

How the Survey was Conducted

Nature of the Sample: McClatchy-Marist Poll of 1,249 National Adults

This survey of 1,249 adults was conducted July 22nd through July 28th, 2015 by The Marist Poll sponsored and funded in partnership with the McClatchy News Service. Adults 18 years of age and older residing in the continental United States were interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.8 percentage points. There are 964 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Col %	Col %
National Adults		100%	
National Registered Voters		77%	100%
Party Identification^	Democrat	n/a	33%
	Republican	n/a	25%
	Independent	n/a	40%
	Other	n/a	3%
Party Identification^	Strong Democrats	n/a	21%
	Not strong Democrats	n/a	12%
	Democratic leaning independents	n/a	15%
	Just Independents	n/a	12%
	Republican leaning independents	n/a	12%
	Not strong Republicans	n/a	12%
	Strong Republicans	n/a	13%
	Other	n/a	3%
	Political Ideology^	Very liberal	n/a
Liberal		n/a	20%
Moderate		n/a	32%
Conservative		n/a	31%
Very conservative		n/a	10%
Tea Party Supporters^		n/a	19%
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	46%	39%
	45 or older	54%	61%
Age	18 to 29	21%	16%
	30 to 44	25%	23%
	45 to 59	26%	29%
	60 or older	27%	32%
			27%
Race	White	64%	69%
	African American	11%	12%
	Latino	14%	10%
	Other	10%	9%
Region	Northeast	17%	17%
	Midwest	21%	22%
	South	38%	37%
	West	24%	24%
Household Income	Less than \$50,000	48%	41%
	\$50,000 or more	52%	59%
Education	Not college graduate	62%	58%
	College graduate	38%	42%
Marital Status	Married	48%	53%
	Not married	52%	47%
Interview Type	Landline	52%	59%
	Cell phone	48%	41%

McClatchy-Marist Poll National Adults. Interviews conducted July 22nd through July 28th, 2015, n=1249 MOE +/- 2.8 percentage points.

^National Registered Voters: n=964 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Adults				
		Do you strongly favor, favor, oppose, or strongly oppose the removal of the confederate flag from government buildings?				
		Strongly favor	Favor	Oppose	Strongly oppose	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		23%	26%	27%	16%	8%
National Registered Voters		26%	25%	27%	15%	7%
Party Identification^	Democrat	45%	24%	20%	8%	3%
	Republican	17%	21%	31%	19%	12%
	Independent	23%	29%	29%	14%	4%
Tea Party Supporters^		5%	22%	36%	26%	11%
Political Ideology^	Very liberal-Liberal	49%	25%	14%	10%	2%
	Moderate	25%	30%	26%	12%	7%
	Conservative-Very conservative	16%	22%	33%	21%	8%
Region	Northeast	26%	31%	24%	11%	9%
	Midwest	21%	22%	28%	21%	8%
	South	24%	22%	31%	17%	7%
	West	23%	32%	23%	14%	8%
Household Income	Less than \$50,000	18%	26%	27%	23%	6%
	\$50,000 or more	29%	25%	27%	12%	7%
Education	Not college graduate	16%	26%	30%	21%	7%
	College graduate	34%	26%	23%	9%	7%
Race	White	21%	25%	27%	19%	8%
	Non-white	27%	26%	29%	11%	6%
Age	18 to 29	18%	20%	36%	20%	6%
	30 to 44	17%	31%	31%	17%	4%
	45 to 59	30%	27%	19%	14%	10%
	60 or older	26%	26%	24%	15%	10%
Age	Under 45	18%	26%	33%	18%	5%
	45 or older	28%	26%	22%	14%	10%
Gender	Men	18%	30%	26%	19%	7%
	Women	29%	21%	29%	13%	8%
Marital Status	Married	24%	28%	25%	15%	7%
	Not married	23%	24%	29%	17%	7%
Interview Type	Landline	27%	25%	24%	16%	9%
	Cell phone	19%	27%	31%	17%	6%

McClatchy-Marist Poll National Adults Split Sample. Interviews conducted July 22nd through July 28th, 2015, n=598 MOE +/- 4.0 percentage points.

