

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1,084 National Adults**

This survey of 1,084 adults was conducted April 4<sup>th</sup> through April 12<sup>th</sup>, 2019 by The Marist Poll. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from Survey Sampling International. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.6$  percentage points. Tables include results for subgroups with a minimum sample size of 100 unweighted completed interviews as to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

## Nature of the Sample

		National Adults
		Column %
<b>National Adults</b>		100%
<b>Gender</b>	<b>Men</b>	49%
	<b>Women</b>	51%
<b>Age</b>	<b>18 to 29</b>	22%
	<b>30 to 44</b>	24%
	<b>45 to 59</b>	25%
	<b>60 or older</b>	28%
<b>Generation</b>	<b>Gen Z/Millennials (18-37)</b>	35%
	<b>Gen X (38-53)</b>	26%
	<b>Baby Boomers (54-72)</b>	27%
	<b>Silent-Greatest (Over 72)</b>	13%
<b>Race/Ethnicity</b>	<b>White</b>	60%
	<b>African American</b>	11%
	<b>Latino</b>	16%
	<b>Other</b>	12%
<b>Region</b>	<b>Northeast</b>	18%
	<b>Midwest</b>	21%
	<b>South</b>	38%
	<b>West</b>	23%
<b>Education</b>	<b>Not college graduate</b>	59%
	<b>College graduate</b>	41%
<b>Area Description</b>	<b>Big city</b>	25%
	<b>Small city</b>	19%
	<b>Suburban</b>	20%
	<b>Small town</b>	21%
	<b>Rural</b>	15%
<b>Interview Type</b>	<b>Landline</b>	38%
	<b>Cell phone</b>	62%

Marist Poll National Adults. Interviews conducted April 4th through April 12th, 2019, n=1084  
 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

**LMMAGE1. Marist Poll National Tables April 4th through April 12th, 2019**

		National Adults		
		Do you think someone who is 68 is young, middle-aged, or old?		
		Young	Middle-aged	Old
		Row %	Row %	Row %
National Adults		6%	48%	46%
Region	Northeast	5%	52%	44%
	Midwest	7%	53%	40%
	South	7%	48%	45%
	West	4%	43%	53%
Household Income	Less than \$50,000	9%	51%	41%
	\$50,000 or more	4%	46%	50%
Education	Not college graduate	6%	47%	47%
	College graduate	5%	51%	43%
Race/Ethnicity	White	5%	52%	43%
	Non-white	7%	42%	51%
Age	Under 45	2%	39%	59%
	45 or older	9%	56%	34%
Generation	Gen Z/Millennials (18-37)	2%	37%	62%
	Gen X (38-53)	2%	51%	46%
	Baby Boomers (54-72)	7%	56%	37%
	Silent-Greatest (Over 72)	22%	59%	19%
Gender	Men	5%	38%	57%
	Women	7%	59%	34%
Area Description	Big city	7%	45%	48%
	Small city	4%	51%	45%
	Suburban	5%	44%	51%
	Small town	7%	55%	38%
	Rural	6%	49%	45%

Marist Poll National Adults. Interviews conducted April 4th through April 12th, 2019, n=1084 MOE +/- 3.6 percentage points.

Totals may not add to 100% due to rounding.

**LMMAGE1TRND. Marist Poll National Tables**

National Adults				
Do you think someone who is <age> years old is young, middle-aged, or old?				
		<b>Young</b>	<b>Middle- aged</b>	<b>Old</b>
	AGE	Row %	Row %	Row %
May 2019	68	6%	48%	46%
May 2018	67	6%	53%	40%
May 2017	66	10%	58%	33%
May 2016	65	11%	55%	34%
May 2015	64	12%	57%	31%
May 2014	63	13%	60%	27%
May 2013	62	13%	59%	28%
May 2012	61	15%	63%	22%
May 2011	60	13%	63%	23%
May 2010	59	15%	72%	13%
May 2009	58	18%	72%	10%
May 2008	57	15%	77%	8%
May 2007	56	27%	68%	6%
May 2006	55	28%	67%	5%
May 2005	54	26%	69%	5%
May 2004	53	23%	71%	6%
May 2003	52	28%	67%	5%
May 2002	51	21%	73%	6%
May 2001	50	27%	67%	6%
May 2000	49	32%	66%	3%
May 1999	48	33%	65%	3%
May 1998	47	35%	63%	2%
May 1997	46	36%	63%	1%
May 1996	45	38%	60%	2%

Marist Poll National Adults