# **How the Survey was Conducted**

# Nature of the Sample: NBC News-Marist National Poll of 1,200 Adults

This survey of 1,200 adults was conducted January 12<sup>th</sup> through January 14<sup>th</sup>, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the continental United States were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ±2.8 percentage points. There are 1,039 registered voters. The results for this subset are statistically significant within ±3.0 percentage points. The error margin increases for cross-tabulations.

Based upon the 2012 American Community Survey (1-year estimates) each percentage point represents 1.2 million national households and 2.4 million Americans 18 years of age or older.

## Nature of the Sample

		National Adults	National Registered Voters
		Col %	Col %
National Adults		100%	
National Registered Voters		87%	100%
Party Identification	Democrat	n/a	34%
	Republican	n/a	25%
	Independent	n/a	39%
	Other	n/a	2%
Party Identification	Strong Democrats	n/a	21%
	Not strong Democrats	n/a	14%
	Democratic leaning independents	n/a	12%
	Just Independents	n/a	14%
	Republican leaning independents	n/a	13%
	Not strong Republicans	n/a	12%
	Strong Republicans	n/a	13%
	Other	n/a	2%
Political Ideology	Very conservative	n/a	12%
	Conservative	n/a	33%
	Moderate	n/a	36%
	Liberal	n/a	12%
	Very liberal	n/a	7%
Tea Party Supporters		n/a	22%
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	41%	37%
	45 or older	59%	63%
Age	18 to 29	17%	13%
	30 to 44	24%	24%
	45 to 59	26%	27%
	60 or older	33%	36%
Race	White	71%	71%
	African American	10%	11%
	Latino	12%	10%
	Other	7%	7%
Region	Northeast	18%	19%
	Midwest	23%	21%
	South	37%	38%
	West	22%	22%
Household Income	Less than \$50,000	50%	47%
	\$50,000 or more	50%	53%
Education	Not college graduate	64%	61%
	College graduate	36%	39%
Marital Status	Married	52%	55%
	Not married	48%	45%
Households with children under 18	Household with children	37%	35%
	No children in household	63%	65%
Interview Type	Landline	64%	68%
	Cell phone	36%	32%

NBC News/Marist Poll National Adults. Interviews conducted January 12th through January 14th, 2014, n=1200 MOE +/- 2.8 percentage points. National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		National Adults			
	-	Would yo	ou describe the state of your	own household finances	as:
	_	Strong	Somewhat strong	Somewhat weak	Weak
		Row %	Row %	Row %	Row %
National Adults		24%	39%	20%	17%
National Registered Voters		25%	39%	20%	16%
Party Identification^	Democrat	29%	35%	22%	15%
	Republican	28%	42%	19%	11%
	Independent	20%	42%	20%	18%
Party Identification*	Strong Democrats	33%	34%	18%	15%
	Soft Democrats	21%	38%	22%	19%
	Just Independents	22%	38%	22%	18%
	Soft Republicans	22%	45%	21%	12%
	Strong Republicans	31%	40%	19%	10%
Tea Party Supporters^		23%	36%	27%	14%
Political Ideology^	Very liberal-Liberal	30%	42%	15%	13%
	Moderate	24%	39%	22%	14%
	Conservative-Very conservative	23%	37%	22%	18%
Region	Northeast	18%	42%	25%	14%
	Midwest	23%	42%	15%	20%
	South	27%	33%	20%	20%
	West	26%	44%	20%	10%
Household Income	Less than \$50,000	15%	29%	26%	30%
	\$50,000 or more	37%	45%	13%	5%
Education	Not college graduate	18%	38%	24%	19%
	College graduate	34%	42%	12%	12%
Race	White	25%	40%	20%	15%
	African American	22%	36%	23%	19%
	Latino	23%	44%	19%	14%
Age	18 to 29	21%	44%	19%	17%
	30 to 44	22%	43%	19%	15%
	45 to 59	23%	35%	21%	20%
	60 or older	30%	36%	19%	14%
Age	Under 45	22%	43%	19%	16%
	45 or older	27%	36%	20%	17%
Gender	Men	27%	36%	21%	16%
	Women	22%	42%	18%	17%
Marital Status	Married	27%	43%	18%	12%
	Not married	22%	35%	22%	22%
Households with children	Household with children	21%	43%	22%	15%
under 18	No children in household	27%	37%	19%	17%
Interview Type	Landline	26%	40%	19%	15%
	Cell phone	22%	39%	21%	19%

 $<sup>^{\</sup>wedge}National\ Registered\ Voters:\ n=1039\ MOE\ +/-\ 3.0\ percentage\ points.\ Totals\ may\ not\ add\ to\ 100\%\ due\ to\ rounding.$ 

