

# WSJ/NORC Poll March 2023

Conducted by NORC at the University of Chicago

With funding from the Wall Street Journal

Interviews: 03/01-13/2022 1,019 adults

Margin of sampling error: +/- 4.1 percentage points at the 95% confidence level among all

adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

NOTE: Additional questions held for future release

#### NATECON. Would you describe the state of the nation's economy these days as...?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC
	03/01-13/2023
Excellent/good NET	20
Excellent	1
Good	19
Poor/not so good NET	80
Poor	54
Not so good	26
DON'T KNOW	*
SKIPPED/REFUSED	*

N= 1,019

Q5B. Over the course of the next year, do you think the state of the economy will get better, stay about the same, or get worse?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC
	03/01-13/2023
Will get better	15
Will stay about the same	38
Will get worse	47
DON'T KNOW	*
SKIPPED/REFUSED	*
N=	1 019

SATFIN. We are interested in how people are getting along financially these days. So far as you and your family are concerned, would you say that you are pretty well satisfied with your present financial situation, more or less satisfied, or not satisfied at all?

### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC	WSJ/NORC
	03/01-13/2023	05/09-17/2022
Pretty well satisfied	16	14
More or less satisfied	46	51
Not satisfied at all	38	35
DON'T KNOW	-	-
SKIPPED/REFUSED	*	*

N=1,019

FINALTER. During the last few years, has your financial situation been getting better, worse, or has it stayed the same?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC	WSJ/NORC
	03/01-13/2023	05/09-17/2022
Better	22	24
Worse	39	38
Stayed the same	39	39
DON'T KNOW	-	-
SKIPPED/REFUSED	*	*

N=1,019 N= 1,071

GOODLIFE. The way things are in America, people like you and your family have a good chance of improving your standard of living - do you agree or disagree?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC	WSJ/NORC
	03/01-13/2023	05/09-17/2022
Strongly/somewhat agree NET	28	27
Strongly agree	5	4
Somewhat agree	23	22
Neither agree nor disagree	28	27
Somewhat/strongly disagree NET	44	46
Somewhat disagree	28	26
Strongly disagree	17	19
DON'T KNOW	*	-
SKIPPED/REFUSED	-	*

N=1,019 N= 1,071

GEN. Do you feel confident or not confident that life for our children's generation will be better than it has been for us?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Feel confident	21
Do not feel confident	78
DON'T KNOW	*
SKIPPED/REFUSED	*

### FINGOAL. Which of the following best describes your financial situation?

### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC
	03/01-13/2023
My finances are in worse condition than I	
expected for this stage in my life	44
My finances are about where I expected	
them to be for this stage in my life	39
My finances are in better condition than I	
expected for this stage in my life	17
DON'T KNOW	-
SKIPPED/REFUSED	*

N= 1,019

JOBFIND. About how easy would it be for you to find a job with another employer with approximately the same income and fringe benefits you now have? Would you say very easy, somewhat easy, or not easy at all?

### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC
	03/01-13/2023
Very easy	11
Somewhat easy	34
Not easy at all	52
DON'T KNOW	1
SKIPPED/REFUSED	2
A 1	4.040

COL. Thinking about you and your family, which of the following best describes your situation when it comes to the cost of living?

### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC
	03/01-13/2023
It's rising and creating major financial strains	28
It's rising and creating minor financial strains	32
It's not a problem for me now, but will become	32
one if costs keep going up	
I'm not concerned with the cost of living	6
DON'T KNOW	-
SKIPPED/REFUSED	1

N=1,019

ECO2. When it comes to your household's financial situation, is each of the following a major concern, minor concern, or not a concern?

### [GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

WSJ/NORC	Major	Minor	Not a		SKP/
03/01-13/2023	concern	concern	concern	DK	REF
Inflation	65	30	4	-	1
Student loan debt	17	16	67	-	*
Childcare costs	15	15	69	*	1
Housing	43	32	25	-	1
Health care and prescription drug costs	41	40	19	-	*

N=1,019

COLLEGE DEGREE. When it comes to getting a four-year college degree, which of the following statements comes closer to your point of view? A four-year college education is...

