

GALLUP NEWS SERVICE

GALLUP POLL SOCIAL SERIES: ECONOMY & PERSONAL FINANCE

-- FINAL QUESTIONNAIRE WEB PANEL--

April 2-15, 2025

Results for this Gallup poll are based on self-administered web surveys conducted April 2-15, 2025, with a random sample of 2,036 adults, aged 18 and older, who are members of the Gallup Panel. Gallup uses probability-based, random sampling methods to recruit its Panel members.

Results to the four-response-option question about who is more responsible for the economy are based on interviews with 1,023 national adults and have a margin of sampling error of ± 4 percentage points at the 95% confidence level.

Gallup weighted the obtained samples to correct for nonresponse. Nonresponse adjustments were made by adjusting the sample to match national demographics of gender, age, race, Hispanic ethnicity, education, political party affiliation and region. Demographic weighting targets were based on the most recent Current Population Survey figures for the aged 18 and older U.S. population. Party affiliation weighting targets are based on an average of the three most recent Gallup telephone polls.

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. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

45. Please indicate which, if any, of the following sources you go to for financial information and advice. *Select all that apply.*

CODES 1-10 DISPLAYED IN RANDOM ORDER; “NONE OF THESE” AN EXCLUSIVE CATEGORY

	%
Friends and family	43
Financial advisers and planners	41
Financial websites	36
Financial institutions such as banks and credit unions	32
Podcasts and webinars	20
Social media	20
Books	20
TV and radio programs about financial matters	20
Financial advice programs sponsored by your workplace	14
Government consumer financial resources	12
None of these	15

46. **(If select social media):** Do you actively follow any social media content creators that specialize in giving financial advice?

COMBINED RESPONSES (Q.45-46)

	%
Use social media for financial advice, follow financial content creators	10
Use social media for financial advice, do not follow financial content creators	10
Do not use social media for financial advice	80

Q.45. Please indicate which, if any, of the following sources you go to for financial information and advice. Select all that apply.

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	Gender		Age				College graduate		Income				Party ID			
										Upper income (\$90k+)	Middle income (\$48k-\$89k)	Lower income (less than \$48k)	Republican	Independent	Democrat	
	Total	Male	Female	18-29	30-49	50-64	65+	Yes	No							
2 Friends and family	43%	39%	46%	57%	50%	33%	27%	49%	39%	43%	43%	41%	40%	41%	47%	
1 Financial advisors and planners	41%	40%	42%	27%	40%	45%	51%	50%	36%	54%	39%	20%	45%	39%	40%	
4 Financial websites	36%	42%	31%	42%	43%	31%	23%	48%	30%	41%	36%	27%	28%	39%	41%	
3 Financial institutions such as banks and credit unions	32%	29%	35%	34%	35%	31%	27%	38%	29%	36%	31%	27%	30%	31%	36%	
6 Podcasts and webinars	20%	23%	17%	26%	27%	17%	7%	26%	17%	25%	23%	11%	21%	20%	21%	
5 Social media	20%	19%	20%	42%	24%	10%	4%	19%	21%	18%	20%	24%	17%	21%	21%	
7 Books	20%	23%	17%	30%	26%	13%	8%	23%	18%	20%	20%	18%	17%	22%	20%	
10 TV and Radio programs about financial matters	20%	21%	19%	17%	18%	24%	18%	22%	18%	23%	18%	15%	21%	19%	20%	
11 None of these	15%	15%	14%	10%	13%	16%	21%	6%	19%	8%	17%	23%	16%	15%	12%	
8 Financial advice programs sponsored by your workplace	14%	14%	14%	14%	16%	19%	4%	18%	11%	20%	13%	8%	14%	13%	14%	
9 Government consumer financial resources	12%	12%	12%	14%	16%	10%	7%	15%	11%	12%	12%	13%	7%	14%	15%	

Q.46. (If select social media): Do you actively follow any social media content creators that specialize in giving financial advice?

		Gender		Age				College graduate		Income		Party ID			
										Upper income (\$90k+)	Middle income (\$48k-\$89k)	Lower income (less than \$48k)	Republican	Independent	Democrat
		Total	Male	Female	18-29	30-49	50-64	65+	Yes	No					
1.00 Yes		10%	9%	10%	23%	11%	3%	1%	11%	9%	9%	10%	11%	11%	9%
2.00 No		89%	90%	89%	73%	89%	97%	99%	89%	90%	91%	90%	88%	88%	91%
9.00 No answer		1%	1%	1%	4%	0%	0%	1%	0%	2%	0%	0%	2%	0%	0%