

How the Survey was Conducted

Nature of the Sample: National Poll of 1,274 Adults

This survey of 1,274 adults was conducted on April 10th through April 14th, 2011. 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%
Registered Voters		80%
Region	Northeast	19%
	Midwest	22%
	South	37%
	West	22%
Household Income	Less than \$50,000	51%
	\$50,000 or more	49%
Race	White	67%
	African American	10%
	Latino	11%
	Other	11%
Race	White	67%
	Non-white	33%
Age	Under 45	40%
	45 or older	60%
Generation	Millennials (18-30)	20%
	Gen X (31-46)	24%
	Baby Boomers (47-65)	37%
	Silent-Greatest (Over 65)	19%
Gender	Men	49%
	Women	51%
Interview Type	Landline	74%
	Cell Phone	26%

Marist Poll National Adults: Interviews conducted April 10th through April 14th, 2011, N=1274 MOE +/- 3%.
 Totals may not add to 100 due to rounding.