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Worth the cost because people have a better chance to get a good job and earn more income over their lifetime	42
Not worth the cost because people often graduate without specific job skills and with a large amount of debt to pay off	56
DON'T KNOW	*
SKIPPED/REFUSED	1

N= 1,019

HAPPY. Taken all together, how would you say things are these days--would you say that you are very happy, pretty happy, or not too happy?

#### [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Very happy	12
Pretty happy	56
Not too happy	30
DON'T KNOW	-
SKIPPED/REFUSED	1

N= 1,019

### DM5. How would you describe the community you live in now?

	WSJ/NORC
	03/01-13/2023
Urban area	23
Suburban area	49
Rural area	28
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	*

#### KIDS1. Are you the parent or guardian of...

	WSJ/NORC
	03/01-13/2023
A child 0-5	14
A child 6-12	16
A child 13-18	15
An adult age 18 or older	39

N= 1,019

#### PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

*If Democrat:* 

PIDA. Do you consider yourself a strong or not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

#### Combines PID1, PIDI, PIDA, and PIDB.

	WSJ/NORC
	03/01-13/2023
Democrat NET	44
Strong Democrat	16
Not so strong Democrat	18
Lean Democrat	10
Independent/None – Don't lean	18
Republican NET	38
Lean Republican	11
Not so strong Republican	12
Strong Republican	15

N 1,019

ATTEND. How often do you attend religious services?

	WSJ/NORC
	03/01-13/2023
Never	32
Less than once a year	19
About once or twice a year	9
Several times a year	8
About once a month	3
2-3 times a month	5
Nearly every week	5
Every week	13
Several times a week	6
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	*

N= 994

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

*If conservative:* 

D5. Do you consider yourself very conservative or somewhat conservative? Combines D3, D4, D5:

	WSJ/NORC
	03/01-13/2023
Liberal NET	23
Very liberal	10
Somewhat liberal	13
Moderate	47
Conservative NET	28
Somewhat conservative	16
Very conservative	12

#### **RELIGION**

WCI/NODC
WSJ/NORC
03/01-13/2023
26
21
1
*
2
1
2
*
4
8
12
20
1
2
-
-

N= 994

# **EVANGELICAL**

	WSJ/NORC
	03/01-13/2023
Yes	32
No	68
N=	704

### **AGE**

	WSJ/NORC
	03/01-13/2023
18-34	29
35-49	25
50-64	25
65+	22
Λ/-	1 010

### **GENDER**

	WSJ/NORC
	03/01-13/2023
Male	49
Female	51
N=	1.019

# RACE/ETHNICITY

	WSJ/NORC
	03/01-13/2023
White	62
Black	12
Hispanic	17
Other	9
N=	1,019

### **MARITAL STATUS**

	WSJ/NORC
	03/01-13/2023
Married	50
Not married	50
N=	1,019

# **EMPLOYMENT STATUS**

	WSJ/NORC
	03/01-13/2023
Employed	62
Not employed	38
N=	1 019

### **EDUCATION**

	WSJ/NORC
	03/01-13/2023
Less than a high school diploma	10
High school graduate or equivalent	29
Vocational/tech school, some college,	
or Associate's degree	26
Bachelor's degree	20
Post grad study/professional degree	14
-	

#### INCOME

	WSJ/NORC
	03/01-13/2023
Under \$10,000	3
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	10
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	20
\$75,000 to under \$100,000	16
\$100,000 to under \$150,000	17
\$150,000 or more	11

N= 1,019

#### **Study Methodology**

This survey, funded by the Wall Street Journal, was conducted by NORC at the University of Chicago. Staff from NORC at the University of Chicago and the Wall Street Journal collaborated on all aspects of the study.

Data were collected using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 1-13, 2023 with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,019 completed the survey—980 via the web and 39 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in both English and Spanish, depending on respondent preference. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 25.5 percent, the weighted household panel response rate is 20.6 percent, and the weighted household panel retention rate is 79.9 percent, for a cumulative response rate of 4.3 percent. The overall margin of sampling error is +/- 4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 47 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2022 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

Additional information on the AmeriSpeak Panel methodology is available at: <a href="https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx">https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx</a>.

For more information, email <a href="mailto:info@norc.org">info@norc.org</a>