

## How the Survey was Conducted

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### **Nature of the Sample: McClatchy-Marist National Poll of 1,204 Adults**

This survey of 1,204 adults was conducted July 15<sup>th</sup> through July 18<sup>th</sup>, 2013. 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 landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.8$  percentage points. There are 980 registered voters. The results for this subset are statistically significant within  $\pm 3.1$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults	National Registered Voters
		Col %	Col %
National Adults		100%	
National Registered Voters		81%	100%
Party Identification	Democrat	n/a	34%
	Republican	n/a	25%
	Independent	n/a	37%
	Other	n/a	4%
Party Identification*	Strong Democrats	n/a	22%
	Not strong Democrats	n/a	13%
	Democratic leaning independents	n/a	11%
	Just Independents	n/a	13%
	Republican leaning independents	n/a	13%
	Not strong Republicans	n/a	12%
	Strong Republicans	n/a	13%
	Other	n/a	4%
	Political Ideology	Very conservative	n/a
Conservative		n/a	29%
Moderate		n/a	36%
Liberal		n/a	19%
Very liberal		n/a	6%
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	45%	39%
	45 or older	55%	61%
Age	18 to 29	22%	16%
	30 to 44	23%	22%
	45 to 59	27%	29%
	60 or older	28%	32%
Race	White	67%	70%
	African American	11%	11%
	Latino	14%	13%
	Other	7%	5%
Region	Northeast	18%	17%
	Midwest	22%	24%
	South	37%	38%
	West	23%	22%
Household Income	Less than \$50,000	49%	46%
	\$50,000 or more	51%	54%
Education	Not college graduate	60%	57%
	College graduate	40%	43%
Interview Type	Landline	64%	67%
	Cell Phone	36%	33%

McClatchy-Marist Poll National Adults. Interviews conducted July 15th through July 18th, 2013, n=1204 MOE +/- 2.8 percentage points. National Registered Voters: n=980 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

\*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.

McClatchy-Marist Poll National Tables

		National Adults		
		Do you think that the U.S. economy is currently in a recession or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
National Adults		54%	38%	8%
National Registered Voters		55%	40%	6%
Party Identification <sup>^</sup>	Democrat	37%	56%	7%
	Republican	63%	32%	5%
	Independent	61%	34%	5%
Political Ideology <sup>^</sup>	Very liberal-Liberal	43%	53%	4%
	Moderate	57%	40%	3%
	Conservative-Very conservative	61%	31%	8%
Region	Northeast	50%	43%	7%
	Midwest	58%	36%	6%
	South	49%	43%	8%
	West	60%	29%	10%
Household Income	Less than \$50,000	61%	27%	12%
	\$50,000 or more	47%	50%	4%
Education	Not college graduate	62%	31%	8%
	College graduate	44%	47%	9%
Race	White	57%	37%	6%
	Non-white	50%	40%	11%
Age	18 to 29	72%	19%	9%
	30 to 44	45%	44%	11%
	45 to 59	53%	44%	3%
	60 or older	50%	40%	10%
Age	Under 45	58%	32%	10%
	45 or older	52%	42%	6%
Gender	Men	50%	42%	8%
	Women	58%	34%	8%
Interview Type	Landline	53%	40%	7%
	Cell Phone	56%	34%	10%

McClatchy-Marist Poll National Adults Split Sample. Interviews conducted July 15th through July 18th, 2013, n=557  
 MOE +/- 4.2 percentage points.

<sup>^</sup>National Registered Voters: n=468 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

	National Adults		
	Do you think that the U.S. economy is currently in a recession or not?		
	Yes	No	Unsure
	Row %	Row %	Row %
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%
Marist Poll National Adults			

McClatchy-Marist Poll National Tables

		National Adults		
		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		29%	19%	52%
National Registered Voters		26%	20%	54%
Party Identification^	Democrat	42%	11%	47%
	Republican	12%	28%	60%
	Independent	24%	20%	56%
Political Ideology^	Very liberal-Liberal	34%	11%	55%
	Moderate	27%	17%	55%
	Conservative-Very conservative	21%	28%	51%
Region	Northeast	33%	18%	48%
	Midwest	27%	16%	56%
	South	31%	22%	47%
	West	25%	18%	58%
Household Income	Less than \$50,000	25%	21%	54%
	\$50,000 or more	32%	18%	50%
Education	Not college graduate	29%	19%	52%
	College graduate	29%	18%	53%
Race	White	22%	21%	56%
	Non-white	45%	14%	41%
Age	18 to 29	38%	4%	58%
	30 to 44	37%	20%	43%
	45 to 59	27%	24%	49%
	60 or older	21%	21%	58%
Age	Under 45	37%	12%	50%
	45 or older	23%	23%	54%
Gender	Men	32%	18%	50%
	Women	26%	19%	54%
Interview Type	Landline	26%	20%	54%
	Cell Phone	35%	16%	49%

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 MOE +/- 4.2 percentage points.

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	National Adults		
	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 %
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%
Marist Poll National Adults			

McClatchy-Marist Poll National Tables

National Adults			
In the coming year, do you feel you will be economically better off, about the same, or worse off than you are now?			
	Better off	About the same	Worse off
	Row %	Row %	Row %
National Adults	29%	39%	32%
National Registered Voters	26%	41%	33%
Party Identification^			
Democrat	42%	42%	16%
Republican	11%	41%	48%
Independent	20%	43%	37%
Political Ideology^			
Very liberal-Liberal	37%	43%	20%
Moderate	26%	43%	31%
Conservative-Very conservative	20%	36%	44%
Region			
Northeast	27%	43%	31%
Midwest	28%	35%	37%
South	27%	39%	34%
West	34%	38%	27%
Household Income			
Less than \$50,000	28%	37%	35%
\$50,000 or more	31%	40%	29%
Education			
Not college graduate	27%	37%	35%
College graduate	31%	42%	28%
Race			
White	23%	41%	36%
Non-white	45%	32%	23%
Age			
18 to 29	44%	33%	23%
30 to 44	32%	39%	29%
45 to 59	24%	36%	40%
60 or older	21%	46%	33%
Age			
Under 45	38%	36%	26%
45 or older	23%	41%	36%
Gender			
Men	33%	39%	28%
Women	25%	39%	36%
Interview Type			
Landline	25%	40%	35%
Cell Phone	36%	37%	27%

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