

## How the Survey was Conducted

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### **Nature of the Sample: McClatchy-Marist National Poll of 1,233 Adults**

This survey of 1,233 adults was conducted March 4<sup>th</sup> through March 7<sup>th</sup>, 2013. Adults 18 years of age and older residing in the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results are statistically significant within  $\pm 2.8$  percentage points. There are 1,068 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample**

		National Adults	National Registered Voters	
		Col %	Col %	
National Adults		100%		
National Registered Voters		87%	100%	
Party Identification	Democrat	n/a	35%	
	Republican	n/a	26%	
	Independent	n/a	37%	
	Other	n/a	1%	
Party Identification	Strong Democrats	n/a	21%	
	Not strong Democrats	n/a	14%	
	Democratic leaning independents	n/a	14%	
	Just Independents	n/a	8%	
	Republican leaning independents	n/a	15%	
	Not strong Republicans	n/a	12%	
	Strong Republicans	n/a	15%	
	Other	n/a	1%	
	Political Ideology	Very conservative	n/a	10%
		Conservative	n/a	32%
Moderate		n/a	34%	
Liberal		n/a	19%	
Very liberal		n/a	5%	
Gender	Men	49%	48%	
	Women	51%	52%	
Age	Under 45	40%	36%	
	45 or older	60%	64%	
Age	18 to 29	18%	14%	
	30 to 44	22%	22%	
	45 to 59	29%	31%	
	60 or older	31%	33%	
Race	White	69%	71%	
	African American	11%	11%	
	Latino	14%	13%	
	Other	5%	5%	
Region	Northeast	18%	18%	
	Midwest	22%	22%	
	South	37%	37%	
	West	23%	23%	
Household Income	Less than \$50,000	49%	47%	
	\$50,000 or more	51%	53%	
Education	Not college graduate	60%	58%	
	College graduate	40%	42%	
Interview Type	Landline	70%	73%	
	Cell Phone	30%	27%	

McClatchy-Marist Poll National Adults. Interviews conducted March 4th through March 7th, 2013, N=1233 MOE +/- 2.8 percentage points. National Registered Voters: N=1068 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Adults		
		Do you think it is more important to:		
		Protect gun rights	Control gun violence	Unsure
		Row %	Row %	Row %
National Adults		48%	49%	3%
Gun Owners		70%	28%	2%
Gun HH		65%	33%	2%
National Registered Voters		49%	49%	2%
Party Identification^	Democrat	22%	77%	1%
	Republican	74%	23%	2%
	Independent	54%	43%	3%
Party Identification*	Strong Democrats	11%	87%	2%
	Soft Democrats	38%	61%	1%
	Just Independents	43%	48%	9%
	Soft Republicans	71%	26%	3%
	Strong Republicans	80%	19%	1%
Political Ideology^	Very liberal-Liberal	28%	68%	3%
	Moderate	38%	60%	1%
	Conservative-Very conservative	67%	30%	2%
Region	Northeast	39%	58%	2%
	Midwest	45%	50%	4%
	South	53%	44%	3%
	West	49%	49%	2%
Household Income	Less than \$50,000	46%	52%	2%
	\$50,000 or more	50%	47%	3%
Education	Not college graduate	51%	47%	2%
	College graduate	43%	54%	3%
Race	White	52%	45%	3%
	African American	25%	72%	3%
	Latino	50%	50%	0%
Age	18 to 29	54%	45%	1%
	30 to 44	50%	48%	2%
	45 to 59	50%	48%	2%
	60 or older	41%	55%	4%
Age	Under 45	52%	46%	2%
	45 or older	46%	51%	3%
Gender	Men	56%	42%	2%
	Women	40%	57%	3%
Interview Type	Landline	48%	49%	3%
	Cell Phone	48%	51%	1%

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^National Registered Voters: N=1068 MOE +/- 3.0 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.

