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North America

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Overnight

With Knowledge Panel

Election Outcome Finance Poll

November 9, 2016

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Prepared For:

National Endowment for Financial
Education
1331 17th St., Suite 1200
Denver, CO, 80202



NEFE Election Outcome Impact on Personal Finances Research

Base: all respondents

A01. [S]

Now that the election is over, what effect do you anticipate Donald Trump as the next President of the United States will have on your individual/family personal financial situation?

Overall, I generally believe that my personal financial situation with Donald Trump as the President of the United States will be...

[Scripter: Rotate 1,2,3 and 3,2,1]

1. Better off
2. The same
3. Worse off

Base: all respondents

A02. [S]

If Hillary Clinton had won the Presidency, what effect on your individual/family personal financial situation would you have anticipated?

Overall, if Hillary Clinton had won the Presidency I generally believe that my personal financial situation would have...

[Scripter: Rotate 1,2,3 and 3,2,1]

1. Been better off
2. Remained the same
3. Been worse off

Base: all respondents

A03. [M]

Regarding how the outcome of the election will impact your personal financial situation, what issues, if any, are you most worried about? Please select all that apply.

[Scripter: randomize responses; anchor 12-13]

1. Job security
2. Taxes
3. Health care costs
4. Overall costs of living
5. Education affordability
6. Retirement security
7. Housing costs
8. Stock market fluctuations
9. Energy costs
10. Continued gridlock in Washington that may impact my finances
11. Financial shocks due to man-made disruptions (terror attack, etc.)
12. Something else worries me
13. No worries about my personal financial situation due to the outcome of the election [S]

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Election Outcome Finance Poll

Page	Table	Title
1	1	A01. Now that the election is over, what effect do you anticipate Donald Trump as the next President of the United States will have on your individual/family personal financial situation? Overall, I generally believe that my personal financial situation with Donald Trump as the President of the United States will be...
2	2	A02. If Hillary Clinton had won the Presidency, what effect on your individual/family personal financial situation would you have anticipated? Overall, if Hillary Clinton had won the Presidency I generally believe that my personal financial situation would have...
3	3	A03. Regarding how the outcome of the election will impact your personal financial situation, what issues, if any, are you most worried about?
5	4	Political party affiliation

Omniweb with KP November 9, 2016

Election Outcome Finance Poll

Table 1

A01. Now that the election is over, what effect do you anticipate Donald Trump as the next President of the United States will have on your individual/family personal financial situation? Overall, I generally believe that my personal financial situation with Donald Trump as the President of the United States will be...

Base = Total Respondents

	Gender		Age						Income						Region				Political Party Affiliation			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	REP (T)	DEM (U)	IND (V)
Total Unweighted	1010	509	501	109	197	306	319	263	122	24	107	209	670	131	879	212	227	337	234	456	491	36
Total Weighted	1000	483	517	124	179	304	257	260	180	65*	301	184	450	366	634	186	216	359	238	428	503	42*
	100	100	100	100	100	100	100	100	100	100*	100	100	100	100	100	100	100	100	100	100	100	100*
Better off	269	150	119	13	41	54	73	94	49	14	69	54	133	82	187	48	63	106	52	221	37	7
	26.9	31.1	23.1	10.2	22.9	17.7	28.2	36.1	27.5	20.7	22.8	29.6	29.5	22.4	29.5	26.0	29.0	29.6	21.8	51.8	7.4	15.3
		C			DF	D	DF	DEF	Df											UV		
The same	374	187	187	52	67	119	96	88	71	24	110	61	178	134	240	63	83	137	91	180	168	13
	37.4	38.6	36.2	41.9	37.2	39.1	37.5	33.7	39.5	36.5	36.7	33.3	39.6	36.6	37.8	33.9	38.4	38.0	38.1	42.0	33.3	29.6
																				U		
Worse off	350	143	207	59	70	129	86	77	58	28	121	66	135	149	201	73	68	115	94	26	298	18
	35.0	29.6	40.1	47.5	39.2	42.6	33.4	29.7	32.3	42.8	40.3	36.0	30.0	40.7	31.7	39.3	31.7	32.0	39.3	6.1	59.2	41.8
			B	gHi	h	gH					M			o						T	T	T
Refused	7	3	3	1	1	2	2	1	1	-	1	2	4	1	6	1	2	1	2	*	*	6
	0.7	0.7	0.7	0.4	0.7	0.6	0.8	0.5	0.7	-	0.3	1.1	0.8	0.2	0.9	0.8	1.0	0.3	0.8	0.1	0.1	13.3
																				TU		

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V
 Overlap formulae used. * small base



