

The logo consists of two parts. The top part is a grey rectangle containing the text 'CNN | ORC' in a bold, black, sans-serif font. The 'CNN' is in a stylized, outlined font, while 'ORC' is in a solid black font. A vertical line separates 'CNN' and 'ORC'. The bottom part is a black rectangle containing the word 'POLL' in a large, white, bold, sans-serif font.

Interviews with 1,003 adult Americans conducted by telephone by ORC International on May 29-June 1, 2014. The margin of sampling error for results based on the total sample is plus or minus 3 percentage points.

The sample also includes 894 interviews among registered voters (plus or minus 3.5 percentage points)

The sample includes 702 interviews among landline respondents and 301 interviews among cell phone respondents.

FOR RELEASE: THURSDAY, JUNE 5 AT 4 AM

32. Just thinking about your own situation, how much money would you and the other people in your household need to make this year in order to consider yourself rich? We're not interested in the extra amount of money over what you currently make, so please tell me the TOTAL amount of money your household would need to make this year for you to consider yourself rich? (ASKED OF HALF SAMPLE. RESULTS BASED ON 502 INTERVIEWS IN VERSION A -- SAMPLING ERROR: +/- 4.5 PERCENTAGE POINTS.)

MEDIAN = \$200,000

May 29-June 1
2014

\$1 to \$29,999	4%
\$30,000 to \$49,999	4%
\$50,000 to \$74,999	10%
\$75,000 to \$99,999	4%
\$100,000 to \$199,999	23%
\$200,000 to \$249,999	15%
\$250,000 to \$749,999	14%
\$750,000 to \$999,999	8%
\$1 million or more	11%
No amount of money would make me feel rich (vol.)	2%
No opinion	5%

33. Just thinking about your own situation, how much money would you and the other people in your household need to make this year in order to be happy? We're not interested in the extra amount of money over what you currently make, so please tell me the TOTAL amount of money your household would need to make this year for you to be happy? (ASKED OF HALF SAMPLE. RESULTS BASED ON 501 INTERVIEWS IN VERSION B -- SAMPLING ERROR: +/- 4.5 PERCENTAGE POINTS.)

MEDIAN = \$80,000

May 29-June 1
2014

\$1 to \$29,999	10%
\$30,000 to \$49,999	9%
\$50,000 to \$74,999	22%
\$75,000 to \$99,999	10%
\$100,000 to \$199,999	23%
\$200,000 to \$249,999	6%
\$250,000 to \$749,999	2%
\$750,000 to \$999,999	1%
\$1 million or more	2%
Money can't buy happiness (vol.)	6%
No opinion	9%

METHODOLOGY

A total of 1,003 adults were interviewed by telephone nationwide by live interviewers calling both landline and cell phones. All respondents were asked questions concerning basic demographics, and the entire sample was weighted to reflect national Census figures for gender, race, age, education, region of country, and telephone usage. Among the entire sample, 30% described themselves as Democrats, 23% described themselves as Republicans, and 47% described themselves as Independents or members of another party

Crosstabs on the following pages only include results for subgroups with enough unweighted cases to produce a sampling error of +/- 8.5 percentage points or less. Some subgroups represent too small a share of the national population to produce crosstabs with an acceptable sampling error. Interviews were conducted among these subgroups, but results for groups with a sampling error larger than +/-8.5 percentage points are not displayed and instead are denoted with "N/A".

Question 32

Just thinking about your own situation, how much money would you and the other people in your household need to make this year in order to consider yourself rich? We're not interested in the extra amount of money over what you currently make, so please tell me the TOTAL amount of money your household would need to make this year for you to consider yourself rich.

Base = Half Sample

	Total	Men	Women	White	Non-White
	-----	-----	-----	-----	-----
Zero/Never consider	1%	2%	1%	1%	N/A
\$1 to \$29,999	4%	3%	6%	4%	N/A
\$30,000 to \$49,999	4%	2%	5%	3%	N/A
\$50,000 to \$74,999	10%	10%	11%	9%	N/A
\$75,000 to \$99,999	4%	4%	4%	3%	N/A
\$100,000 to \$199,999	23%	22%	24%	25%	N/A
\$200,000 to \$249,999	15%	21%	10%	17%	N/A
\$250,000 to \$749,999	14%	15%	14%	15%	N/A
\$750,000 to \$999,999	8%	8%	7%	9%	N/A
\$1 Million or more	11%	10%	12%	8%	N/A
No opinion	5%	3%	6%	4%	N/A
Sampling Error	+/-4.5	+/-6.0	+/-6.5	+/-5.0	

