



THE AP-CNBC POLL August, 2011

Conducted by GfK Roper Public Affairs & Corporate Communications

A telephone survey of the general population

Interview dates:

U.S. -- August 18 – 22 2011

Australia -- August 26-28, 2011 / September 13-15, 2011 (CNBC5 only)

U.K. -- August 26-28, 2011 / September 9-11, 2011 (CNBC5 only)

Number of interviews:

U.S. -- 1,000 adults age 18+

Australia -- 1,000 adults age 18+ (699 re-interviewed for CNBC5)

U.K. -- 1,000 adults age 16+ (1,006 adults for CNBC5 only)

Margin of error for the total sample:

U.S. -- +/- 4.1 percentage points at the 95% confidence level

Australia -- +/- 3.8 percentage points at the 95% confidence level

U.K. -- +/- 3.4 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Please refer to the exact sample number at the bottom of each table.

All results shown are percentages unless otherwise labeled.



CNBC3. What would you say is the minimum amount someone retiring this year would need to have saved in order to be confident of living comfortably in retirement? (RECORD EXACT DOLLAR/POUND AMOUNT)

IF NOT SURE: Would you say... US\$/AU\$/£50,000 or less, US\$/AU\$/£50,000 to less than US\$/AU\$/£100,000, US\$/AU\$/£100,000 to less than US\$/AU\$/£250,000, US\$/AU\$/£250,000 to less than US\$/AU\$/£500,000, US\$/AU\$/£500,000 to less than US\$/AU\$/£750,000, US\$/AU\$/£750,000 to less than US\$/AU\$/£1 million, or US\$/AU\$/£1 million or more?

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
US\$/AU\$/£50,000 or less	14	7	44
US\$/AU\$/£50,000 to less than US\$/AU\$/£100,000	11	7	20
US\$/AU\$/£100,000 to less than US\$/AU\$/£250,000	19	11	19
US\$/AU\$/£250,000 to less than US\$/AU\$/£500,000	12	13	7
US\$/AU\$/£500,000 to less than US\$/AU\$/£750,000	15	25	6
US\$/AU\$/£750,000 to less than US\$/AU\$/£1 million	3	9	1
US\$/AU\$/£1 million or more	22	29	4
Mean	US\$480,000	AU\$650,000	£170,000
Don't know [VOL]	4	-	-
Refused [VOL]	1	-	-

Based on:

N=1,000

N=1,000

N=1,000

NOTE: Respondents were asked which amount in their own country's respective monetary unit -- U.S. dollars (US\$), Australian dollars (AU\$), British pounds (£)

CNBC1. How likely do you think it is that in the next ten years you will be a millionaire, meaning that your net worth will total at least one million dollars/pounds -- would you say that it is very likely, fairly likely, fairly unlikely or very unlikely?

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
Total likely	21	29	8
Very likely	10	12	3
Fairly likely	11	17	4
Total unlikely	79	72	91
Fairly unlikely	17	26	17
Very unlikely	62	46	75
Don't know [VOL]	*	-	1
Refused [VOL]	*	-	-

Based on:

N=1,000

N=1,000

N=1,000

TREND: NBC News/Wall Street Journal Poll -- March 1-4, 2001

	3/1-4/01 U.S.
Total likely	16
Very likely	6
Fairly likely	10
Total unlikely	76
Fairly unlikely	15
Very unlikely	61
Don't know [VOL]	4
Refused [VOL]	*

Based on:

N=2,024

CNBC2. How difficult do you think it is for someone to become a millionaire in this country today? Is it...

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
Extremely/Very difficult	61	35	63
Extremely difficult	30	15	28
Very difficult	31	21	35
Moderately difficult	29	49	24
Not too/Not difficult at all	9	16	11
Not too difficult	7	13	9
Not difficult at all	2	3	2
Don't know [VOL]	1	-	2
Refused [VOL]	-	-	-

Based on:

N=1,000

N=1,000

N=1,000

CNBC4. Please imagine that you had just won a million dollars/pounds. Please think for a moment how you would use that money. We'd like you to divide up the money among six choices: saving or investing, buying real estate, paying down debt, giving away to family, giving away to charity, and for spending. What percentage would you use for:

(RANDOMIZE ORDER, MUST SUM TO 100%. How much would you use for (INSERT ITEM)? You have XXX% of the money left. On last item: You have XXX% of the money left to use for (INSERT ITEM). I'll put down that you'll use it for (INSERT ITEM) unless you'd like to go back and change some of the other categories. OK?

