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Forget the Mattress! More than One in Four Americans “Freeze” Their Assets

*** Complete Tables for Poll Appended ***

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This Marist Poll Reports:

With the clock ticking down to Tax Day, money is on the minds of many Americans. When it comes to the “mad” money they keep in their homes, where do they like to stash it? More than one in four Americans -- 27% -- reports they hide their money in the freezer. 19% of residents “sock” their green away while 11% sleep well at night with their cash stuffed under their mattress. One in ten -- 10% -- buries their dough in the cookie jar while 9% leave their loot in some other household location. 17% say there is no good place in the home to hide their money, and 7% are unsure.

Looking at age, Americans 45 and older -- 21% -- are more than two times as likely than younger Americans -- 10% -- to report there is no good place in the home to hide money.

For both women -- 28% -- and men -- 25%, the freezer is the most popular place in the home to keep their money safe.

How the Survey was Conducted

Nature of the Sample: Marist National Poll of 1,080 Adults

This survey of 1,080 adults was conducted on March 20th through March 22nd, 2012. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this land-line sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined. Results are statistically significant within ± 3.0 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample: Adults

Nature of the Sample - National Adults

		National Adults
		Col %
National Adults		100%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	49%
	\$50,000 or more	51%
Education	Not college graduate	62%
	College graduate	38%
Age	Under 45	38%
	45 or older	62%
Age	18 to 29	18%
	30 to 44	20%
	45 to 59	38%
	60 or older	25%
Race	White	68%
	Non-white	32%
Gender	Men	49%
	Women	51%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012,
N=1080 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		National Adults						
		Where do you think is the best place to hide money in your home:						
		Cookie Jar	Freezer	Mattress	Sock	No good place to hide money	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Adults		10%	27%	11%	19%	17%	9%	7%
Region	Northeast	11%	24%	14%	23%	13%	8%	8%
	Midwest	9%	30%	9%	16%	19%	9%	7%
	South	11%	27%	11%	18%	17%	10%	5%
	West	11%	24%	11%	21%	16%	8%	9%
Household Income	Less than \$50,000	13%	27%	13%	16%	15%	11%	6%
	\$50,000 or more	10%	28%	10%	23%	15%	7%	7%
Education	Not college graduate	9%	26%	13%	18%	16%	11%	6%
	College graduate	12%	29%	9%	21%	17%	5%	7%
Age	Under 45	14%	30%	17%	18%	10%	8%	3%
	45 or older	8%	25%	8%	20%	21%	9%	9%
Age	18 to 29	14%	27%	20%	19%	9%	10%	1%
	30 to 44	13%	33%	14%	16%	11%	7%	6%
	45 to 59	9%	24%	8%	26%	18%	8%	7%
	60 or older	8%	25%	8%	11%	25%	11%	12%
Race	White	10%	27%	10%	20%	18%	9%	7%
	Non-white	12%	27%	14%	18%	14%	10%	5%
Gender	Men	11%	25%	14%	20%	16%	10%	4%
	Women	10%	28%	9%	18%	18%	8%	9%
Interview Type	Landline	11%	26%	10%	20%	18%	9%	7%
	Cell Phone	10%	29%	16%	17%	12%	9%	7%

Marist Poll National Adults: Interviews conducted March 20th through 22nd, 2012, N=1080 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.