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
	-----	-----	-----	-----	-----	-----	-----
Zero/Never consider	1%	N/A	N/A	2%	4%	*	3%
\$1 to \$29,999	4%	N/A	N/A	2%	11%	4%	6%
\$30,000 to \$49,999	4%	N/A	N/A	2%	4%	4%	3%
\$50,000 to \$74,999	10%	N/A	N/A	10%	12%	10%	11%
\$75,000 to \$99,999	4%	N/A	N/A	2%	3%	6%	2%
\$100,000 to \$199,999	23%	N/A	N/A	20%	23%	25%	21%
\$200,000 to \$249,999	15%	N/A	N/A	16%	9%	17%	13%
\$250,000 to \$749,999	14%	N/A	N/A	15%	12%	15%	14%
\$750,000 to \$999,999	8%	N/A	N/A	14%	8%	5%	12%
\$1 Million or more	11%	N/A	N/A	12%	6%	12%	10%
No opinion	5%	N/A	N/A	6%	7%	2%	6%
Sampling Error	+/-4.5			+/-8.0	+/-8.0	+/-7.0	+/-5.5

	Total	Under \$50K	\$50K or more	No College	Attended College
	-----	-----	-----	-----	-----
Zero/Never consider	1%	1%	2%	2%	1%
\$1 to \$29,999	4%	7%	2%	7%	2%
\$30,000 to \$49,999	4%	7%	*	6%	2%
\$50,000 to \$74,999	10%	16%	4%	14%	8%
\$75,000 to \$99,999	4%	5%	4%	7%	3%
\$100,000 to \$199,999	23%	23%	24%	20%	25%
\$200,000 to \$249,999	15%	10%	22%	14%	17%
\$250,000 to \$749,999	14%	8%	22%	11%	17%
\$750,000 to \$999,999	8%	8%	8%	9%	7%
\$1 Million or more	11%	11%	10%	6%	14%
No opinion	5%	4%	2%	4%	4%
Sampling Error	+/-4.5	+/-7.0	+/-6.5	+/-8.0	+/-5.0

* percentage less than 1%

Question 32

Just thinking about your own situation, how much money would you and the other people in your household need to make this year in order to consider yourself rich? We're not interested in the extra amount of money over what you currently make, so please tell me the TOTAL amount of money your household would need to make this year for you to consider yourself rich.

Base = Half Sample

	Total	Demo- crat	Indep- endent	Repub- lican	Lib- eral	Mod- erate	Conser- vative
Zero/Never consider	1%	2%	2%	1%	N/A	1%	3%
\$1 to \$29,999	4%	3%	6%	2%	N/A	3%	4%
\$30,000 to \$49,999	4%	1%	4%	6%	N/A	3%	2%
\$50,000 to \$74,999	10%	15%	9%	8%	N/A	10%	13%
\$75,000 to \$99,999	4%	3%	3%	7%	N/A	6%	2%
\$100,000 to \$199,999	23%	25%	21%	26%	N/A	25%	25%
\$200,000 to \$249,999	15%	14%	16%	15%	N/A	15%	20%
\$250,000 to \$749,999	14%	16%	13%	16%	N/A	14%	10%
\$750,000 to \$999,999	8%	5%	9%	8%	N/A	8%	8%
\$1 Million or more	11%	10%	13%	7%	N/A	12%	8%
No opinion	5%	5%	5%	4%	N/A	4%	7%
Sampling Error	+/-4.5	+/-8.0	+/-6.5	+/-8.5		+/-7.0	+/-7.0

	Total	North east	Mid- west	South	West	Urban	Sub- urban	Rural
Zero/Never consider	1%	N/A	N/A	1%	N/A	1%	3%	N/A
\$1 to \$29,999	4%	N/A	N/A	5%	N/A	5%	3%	N/A
\$30,000 to \$49,999	4%	N/A	N/A	2%	N/A	1%	5%	N/A
\$50,000 to \$74,999	10%	N/A	N/A	13%	N/A	12%	9%	N/A
\$75,000 to \$99,999	4%	N/A	N/A	4%	N/A	6%	3%	N/A
\$100,000 to \$199,999	23%	N/A	N/A	23%	N/A	21%	21%	N/A
\$200,000 to \$249,999	15%	N/A	N/A	16%	N/A	15%	14%	N/A
\$250,000 to \$749,999	14%	N/A	N/A	14%	N/A	16%	16%	N/A
\$750,000 to \$999,999	8%	N/A	N/A	8%	N/A	6%	9%	N/A
\$1 Million or more	11%	N/A	N/A	9%	N/A	13%	11%	N/A
No opinion	5%	N/A	N/A	4%	N/A	4%	6%	N/A
Sampling Error	+/-4.5			+/-7.5		+/-8.5	+/-6.5	

* percentage less than 1%

Question 33

Just thinking about your own situation, how much money would you and the other people in your household need to make this year in order to be happy? We're not interested in the extra amount of money over what you currently make, so please tell me the TOTAL amount of money your household would need to make this year for you to be happy.