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Election Outcome Finance Poll

**A02. If Hillary Clinton had won the Presidency, what effect on your individual/family personal financial situation would you have anticipated?
Overall, if Hillary Clinton had won the Presidency I generally believe that my personal financial situation would have...**

Table 2

Base = Total Respondents

	Gender		Age						Income						Region				Political Party Affiliation			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	REP (T)	DEM (U)	IND (V)
Total Unweighted	1010	509	501	109	197	306	319	263	122	24	107	209	670	131	879	212	227	337	234	456	491	36
Total Weighted	1000	483	517	124	179	304	257	260	180	65*	301	184	450	366	634	186	216	359	238	428	503	42*
	100	100	100	100	100	100	100	100	100	100*	100	100	100	100	100	100	100	100	100	100	100	100*
Been better off	192	96	96	22	50	72	37	50	33	19	77	30	66	96	96	42	31	69	51	13	173	1
	19.2	19.9	18.6	17.8	28.0	23.8	14.4	19.2	18.3	29.0	25.6	16.3	14.7	26.2	15.2	22.3	14.5	19.1	21.2	3.0	34.4	3.5
					fGh	G				m	lM			O							TV	
Remained the same	463	211	251	69	79	148	130	105	80	27	137	80	218	164	298	84	105	154	120	139	282	26
	46.3	43.7	48.7	55.7	44.1	48.9	50.4	40.5	44.3	41.4	45.7	43.4	48.5	44.9	47.0	45.3	48.4	42.9	50.2	32.5	56.0	60.9
				H		e	h													T	T	
Been worse off	339	174	165	32	49	82	89	102	66	19	86	72	162	105	234	59	77	136	66	275	47	11
	33.9	36.0	31.9	26.1	27.4	26.9	34.5	39.5	36.7	29.6	28.5	39.2	35.9	28.7	36.9	31.9	35.8	37.8	27.8	64.3	9.3	25.4
								dEF			k			n				s		UV	U	
Refused	6	2	5	1	1	1	2	2	1	-	1	2	4	1	6	1	3	1	2	1	1	4
	0.6	0.4	0.9	0.4	0.4	0.4	0.6	0.8	0.7	-	0.3	1.0	0.8	0.2	0.9	0.5	1.3	0.2	0.8	0.2	0.2	10.2
																					TU	

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Election Outcome Finance Poll

A03. Regarding how the outcome of the election will impact your personal financial situation, what issues, if any, are you most worried about?

Table 3

Base = Total Respondents

	Gender		Age						Income						Region				Political Party Affiliation			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	REP (T)	DEM (U)	IND (V)
Total Unweighted	1010	509	501	109	197	306	319	263	122	24	107	209	670	131	879	212	227	337	234	456	491	36
Total Weighted	1000	483	517	124	179	304	257	260	180	65*	301	184	450	366	634	186	216	359	238	428	503	42*
	100	100	100	100	100	100	100	100	100	100*	100	100	100	100	100	100	100	100	100	100	100	100*
Any (Net)	801	387	414	105	146	251	189	216	146	46	239	150	366	284	517	155	166	288	192	300	455	24
	80.1	80.0	80.2	84.5	81.6	82.8	73.4	83.0	81.1	70.0	79.4	81.9	81.4	77.7	81.5	83.2	77.0	80.2	80.4	70.2	90.4	56.4
				g		E		G													TV	
Health care costs	557	268	289	63	98	160	138	164	95	27	175	110	245	202	355	117	123	191	126	201	321	18
	55.7	55.4	55.9	50.4	54.5	52.9	53.6	63.1	52.8	41.4	58.2	59.8	54.4	55.2	56.0	62.6	57.1	53.2	52.7	46.9	63.8	43.1
								dfg				j				r					TV	
Taxes	479	232	247	71	91	162	100	129	88	25	158	89	206	183	295	98	110	167	103	170	277	13
	47.9	47.9	47.8	57.0	51.0	53.5	38.8	49.6	49.0	38.6	52.6	48.6	45.8	50.1	46.6	52.6	51.1	46.5	43.3	39.6	55.0	29.8
				G	G	G		G													TV	
Overall costs of living	469	231	238	70	76	146	114	116	93	38	170	83	178	208	261	91	87	171	120	145	290	16
	46.9	47.8	46.0	56.6	42.2	48.1	44.5	44.7	51.5	58.0	56.7	44.9	39.5	56.9	41.1	49.0	40.2	47.5	50.4	33.9	57.6	38.7
				ef		E				m	IM			O				q			TV	
Retirement security	384	197	187	43	54	96	76	131	80	18	110	74	181	128	256	85	79	114	106	118	241	13
	38.4	40.7	36.2	34.2	30.0	31.8	29.7	50.5	44.5	28.0	36.5	40.4	40.3	35.0	40.3	45.6	36.4	31.7	44.6	27.7	48.0	29.8
								DEFG	EFG							R			R		TV	
Stock market fluctuations	325	153	173	42	43	85	77	102	61	18	72	53	183	90	236	75	57	101	93	92	212	10
	32.5	31.6	33.4	34.0	24.1	28.2	30.1	39.2	33.8	27.2	23.9	28.9	40.6	24.5	37.2	40.0	26.5	28.0	39.0	21.5	42.2	24.5
								EFg					KL		N	QR			QR		T	
Financial shocks due to man-made disruptions (terror attack, etc.)	296	137	160	41	49	90	84	77	45	18	101	41	137	119	178	58	67	92	80	80	196	11
	29.6	28.3	30.9	32.7	27.4	29.6	32.8	29.7	25.1	27.7	33.5	22.1	30.4	32.4	28.0	31.0	31.2	25.5	33.5	18.8	39.0	26.8
											L		L								T	
Continued gridlock in Washington that may impact my finances	279	159	119	29	47	76	53	92	57	14	89	53	123	103	175	54	65	90	70	95	164	10
	27.9	33.0	23.1	23.3	26.5	25.2	20.8	35.3	31.7	21.8	29.6	28.7	27.2	28.2	27.7	29.0	30.0	25.1	29.2	22.3	32.5	22.5
								dFG	g												T	
Job security	259	124	135	49	63	112	69	64	14	30	95	45	89	124	135	52	53	91	62	69	175	8
	25.9	25.6	26.2	39.3	35.1	36.8	26.8	24.6	8.0	45.2	31.6	24.7	19.8	34.0	21.2	28.1	24.6	25.4	26.1	16.1	34.7	18.6
				gHI	hi	GHI	I	I		LM	M			O							T	

