

## How the Survey was Conducted

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### **Nature of the Sample: National Poll of 1,026 Adults**

This survey of 1,026 adults was conducted on November 8<sup>th</sup> through November 10<sup>th</sup>, 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  $\pm 3.0$  percentage points. There are 872 registered voters. The results for this subset are statistically significant within  $\pm 3.5$  percentage points. The error margin increases for cross-tabulations.

## Nature of the Sample: Adults & Registered Voters

|                      |                           | National        |                   |
|----------------------|---------------------------|-----------------|-------------------|
|                      |                           | National Adults | Registered Voters |
|                      |                           | Col %           | Col %             |
| National Adults      |                           | 100%            |                   |
| Registered Voters    |                           | 85%             | 100%              |
| Party Identification | Democrat                  | n/a             | 35%               |
|                      | Republican                | n/a             | 26%               |
|                      | Independent               | n/a             | 37%               |
|                      | Other                     | n/a             | 2%                |
| Support Tea Party    | Yes                       | n/a             | 25%               |
| Political Ideology   | Very liberal              | n/a             | 4%                |
|                      | Liberal                   | n/a             | 16%               |
|                      | Moderate                  | n/a             | 38%               |
|                      | Conservative              | n/a             | 32%               |
|                      | Very conservative         | n/a             | 10%               |
| Region               | Northeast                 | 18%             | 19%               |
|                      | Midwest                   | 22%             | 23%               |
|                      | South                     | 37%             | 37%               |
|                      | West                      | 23%             | 22%               |
| Household Income     | Less than \$50,000        | 49%             | 47%               |
|                      | \$50,000 or more          | 51%             | 53%               |
| Race                 | White                     | 73%             | 76%               |
|                      | African American          | 9%              | 10%               |
|                      | Latino                    | 10%             | 8%                |
|                      | Other                     | 7%              | 7%                |
| Race                 | White                     | 73%             | 76%               |
|                      | Non-white                 | 27%             | 24%               |
| Age                  | Under 45                  | 32%             | 27%               |
|                      | 45 or older               | 68%             | 73%               |
| Generation           | Millennials (18-30)       | 18%             | 13%               |
|                      | Gen X (31-46)             | 18%             | 17%               |
|                      | Baby Boomers (47-65)      | 37%             | 40%               |
|                      | Silent-Greatest (Over 65) | 27%             | 31%               |
| Gender               | Men                       | 49%             | 48%               |
|                      | Women                     | 51%             | 52%               |
| Interview Type       | Landline                  | 75%             | 79%               |
|                      | Cell Phone                | 25%             | 21%               |

Marist Poll National Adults: Interviews conducted November 8th through 10th, 2011, N=1026 MOE +/- 3%. Marist Poll National Registered Voters: N=872 MOE +/- 3.5%. Totals may not add to 100% due to rounding.