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

			National Adults	
		Is the a	amount of money you o	we:
		Overwhelming to you	Manageable, but worries you	Under control
		Row %	Row %	Row %
National Adults		9%	35%	55%
National Registered Voters		8%	36%	55%
Party Identification^	Democrat	11%	36%	53%
	Republican	5%	36%	59%
	Independent	8%	36%	56%
Party Identification*	Strong Democrats	7%	36%	57%
	Soft Democrats	15%	34%	51%
	Just Independents	6%	35%	59%
	Soft Republicans	5%	42%	52%
	Strong Republicans	6%	28%	66%
Tea Party Supporters^		8%	33%	59%
Political Ideology^	Very liberal-Liberal	9%	33%	57%
	Moderate	8%	42%	50%
	Conservative-Very conservative	8%	35%	57%
Region	Northeast	9%	38%	53%
	Midwest	11%	33%	56%
	South	11%	35%	54%
	West	5%	36%	59%
Household Income	Less than \$50,000	16%	38%	46%
	\$50,000 or more	4%	33%	62%
Education	Not college graduate	11%	37%	52%
	College graduate	7%	34%	59%
Race	White	9%	34%	58%
	African American	9%	46%	44%
	Latino	4%	43%	53%
Age	18 to 29	12%	35%	53%
	30 to 44	15%	40%	45%
	45 to 59	8%	41%	51%
	60 or older	4%	29%	67%
Age	Under 45	14%	38%	48%
	45 or older	6%	34%	60%
Gender	Men	7%	38%	55%
	Women	11%	33%	56%
Marital Status	Married	7%	36%	57%
	Not married	12%	36%	53%
Households with children	Household with children	14%	40%	46%
under 18	No children in household	7%	33%	61%
Interview Type	Landline	8%	33%	58%
**	Cell phone	11%	40%	50%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		National Adults		
		Comp	pared with last year, are y	/ou:
		Saving more money	Saving less money	About the same
		Row %	Row %	Row %
National Adults		36%	43%	21%
National Registered Voters		35%	44%	22%
Party Identification^	Democrat	35%	42%	23%
	Republican	35%	46%	19%
	Independent	34%	44%	22%
Party Identification*	Strong Democrats	40%	38%	22%
	Soft Democrats	38%	41%	21%
	Just Independents	30%	50%	21%
	Soft Republicans	30%	49%	21%
	Strong Republicans	32%	44%	24%
Tea Party Supporters^		34%	48%	18%
Political Ideology^	Very liberal-Liberal	43%	33%	24%
	Moderate	39%	40%	22%
	Conservative-Very conservative	27%	53%	21%
Region	Northeast	35%	49%	16%
	Midwest	37%	43%	21%
	South	33%	45%	22%
	West	39%	38%	23%
Household Income	Less than \$50,000	28%	52%	20%
	\$50,000 or more	43%	37%	20%
Education	Not college graduate	32%	47%	20%
	College graduate	41%	37%	22%
Race	White	32%	47%	21%
	African American	42%	37%	20%
	Latino	47%	37%	16%
Age	18 to 29	54%	33%	12%
	30 to 44	40%	43%	17%
	45 to 59	33%	48%	19%
	60 or older	26%	46%	28%
Age	Under 45	46%	39%	15%
	45 or older	29%	47%	24%
Gender	Men	39%	41%	20%
	Women	32%	46%	22%
Marital Status	Married	36%	42%	21%
	Not married	35%	44%	21%
Households with children	Household with children	41%	42%	17%
under 18	No children in household	33%	45%	23%
Interview Type	Landline	32%	44%	25%
	Cell phone	43%	43%	14%

 $<sup>^{\</sup>text{National}}$  Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		National Adults		
		Com	pared with last year, are	you:
		Eating out more	Eating out less	About the same
		Row %	Row %	Row %
National Adults		13%	63%	24%
National Registered Voters		12%	62%	26%
Party Identification^	Democrat	11%	62%	27%
	Republican	11%	64%	25%
	Independent	14%	60%	26%
Party Identification*	Strong Democrats	12%	58%	30%
	Soft Democrats	17%	58%	25%
	Just Independents	8%	67%	25%
	Soft Republicans	12%	64%	24%
	Strong Republicans	10%	63%	27%
Tea Party Supporters^		8%	61%	30%
Political Ideology^	Very liberal-Liberal	19%	50%	31%
	Moderate	12%	62%	26%
	Conservative-Very conservative	8%	69%	23%
Region	Northeast	19%	65%	16%
	Midwest	13%	66%	21%
	South	9%	61%	30%
	West	13%	62%	25%
Household Income	Less than \$50,000	10%	72%	19%
	\$50,000 or more	17%	56%	27%
Education	Not college graduate	12%	68%	21%
	College graduate	15%	55%	29%
Race	White	14%	62%	24%
	African American	10%	68%	21%
	Latino	8%	72%	20%
Age	18 to 29	19%	70%	12%
	30 to 44	11%	67%	23%
	45 to 59	13%	66%	21%
	60 or older	12%	56%	32%
Age	Under 45	14%	68%	18%
	45 or older	13%	60%	27%
Gender	Men	13%	62%	25%
	Women	13%	64%	23%
Marital Status	Married	11%	60%	29%
	Not married	15%	66%	19%
Households with children	Household with children	13%	67%	20%
under 18	No children in household	13%	60%	26%
Interview Type	Landline	13%	60%	27%
- <del>-</del>	Cell phone	13%	68%	19%

 $<sup>^{\</sup>text{National}}$  Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

In the past year, have you put off a major event in your life - like getting married, having a child, or retiring - for financial reasons?

