

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1,011 National Adults**

This survey of 1,011 adults was conducted April 10<sup>th</sup> through April 13<sup>th</sup>, 2018 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 ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.6$  percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

**Nature of the Sample**

|                  |                      | National Adults |
|------------------|----------------------|-----------------|
|                  |                      | Col %           |
| National Adults  |                      | 100%            |
| Gender           | Men                  | 49%             |
|                  | Women                | 51%             |
| Age              | Under 45             | 46%             |
|                  | 45 or older          | 54%             |
| Age              | 18 to 29             | 21%             |
|                  | 30 to 44             | 25%             |
|                  | 45 to 59             | 26%             |
|                  | 60 or older          | 27%             |
| Age              | Under 70             | 84%             |
|                  | 70 or older          | 16%             |
| Age              | Under 75             | 90%             |
|                  | 75 or older          | 10%             |
|                  |                      |                 |
| Race             | White                | 58%             |
|                  | African American     | 13%             |
|                  | Latino               | 16%             |
|                  | Other                | 12%             |
| Region           | Northeast            | 18%             |
|                  | Midwest              | 21%             |
|                  | South                | 38%             |
|                  | West                 | 23%             |
| Household Income | Less than \$50,000   | 44%             |
|                  | \$50,000 or more     | 56%             |
| Education        | Not college graduate | 54%             |
|                  | College graduate     | 46%             |
| Interview Type   | Landline             | 34%             |
|                  | Cell phone           | 66%             |

Marist Poll National Adults. Interviews conducted April 10th through April 13th, 2018, n=1011 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

**LMMAGE. Marist Poll National Tables April 10th through April 13th, 2018**

|                  |                      | National Adults   |             |       |
|------------------|----------------------|---|-------------|-------|
|                  |                      | Do you think someone who is 67 is young, middle-aged, or old? |             |       |
|                  |                      | Young   | Middle-aged | Old   |
|                  |                      | Row %   | Row %       | Row % |
| National Adults  |                      | 6%  | 53%         | 40%   |
| Region           | Northeast            | 7%  | 58%         | 35%   |
|                  | Midwest              | 6%  | 47%         | 47%   |
|                  | South                | 7%  | 54%         | 39%   |
|                  | West                 | 4%  | 54%         | 42%   |
| Household Income | Less than \$50,000   | 6%  | 51%         | 43%   |
|                  | \$50,000 or more     | 5%  | 56%         | 39%   |
| Education        | Not college graduate | 7%  | 50%         | 43%   |
|                  | College graduate     | 5%  | 57%         | 38%   |
| Age              | Under 45             | 4%  | 40%         | 56%   |
|                  | 45 or older          | 8%  | 65%         | 27%   |
| Age              | 18 to 29             | 4%  | 38%         | 57%   |
|                  | 30 to 44             | 3%  | 42%         | 55%   |
|                  | 45 to 59             | 4%  | 64%         | 33%   |
|                  | 60 or older          | 12%   | 66%         | 22%   |
| Age              | Under 70             | 4%  | 51%         | 45%   |
|                  | 70 or older          | 16%   | 66%         | 18%   |
| Age              | Under 75             | 5%  | 52%         | 43%   |
|                  | 75 or older          | 16%   | 70%         | 13%   |
| Race             | White                | 7%  | 56%         | 36%   |
|                  | African American     | 3%  | 46%         | 50%   |
|                  | Latino               | 7%  | 52%         | 41%   |
| Gender           | Men                  | 6%  | 45%         | 49%   |
|                  | Women                | 7%  | 61%         | 33%   |
| Interview Type   | Landline             | 9%  | 61%         | 30%   |
|                  | Cell phone           | 5%  | 49%         | 46%   |

Marist Poll National Adults. Interviews conducted April 10th through April 13th, 2018, n=1011 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<br>young, middle-aged, or old? |     |              |                         |            |
|   |     | <b>Young</b> | <b>Middle-<br/>aged</b> | <b>Old</b> |
|   | AGE | Row %        | Row %                   | Row %      |
| 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