Base = Half Sample

	Total	Men	Women	White	Non-White
Zero/Would never consider	6%	6%	6%	7%	N/A
\$1 to \$29,999	10%	9%	12%	9%	N/A
\$30,000 to \$49,999	9%	7%	10%	11%	N/A
\$50,000 to \$74,999	22%	25%	20%	25%	N/A
\$75,000 to \$99,999	10%	12%	9%	7%	N/A
\$100,000 to \$199,999	23%	20%	26%	24%	N/A
\$200,000 to \$249,999	6%	7%	5%	6%	N/A
\$250,000 to \$749,999	2%	1%	3%	1%	N/A
\$750,000 to \$999,999	1%	2%	1%	1%	N/A
\$1 Million or more	1%	2%	1%	2%	N/A
No opinion	9%	10%	7%	7%	N/A
Sampling Error	+/-4.5	+/-6.5	+/-6.0	+/-5.0	

	Total	18-34	35-49	50-64	65+	Under 50	50 and Older
Zero/Would never consider	6%	N/A	N/A	7%	7%	5%	7%
\$1 to \$29,999	10%	N/A	N/A	15%	16%	5%	16%
\$30,000 to \$49,999	9%	N/A	N/A	10%	14%	7%	11%
\$50,000 to \$74,999	22%	N/A	N/A	18%	20%	26%	19%
\$75,000 to \$99,999	10%	N/A	N/A	9%	3%	14%	6%
\$100,000 to \$199,999	23%	N/A	N/A	23%	15%	26%	20%
\$200,000 to \$249,999	6%	N/A	N/A	8%	2%	7%	6%
\$250,000 to \$749,999	2%	N/A	N/A	1%	4%	2%	2%
\$750,000 to \$999,999	1%	N/A	N/A	*	*	2%	*
\$1 Million or more	1%	N/A	N/A	3%	3%	*	3%
No opinion	9%	N/A	N/A	7%	17%	7%	11%
Sampling Error	+/-4.5			+/-7.5	+/-7.5	+/-7.5	+/-5.5

	Total	Under \$50K	\$50K or more	No College	Attended College
Zero/Would never consider	6%	3%	8%	4%	8%
\$1 to \$29,999	10%	18%	3%	19%	4%
\$30,000 to \$49,999	9%	17%	1%	12%	7%
\$50,000 to \$74,999	22%	31%	16%	20%	25%
\$75,000 to \$99,999	10%	11%	12%	8%	12%
\$100,000 to \$199,999	23%	13%	37%	20%	25%
\$200,000 to \$249,999	6%	*	12%	3%	9%
\$250,000 to \$749,999	2%	2%	2%	3%	1%
\$750,000 to \$999,999	1%	*	3%	2%	1%
\$1 Million or more	1%	*	3%	2%	1%
No opinion	9%	3%	3%	9%	8%
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	Total	Demo- crat	Indep- endent	Repub- lican	Lib- eral	Mod- erate	Conser- vative
Zero/Would never consider	6%	5%	6%	N/A	N/A	7%	5%
\$1 to \$29,999	10%	14%	8%	N/A	N/A	9%	8%
\$30,000 to \$49,999	9%	9%	8%	N/A	N/A	8%	10%
\$50,000 to \$74,999	22%	18%	25%	N/A	N/A	18%	26%
\$75,000 to \$99,999	10%	10%	10%	N/A	N/A	12%	9%
\$100,000 to \$199,999	23%	26%	21%	N/A	N/A	28%	19%
\$200,000 to \$249,999	6%	8%	7%	N/A	N/A	7%	7%
\$250,000 to \$749,999	2%	2%	2%	N/A	N/A	2%	2%
\$750,000 to \$999,999	1%	*	3%	N/A	N/A	3%	1%
\$1 Million or more	1%	1%	1%	N/A	N/A	1%	3%
No opinion	9%	8%	10%	N/A	N/A	6%	9%
Sampling Error	+/-4.5	+/-7.5	+/-6.5			+/-7.5	+/-7.0

	Total	North east	Mid- west	South	West	Urban	Sub- urban	Rural
Zero/Would never consider	6%	4%	N/A	8%	N/A	6%	5%	7%
\$1 to \$29,999	10%	6%	N/A	13%	N/A	10%	9%	13%
\$30,000 to \$49,999	9%	6%	N/A	10%	N/A	5%	9%	14%
\$50,000 to \$74,999	22%	19%	N/A	27%	N/A	29%	21%	19%
\$75,000 to \$99,999	10%	9%	N/A	11%	N/A	9%	11%	12%
\$100,000 to \$199,999	23%	35%	N/A	17%	N/A	26%	26%	15%
\$200,000 to \$249,999	6%	9%	N/A	4%	N/A	3%	9%	4%
\$250,000 to \$749,999	2%	1%	N/A	2%	N/A	4%	1%	2%
\$750,000 to \$999,999	1%	2%	N/A	2%	N/A	2%	2%	*
\$1 Million or more	1%	1%	N/A	1%	N/A	1%	*	2%
No opinion	9%	7%	N/A	5%	N/A	5%	9%	11%
Sampling Error	+/-4.5	+/-8.5		+/-7.5		+/-8.5	+/-6.5	+/-8.5

* percentage less than 1%