Form B, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –492-- adults employed full- or part-time, the margin of sampling error is  $\pm 6$  percentage points.

For results based on the sample of –399-- retirees, the margin of sampling error is  $\pm 7$  percentage points.

For results based on the sample of –607-- non-retirees, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –727—home owners, the margin of sampling error is  $\pm 5$  percentage points.

For results based on the sample of –241—home renters, the margin of sampling error is  $\pm 8$  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 80% cell phone respondents and 20% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phone telephone numbers are selected using random digit dial methods. 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, party identification, 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. Party identification targets are based on the average of the three most recent Gallup polls. 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](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, gold, (or) cryptocurrency]?

	<u>Real estate</u>	<u>Gold</u>	<u>Stocks/ mutual funds</u>	<u>Savings accounts/ CDs</u>	<u>Bonds</u>	<u>Crypto-currency</u>	<u>Other (vol.)</u>	<u>No opinion</u>
2025 Apr 1-14	37	23	16	13	5	4	3	*
2024 Apr 1-22	36	18	22	13	4	3	1	3
2023 Apr 3-25 ^	38	25	15	9	7	4	*	1
2022 Apr 1-19 ^	45	15	18	10	3	8	--	1
2021 Apr 1-21	41	18	26	9	3	n/a	*	1
2020 Apr 1-14	35	16	21	17	8	n/a	1	2
2019 Apr 1-9	35	14	27	15	5	n/a	*	2
2018 Apr 2-11	34	17	26	15	6	n/a	1	2
2017 Apr 5-9	34	18	26	13	5	n/a	1	4
2016 Apr 6-10	35	17	22	15	7	n/a	*	3
2015 Apr 9-12	31	19	25	15	6	n/a	1	4
2014 Apr 3-6	30	24	24	14	6	n/a	1	2
2013 Apr 4-7	25	24	22	16	9	n/a	1	4
2012 Apr 9-12 ^	20	28	19	19	8	n/a	2	4
2011 Aug 11-14	19	34	17	14	10	n/a	1	5

^ Asked of a half sample

**For comparison (without gold and cryptocurrency):** 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

^ Asked of a half sample

Turning to the stock market,

14. 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>
2025 Apr 1-14	62	37	1
2024 Apr 1-22	62	37	1
2023 Apr 3-25	61	38	1
2022 Apr 1-19	58	41	1
2021 Apr 1-Jul 21	56	43	1
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

*Q.14 continued on next page*

**Q.14 (OWN STOCK) CONTINUED**

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
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
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.

102. Do you, personally, or jointly with a spouse, have money invested in a retirement savings plan such as a 401-K, 403-B or IRA?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2025 Apr 1-14	59	40	1

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**April 2025**  
**Public Release Data**

**QN13: Best Long-term Investment with Cryptocurrency BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Real estate	37%	34%	41%	39%	32%	35%	41%	36%	38%	39%	35%	38%	37%	36%	34%	36%	41%
Gold	23%	27%	19%	23%	22%	24%	19%	26%	14%	24%	30%	28%	22%	21%	27%	25%	17%
Stocks or mutual funds	16%	18%	14%	17%	15%	13%	18%	16%	24%	13%	10%	20%	14%	14%	9%	13%	21%
Savings accounts or CDs	13%	8%	18%	11%	18%	19%	11%	11%	10%	11%	16%	5%	15%	18%	19%	13%	9%
Bonds	5%	4%	4%	5%	4%	5%	5%	4%	8%	4%	1%	4%	4%	6%	2%	6%	6%
Cryptocurrency	4%	5%	2%	4%	4%	3%	5%	4%	2%	5%	4%	5%	5%	1%	3%	5%	4%
DON'T KNOW/REFUSED	3%	3%	2%	2%	4%	1%	2%	4%	2%	3%	3%	1%	3%	4%	4%	1%	1%
Other (VOL)	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%	-	-	0%	0%	1%	0%	0%

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**QN14: Own Stock BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes	62%	62%	61%	71%	44%	47%	70%	66%	85%	61%	39%	67%	58%	61%	26%	72%	86%
No	37%	37%	38%	29%	55%	53%	30%	33%	15%	38%	59%	32%	42%	39%	72%	28%	14%
DON'T KNOW/REFUSED	1%	1%	1%	1%	2%	1%	-	1%	0%	1%	2%	1%	1%	1%	1%	-	0%

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**QN102: Money invested in retirement savings plan BY Total + Gender + Race I + Age + Education + Party I.D. + Household Income**

	Total	Gender		Race I		Age			Education			Party I.D.			Household Income		
		Male	Female	White	Non-white	18-34	35-54	55+	College Grad	Some College	HS Grad or Less	Republican	Independent	Democrat	Less than \$50,000	\$50,000-100,000	\$100,000+
Yes	59%	61%	57%	68%	42%	42%	69%	65%	81%	58%	39%	65%	55%	59%	28%	65%	83%
No	40%	38%	42%	31%	57%	57%	30%	35%	18%	41%	60%	34%	44%	40%	72%	34%	17%
DON'T KNOW/REFUSED	1%	1%	1%	0%	2%	1%	1%	0%	1%	1%	1%	2%	1%	0%	0%	1%	-

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