Nature of the Sample: Marist Poll of 1,130 National Adults

This survey of 1,130 adults was conducted December 13th through December 14th, 2023 by the Marist Poll. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By text or online. Survey questions were available in English or Spanish. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ±3.5 percentage points. There are 1,014 registered voters. The results for this subset are statistically significant within ±3.7 percentage points. Tables include results for subgroups 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	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		90%	100%
Party Identification	Democrat	n/a	38%
	Republican	n/a	31%
	Independent	n/a	29%
	Other	n/a	1%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	46%	43%
	45 or older	54%	57%
Age	18 to 29	21%	18%
	30 to 44	25%	24%
	45 to 59	25%	27%
	60 or older	29%	31%
Race/Ethnicity	White	62%	63%
	Black	11%	12%
	Latino	15%	14%
	Other	12%	11%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	38%
	West	24%	24%
Household Income	Less than $50,000	37%	34%
	$50,000 or more	63%	66%
Education	Not college graduate	61%	58%
	College graduate	39%	42%
Area Description	Big city	21%	21%
	Small city	15%	14%
	Suburban	38%	39%
	Small town	13%	12%
	Rural	13%	13%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023, n=1,130 MOE +/- 3.5 percentage points. National Registered Voters: n=1,014 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NYR1200. Marist Poll National Tables December 13th through December 14th, 2023

		National Adults		
		Thinking about what is ahead for the world in 2024, are you generally:		
		More optimistic	More pessimistic	Vol: Unsure
		Row %	Row %	Row %
National Adults		40%	59%	1%
National Registered Voters		39%	60%	0%
Party Identification	Democrat	51%	49%	0%
	Republican	31%	69%	0%
	Independent	33%	67%	0%
Region	Northeast	44%	56%	0%
	Midwest	36%	64%	0%
	South	44%	55%	1%
	West	34%	64%	1%
Household Income	Less than $50,000	49%	50%	1%
	$50,000 or more	36%	64%	0%
Education	Not college graduate	41%	58%	1%
	College graduate	39%	60%	0%
Race/Ethnicity	White	37%	62%	1%
	Non-white	46%	54%	1%
Age	Under 45	47%	52%	1%
	45 or older	34%	65%	0%
Age	18 to 29	54%	44%	2%
	30 to 44	41%	59%	0%
	45 to 59	34%	65%	0%
	60 or older	35%	65%	0%
Gender	Men	36%	64%	0%
	Women	45%	54%	1%
Area Description	Big city	48%	51%	1%
	Small city	38%	61%	1%
	Suburban	35%	64%	0%
	Small town	47%	52%	1%
	Rural	36%	64%	0%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023. Totals may not add to 100% due to rounding.

	National Adults		
	Thinking about what is ahead for the world in [YEAR], are you generally more optimistic or more pessimistic?		
	More optimistic	More pessimistic	Unsure
	Row %	Row %	Row %
December 2023	40%	59%	1%
December 2022	48%	51%	2%
December 2021	49%	47%	4%
December 2020	56%	38%	6%
December 2019	60%	35%	5%
December 2018	60%	37%	3%

Marist Poll National Adults

ECO0102. Marist Poll National Tables December 13th through December 14th, 2023

		National Adults		
		In the coming year, do you expect your personal family finances to:		
		Get better	Get worse	Stay about the same
		Row %	Row %	Row %
National Adults		33%	30%	38%
National Registered Voters		32%	31%	37%
Party Identification	Democrat	41%	13%	47%
	Republican	24%	48%	28%
	Independent	30%	37%	33%
Region	Northeast	30%	29%	40%
	Midwest	32%	29%	39%
	South	34%	30%	36%
	West	33%	31%	36%
Household Income	Less than $50,000	37%	30%	33%
	$50,000 or more	31%	29%	40%
Education	Not college graduate	32%	34%	34%
	College graduate	33%	23%	44%
Race/Ethnicity	White	28%	30%	42%
	Non-white	40%	29%	31%
Age	Under 45	45%	25%	29%
	45 or older	21%	34%	45%
Age	18 to 29	53%	21%	26%
	30 to 44	39%	29%	32%
	45 to 59	24%	35%	42%
	60 or older	19%	33%	48%
Gender	Men	30%	36%	35%
	Women	35%	24%	41%
Area Description	Big city	49%	20%	31%
	Small city	32%	34%	34%
	Suburban	26%	31%	43%
	Small town	33%	30%	37%
	Rural	25%	37%	38%

Marist Poll National Adults. Interviews conducted December 13th through December 14th, 2023. Totals may not add to 100% due to rounding.

ECO0102TRND. Marist Poll National Trend

	National Adults		
	In the coming year, do you expect your personal family finances to:		
	Get better	Get worse	Stay about the same
	Row %	Row %	Row %
December 2023	33%	30%	38%
February 2022	36%	22%	41%
July 2021	30%	24%	46%
December 2018	37%	13%	49%
December 2016	38%	12%	50%
July 2016	28%	17%	56%
July 2016	28%	17%	56%
November 2015	33%	15%	52%
September 2015	34%	13%	52%
December 2014	32%	17%	51%
October 2014	30%	17%	54%
February 2014	35%	11%	54%
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 2010	30%	18%	52%
June 2010	33%	15%	52%
April 2009	28%	22%	50%

Marist Poll National Adults