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Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V
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Election Outcome Finance Poll

A03. Regarding how the outcome of the election will impact your personal financial situation, what issues, if any, are you most worried about?

Table 3

Base = Total Respondents

	Gender		Age						Income						Region				Political Party Affiliation			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	REP (T)	DEM (U)	IND (V)
Total Unweighted	1010	509	501	109	197	306	319	263	122	24	107	209	670	131	879	212	227	337	234	456	491	36
Total Weighted	1000	483	517	124	179	304	257	260	180	65*	301	184	450	366	634	186	216	359	238	428	503	42*
	100	100	100	100	100	100	100	100	100	100*	100	100	100	100	100	100	100	100	100	100	100	100*
Energy costs	248	129	119	29	48	77	70	60	41	14	104	41	88	118	130	48	52	73	75	77	153	6
	24.8	26.7	23.0	23.4	26.7	25.4	27.3	23.1	22.6	21.5	34.5 LM	22.5	19.7	32.2 O	20.5	25.9	24.1	20.3	31.3 R	18.0	30.4 T	15.0
Housing costs	235	113	123	45	61	106	53	39	36	30	107	34	64	137	98	41	39	78	77	62	155	5
	23.5	23.3	23.7	36.6 GHI	34.0 GHI	35.1 GHI	20.8	15.1	20.2	45.5 LM	35.7 LM	18.6	14.2	37.5 O	15.5	22.1	18.3	21.7	32.2 pQR	14.5	30.9 Tv	12.2
Education affordability	222	91	131	54	49	103	57	45	16	28	67	40	87	95	126	49	43	62	67	51	159	7
	22.2	18.8	25.3 b	43.2 EfGH I	27.3 HI	33.8 EGH I	22.3 I	17.4 i	9.2	43.0 KLM	22.3	21.6	19.3	26.0	19.9	26.5 R	20.1	17.2	28.1 R	11.9	31.6 T	17.1
Something else worries me	126	61	65	17	42	59	36	21	10	6	50	19	51	56	70	26	20	35	44	33	83	7
	12.6	12.5	12.6	13.6 i	23.4 fGHI	19.4 HI	14.1 hl	8.0	5.5	8.6	16.6	10.3	11.4	15.2	11.1	14.1	9.2	9.8	18.6 QR	7.8	16.4 T	15.7
No worries about my personal financial situation due to the outcome of the election	194	93	100	19	32	51	66	43	34	20	61	33	80	81	113	30	49	70	45	127	48	14
	19.4	19.3	19.4	15.1	17.8	16.7	25.6 dFH	16.7	18.9	30.0	20.4	17.7	17.8	22.1	17.8	16.0	22.6	19.5	18.8	29.8 U	9.5	34.0 U
Refused	5	3	2	1	1	2	3	1	-	-	1	1	3	1	4	1	1	1	2	*	*	4
	0.5	0.6	0.4	0.4	0.6	0.6	1.0	0.3	-	-	0.3	0.4	0.8	0.2	0.7	0.7	0.4	0.3	0.7	0.1	0.1	9.6 TU

