

# GALLUP NEWS SERVICE

## FACTORS AFFECTING PERSONAL FINANCES

Results are based on telephone interviews with 1,016 national adults, aged 18+, conducted January 21-22, 2013. For results based on the total sample of National Adults, one can say with 95% confidence that the margin of error is  $\pm 4$  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 50% cell phone respondents and 50% landline respondents, with additional minimum quotas by region. Landline telephone numbers are chosen at random among listed telephone numbers. Cell phones 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, cell phone mostly, and having an unlisted landline number).

Demographic weight5( )-9(t)-6()-6(at)24(gi)4(t)-6(h)9( )-9(ar)24(e)4( )-9(b)-3(as)9(e)4(d)-3( )-9(on)-3( )-9(t)-6(es)9(pwnl)18(an)-3

1. For each one, please say whether that situation is hurting your finances a lot, hurting your finances a little, having no effect, helping your finances a little, or helping your finances a lot. How about [RANDOM ORDER]?

*2013 Jan 21-22*

	<b>Hurting a lot</b>	<b>Hurting a little</b>	<b>Having no effect</b>	<b>Helping a little</b>	<b>Helping a lot</b>	<b>No opinion</b>
Healthcare costs	44	24	22	6	3	2
The price of energy, including gas	43	36	14	4	1	2
The price of food	39	37	19	3	1	1
Taxes	36	33	20	5		