



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.

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 03/01-13/2023	WSJ/NORC 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

N= 1,071

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 03/01-13/2023	WSJ/NORC 05/09-17/2022
Better	22	24
Worse	39	38
Stayed the same	39	39
DON'T KNOW	-	-
SKIPPED/REFUSED	*	*
	<i>N=1,019</i>	<i>N= 1,071</i>

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 03/01-13/2023	WSJ/NORC 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	-	*
	<i>N=1,019</i>	<i>N= 1,071</i>

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	*
<i>N=</i>	<i>1,019</i>

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

N=

1,019

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 one if costs keep going up	32
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 03/01-13/2023	Major concern	Minor concern	Not a concern	DK	SKP/ 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
<i>N=</i>	<i>1,019</i>

Q11. Which of these statements best describes your opinion about the United States?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Stands above all countries in the world	21
One of the greatest countries in the world, along with some others	50
There are other countries better than the United States	27
DON'T KNOW	1
SKIPPED/REFUSED	2
<i>N=</i>	<i>1,019</i>

VALUES. Now, we would like to ask you some questions about the American character, that is, about our values and who we are...

How important are each of the values to you personally? Would you say it is very important, somewhat important, not that important or not important at all?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

WSJ/NORC 03/01- 13/2023	Very/somewhat important NET	Very important	Somewhat important	Not that important/ not important at all NET	Not that important	Not important at all	DK	SKP/ REF
Hard work	94	67	26	6	3	3	-	1
Tolerance for others	90	58	32	9	6	2	-	1
Marriage	70	43	27	28	18	10	*	1
Self- fulfillment	91	53	38	7	5	2	-	1
Community involvement	80	27	53	19	16	3	-	1
Patriotism	73	38	35	27	16	11	-	1
Belief in God	65	48	17	33	15	19	*	1
Religion	60	39	20	40	21	19	-	*
Having children	65	30	36	33	18	15	*	1
Money	90	43	47	9	7	2	-	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

IDENTITY. Now we want you to think about your own personal identity, that is, the various ways that you define yourself as a person. How important are each of these characteristics to your own personal identity?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

WSJ/NORC 03/01-13/2023	Essential to your identity	Important but not too essential	Not too important	DK	SKP / REF
Your religion	34	29	37	-	1
Your gender	48	29	23	-	1
Your racial background	21	41	37	-	1
Your political affiliation	11	42	45	*	1
Your occupation	21	52	25	-	1
Your family's ancestry or country of origin	21	46	33	-	*

N=1,019

RELPERSN. To what extent do you consider yourself a religious person? Are you...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Very/moderately religious NET	47
Very religious	17
Moderately religious	31
Not religious at all/slightly religious NET	52
Slightly religious	23
Not religious at all	29
DON'T KNOW	-
SKIPPED/REFUSED	*

N=1,019

GOD. Which statement comes closest to expressing what you believe about God?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
I don't believe in God.	9
I don't know whether there is a God, and I don't believe there is any way to find out.	12
I don't believe in a personal God, but I do believe in a Higher Power of some kind.	12
I find myself believing in God some of the time, but not at others.	5
While I have doubts, I feel that I do believe in God.	13
I know God really exists and I have no doubts about it.	49
DON'T KNOW	-
SKIPPED/REFUSED	*

N=

1,019

C17. Do you think companies should take public stands on social and political issues, or not?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Yes, companies should take public stands on social and political issues	36
No, companies should <u>not</u> take public stands on social and political issues	63
DON'T KNOW	*
SKIPPED/REFUSED	1

N=

1,019

SCHLCONF. How much confidence do you have in public schools?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
A great deal/quite a bit NET	26
A great deal	6
Quite a bit	21
Some	40
Very little/none at all NET	33
Very little	22
None at all	10
DON'T KNOW	*
SKIPPED/REFUSED	*
<i>N=</i>	<i>1,019</i>

TRANSGEND3. For each of the following, has our society gone too far, not gone far enough, or is it about right?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

WSJ/NORC 03/01-13/2023	Our society has <u>gone too far</u>	Our society has <u>not gone far enough</u>	Our society has been <u>about right</u>	DK	SKP / REF
Accepting people who are transgender	43	33	23	*	1
Promoting equality between men and women	12	48	38	*	2
Accepting people who are gay, lesbian, or bisexual	29	37	32	*	1
Businesses taking steps to promote racial and ethnic diversity	28	39	31	-	2
Schools and universities taking steps to promote racial and ethnic diversity	30	34	33	1	2

N=1,019

AFFIRM. Do you favor, oppose, or neither favor nor oppose colleges and universities considering a student's race and ethnicity when making decisions about student admissions?