	•	V N-	
		Yes	No No
National Adults		Row %	Row % 82%
National Registered Voters		17%	83%
· ·	Domooret	15%	85%
Party Identification^	Democrat		
	Republican	18%	82%
D ( II ('C (' *	Independent	19%	81%
Party Identification*	Strong Democrats	11%	89%
	Soft Democrats	20%	80%
	Just Independents	20%	80%
	Soft Republicans	20%	80%
	Strong Republicans	15%	85%
Tea Party Supporters^		14%	86%
Political Ideology^	Very liberal-Liberal	12%	88%
	Moderate	19%	81%
	Conservative-Very conservative	17%	83%
Region	Northeast	17%	83%
	Midwest	16%	84%
	South	19%	81%
	West	16%	84%
Household Income	Less than \$50,000	22%	78%
	\$50,000 or more	14%	86%
Education	Not college graduate	19%	81%
	College graduate	14%	86%
Race	White	18%	82%
	African American	19%	81%
	Latino	17%	83%
Age	18 to 29	19%	81%
	30 to 44	19%	81%
	45 to 59	23%	77%
	60 or older	13%	87%
Age	Under 45	19%	81%
<i>U</i> -	45 or older	17%	83%
Gender	Men	16%	84%
	Women	19%	81%
Marital Status	Married	17%	83%
	Not married	18%	82%
Households with children	Household with children	21%	79%
under 18	No children in household	16%	84%
Interview Type	Landline	17%	83%
micryiew rype		18%	
	Cell phone onal Adults Interviews conducted January		82%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

In the past year, have you postponed buying a big ticket item - like a TV or new car - for financial reasons?

		Yes	No
	-	Row %	Row %
National Adults		36%	64%
National Registered Voters		36%	64%
Party Identification^	Democrat	36%	64%
	Republican	37%	63%
	Independent	36%	64%
Party Identification*	Strong Democrats	31%	69%
	Soft Democrats	38%	62%
	Just Independents	36%	64%
	Soft Republicans	42%	58%
	Strong Republicans	30%	70%
Tea Party Supporters^		39%	61%
Political Ideology^	Very liberal-Liberal	32%	68%
	Moderate	39%	61%
	Conservative-Very conservative	37%	63%
Region	Northeast	39%	61%
	Midwest	37%	63%
	South	31%	69%
	West	39%	61%
Household Income	Less than \$50,000	43%	57%
	\$50,000 or more	29%	71%
Education	Not college graduate	39%	61%
	College graduate	30%	70%
Race	White	36%	64%
	African American	34%	66%
	Latino	43%	57%
Age	18 to 29	38%	62%
	30 to 44	41%	59%
	45 to 59	41%	59%
	60 or older	26%	74%
Age	Under 45	40%	60%
	45 or older	33%	67%
Gender	Men	33%	67%
	Women	38%	62%
Marital Status	Married	34%	66%
	Not married	37%	63%
Households with children	Household with children	40%	60%
under 18	No children in household	33%	67%
Interview Type	Landline	33%	67%
	Cell phone	41%	59%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

In the past year, have you cutback or canceled one or more services such as your cable service or cell phone, for financial reasons?

