GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: VALUES AND BELIEFS

-- FINAL TOPLINE --

Results are based on telephone interviews conducted May 3-6, 2012 with a random sample of –1,024—adults, aged 18+, living in all 50 U.S. states and the District of Columbia.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is ±4 percentage points.

For results based on the sample of –534—national adults in Form A and –490—national adults in Form B, the maximum margins of sampling error are ±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 includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents by region. Landline numbers are chosen at random among listed telephone numbers, cell phone numbers are selected using random-digit dial methods. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, and phone status (cell phone only/landline only/both, having an unlisted landline number, and being cell phone mostly). Demographic weighting targets are based on the March 2011 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

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.

21. Thinking just about your own financial situation, do you consider yourself to be rich, upper income, middle income, lower income, or poor?

	Rich	Upper income	Middle income	Lower income	Poor	No opinion
2012 May 3-6	2	8	48	27	14	1
2002 Apr 8-11 ^	2	11	59	19	8	1
1996 Apr 25-28	1	8	58	24	9	*
1990 May 17-20	*	7	59	23	10	1

^ Asked of a half sample

22. Looking ahead, how likely is it that you will ever be rich? Would you say it is – very likely, somewhat likely, not very likely, or not at all likely?

BASED ON –1,008—WHO DO NOT CONSIDER THEMSELVES RICH; ± 4PCT PTS

	Very likely	Somewhat likely	Not very likely	Not at all likely	No opinion
2012 May 3-6	7	21	40	32	1
2003 Jan 20-22 ^	10	21	37	31	1
1996 Apr 25-28	10	24	37	27	2
1990 May 17-20	9	23	32	35	1

^ Question was asked of all respondents; Data for respondents who said they were "already rich" excluded.

23. All in all, if you had your choice, would you want to be rich, or not?

BASED ON –1,008—WHO DO NOT CONSIDER THEMSELVES RICH; ± 4PCT PTS

	Yes, would	No, would not	No opinion
2012 May 3-6	63	35	1
1996 Apr 25-28	60	37	3
1990 May 17-20	59	38	3

24.   Do you think that rich people in America today are happier than you, less happy, or about the same?

BASED ON –1,008—WHO DO NOT CONSIDER THEMSELVES RICH; ± 4PCT PTS

	Happier	Less happy	About the same	No opinion
2012 May 3-6	11	27	57	4
1996 Apr 25-28	10	35	52	3
1990 May 17-20	11	36	50	3

25.   Do you think the United States benefits from having a class of rich people, or not?

	Yes, would	No, would not	No opinion
2012 May 3-6	63	34	3
1990 May 17-20	62	32	6