^National Registered Voters: n=457 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Adults			
		Do you think race relations in the U.S. are getting better, getting worse or staying about the same?			
		Getting better	Getting worse	Staying the same	Unsure
		Row %	Row %	Row %	Row %
National Adults		18%	44%	37%	2%
National Registered Voters		16%	47%	35%	2%
Party Identification^	Democrat	23%	34%	41%	1%
	Republican	10%	61%	25%	3%
	Independent	15%	47%	37%	1%
Tea Party Supporters^		11%	63%	24%	2%
Political Ideology^	Very liberal-Liberal	20%	35%	45%	1%
	Moderate	17%	46%	36%	1%
	Conservative-Very conservative	14%	55%	30%	2%
Region	Northeast	19%	43%	36%	2%
	Midwest	16%	47%	35%	2%
	South	17%	46%	36%	1%
	West	19%	37%	41%	3%
Household Income	Less than \$50,000	18%	41%	40%	0%
	\$50,000 or more	17%	48%	33%	2%
Education	Not college graduate	17%	45%	36%	1%
	College graduate	19%	41%	38%	2%
Race	White	16%	46%	36%	2%
	Non-white	22%	39%	39%	0%
Age	18 to 29	23%	39%	36%	2%
	30 to 44	19%	40%	40%	1%
	45 to 59	15%	50%	33%	2%
	60 or older	15%	46%	38%	2%
Age	Under 45	21%	39%	38%	2%
	45 or older	15%	48%	36%	2%
Gender	Men	20%	42%	35%	2%
	Women	15%	45%	39%	1%
Marital Status	Married	16%	46%	37%	1%
	Not married	20%	42%	36%	2%
Interview Type	Landline	14%	48%	36%	2%
	Cell phone	22%	39%	38%	1%

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^National Registered Voters: n=457 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Adults		
		Was slavery the main reason for the Civil War, or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
National Adults		53%	41%	6%
National Registered Voters		54%	41%	5%
Party Identification^	Democrat	62%	33%	5%
	Republican	49%	45%	5%
	Independent	53%	43%	4%
Party Identification*	Strong Democrats	63%	31%	6%
	Soft Democrats	61%	36%	3%
	Just Independents	45%	47%	9%
	Soft Republicans	49%	46%	5%
	Strong Republicans	49%	47%	4%
Tea Party Supporters^		43%	52%	5%
Political Ideology^	Very liberal-Liberal	67%	30%	3%
	Moderate	55%	41%	4%
	Conservative-Very conservative	47%	47%	6%
Region	Northeast	50%	43%	6%
	Midwest	56%	39%	5%
	South	45%	49%	5%
	West	67%	27%	6%
Household Income	Less than \$50,000	54%	38%	7%
	\$50,000 or more	54%	42%	3%
Education	Not college graduate	51%	41%	8%
	College graduate	59%	40%	1%
Race	White	52%	42%	6%
	African American	61%	30%	9%
	Latino	54%	41%	5%
Race	White	52%	42%	6%
	Non-white	57%	37%	5%
Age	18 to 29	57%	42%	1%
	30 to 44	54%	42%	4%
	45 to 59	54%	39%	7%
	60 or older	50%	41%	9%
Age	Under 45	55%	42%	3%
	45 or older	52%	40%	8%
Gender	Men	51%	44%	5%
	Women	56%	38%	6%
Marital Status	Married	52%	42%	6%
	Not married	55%	39%	5%
Interview Type	Landline	51%	41%	8%
	Cell phone	56%	41%	3%

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*Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

McClatchy-Marist Poll National Tables

		National Adults		
		Do you think schools should or should not teach that slavery was the main reason for the Civil War?		
		Should	Should not	Unsure
		Row %	Row %	Row %
National Adults		55%	37%	7%
National Registered Voters		54%	38%	7%
Party Identification^	Democrat	62%	29%	9%
	Republican	48%	45%	6%
	Independent	52%	41%	6%
Party Identification*	Strong Democrats	61%	28%	11%
	Soft Democrats	63%	33%	4%
	Just Independents	45%	40%	14%
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	Moderate	54%	39%	7%
	Conservative-Very conservative	49%	44%	7%
Region	Northeast	55%	38%	6%
	Midwest	54%	36%	10%
	South	49%	45%	6%
	West	66%	27%	7%
Household Income	Less than \$50,000	56%	36%	7%
	\$50,000 or more	56%	38%	6%
Education	Not college graduate	54%	38%	8%
	College graduate	58%	36%	6%
Race	White	52%	40%	7%
	African American	63%	25%	12%
	Latino	73%	24%	3%
Race	White	52%	40%	7%
	Non-white	63%	30%	7%
Age	18 to 29	60%	38%	1%
	30 to 44	57%	36%	7%
	45 to 59	56%	35%	10%
	60 or older	49%	41%	9%
Age	Under 45	59%	37%	5%
	45 or older	52%	38%	9%
Gender	Men	53%	41%	6%
	Women	57%	34%	9%
Marital Status	Married	55%	38%	7%
	Not married	56%	37%	7%
Interview Type	Landline	51%	39%	9%
	Cell phone	60%	35%	5%

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