National Adults			or con phone, for intancial reasons.		or con phone, for imaneral reasons.	
National Adults         27%         73%           National Registered Voters         27%         73%           Party Identification*         Democrat         25%         75%           Republican         25%         75%           Independent         30%         70%           Party Identification*         Strong Democrats         19%         81%           Soft Democrats         31%         69%           Just Independents         34%         66%           Soft Republicans         30%         70%           Strong Republicans         20%         80%           Soft Republicans         20%         80%           Tea Parry Supporters*         30%         70%           Political Ideology*         Very liberal-Liberal         21%         79%           Moderate         32%         68%           Conservative-Very conservative         27%         73%           Region         Northeast         28%         72%           Midwest         28%         72%           Midwest         28%         72%           West         20%         74%           Household Income         Less than \$50,000         33%         67%			Yes			
National Registered Voters         Democrat         25%         75%           Party Identification*         Democrat         25%         75%           Republican         25%         75%           Independent         30%         70%           Party Identification*         Independents         19%         86%           Soft Democrats         31%         69%           Just Independents         34%         66%           Just Independents         30%         70%           Soft Republicans         20%         80%           Soft Republicans         20%         80%           Tea Party Supporters*         20%         80%           Political Ideology*         Very liberal-Liberal         21%         79%           Moderate         32%         68%           Conservative-Very conservative         27%         73%           Region         Northeast         28%         72%           Region         Northeast         28%         72%           Region         West         28%         72%           Household Income         Less than \$50,000         33%         67%           Education         Not college graduate         29%         71%						
Party Identification	National Adults		27%	73%		
Republican   15%   75%   75%   75%   10dependent   30%   7	National Registered Voters		27%	73%		
Independent   30%   70%   70%   Party Identification*   Strong Democrats   19%   81%   69%   60%   6	Party Identification^	Democrat	25%	75%		
Party Identification*         Strong Democrats         19%         81%           Soft Democrats         31%         69%           Just Independents         34%         66%           Soft Republicans         30%         70%           Tea Party Supporters^         30%         70%           Political Ideology^         Very liberal-Liberal         21%         79%           Moderate         32%         68%           Conservative-Very conservative         27%         73%           Region         Northeast         28%         72%           Midwest         28%         72%           South         28%         72%           West         26%         74%           Household Income         Less than \$50,000         33%         67%           Education         Not college graduate         29%         71%           Education         Not college graduate         25%         75%           Race         White         28%         72%           Race         Marican American         27%         73%           Age         18 to 29         29%         71%           Age         18 to 59         37%         63%		Republican	25%	75%		
Soft Democrats   Just Independents   34%   66%     Just Independents   34%   66%     Soft Republicans   30%   70%     Strong Republicans   20%   80%     Tea Party Supporters^   30%   70%     Political Ideology^   Very liberal-Liberal   21%   79%     Moderate   32%   68%     Conservative-Very conservative   27%   73%     Region   Northeast   28%   72%     Midwest   28%   72%     South   28%   72%     West   26%   74%     Household Income   Less than \$50,000   33%   67%     So,000 or more   22%   78%     Education   Not college graduate   29%   71%     College graduate   25%   75%     Race   White   28%   72%     African American   27%   73%     Latino   32%   68%     Age   18 to 29   29%   71%     45 to 59   37%   63%     Age   Under 45   29%   71%     Age   Under 45   29%   71%     Age   Under 45   29%   71%     Age   Gender   45 or older   26%   74%     Agarial Status   Married   25%   75%     Marital Status   Married   25%   75%     Households with children under 18   No children in household   24%   76%     Interview Type   Landline   25%   75%		Independent	30%	70%		
Just Independents   34%   66%     Soft Republicans   30%   70%     Strong Republicans   20%   80%     Tea Party Supporters'   30%   70%     Political Ideology'   Very liberal-Liberal   21%   79%     Moderate   32%   68%     Conservative-Very conservative   27%   73%     Region   Northeast   28%   72%     Midwest   28%   72%     South   28%   72%     West   26%   74%     Household Income   Less than \$50,000   33%   67%     S50,000 or more   22%   78%     Education   Not college graduate   29%   71%     College graduate   25%   75%     Race   White   28%   72%     African American   27%   73%     Latino   32%   68%     Age   18 to 29   29%   71%     African American   27%   73%     Latino   32%   68%     Age   45 to 59   37%   63%     Age   45 to 59   37%   63%     Age   45 or older   17%   83%     Age   45 or older   26%   74%     African American   27%   73%     Age   45 or older   26%   74%     Age   45 or older   26%   74%     Age   Wene   27%   73%     Age   Wene   28%   72%     Age   Wene   28%   72%     Age   Wene   28%   72%     Age   Wene   28%   72%     Age   Households with children   26%   74%     Age   Wene   28%   72%     Age   Wene   28%   72%     Age   Households with children   32%   68%     Married   25%   75%     Households with children   Household with children   32%   68%     Henview Type   Landline   25%   75%	Party Identification*	Strong Democrats	19%	81%		
Soft Republicans   30%   70%   80%   80%   70%   80%   80%   70%   70%   80%   70%   70%   80%   70%   70%   80%   70%   70%   80%   70%		Soft Democrats	31%	69%		
Tea Party Supporters*         20%         80%           Political Ideology*         Very liberal-Liberal         21%         79%           Political Ideology*         Very liberal-Liberal         21%         79%           Moderate         32%         68%           Conservative-Very conservative         27%         73%           Region         Northeast         28%         72%           Midwest         28%         72%           South         28%         72%           West         26%         74%           Household Income         Less than \$50,000         33%         67%           Education         Not college graduate         29%         71%           Education         Not college graduate         29%         71%           Race         White         28%         72%           Race         White         28%         72%           Age         18 to 29         71%         73%           Age         18 to 29         37%         63%           Age         Under 45         29%         71%           Age         Under 45         29%         71%           45 or older         26%         74%     <		Just Independents	34%	66%		
Tea Party Supporters*         30%         70%           Political Ideology*         Very liberal-Liberal         21%         79%           Moderate         32%         68%           Conservative-Very conservative         27%         73%           Region         Northeast         28%         72%           Midwest         28%         72%           South         28%         72%           West         26%         74%           Household Income         Less than \$50,000         33%         67%           Education         Not college graduate         29%         71%           College graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           Age         African American         27%         73%           Age         18 to 29         29%         71%           Age         18 to 29         30 to 44         30%         70%           Age         Under 45         29%         71%           Age         Under 45         29%         71%           Age         Under 45         29%         71%		Soft Republicans	30%	70%		
Political Ideology		Strong Republicans	20%	80%		
Region       Moderate       32%       68%         Region       Northeast       28%       72%         Midwest       28%       72%         South       28%       72%         West       26%       74%         Household Income       Less than \$50,000       33%       67%         Education       Not college graduate       29%       71%         Education       Not college graduate       29%       71%         College graduate       25%       75%         Race       White       28%       72%         African American       27%       73%         Latino       32%       68%         Age       18 to 29       29%       71%         Age       18 to 59       37%       63%         Age       Under 45       29%       71%         Age       Under 45       29%       71%         Age       Under 45       29%       71%         Gender       Men       27%       73%         Marital Status       Married       26%       74%         More       Not married       30%       70%         Households with children under 18 <td< td=""><td>Tea Party Supporters^</td><td></td><td>30%</td><td>70%</td></td<>	Tea Party Supporters^		30%	70%		
Region         Conservative-Very conservative         27%         73%           Northeast         28%         72%           Midwest         28%         72%           South         28%         72%           West         26%         74%           Household Income         Less than \$50,000         33%         67%           Education         Not college graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           African American         27%         73%           Latino         32%         68%           Age         18 to 29         29%         71%           30 to 44         30%         70%           45 to 59         37%         63%           Age         Under 45         29%         71%           Age         Under 45         29%         71%           Gender         Men         27%         73%           Married         26%         74%           Gender         Men         27%         73%           Married         25%         75%           Mornarried         30	Political Ideology^	Very liberal-Liberal	21%	79%		