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
Means (including zero)			
Saving or investing	31	29	26
Buying real estate	12	22	18
Paying down debt	13	12	5
Giving away to family	17	19	25
Giving away to charity	11	8	10
Spending	14	11	16

Based on:

N=1,000

N=1,000

N=1,000

NOTE: Respondents were asked which amount in their own country's respective monetary unit -- U.S. dollars (US\$), Australian dollars (AU\$), British pounds (£)

CNBC5. Would you say that recent volatility in the stock market has made you more confident, less confident, or had no impact on how confident you are when it comes to investing in individual stocks?

	8/18-22/11 U.S.	9/13-15/11 Australia [#]	9/9-11/11 U.K.*
More confident	3	6	4
Less confident	62	44	45
Had no impact	34	47	46
Don't know [VOL]	1	3	5
Refused [VOL]	*	-	-

Based on:

N=1,000

N=699

N=1,006

[#] 699 of the original respondents were recalled and asked CNBC5 from September 13-15, 2011

*1,006 new respondents were called and asked CNBC5 from September 9-11, 2011

TREND:

Among those who own stocks, bonds, or mutual funds

	8/18-22/11 U.S.	8/26-9/8/10* U.S.
More confident	2	1
Less confident	65	61
Had no impact	32	37
Don't know [VOL]	1	-
Refused [VOL]	*	-

Based on:

N=540

N=1,035

**Trend from the AP-CNBC Investors Survey conducted by Knowledge Networks*

DEMOGRAPHICS

DM4. In what year were you born?

Age group:

	8/18-22/11 U.S.
18-29	19
30-49	37
50-64	24
65+	18
Refused [VOL]	2

Based on:

N=1,000

	8/26-28/2011 Australia
18-24	16
25-34	18
35-44	19
50-59	25
60+	23

Based on:

N=1,000

	8/18-22/11 U.K.
16-24	13
25-34	14
35-49	27
50-64	24
65+	22

Based on:

N=1,000

DM21. Do you currently own stocks, bonds, or mutual funds?

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
Yes	43	33	26
No	54	65	73
Don't know [VOL]	1	1	*
Refused [VOL]	2	2	1

Based on:

N=1,000

N=1,000

N=1,000

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

	8/18-22/11 U.S.	8/26-28/2011 Australia	8/26-28/2011 U.K.
Male	49	49	49
Female	51	51	52

Based on:

N=1,000

N=1,000

N=1,000

AP-CNBC Poll Methodology -- United States

The **Associated Press-CNBC Poll** was conducted from August 18 through August 22, 2011, by GfK Roper Public Affairs & Corporate Communications – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,000 general population adults age 18 or older.

Interviews were conducted with 700 respondents on landlines and 300 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

The combined landline and cell phone data were weighted to account for probabilities of selection, as well as age, sex, education and race, using targets from the March 2009 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2009 Fall estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 4.1 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.

AP-CNBC Poll Methodology -- Australia

Data from the **Associated Press-CNBC Poll** was collected August 26th to the 28th via an Australian national telephone omnibus survey that covers 1,000 adults aged 18 years and over, including both capital city and non-capital city areas. Six hundred ninety-nine respondents were re-interviewed between September 13th and the 15th.

Interviews are conducted in-house using CATI (computer assisted telephone interviewing) with telephone numbers randomly selected from electronic White Pages. Only landline telephone numbers are included.

Broad age quotas were applied to the sample and interviews were split between males and females within each geographical area. Quotas were set for capital city areas (in all states except Tasmania and the Northern Territory). Following the completion of interviewing, the data is weighted by age, gender and areas to reflect the latest ABS population estimates.

The margin of sampling error is plus or minus 3.8 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

AP-CNBC Poll Methodology -- United Kingdom

Data from the **Associated Press-CNBC Poll** was collected August 26th to the 28th via GfK NOP Consumer's weekly omnibus survey. One thousand six new respondents were called and asked CNBC5 from September 9th to the 11th. GfK NOP Consumer carries out a telephone survey of adults aged 16+ years. The sample is designed to be representative of all adults in telephone owning households in the UK (England, Wales, Scotland and Northern Ireland).

Interviewing is carried out using fully trained and supervised market research interviewers. Interviews are carried out by telephone, using Computer Assisted Telephone Interviewing (CATI).

The sampling frame is all telephone directories in the UK. The sample is obtained by using "Random Digit Dialing". The sample is representative of adults' aged 16+ in telephone owning households in the UK. An external Tele-numbering agency provides directories for NOP. These directories contain residential telephone numbers throughout the UK. The sample comes from this agency already broken down into Government Office region. Currently we contact respondents at their primary residence; mobile telephone numbers are not included.

The sample is weighted in order to ensure that it is representative in terms of known population data on age, sex, social class and region.

The margin of sampling error is plus or minus 3.4 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.