

Ask Alabama Poll Results

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Which of the following best describes the present overall financial situation of your family and household today?

CATEGORY	PERCENT OF SAMPLE	COUNT	BETTER THAN EVER	LIVING COMFORTABLY	STRUGGLING TO MAKE ENDS MEET	UNSURE/REFUSED
Total Sample	100%	614	3	50	46	2
AGE GROUP						
19-34	30%	183	3	56	40	1
35-54	36%	222	3	44	52	1
55 or Over	34%	203	4	51	42	3
GENDER						
Female	48%	296	2	44	51	3
Male	52%	318	3	55	40	2
RACE/ ETHNICITY						
Black/ African-American	26%	158	2	37	58	3
White or Anglo	71%	432	3	55	41	1
Other	3%	15	0	47	53	0
INCOME						
\$30,000 or Less	27%	164	1	25	73	1
\$30,001-\$50,000	16%	99	3	38	59	0
\$50,001-\$70,000	15%	90	4	64	30	1
\$70,001-\$100,000	12%	73	7	67	26	0
More Than \$100,000	14%	83	2	80	18	0
Refused	17%	104	3	50	40	7
REGION						
North Central	43%	261	5	48	46	1
North	18%	109	1	61	36	2
South West	14%	87	0	49	47	4
Central	14%	88	2	44	52	2
South East	11%	66	1	47	52	0
GEOGRAPHIC AREA						
Urban	29%	179	4	50	44	2
Suburban	41%	253	4	48	46	2
Rural	30%	183	1	52	47	1
FAMILY SIZE						
Single Adult	13%	80	3	45	50	2
Single Parent	6%	35	3	23	69	5
Traditional Family	38%	236	3	52	44	1
Empty Nest	43%	260	4	52	43	1
All Families With Children	45%	273	3	48	47	2

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Looking ahead, do you expect that at this time next year you will be financially better off than now, or worse off than now?

CATEGORY	PERCENT OF SAMPLE	COUNT	BETTER OFF	ABOUT THE SAME	WORSE OFF	UNSURE/ REFUSED
Total Sample	100%	614	44	39	12	5
AGE GROUP						
19-34	30%	183	65	23	7	5
35-54	37%	222	46	39	10	5
55 or Over	33%	203	25	52	17	6
GENDER						
Female	48%	296	43	38	12	7
Male	52%	317	46	39	12	3
RACE/ ETHNICITY						
Black/ African-American	26%	159	65	26	5	4
White or Anglo	71%	432	37	43	15	5
Other	3%	15	53	27	7	13
Financial Situation						
Better Than Ever	3%	18	61	28	11	0
Living Comfortably	50%	304	44	46	8	2
Struggling to Make Ends Meet	47%	281	44	31	17	8
INCOME						
\$30,000 or Less	27%	163	46	37	14	3
\$30,001-\$50,000	16%	99	43	40	6	10
\$50,001-\$70,000	15%	91	44	39	15	2
\$70,001-\$100,000	12%	72	50	35	13	3
More Than \$100,000	13%	82	49	39	10	2
Refused	17%	104	37	42	13	9
REGION						
North Central	43%	261	46	34	16	4
North	18%	111	41	40	13	6
South West	14%	88	30	58	6	6
Central	14%	88	53	32	9	6
South East	11%	66	50	39	9	2
GEOGRAPHIC AREA						
Urban	29%	178	48	35	13	4
Suburban	41%	252	46	36	13	5
Rural	30%	183	39	45	10	6
FAMILY SIZE						
Single Adult	13%	80	35	41	16	8
Single Parent	6%	35	57	26	11	6
Traditional Family	39%	237	57	32	7	4
Empty Nest	42%	259	34	45	16	5
All Families With Children	45%	273	3	48	47	2

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Compared to last Christmas holiday shopping season, did you spend more this year on Christmas holiday gifts, less, or about the same amount?

CATEGORY	PERCENT OF SAMPLE	COUNT	MORE	SAME	LESS	UNSURE/ REFUSED
Total Sample	100%	614	13	35	51	2
AGE GROUP						
19-34	30%	184	20	33	47	0
35-54	37%	223	12	34	53	1
55 or Over	33%	203	8	37	51	4
GENDER						
Female	48%	296	10	32	56	2
Male	52%	318	15	38	46	1
RACE/ ETHNICITY						
Black/ African-American	26%	158	16	24	58	2
White or Anglo	71%	432	12	39	48	1
Other	3%	15	13	33	54	0
Financial Situation						
Better Than Ever	3%	19	21	37	32	10
Living Comfortably	50%	305	15	47	37	1
Struggling to Make Ends Meet	46%	281	11	21	67	1
INCOME						
\$30,000 or Less	27%	164	10	26	64	0
\$30,001-\$50,000	16%	99	15	34	50	0
\$50,001-\$70,000	15%	92	16	39	45	0
\$70,001-\$100,000	12%	73	7	51	43	0
More Than \$100,000	13%	83	18	40	41	1
Refused	17%	104	13	35	51	1
REGION						
North Central	43%	261	10	35	53	2
North	18%	111	17	37	46	0
South West	14%	87	13	37	47	3
Central	14%	88	18	34	47	1
South East	11%	66	11	29	59	1
GEOGRAPHIC AREA						
Urban	29%	178	13	31	53	3
Suburban	41%	254	13	35	51	1
Rural	30%	183	12	39	47	2
FAMILY SIZE						
Single Adult	13%	80	10	31	54	5
Single Parent	6%	35	11	23	63	3
Traditional Family	39%	238	15	34	50	1
Empty Nest	42%	260	12	39	48	1
All Families With Children	45%	273	15	33	51	1