Region       Northeast       28%       72%         Midwest       28%       72%         South       28%       72%         West       26%       74%         Household Income       Less than \$50,000       33%       67%         \$50,000 or more       22%       78%         Education       Not college graduate       29%       71%         College graduate       25%       75%         Race       White       28%       72%         African American       27%       73%         Latino       32%       68%         Age       18 to 29       29%       71%         30 to 44       30%       70%         45 to 59       37%       63%         Age       Under 45       29%       71%         Age       Under 45       29%       71%         Gender       Men       27%       73%         Married       26%       74%         Married       25%       75%         Households with children       30%       70%         Households with children       32%       68%         Interview Type       Landline       25%       75% <td></td> <td>Moderate</td> <td>32%</td> <td>68%</td>		Moderate	32%	68%		
Midwest   28%   72%		Conservative-Very conservative	27%	73%		
South         28%         72%           West         26%         74%           Household Income         Less than \$50,000         33%         67%           \$50,000 or more         22%         78%           Education         Not college graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           African American         27%         73%           Age         18 to 29         29%         71%           Age         18 to 29         29%         71%           45 to 59         37%         63%           Age         Under 45         29%         71%           Age         Under 45         29%         71%           Gender         Men         27%         73%           Gender         Men         27%         73%           Married         26%         72%           Married         25%         75%           Households with children under 18         No children in household         24%         76%           Interview Type         Landline         25%         75%	Region	Northeast	28%	72%		
Household Income         Less than \$50,000         33%         67%           \$50,000 or more         22%         78%           Education         Not college graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           African American         27%         73%           Latino         32%         68%           Age         18 to 29         29%         71%           45 to 59         37%         63%           Age         45 to 59         37%         63%           Age         Under 45         29%         71%           Age         45 or older         26%         74%           Gender         Men         27%         73%           Women         28%         72%           Married         25%         75%           Households with children under 18         No children in household         24%         76%           Interview Type         Landline         25%         75%		Midwest	28%	72%		
Household Income         Less than \$50,000         33%         67%           \$50,000 or more         22%         78%           Education         Not college graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           African American         27%         73%           Latino         32%         68%           Age         18 to 29         29%         71%           30 to 44         30%         70%           45 to 59         37%         63%           60 or older         17%         83%           Age         Under 45         29%         71%           45 or older         26%         74%           Gender         Men         27%         73%           Women         28%         72%           Marital Status         Married         25%         75%           Households with children under 18         No children in household         24%         76%           Interview Type         Landline         25%         75%		South	28%	72%		
Education       \$50,000 or more       22%       78%         Education       Not college graduate       29%       71%         College graduate       25%       75%         Race       White       28%       72%         African American       27%       73%         Latino       32%       68%         Age       18 to 29       29%       71%         30 to 44       30%       70%         45 to 59       37%       63%         Age       Under 45       29%       71%         Age       Under 45       29%       71%         Gender       Men       27%       73%         Women       28%       72%         Married       25%       75%         Households with children       30%       70%         Households with children under 18       No children in household       24%       76%         Interview Type       Landline       25%       75%		West	26%	74%		
Education         Not college graduate         29%         71%           College graduate         25%         75%           Race         White         28%         72%           African American         27%         73%           Age         18 to 29         29%         71%           Age         18 to 29         30%         70%           45 to 59         37%         63%           Age         Under 45         29%         71%           Age         Under 45         29%         71%           Gender         Men         27%         73%           Gender         Men         27%         73%           Married         25%         75%           Married         25%         75%           Households with children under 18         No children in household         24%         76%           Interview Type         Landline         25%         75%	Household Income	Less than \$50,000	33%	67%		
College graduate 25% 75%  Race White 28% 72% African American 27% 73%  Latino 32% 68%  Age 18 to 29 29% 71%  45 to 59 37% 63%  60 or older 17% 83%  Age Under 45 29% 71%  45 or older 26% 74%  Gender Men 27% 73%  Women 28% 72%  Marital Status Married 25% 75%  Not married 30% 70%  Households with children under 18  No children in household 24% 76%  Interview Type Landline 25% 75%		\$50,000 or more	22%	78%		
Race       White       28%       72%         African American       27%       73%         Latino       32%       68%         Age       18 to 29       29%       71%         30 to 44       30%       70%         45 to 59       37%       63%         60 or older       17%       83%         Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Households with children under 18       Household with children       32%       68%         Interview Type       Landline       25%       76%	Education	Not college graduate	29%	71%		
African American 27% 73%  Latino 32% 68%  Age 18 to 29 29% 71%  30 to 44 30% 70%  45 to 59 37% 63%  Age Under 45 29% 71%  45 or older 26% 74%  Gender Men 27% 73%  Women 28% 72%  Marital Status Married 25% 75%  Households with children under 18 No children in household 18  Interview Type Landline 25% 75%		College graduate	25%	75%		
Age       Latino       32%       68%         Age       18 to 29       29%       71%         30 to 44       30%       70%         45 to 59       37%       63%         60 or older       17%       83%         Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marrial Status       Married       25%       75%         Households with children under 18       Household with children in household       32%       68%         Interview Type       Landline       25%       75%	Race	White	28%	72%		
Age       18 to 29       29%       71%         30 to 44       30%       70%         45 to 59       37%       63%         60 or older       17%       83%         Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Households with children under 18       Household with children in household       32%       68%         Interview Type       Landline       25%       75%		African American	27%	73%		
30 to 44   30%   70%     45 to 59   37%   63%     60 or older   17%   83%     Age   Under 45   29%   71%     45 or older   26%   74%     Gender   Men   27%   73%     Women   28%   72%     Marital Status   Married   25%   75%     Not married   30%   70%     Households with children   Household with children   32%   68%     under 18   No children in household   24%   76%     Interview Type   Landline   25%   75%		Latino	32%	68%		
45 to 59       37%       63%         60 or older       17%       83%         Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Not married       30%       70%         Households with children under 18       No children in household       24%       76%         Interview Type       Landline       25%       75%	Age	18 to 29	29%	71%		
Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Not married       30%       70%         Households with children under 18       Household with children in household       24%       76%         Interview Type       Landline       25%       75%		30 to 44	30%	70%		
Age       Under 45       29%       71%         45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Not married       30%       70%         Households with children under 18       Household with children in household       24%       76%         Interview Type       Landline       25%       75%		45 to 59	37%	63%		
Gender       45 or older       26%       74%         Gender       Men       27%       73%         Women       28%       72%         Marital Status       Married       25%       75%         Not married       30%       70%         Households with children under 18       Household with children in household       24%       76%         Interview Type       Landline       25%       75%		60 or older	17%	83%		
Gender         Men         27%         73%           Women         28%         72%           Marital Status         Married         25%         75%           Not married         30%         70%           Households with children under 18         Household with children         32%         68%           Interview Type         Landline         25%         75%	Age	Under 45	29%	71%		
Women         28%         72%           Married         25%         75%           Not married         30%         70%           Households with children under 18         Household with children in household         32%         68%           Interview Type         Landline         25%         75%		45 or older	26%	74%		
Marrial Status Married 25% 75%  Not married 30% 70%  Households with children Household with children 32% 68% under 18  No children in household 24% 76%  Interview Type Landline 25% 75%	Gender	Men	27%	73%		
Not married 30% 70% Households with children under 18 No children in household 24% 76% Interview Type Landline 25% 75%		Women	28%	72%		
Households with children Household with children 32% 68% under 18 No children in household 24% 76% Interview Type Landline 25% 75%	Marital Status	Married	25%	75%		
under 18 No children in household 24% 76% Interview Type Landline 25% 75%		Not married	30%	70%		
Interview Type Landline 25% 75%	Households with children	Household with children	32%	68%		
Interview Type Landline 25% 75%	under 18	No children in household	24%	76%		
**	Interview Type					
CEII DIIONE 3170 0970	~ 1	Cell phone	31%	69%		

