

## How the Survey was Conducted

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### **Nature of the Sample: Marist Poll of 1012 National Adults**

This survey of 1,012 adults was conducted February 5<sup>th</sup> through February 7<sup>th</sup>, 2018 by The Marist Poll. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 3.7$  percentage points. There are 807 registered voters. The results for this subset are statistically significant within  $\pm 4.1$  percentage points. The error margin was 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		80%	100%	
Party Identification	Democrat	n/a	33%	
	Republican	n/a	26%	
	Independent	n/a	40%	
	Other	n/a	1%	
Party Identification	Strong Democrats	n/a	24%	
	Not strong Democrats	n/a	9%	
	Democratic leaning independents	n/a	17%	
	Just Independents	n/a	9%	
	Republican leaning independents	n/a	14%	
	Not strong Republicans	n/a	9%	
	Strong Republicans	n/a	17%	
	Other	n/a	1%	
	Political Ideology	Very liberal	n/a	11%
		Liberal	n/a	21%
Moderate		n/a	32%	
Conservative		n/a	24%	
Very conservative		n/a	12%	
Gender	Men	49%	46%	
	Women	51%	54%	
Age	Under 45	46%	39%	
	45 or older	54%	61%	
Age	18 to 29	22%	16%	
	30 to 44	25%	23%	
	45 to 59	26%	30%	
	60 or older	28%	32%	
Race	White	62%	66%	
	African American	11%	12%	
	Latino	14%	12%	
	Other	12%	10%	
Region	Northeast	18%	18%	
	Midwest	21%	22%	
	South	38%	37%	
	West	23%	23%	
Household Income	Less than \$50,000	44%	41%	
	\$50,000 or more	56%	59%	
Education	Not college graduate	57%	54%	
	College graduate	43%	46%	
Education by Race	White - Not College Graduate	35%	34%	
	White - College Graduate	27%	32%	
	Non-White - Not College Graduate	22%	19%	
	Non-White - College Graduate	16%	15%	
White Evangelical Christians		20%	22%	
Interview Type	Landline	38%	43%	
	Cell phone	62%	57%	

Marist Poll National Adults. Interviews conducted February 5th through February 7th, 2018, n=1012 MOE +/- 3.7 percentage points. National Registered Voters: n=807 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

**PRES030. Marist Poll National Tables March 2018**

		National Adults		
		Would you want your child or grandchild to grow up to become president?		
		Yes	No	Unsure
		Row %	Row %	Row %
National Adults		41%	54%	5%
National Registered Voters		41%	54%	4%
Party Identification^	Democrat	49%	48%	3%
	Republican	41%	53%	6%
	Independent	35%	61%	4%
Party Identification*	Strong Democrats	50%	47%	3%
	Soft Democrats	39%	57%	4%
	Just Independents	36%	57%	7%
	Soft Republicans	37%	60%	3%
	Strong Republicans	39%	54%	7%
Political Ideology^	Very liberal-Liberal	47%	50%	3%
	Moderate	41%	56%	3%
	Conservative-Very conservative	38%	57%	5%
Trump Supporters		36%	59%	5%
Region	Northeast	48%	48%	4%
	Midwest	36%	57%	7%
	South	40%	55%	5%
	West	42%	55%	3%
Household Income	Less than \$50,000	38%	56%	6%
	\$50,000 or more	42%	55%	3%
Education	Not college graduate	39%	56%	5%
	College graduate	43%	52%	5%
Race	White	40%	56%	4%
	African American	44%	51%	5%
	Latino	45%	51%	4%
Race and Education	White - Not College Graduate	38%	57%	5%
	White - College Graduate	42%	55%	3%
Age	18 to 29	43%	54%	3%
	30 to 44	48%	48%	5%
	45 to 59	42%	53%	5%
	60 or older	31%	62%	7%
Age	Under 45	46%	50%	4%
	45 or older	37%	58%	6%
Gender	Men	47%	48%	6%
	Women	36%	60%	4%
White Evangelical Christians		35%	60%	5%
Interview Type	Landline	35%	56%	8%
	Cell phone	45%	53%	3%

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^National Registered Voters: n=807 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

\*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.

**PRES030TRND. Marist Poll National Trend**

	National Adults		
	Would you want your child or grandchild to grow up to become president?		
	Yes	No	Unsure
	Row %	Row %	Row %
March 2018	41%	54%	5%
February 2007	45%	53%	2%

Marist Poll National Adults

PRS312. Marist Poll National Tables March 2018

		National Adults		
		Do you think people who run for president do so mostly to serve the public or mostly for personal ambition?		
		Mostly to serve the public	Mostly for personal ambition	Unsure
		Row %	Row %	Row %
National Adults		39%	51%	9%
National Registered Voters		39%	51%	10%
Party Identification^	Democrat	40%	48%	12%
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**PRS312TRND. Marist Poll National Trend**

National Adults			
Do you think people who run for president do so mostly to serve the public or mostly for personal ambition?			
Mostly to serve the public	Mostly for personal ambition	Unsure	
Row %	Row %	Row %	
March 2018	39%	51%	9%
February 2007	32%	58%	10%

Marist Poll National Adults