



## **What's in a Number?**

\*\*\* Complete Tables for Poll Appended \*\*\*

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### **This Marist Poll Reports:**

It's time to wish The Marist Poll's fearless leader, Dr. Lee M. Miringoff, a happy birthday! What are Americans giving Dr. Miringoff this year? Their gift is another year of being middle-aged! Six in ten adults nationally -- 60% -- think Dr. Miringoff's current age, 63 years old, is middle-aged. 27% consider it old, and 13% say it is young.

"I'm very gratified with these results," says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. "Truth be told, when I wanted to reach 6 – 3, I was thinking height not age."

The good news is Americans' attitudes have changed little since last year. At that time, 59% thought Dr. Miringoff's age, 62, was middle-aged. 28% said 62 was old, and an identical 13% believed it to be young.

Age matters. Younger Americans are nearly three times as likely than older residents to think 63 is old. 42% of those under 45 have this opinion. This compares with 15% of those 45 or older.

## How the Survey was Conducted

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### **Nature of the Sample: Marist National Poll of 1,212 Adults**

This survey of 1,212 adults was conducted April 7<sup>th</sup> through April 10<sup>th</sup>, 2014 by The Marist Poll. 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  $\pm 2.8$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults
		Col %
National Adults		100%
Gender	Men	49%
	Women	51%
Age	Under 45	45%
	45 or older	55%
Age	18 to 29	23%
	30 to 44	22%
	45 to 59	29%
	60 or older	27%
Race	White	67%
	African American	11%
	Latino	14%
	Other	7%
Region	Northeast	18%
	Midwest	22%
	South	37%
	West	23%
Household Income	Less than \$50,000	50%
	\$50,000 or more	50%
Education	Not college graduate	63%
	College graduate	37%
Interview Type	Landline	59%
	Cell phone	41%

Marist Poll National Adults. Interviews conducted April 7th through April 10th, 2014, n=1212  
 MOE +/- 2.8 percentage points.

Marist Poll National Tables

		National Adults		
		Do you think that a person who is 63 years old is young, middle-aged, or old?		
		Young	Middle-aged	Old
		Row %	Row %	Row %
National Adults		13%	60%	27%
Region	Northeast	14%	61%	25%
	Midwest	17%	58%	25%
	South	11%	62%	26%
	West	11%	58%	31%
Household Income	Less than \$50,000	14%	63%	23%
	\$50,000 or more	12%	57%	30%
Education	Not college graduate	14%	58%	27%
	College graduate	11%	64%	24%
Age	Under 45	6%	53%	42%
	45 or older	19%	66%	15%
Age	18 to 29	5%	47%	48%
	30 to 44	6%	59%	34%
	45 to 59	13%	69%	19%
	60 or older	26%	63%	11%
Race	White	14%	63%	24%
	Non-white	12%	55%	33%
Gender	Men	12%	55%	33%
	Women	14%	65%	21%
Interview Type	Landline	16%	63%	21%
	Cell phone	9%	56%	35%

Marist Poll National Adults: Interviews conducted April 7th through April 10th, 2014, n=1212 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.