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

Is your winter coat or the coat you wear when the weather gets colder brand new this season, new but not this season, worn but still warm, or does it need to be replaced?

New (Brand new this season/New, but not this

		season/New, but not this season) Worn, but still warm Needs to be re		Needs to be replaced
		Row %	Row %	Row %
National Adults		35%	53%	12%
National Registered Voters		35%	53%	12%
Party Identification^	Democrat	36%	50%	14%
	Republican	36%	56%	7%
	Independent	35%	54%	12%
Party Identification*	Strong Democrats	36%	53%	11%
	Soft Democrats	35%	50%	15%
	Just Independents	34%	49%	16%
	Soft Republicans	36%	55%	8%
	Strong Republicans	35%	57%	8%
Tea Party Supporters^		38%	48%	14%
Political Ideology^	Very liberal-Liberal	40%	49%	10%
	Moderate	36%	53%	11%
	Conservative-Very conservative	32%	55%	13%
Region	Northeast	37%	50%	12%
	Midwest	30%	56%	14%
	South	35%	53%	12%
	West	39%	53%	8%
Household Income	Less than \$50,000	30%	53%	17%
	\$50,000 or more	40%	52%	8%
Education	Not college graduate	33%	54%	13%
	College graduate	38%	52%	10%
Race	White	33%	55%	11%
	African American	35%	53%	12%
	Latino	41%	50%	9%
Age	18 to 29	44%	42%	14%
	30 to 44	41%	47%	12%
	45 to 59	34%	52%	14%
	60 or older	27%	63%	9%
Age	Under 45	42%	45%	13%
	45 or older	30%	58%	11%
Gender	Men	35%	55%	9%
	Women	34%	52%	14%
Marital Status	Married	34%	54%	12%
	Not married	35%	53%	12%
Households with children	Household with children	39%	46%	15%
under 18	No children in household	32%	58%	10%
Interview Type	Landline	33%	56%	10%
	Cell phone	37%	48%	15%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

Compared to last year, do you have more, less, or about the same amount of food in your refrigerator?

		of food in your refrigerator?		
	_	More	Less	About the same
		Row %	Row %	Row %
National Adults		9%	19%	72%
National Registered Voters		8%	19%	73%
Party Identification^	Democrat	7%	20%	72%
	Republican	8%	17%	75%
	Independent	8%	18%	74%
Party Identification*	Strong Democrats	9%	17%	74%
	Soft Democrats	8%	20%	73%
	Just Independents	9%	18%	74%
	Soft Republicans	6%	19%	76%
	Strong Republicans	8%	21%	71%
Tea Party Supporters^		12%	18%	70%
Political Ideology^	Very liberal-Liberal	8%	14%	78%
	Moderate	6%	21%	73%
	Conservative-Very conservative	9%	19%	72%
Region	Northeast	3%	25%	72%
	Midwest	10%	17%	73%
	South	10%	21%	70%
	West	13%	13%	74%
Household Income	Less than \$50,000	10%	27%	63%
	\$50,000 or more	9%	12%	79%
Education	Not college graduate	10%	21%	68%
	College graduate	6%	15%	79%
Race	White	7%	17%	76%
	African American	16%	31%	53%
	Latino	19%	20%	61%
Age	18 to 29	17%	24%	58%
	30 to 44	10%	21%	69%
	45 to 59	5%	25%	70%
	60 or older	8%	11%	81%
Age	Under 45	13%	22%	65%
	45 or older	7%	17%	76%
Gender	Men	12%	17%	71%
	Women	7%	21%	72%
Marital Status	Married	9%	13%	78%
	Not married	9%	26%	65%
Households with children	Household with children	12%	19%	69%
under 18	No children in household	8%	18%	74%
Interview Type	Landline	8%	17%	75%
	Cell phone	12%	22%	66%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?

