

## How the Survey was Conducted

---

### **Nature of the Sample: McClatchy-Marist National Poll of 1,219 Adults**

This survey of 1,219 adults was conducted March 25<sup>th</sup> through March 27<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 1,061 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	28%	
	Independent	n/a	35%	
	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	9%	
	Republican leaning independents	n/a	13%	
	Not strong Republicans	n/a	12%	
	Strong Republicans	n/a	16%	
	Other	n/a	1%	
	Political Ideology	Very conservative	n/a	11%
		Conservative	n/a	27%
Moderate		n/a	41%	
Liberal		n/a	17%	
Very liberal		n/a	4%	
Gender	Men	49%	48%	
	Women	51%	52%	
Age	Under 45	38%	33%	
	45 or older	62%	67%	
Age	18 to 29	18%	14%	
	30 to 44	21%	19%	
	45 to 59	30%	33%	
	60 or older	31%	34%	
			31%	34%
Race	White	69%	72%	
	African American	11%	12%	
	Latino	13%	13%	
	Other	6%	3%	
Region	Northeast	18%	19%	
	Midwest	22%	22%	
	South	37%	37%	
	West	23%	22%	
Household Income	Less than \$50,000	51%	49%	
	\$50,000 or more	49%	51%	
Education	Not college graduate	58%	56%	
	College graduate	42%	44%	
Interview Type	Landline	73%	75%	
	Cell Phone	27%	25%	

McClatchy-Marist Poll National Adults. Interviews conducted March 25th through March 27th, 2013, 2012, N=1219 MOE +/- 2.8 percentage points. National Registered Voters: N=1061 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Chris Christie, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		46%	43%	11%
Party Identification	Democrat	81%	12%	6%
	Republican	11%	82%	7%
	Independent	43%	40%	18%
Political Ideology	Very liberal-Liberal	79%	14%	7%
	Moderate	54%	35%	10%
	Conservative-Very conservative	22%	66%	13%
Region	Northeast	61%	32%	7%
	Midwest	42%	49%	10%
	South	43%	47%	10%
	West	43%	39%	18%
Household Income	Less than \$50,000	54%	37%	9%
	\$50,000 or more	40%	48%	13%
Education	Not college graduate	49%	42%	10%
	College graduate	43%	44%	13%
Race	White	41%	49%	11%
	Non-white	64%	25%	11%
Age	Under 45	54%	37%	9%
	45 or older	44%	44%	12%
Gender	Men	45%	46%	9%
	Women	47%	40%	12%
Interview Type	Landline	44%	45%	12%
	Cell Phone	55%	37%	9%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Jeb Bush, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		54%	38%	8%
Party Identification	Democrat	95%	2%	3%
	Republican	13%	80%	7%
	Independent	52%	35%	13%
Political Ideology	Very liberal-Liberal	87%	8%	5%
	Moderate	66%	26%	8%
	Conservative-Very conservative	26%	65%	9%
Region	Northeast	73%	18%	10%
	Midwest	48%	43%	9%
	South	49%	44%	7%
	West	52%	39%	9%
Household Income	Less than \$50,000	60%	34%	7%
	\$50,000 or more	52%	40%	8%
Education	Not college graduate	53%	39%	8%
	College graduate	55%	37%	8%
Race	White	48%	43%	10%
	Non-white	74%	22%	4%
Age	Under 45	65%	32%	3%
	45 or older	50%	39%	11%
Gender	Men	52%	39%	9%
	Women	56%	37%	8%
Interview Type	Landline	51%	40%	9%
	Cell Phone	64%	31%	5%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Marco Rubio, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		52%	40%	8%
Party Identification	Democrat	91%	5%	4%
	Republican	14%	81%	5%
	Independent	49%	37%	14%
Political Ideology	Very liberal-Liberal	85%	11%	4%
	Moderate	61%	30%	8%
	Conservative-Very conservative	25%	66%	9%
Region	Northeast	63%	27%	9%
	Midwest	44%	47%	9%
	South	51%	41%	8%
	West	52%	43%	5%
Household Income	Less than \$50,000	58%	34%	9%
	\$50,000 or more	49%	42%	8%
Education	Not college graduate	52%	40%	8%
	College graduate	51%	41%	8%
Race	White	46%	44%	10%
	Non-white	69%	28%	2%
Age	Under 45	57%	35%	8%
	45 or older	50%	41%	8%
Gender	Men	46%	46%	8%
	Women	57%	35%	8%
Interview Type	Landline	51%	41%	8%
	Cell Phone	56%	36%	8%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Rand Paul, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		52%	41%	7%
Party Identification	Democrat	93%	3%	4%
	Republican	14%	78%	8%
	Independent	47%	45%	8%
Political Ideology	Very liberal-Liberal	89%	6%	5%
	Moderate	61%	32%	7%
	Conservative-Very conservative	23%	70%	7%
Region	Northeast	65%	30%	6%
	Midwest	47%	46%	8%
	South	49%	44%	7%
	West	52%	41%	6%
Household Income	Less than \$50,000	57%	37%	6%
	\$50,000 or more	49%	42%	9%
Education	Not college graduate	51%	42%	7%
	College graduate	53%	40%	7%
Race	White	47%	46%	8%
	Non-white	69%	27%	3%
Age	Under 45	55%	42%	3%
	45 or older	52%	40%	9%
Gender	Men	44%	47%	9%
	Women	59%	36%	6%
Interview Type	Landline	50%	42%	8%
	Cell Phone	58%	38%	5%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Joe Biden, the Democrat	Chris Christie, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		43%	46%	11%
Party Identification	Democrat	80%	14%	6%
	Republican	4%	89%	7%
	Independent	35%	47%	18%
Political Ideology	Very liberal-Liberal	75%	16%	9%
	Moderate	50%	40%	10%
	Conservative-Very conservative	17%	73%	10%
Region	Northeast	51%	36%	13%
	Midwest	41%	47%	12%
	South	31%	58%	11%
	West	56%	36%	8%
Household Income	Less than \$50,000	49%	40%	11%
	\$50,000 or more	41%	52%	7%
Education	Not college graduate	45%	44%	11%
	College graduate	41%	49%	10%
Race	White	31%	56%	13%
	Non-white	70%	24%	6%
Age	Under 45	53%	40%	7%
	45 or older	38%	50%	12%
Gender	Men	40%	52%	8%
	Women	46%	40%	14%
Interview Type	Landline	41%	47%	12%
	Cell Phone	48%	44%	8%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=541 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Joe Biden, the Democrat	Marco Rubio, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		53%	39%	8%
Party Identification	Democrat	89%	7%	4%
	Republican	10%	84%	6%
	Independent	50%	36%	14%
Political Ideology	Very liberal-Liberal	88%	8%	4%
	Moderate	60%	31%	9%
	Conservative-Very conservative	24%	68%	8%
Region	Northeast	65%	27%	9%
	Midwest	51%	39%	10%
	South	44%	48%	9%
	West	59%	36%	4%
Household Income	Less than \$50,000	60%	30%	10%
	\$50,000 or more	47%	48%	5%
Education	Not college graduate	52%	39%	9%
	College graduate	54%	39%	6%
Race	White	42%	48%	10%
	Non-white	78%	20%	2%
Age	Under 45	63%	32%	6%
	45 or older	48%	43%	9%
Gender	Men	50%	43%	7%
	Women	55%	36%	9%
Interview Type	Landline	49%	42%	9%
	Cell Phone	64%	30%	5%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=541 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.



McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Joe Biden, the Democrat	Rand Paul, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		50%	41%	8%
Party Identification	Democrat	87%	9%	3%
	Republican	7%	86%	7%
	Independent	47%	39%	14%
Political Ideology	Very liberal-Liberal	86%	10%	3%
	Moderate	58%	35%	7%
	Conservative-Very conservative	21%	68%	11%
Region	Northeast	61%	31%	8%
	Midwest	53%	38%	9%
	South	43%	47%	10%
	West	51%	43%	5%
Household Income	Less than \$50,000	56%	35%	10%
	\$50,000 or more	46%	48%	6%
Education	Not college graduate	50%	40%	10%
	College graduate	51%	43%	6%
Race	White	42%	48%	10%
	Non-white	69%	27%	3%
Age	Under 45	55%	42%	3%
	45 or older	49%	41%	10%
Gender	Men	46%	46%	8%
	Women	55%	36%	9%
Interview Type	Landline	49%	42%	9%
	Cell Phone	54%	40%	6%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=541 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Joe Biden, the Democrat	Jeb Bush, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		49%	41%	10%
Party Identification	Democrat	90%	6%	4%
	Republican	5%	88%	6%
	Independent	43%	41%	17%
Political Ideology	Very liberal-Liberal	81%	11%	8%
	Moderate	59%	33%	8%
	Conservative-Very conservative	21%	69%	10%
Region	Northeast	60%	26%	14%
	Midwest	50%	37%	13%
	South	40%	52%	9%
	West	55%	41%	5%
Household Income	Less than \$50,000	57%	34%	10%
	\$50,000 or more	45%	47%	8%
Education	Not college graduate	49%	42%	8%
	College graduate	49%	40%	11%
Race	White	40%	48%	12%
	Non-white	70%	26%	4%
Age	Under 45	54%	36%	10%
	45 or older	48%	44%	8%
Gender	Men	46%	44%	10%
	Women	53%	38%	9%
Interview Type	Landline	48%	41%	10%
	Cell Phone	52%	40%	8%

McClatchy-Marist Poll National Registered Voters Split Sample. Interviews conducted March 25th through March 27th, 2013, N=541 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.