GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES:
ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

Results are based on telephone interviews conducted April 3-6, 2014 with a random sample of –1,026—adults, aged 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 –509— adults employed full- or part-time, the margin of sampling error is ±5 percentage points.

For results based on the sample of –614—stock owners, the margin of sampling error is ±5 percentage points.

For results based on the sample of –765—credit card owners, the margin of sampling error is ±4 percentage points.

For results based on the sample of –334—retirees, the margin of sampling error is ±7 percentage points.

For results based on the sample of –692—non-retirees, the margin of sampling error is ±5 percentage points.

For results based on the sample of –737—homeowners, the 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 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by 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 had the most recent 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 2013 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2013 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.

15.   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]?

	Real estate	Stocks/ mutual funds	Gold	Savings accounts/ CDs	Bonds	Other (vol.)	No opinion
NATIONAL ADULTS							
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
STOCKOWNERS							
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

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]?

	Real estate	Stocks/ mutual funds	Savings accounts/ CDs	Bonds	Other (vol.)	No opinion
NATIONAL ADULTS						
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
STOCKOWNERS						
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