UPPER CASE LETTERS DENOTE SIGNIFICANCE AT 95% CONFIDENCE LEVEL
 LOWER CASE LETTERS DENOTE SIGNIFICANCE AT 90% CONFIDENCE LEVEL

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C - D/E/F/G/H/I - J/K/L/M - N/O - P/Q/R/S - T/U/V
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Election Outcome Finance Poll

Political party affiliation

Table 4

Base = Total Respondents

	Gender		Age						Income						Region				Political Party Affiliation			
	Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	18-34 (F)	35-49 (G)	50-64 (H)	65+ (I)	Less than \$25K (J)	\$25K-49.9K (K)	\$50K-74.9K (L)	\$75K+ (M)	Under \$50K (N)	\$50K+ (O)	North East (P)	Mid-West (Q)	South (R)	West (S)	REP (T)	DEM (U)	IND (V)
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Total Weighted	1000	483	517	124	179	304	257	260	180	65*	301	184	450	366	634	186	216	359	238	428	503	42*
	100	100	100	100	100	100	100	100	100	100*	100	100	100	100	100	100	100	100	100	100	100	100*
Strong Republican	148	74	74	12	25	37	35	48	27	3	47	26	73	49	99	24	39	57	28	148	-	-
	14.8	15.3	14.4	9.9	13.9	12.3	13.8	18.6	15.3	4.3	15.5	14.3	16.1	13.5	15.6	12.9	18.1	15.8	11.9	34.7	-	-
																				UV		
Not Strong Republican	106	53	53	11	12	23	34	35	15	-	32	25	50	32	75	21	23	39	24	106	-	-
	10.6	11.0	10.3	8.8	6.8	7.6	13.1	13.3	8.5	-	10.6	13.5	11.1	8.7	11.8	11.2	10.7	10.7	10.1	24.9	-	-
							ef	ef				J	j							UV		
Leans Republican	173	96	77	17	31	48	44	47	34	12	47	26	87	59	114	25	43	67	38	173	-	-
	17.3	19.9	14.8	13.9	17.3	15.9	17.1	17.9	18.9	18.3	15.6	14.4	19.4	16.1	18.0	13.4	20.0	18.5	16.0	40.4	-	-
		c																		UV		
Undecided/Independent/Other	42	16	26	6	6	12	19	7	4	2	18	11	11	20	22	7	14	10	11	-	-	42
	4.2	3.4	5.1	5.1	3.4	4.1	7.3	2.9	2.2	3.4	6.0	6.2	2.4	5.6	3.5	3.8	6.5	2.8	4.7	-	-	100.0
							hi				m	M										TU
Leans Democrat	176	90	86	26	48	73	49	24	30	24	60	20	72	84	92	31	32	72	41	-	176	-
	17.6	18.6	16.7	20.7	26.6	24.2	18.9	9.3	16.7	36.9	20.0	11.0	15.9	23.0	14.5	16.4	15.0	19.9	17.4	-	35.0	-
				H	Hi	H	H	h		KLM	l			O							TV	
Not Strong Democrat	160	67	93	34	25	60	42	29	29	19	45	33	62	64	96	38	19	53	49	-	160	-
	16.0	13.8	17.9	27.6	14.2	19.7	16.5	11.1	16.0	29.1	14.9	18.1	13.9	17.4	15.1	20.3	9.0	14.8	20.6	-	31.7	-
				EfgH		EH				m						Q			Q		TV	
Strong Democrat	168	73	95	16	23	39	30	62	37	5	42	35	86	47	121	39	41	53	35	-	168	-
	16.8	15.1	18.4	12.7	12.9	12.8	11.6	23.9	20.8	8.0	13.9	19.1	19.1	12.8	19.1	20.8	19.1	14.9	14.5	-	33.3	-
							dEFG	g						n							TV	
Don't know/No response	26	14	12	2	9	11	5	8	3	-	10	6	10	10	16	2	4	9	12	-	-	-
	2.6	2.9	2.4	1.4	5.0	3.5	1.8	3.1	1.7	-	3.5	3.3	2.2	2.8	2.5	1.2	1.7	2.5	4.8	-	-	-
														p					p			

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