

UChicago Harris/AP-NORC Poll

Conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC
Center for Public Affairs Research
With funding from NORC at the University of Chicago

Interviews: 08/25-29/22

1,014 adults

Margin of error: +/- 4.3 percentage points at the 95% confidence level among all adults

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

Q1. How important to you are each of the following?

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

AP-NORC 08/25-29/22	Extremely/ very important NET	Extremely important	Very important	Somewhat important	Not very/ not at all important NET	Not very important	Not at all important	D K	SKP / REF
Graduating college	41	21	20	27	30	15	15	*	1
Contributing to your community	47	16	31	41	11	8	3	*	1
Having a good standard of living	81	36	45	16	2	2	1	*	1
Having a successful career	63	25	38	26	10	6	5	-	1
Owning a home	70	36	34	20	9	5	3	-	1
Raising a family	67	37	31	15	17	8	9	*	1
Traveling/seeing the world	45	20	25	31	22	15	8	-	2
Being able to pursue what you enjoy	79	40	39	17	3	1	2	-	1

N=1,014

Q2. Compared to your parents, do you think each of the following has become easier to achieve, harder to achieve, or neither easier nor harder to achieve for you?

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

AP-NORC 08/25-29/22	Much/ somewhat easier to achieve NET	Much easier to achieve	Somewhat easier to achieve	Neither easier nor harder to achieve	Much/ somewhat harder to achieve NET	Somewhat harder to achieve	Much harder to achieve	D K	SKP/ REF
Graduating college	35	14	21	26	37	21	16	1	2
Contributing to your community	30	10	20	44	24	16	8	*	2
Having a good standard of living	31	12	19	22	46	27	18	*	1
Having a successful career	29	10	19	29	41	26	14	*	2
Owning a home	23	9	14	19	56	24	31	*	2
Raising a family	20	8	13	27	51	27	24	*	2
Traveling/seeing the world	40	14	26	20	39	21	18	*	1
Being able to pursue what you enjoy	34	11	23	26	38	24	14	*	1

N=1,014

Q3. How important are each of the following for a person to improve their standard of living?

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

AP-NORC 08/25-29/22	Extremely/very important NET	Extremely important	Very important	Somewhat important	Not very/ not at all important NET	Not very important	Not at all important	D K	SKP / REF
Hard work	80	38	42	16	3	1	2	*	1
The talents they are born with	41	14	27	44	14	9	5	*	2
Having a college education	37	13	24	41	21	15	5	*	1
A stable family environment	73	33	40	21	4	2	2	*	2
The community they live in	49	15	34	38	12	7	5	*	2
Their parents' wealth	30	14	16	34	34	21	12	*	2
Their race or ethnicity	27	10	17	27	44	24	20	*	2
Their gender	20	7	13	29	49	24	25	*	2

N=1,014

Q4. How easy or hard is it for you and your family to improve your standard of living these days?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 08/25-29/22
Very/somewhat easy NET	15
Very easy	3
Somewhat easy	12
Neither easy nor hard	35
Very/somewhat hard	49
Somewhat hard	33
Very hard	15
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,014</i>

Q5. How likely do you think it is that young people today will have a better standard of living than their parents?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 08/25-29/22
Very/somewhat likely NET	45
Very likely	8
Somewhat likely	37
Very/somewhat unlikely	54
Somewhat unlikely	36
Very unlikely	17
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1
<i>N=</i>	<i>1,014</i>

Q6. Do people from the following groups have an easy or hard time improving their standard of living in the United States?

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

AP-NORC 08/25- 29/22	Very/somewhat easy NET	Very easy	Somewhat easy	Neither easy nor hard	Very/somewhat hard NET	Somewhat hard	Very hard	DK	SKP/REF
White Americans	42	17	26	39	17	13	4	*	1
Black Americans	11	3	8	30	58	36	22	*	1
Hispanic Americans	11	3	8	36	51	36	15	*	1
Immigrants	14	4	10	23	61	35	26	*	2
Women	10	3	8	42	45	36	8	*	3
Men	40	15	25	45	13	10	3	*	1
LGBTQ people	12	5	7	38	47	32	15	1	3

N=1,014

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.

	AP-NORC 08/25-29/22
Democrat NET	44
Strong Democrat	23
Not so strong Democrat	13
Lean Democrat	9
Independent/None – Don't lean	21
Republican NET	35
Lean Republican	8
Not so strong Republican	12
Strong Republican	15
DON'T KNOW	-
SKP/REF	-

N=

1,014

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:

	AP-NORC 08/25-29/22
Liberal NET	24
Very liberal	13
Somewhat liberal	12
Moderate	43
Conservative NET	31
Somewhat conservative	20
Very conservative	11
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

N=

1,014

AGE

	AP-NORC 08/25-29/22
18-29	20
30-39	18
40-59	32
60-64	8
65+	22

N=

1,014

GENDER

	AP-NORC 08/25-29/22
Male	49
Female	51
<i>N=</i>	<i>1,014</i>

RACE/ETHNICITY

	AP-NORC 08/25-29/22
White	62
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,014</i>

MARITAL STATUS

	AP-NORC 08/25-29/22
Married	51
Not married	49
<i>N=</i>	<i>1,014</i>

EMPLOYMENT STATUS

	AP-NORC 08/25-29/22
Employed	58
Not employed	42
<i>N=</i>	<i>1,014</i>

EDUCATION

	AP-NORC 08/25-29/22
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	26
College graduate or above	35
<i>N=</i>	<i>1,014</i>

INCOME

	AP-NORC 08/25-29/22
Under \$10,000	5
\$10,000 to under \$20,000	7
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	8
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	15
\$150,000 or more	12
<i>N=</i>	<i>1,014</i>

Study Methodology

This survey was conducted by the University of Chicago Harris School of Public Policy and The Associated Press-NORC Center for Public Affairs Research with funding from NORC at the University of Chicago. Staff from Harris Public Policy and The AP-NORC Center collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. 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 percent 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 August 25 and August 29, 2022, with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,014 completed the survey — 932 via the web and 82 via telephone. Interviews were conducted in English. The final stage completion rate is 16.9 percent, the weighted household panel recruitment rate is 20.8 percent, and the weighted household panel retention rate is 78.7 percent, for a cumulative response rate of 2.8 percent. The overall margin of sampling error is +/- 4.35 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Quality assurance checks were conducted to ensure data quality. In total, 25 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 2021 Current Population Survey. The weighted data reflect the U.S. population of adults age 18 and over.

About the University of Chicago Harris School of Public Policy

One of the largest graduate professional schools at the University of Chicago, Harris Public Policy has been driven by the belief that evidence-based research, not ideology or intuition, is the best guide for public policy. For more than three decades, our exceptional community of scholars, students, and alumni have applied this exacting perspective to the world's most pressing problems using the latest tools of social science. Through our undergraduate and graduate programs, we empower a new generation of data-driven leaders to create a positive social impact throughout our global society. For more information visit <https://harris.uchicago.edu/>

About the Associated Press-NORC Center for Public Affairs Research

Celebrating its 10th anniversary this year, The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals. In its 10 years, The AP-NORC Center has conducted more than 250 studies exploring the critical issues facing the public, covering topics like health care, the economy, COVID-19, trust in media, and more. Learn more at www.apnorc.org