McClatchy-Marist Poll National Tables

		National Adults		
		Do you favor or oppose background checks for private gun sales and sales at gun shows?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
National Adults		84%	15%	2%
Gun Owners		81%	18%	1%
Gun HH		82%	17%	1%
National Registered Voters		84%	15%	1%
Party Identification^	Democrat	87%	11%	1%
	Republican	81%	18%	1%
	Independent	83%	16%	1%
Party Identification*	Strong Democrats	89%	9%	2%
	Soft Democrats	89%	10%	1%
	Just Independents	85%	12%	3%
	Soft Republicans	78%	21%	1%
	Strong Republicans	79%	20%	1%
Political Ideology^	Very liberal-Liberal	93%	6%	1%
	Moderate	88%	10%	2%
	Conservative-Very conservative	77%	22%	1%
Region	Northeast	86%	13%	2%
	Midwest	83%	15%	3%
	South	84%	15%	1%
	West	82%	17%	1%
Household Income	Less than \$50,000	82%	17%	1%
	\$50,000 or more	86%	12%	1%
Education	Not college graduate	82%	16%	1%
	College graduate	86%	12%	2%
Race	White	85%	14%	2%
	African American	73%	24%	3%
	Latino	88%	11%	1%
Age	18 to 29	88%	11%	2%
	30 to 44	84%	15%	1%
	45 to 59	86%	14%	0%
	60 or older	80%	17%	3%
Age	Under 45	85%	13%	1%
	45 or older	83%	16%	2%
Gender	Men	80%	19%	1%
	Women	87%	11%	2%
Interview Type	Landline	83%	15%	1%
	Cell Phone	84%	14%	2%

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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 favor or oppose a ban on assault weapons?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
National Adults		55%	41%	3%
Gun Owners		43%	55%	2%
Gun HH		48%	49%	3%
National Registered Voters		56%	41%	3%
Party Identification^	Democrat	70%	29%	2%
	Republican	44%	51%	5%
	Independent	54%	44%	2%
Party Identification*	Strong Democrats	75%	25%	0%
	Soft Democrats	64%	33%	3%
	Just Independents	62%	36%	2%
	Soft Republicans	46%	52%	2%
	Strong Republicans	36%	57%	7%
Political Ideology^	Very liberal-Liberal	73%	26%	1%
	Moderate	68%	30%	1%
	Conservative-Very conservative	38%	58%	5%
Region	Northeast	59%	37%	4%
	Midwest	58%	38%	4%
	South	51%	46%	3%
	West	56%	42%	2%
Household Income	Less than \$50,000	55%	42%	3%
	\$50,000 or more	57%	40%	3%
Education	Not college graduate	51%	46%	3%
	College graduate	62%	35%	4%
Race	White	57%	40%	3%
	African American	60%	37%	3%
	Latino	53%	45%	2%
Age	18 to 29	41%	52%	7%
	30 to 44	48%	51%	1%
	45 to 59	57%	40%	2%
	60 or older	67%	30%	3%
Age	Under 45	45%	51%	4%
	45 or older	62%	35%	3%
Gender	Men	46%	51%	2%
	Women	64%	32%	4%
Interview Type	Landline	56%	41%	3%
	Cell Phone	53%	43%	3%

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McClatchy-Marist Poll National Tables

		National Adults		
		Do you favor or oppose a ban on ammunition clips that hold more than 10 bullets?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
National Adults		52%	45%	3%
Gun Owners		40%	59%	2%
Gun HH		43%	55%	3%
National Registered Voters		52%	45%	3%
Party Identification^	Democrat	71%	27%	2%
	Republican	39%	56%	5%
	Independent	46%	51%	2%
Party Identification*	Strong Democrats	78%	21%	1%
	Soft Democrats	60%	38%	2%
	Just Independents	49%	48%	3%
	Soft Republicans	41%	54%	4%
	Strong Republicans	28%	66%	5%
Political Ideology^	Very liberal-Liberal	71%	28%	2%
	Moderate	59%	38%	3%
	Conservative-Very conservative	37%	60%	3%
Region	Northeast	56%	38%	6%
	Midwest	51%	46%	3%
	South	48%	49%	3%
	West	57%	41%	2%
Household Income	Less than \$50,000	52%	46%	2%
	\$50,000 or more	53%	45%	2%
Education	Not college graduate	48%	48%	3%
	College graduate	58%	39%	3%
Race	White	52%	45%	3%
	African American	54%	39%	7%
	Latino	56%	42%	2%
Age	18 to 29	47%	50%	3%
	30 to 44	44%	54%	2%
	45 to 59	52%	45%	3%
	60 or older	61%	35%	4%
Age	Under 45	45%	52%	3%
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McClatchy-Marist Poll National Tables

		National Adults		
		Do you favor or oppose reducing regulations on gun purchases to make it easier to purchase and own a gun?		
		Favor	Oppose	Unsure
		Row %	Row %	Row %
National Adults		19%	78%	3%
Gun Owners		28%	70%	2%
Gun HH		25%	73%	2%
National Registered Voters		20%	78%	3%
Party Identification^	Democrat	13%	85%	1%
	Republican	23%	73%	4%
	Independent	23%	74%	3%
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Education	Not college graduate	20%	77%	2%
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	Latino	14%	86%	0%
Age	18 to 29	20%	78%	2%
	30 to 44	23%	75%	2%
	45 to 59	17%	80%	3%
	60 or older	19%	78%	4%
Age	Under 45	22%	76%	2%
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