		Get better	Get worse	Stay about the same
		Row %	Row %	Row %
National Adults		35%	11%	54%
National Registered Voters		34%	11%	56%
Party Identification^	Democrat	41%	7%	52%
	Republican	22%	15%	63%
	Independent	32%	12%	56%
Party Identification*	Strong Democrats	44%	4%	53%
	Soft Democrats	39%	10%	51%
	Just Independents	37%	13%	51%
	Soft Republicans	22%	13%	65%
	Strong Republicans	21%	17%	62%
Tea Party Supporters^		31%	17%	52%
Political Ideology^	Very liberal-Liberal	36%	4%	59%
	Moderate	36%	10%	54%
	Conservative-Very conservative	28%	15%	57%
Region	Northeast	37%	9%	53%
	Midwest	34%	11%	55%
	South	35%	13%	53%
	West	34%	8%	58%
Household Income	Less than \$50,000	37%	11%	52%
	\$50,000 or more	33%	10%	57%
Education	Not college graduate	38%	11%	51%
	College graduate	30%	9%	60%
Race	White	29%	13%	58%
	African American	58%	2%	40%
	Latino	44%	6%	50%
Age	18 to 29	59%	5%	36%
	30 to 44	38%	9%	52%
	45 to 59	35%	13%	52%
	60 or older	20%	12%	68%
Age	Under 45	47%	7%	46%
	45 or older	27%	13%	61%
Gender	Men	38%	11%	51%
	Women	32%	11%	58%
Marital Status	Married	30%	11%	58%
	Not married	40%	10%	50%
Households with children	Household with children	44%	10%	46%
under 18	No children in household	30%	11%	59%
Interview Type	Landline	28%	11%	61%
	Cell phone	48%	9%	43%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

	National Adults				
	In the coming year, do you exp	In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?			
	Get better	Get worse	Stay about the same		
	Row %	Row %	Row %		
February 2014	35%	11%	54%		
July 2013	29%	19%	52%		
March 2013	26%	26%	48%		
March 2012	32%	14%	55%		
November 2011	22%	19%	59%		
September 2011	28%	17%	55%		
August 2011	25%	26%	49%		
July 2011	28%	20%	52%		
April 2011	27%	25%	48%		
December 2010	29%	19%	52%		
September 21, 2010	30%	18%	52%		
June 9, 2010	33%	15%	52%		
April 15, 2009	28%	22%	50%		

Thinking about the coming year, are you optimistic, pessimistic, or uncertain about how things are going in your own life?

		Optimistic	Pessimistic	Uncertain
		Row %	Row %	Row %
National Adults		69%	7%	24%
National Registered Voters		70%	7%	22%
Party Identification^	Democrat	79%	4%	17%
	Republican	69%	6%	26%
	Independent	65%	11%	24%
Party Identification*	Strong Democrats	83%	4%	12%
	Soft Democrats	74%	5%	21%
	Just Independents	64%	13%	23%
	Soft Republicans	62%	8%	30%
	Strong Republicans	70%	8%	22%
Γea Party Supporters^		66%	9%	24%
Political Ideology <sup>^</sup>	Very liberal-Liberal	88%	2%	10%
2,	Moderate	71%	7%	22%
	Conservative-Very conservative	63%	10%	27%
Region	Northeast	66%	7%	27%
8	Midwest	68%	7%	24%
	South	65%	8%	27%
	West	79%	6%	15%
Household Income	Less than \$50,000	66%	8%	26%
	\$50,000 or more	74%	7%	19%
Education	Not college graduate	64%	7%	28%
	College graduate	77%	7%	16%
Race	White	70%	6%	25%
	African American	74%	8%	18%
	Latino	62%	12%	25%
Age	18 to 29	75%	4%	21%
	30 to 44	76%	8%	16%
	45 to 59	60%	7%	33%
	60 or older	69%	7%	24%
Age	Under 45	75%	7%	18%
	45 or older	65%	7%	28%
Gender	Men	68%	9%	23%
	Women	70%	6%	24%
Marital Status	Married	72%	6%	22%
	Not married	67%	8%	25%
Households with children	Household with children	75%	7%	19%
under 18	No children in household	66%	7%	26%
Interview Type	Landline	68%	8%	24%
	Cell phone	71%	6%	23%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