[HALF SAMPLE ASKED QUESTION TEXT AND RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Strongly/somewhat favor NET	15
Strongly favor	5
Somewhat favor	10
Neither favor nor oppose	28
Strongly/somewhat oppose NET	56
Somewhat oppose	18
Strongly oppose	38
DON'T KNOW	1
SKIPPED/REFUSED	*

N=

1,019

VOUCHER. Do you favor, oppose, or neither favor nor oppose states giving parents tax-funded vouchers they can use to help pay for tuition for their children to attend private or religious schools of their choice instead of public schools?

[HALF SAMPLE ASKED QUESTION TEXT AND RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Strongly/somewhat favor NET	34
Strongly favor	16
Somewhat favor	17
Neither favor nor oppose	29
Strongly/somewhat oppose NET	37
Somewhat oppose	14
Strongly oppose	22
DON'T KNOW	*
SKIPPED/REFUSED	*

N=

1,019

SCHOOLBAN. Which of these concerns you more about schools today?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
That some schools may ban books and censor topics that are educationally important	61
That some schools may teach books and topics that some students or their parents feel are inappropriate or offensive	36
DON'T KNOW	*
SKIPPED/REFUSED	1

N=

1,019

Q5A. Do you have a favorable, unfavorable, or neither favorable nor unfavorable view toward the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

WSJ/NORC 03/01-13/2023	Very/ somewhat favorable NET	Very favorable	Somewhat favorable	Neither favorable nor unfavorable	Somewhat/ very unfavorable NET	Somewhat unfavorable	Very unfavorable	DK	SKP / REF
People identifying their pronouns, such as “he/him, she/her, or they/them,” in email, social media communication, or conversations.	21	12	8	37	42	16	27	-	*
Being asked to use gender-neutral pronouns, such as “they/them,” when addressing another person.	18	11	7	32	50	15	35	*	*

N=1,019

TRANGEND. Do you think transgender athletes should be able to play on sports teams that match their current gender identity or should transgender athletes only be allowed to play on sports teams that match the sex assigned at their birth?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	WSJ/NORC 03/01-13/2023
Able to play on teams that match their current gender identity	17
Only play on teams that match the sex assigned at their birth	56
Not sure	25
DON'T KNOW	-
SKIPPED/REFUSED	1
<i>N=</i>	<i>1,019</i>

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	*
<i>N=</i>	<i>1,019</i>

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
<i>N=</i>	<i>1,019</i>

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
<i>N</i>	<i>1,019</i>

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	*
<i>N=</i>	<i>994</i>

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
<i>N=</i>	<i>1,019</i>

RELIGION

	WSJ/NORC 03/01-13/2023
Protestant	26
Roman Catholic	21
Mormon	1
Orthodox	*
Jewish	2
Muslim	1
Buddhist	2
Hindu	*
Atheist	4
Agnostic	8
Nothing in particular	12
Just Christian	20
Unitarian	1
Something else	2
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-
<i>N=</i>	<i>994</i>

EVANGELICAL

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

AGE

	WSJ/NORC 03/01-13/2023
18-34	29
35-49	25
50-64	25
65+	22
<i>N=</i>	<i>1,019</i>

GENDER

	WSJ/NORC 03/01-13/2023
Male	49
Female	51
<i>N=</i>	<i>1,019</i>

RACE/ETHNICITY

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

MARITAL STATUS

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

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

N= 1,019

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 2021 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:
<https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx>.

For more information, email info@norc.org