GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

Results are based on telephone interviews conducted April 7-11, 2011 with a random sample of –1,077—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— adults employed full- or part-time, the maximum margin of sampling error is ±5 percentage points.

For results based on the sample of –656—stock owners, the maximum margin of sampling error is ±5 percentage points.

For results based on the sample of –341—retirees, the maximum margin of sampling error is ±7 percentage points.

For results based on the sample of –736—non-retirees, the maximum margin of sampling error is ±4 percentage points.

For results based on the sample of –812—homeowners, the maximum 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 includes a minimum quota of 400 cell phone respondents and 600 landline respondents, with additional minimum quotas among landline respondents for gender within 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 2010 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.

13.   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	Savings accounts/ CDs	Stocks/ mutual funds	Bonds	Other (vol.)	No opinion
NATIONAL ADULTS						
2011 Apr 7-11	33	24	24	12	3	5
2010 Apr 8-11	29	28	22	14	3	4
2009 Apr 6-9	33	34	15	12	2	5
2008 Sep 26-27	26	31	23	13	2	6
2008 Apr 6-9	27	29	27	12	2	3
2007 Apr 2-5	37	18	31	10	1	2
2002 Jul 29-31	50	16	18	13	1	2
STOCKOWNERS						
2011 Apr 7-11	32	19	34	9	3	2
2010 Apr 8-11	29	21	32	14	2	2
2009 Apr 6-9	33	31	20	12	2	2
2008 Sep 26-27	26	26	30	13	2	3
2008 Apr 6-9	28	22	35	13	1	2
2007 Apr 2-5	36	11	43	9	1	1
2002 Jul 29-31	53	11	22	12	1	1

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?

	Yes	No	No opinion
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	*
2001 Aug 3-5	61	38	1
2001 Apr 6-8	62	36	2
2001 Mar 14 ^	64	35	1
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.