

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: ECONOMY AND PERSONAL FINANCE

-- FINAL TOPLINE --

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April 4-14, 2013

Results are based on telephone interviews conducted April 4-7, 2013 with a random sample of –1,005—adults, aged 18+, living in all 50 U.S. states and the District of Columbia and April 11-14, 2013, with a random sample of –1,012—adults, aged 18+, living in all 50 U.S. states and the District of Columbia. For results based on these samples of national adults, one can say with 95% confidence that the margin of error is ± 4 percentage points.

For results based on the combined sample of – 2,017—adults, the margin of sampling error is ± 3 percentage points

For results based on the sample of –502—national adults in Form A and –503—national adults in Form B (April 4-7 interviewing), the margins of sampling error are ± 5 percentage points.

For results based on the sample of –499— adults employed full- or part-time (April 4-7 interviewing), the margin of sampling error is ± 6 percentage points.

For results based on the sample of –1,203—stock owners, the margin of sampling error is ± 4 percentage points.

For results based on the sample of –636—retirees, the margin of sampling error is ± 5 percentage points.

For results based on the sample of –1,381—non-retirees, the margin of sampling error is ± 3 percentage points.

For results based on the sample of –1,426—homeowners, the margin of sampling error is ± 3 percentage points.

For results based on the sample of –514—renters, the margin of sampling error is ± 6 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 weighting targets are based on the March 2012 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the July-December 2011 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.

47. Thinking about your shopping behavior over the past several months, would you say you made a special effort to buy products made in the U.S., or was that not a major factor in your shopping?

	<u>Yes</u>	<u>No</u>	<u>No opinion</u>
2013 Apr 11-14	45	54	1

48. *(Asked of those who made a special effort to buy products made in the U.S.)* Why would you say you made a special effort to buy products made in the U.S.? *[OPEN-ENDED]*

BASED ON -486—ADULTS WHO MAKE A SPECIAL EFFORT TO BUY PRODUCTS MADE IN THE U.S.; ± 6 PCT PTS

2013 Apr 11-14

To support the U.S./Buy American/Patriotic	32
Keeps/Creates jobs in U.S.	31
Good for U.S. economy	20
Better quality/Better products in general	13
Don't trust products made abroad/Afraid to buy	3
Other	9
No opinion	2

Percentages total more than 100% due to multiple responses.

49. Are you willing to pay more for a product made in the United States compared to similar products made in other countries, or not?

	<u>Yes, willing</u>	<u>No, not willing</u>	<u>No opinion</u>
2013 Apr 11-14	64	33	3

50. In general, do you think that the quality of goods manufactured in the United States is a lot better now than it was a few years ago, a little better, a little worse, or is the quality of goods a lot worse now?

	2013 Apr 11-14	1990 Oct 11-14
A lot better	19	21
A little better	52	46
A little worse	12	15
A lot worse	4	7
Same (VOL.)	8	8
No opinion	4	2

51. Thinking now about the quality of goods manufactured in the United States compared with the quality of goods manufactured in Asian countries like Japan, South Korea, Taiwan, and Hong Kong-in comparison to these other countries, do you think the United States has gained ground or lost ground in the last few years in the quality of the goods it manufactures?

	2013 Apr 11-14	1990 Oct 11-14
U.S. has gained ground	52	51
U.S. has lost ground	40	42
NEITHER (VOL.)	3	3
DEPENDS ON WHICH COUNTRY (VOL.)	*	1
No opinion	4	3