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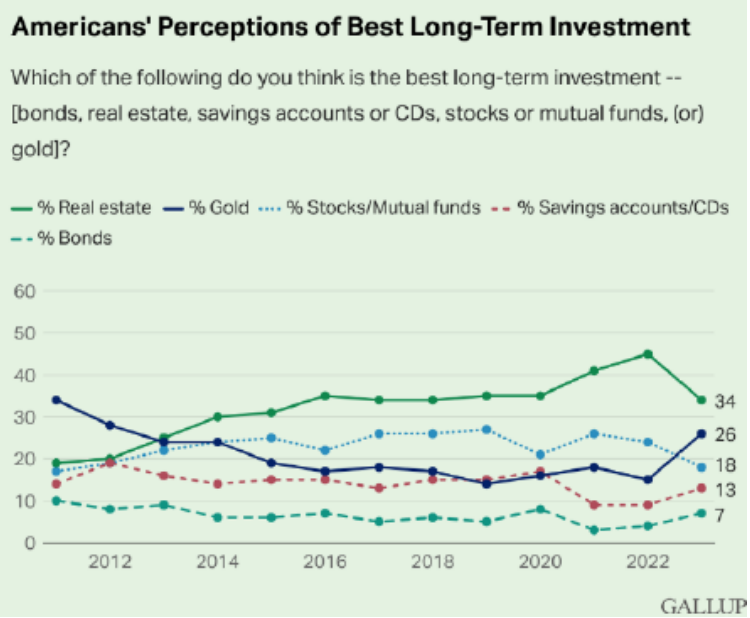
Thinking Long Term: Gold Gains Traction

What do you think the best long-term investment is?

1. Real estate
2. Savings accounts/CDs
3. Stocks/mutual funds
4. Gold

Gallup recently released its annual public opinion poll answering just this question as part of its Social Series. [1]

As you can see from the chart below, real estate came in first, as it has every year since 2013, but about a quarter fewer respondents favored real estate this year than last.



Real estate fell 11 percentage points compared to 2022, likely on the back of the big jump in mortgage rates. By comparison, gold shot up 11 percentage points as the most preferred long-term investment; 26% of respondents chose the yellow metal, up from 15% in 2022. Perhaps that choice was based on individuals' concern about the Federal Reserve's difficult task of cooling inflation without tipping the economy into recession as well as ongoing geopolitical tensions. Gold came in well ahead of Stocks/Mutual funds (18%), Savings accounts/CDs (13%) and Bonds (7%).

Jennifer Ropiak is a precious metals market specialist with over 30 years' experience, including 20 years of trading (15 at Morgan Stanley). In 2014, Jennifer launched Trusted Partner Metals, an independent consultancy whose clients span the metals industry. Services include expert witness opinions in precious metals cases. The information contained in this article is for educational and informational purposes only.

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[1] How Does the Gallup Poll Social Series Work?