Do you think that the U.S. economy is currently in a recession or not? Yes No Unsure Row % Row % Row % National Adults 61% 34% 4% National Registered Voters 61% 35% 4% Party Identification^ 49% 47% 4% Democrat Republican 5% 72% 23% Independent 64% 34% 2% Strong Democrats Party Identification\* 47% 51% 1% 5% Soft Democrats 49% 46% Just Independents 65% 32% 3% 75% 23% 2% Soft Republicans 7% Strong Republicans 73% 20% Tea Party Supporters^ 76% 21% 3% Political Ideology^ Very liberal-Liberal 49% 48% 3% Moderate 4% 55% 41% Conservative-Very conservative 73% 24% 3% Region Northeast 59% 37% 3% Midwest 60% 34% 6% South 62% 34% 3% West 62% 32% 5% Less than \$50,000 5% Household Income 67% 28% \$50,000 or more 56% 42% 2% Education 5% Not college graduate 64% 30% 3% College graduate 56% 41% Race White 64% 32% 3% African American 53% 41% 5% Latino 26% 9% 65% Age 18 to 29 64% 30% 6% 30 to 44 4% 56% 41% 45 to 59 31% 1% 68% 60 or older 59% 35% 6% Age Under 45 59% 36% 4% 45 or older 63% 33% 4% Gender Men 61% 37% 2% Women 62% 32% 6% Marital Status Married 38% 4% 58% 5% Not married 64% 31% Households with children Household with children 60% 36% 4% under 18 No children in household 62% 34% 4% 35% 5% Landline 61% Interview Type Cell phone 62% 34%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

	National Adults  Do you think that the U.S. economy is currently in a recession or not?				
	Yes	No	Unsure		
	Row %	Row %	Row %		
February 2014	61%	34%	4%		
July 2013	54%	38%	8%		
March 2013	63%	33%	4%		
March 2012	66%	30%	4%		
November 2011	73%	25%	3%		
September 2011	75%	22%	3%		
July 2011	75%	20%	5%		
April 2011	71%	25%	4%		
January 2011	71%	24%	5%		
December 2010	79%	19%	2%		
September 2010	80%	18%	2%		
May 2008	78%	17%	5%		

In general, thinking about the way things are going in the country, do you feel things are going in the right direction or that things are going in the wrong direction?

		Right direction	Wrong direction	Unsure
		Row %	Row %	Row %
National Adults		30%	63%	8%
National Registered Voters		30%	62%	7%
Party Identification^	Democrat	56%	32%	12%
	Republican	12%	82%	6%
	Independent	21%	75%	4%
Party Identification*	Strong Democrats	63%	26%	11%
	Soft Democrats	42%	47%	11%
	Just Independents	22%	72%	5%
	Soft Republicans	11%	85%	4%
	Strong Republicans	5%	91%	4%
Tea Party Supporters^		11%	85%	4%
Political Ideology^	Very liberal-Liberal	50%	38%	12%
	Moderate	37%	57%	5%
	Conservative-Very conservative	17%	77%	6%
Region	Northeast	34%	58%	8%
	Midwest	25%	63%	12%
	South	25%	69%	6%
	West	38%	56%	6%
Household Income	Less than \$50,000	28%	65%	7%
	\$50,000 or more	33%	62%	6%
Education	Not college graduate	28%	63%	9%
	College graduate	32%	62%	6%
Race	White	24%	69%	7%
	African American	58%	35%	7%
	Latino	30%	56%	13%
Age	18 to 29	36%	52%	12%
	30 to 44	35%	60%	5%
	45 to 59	23%	69%	8%
	60 or older	30%	64%	7%
Age	Under 45	35%	57%	8%
	45 or older	27%	66%	7%
Gender	Men	31%	63%	6%
	Women	28%	62%	10%
Marital Status	Married	26%	68%	6%
	Not married	34%	56%	10%
Households with children	Household with children	30%	64%	6%
under 18	No children in household	30%	61%	9%
Interview Type	Landline	26%	66%	8%
	Cell phone	36%	56%	8%

<sup>^</sup>National Registered Voters: n=1039 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

<sup>\*</sup>Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

#### National Adults In general, thinking about the way things are going in the country, do you feel things are going in the right direction or that things are going in the wrong direction? Right direction Wrong direction Unsure Row % Row % February 2014 30% 8% December 2013 30% 66% 4% July 2013 30% 11% 60% April 2013 38% 58% 4% March 2013 35% 60% 5% December 2012 40% 55% 5% March 2012 43% 53% 4% November 2011 25% 70% 4% September 2011 22% 73% 5% August 2011 21% 70% 10% June 2011 32% 59% 9% April 2011 31% 64% 5% 47% 12% January 2011 41% December 2010 34% 58% 8% November 23, 2010 41% 53% 6% October 28, 2010 38% 52% 10% September 22, 2010 41% 56% 3% July 6, 2010 37% 56% 7% March 31, 2010 43% 53% 4% February 8, 2010 38% 54% 8% December 8, 2009 46% 46% 8% October 14, 2009 47% 47% 6% August 12, 2009 50% 42% 8% June 8, 2009 50% 40% 10% April 27, 2009 44% 44% 12% April 15, 2009 49% 40% 11% November 2007 23% 67% 10% May 2007 9% 26% 65% February 2007 29% 8% 63% December 2006 31% 60% 9% October 2006 33% 58% 9% February 2006 34% 61% 5% October 2005 31% 62% 7% May 2005 38% 56% 6% 47% February 2005 48% 5% October 21, 2004 42% 55% 3% October 07, 2004 39% 53% 8% September 2004 38% 52% 10% August 2004 40% 48% 12% July 2004 37% 52% 11% April 2004 43% 51% 6% March 2004 43% 52% 5% November 2003 45% 48% 7%

April 2003

January 2003

October 2002

April 2002

January 2002

March 2001

January 2001

Marist Poll National Adults

55%

42%

45%

60%

60%

41%

56%

34%

48%

46%

32%

30%

44%

32%

11%

10%

9%

8%

10%

15%

12%