

How the Survey was Conducted

Nature of the Sample: McClatchy-Marist Poll of 1,465 National Adults

This survey of 1,465 adults was conducted October 29th through November 4th, 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 then selected by first 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 ± 2.6 percentage points. There are 1,080 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. There are 511 Democrats and Democratic leaning independents. The results for this subset are statistically significant within ± 4.3 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		74%	100%
Party Identification^	Democrat	n/a	33%
	Republican	n/a	26%
	Independent	n/a	39%
	Other	n/a	1%
Party Identification^	Strong Democrats	n/a	24%
	Not strong Democrats	n/a	10%
	Democratic leaning independents	n/a	15%
	Just Independents	n/a	10%
	Republican leaning independents	n/a	14%
	Not strong Republicans	n/a	10%
	Strong Republicans	n/a	16%
	Other	n/a	1%
Political Ideology^	Very liberal	n/a	8%
	Liberal	n/a	18%
	Moderate	n/a	40%
	Conservative	n/a	25%
	Very conservative	n/a	9%
Tea Party Supporters^		n/a	22%
Republicans	Support Tea Party	n/a	40%
	Do Not Support Tea Party	n/a	60%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	47%	39%
	45 or older	53%	61%
Age	18 to 29	22%	16%
	30 to 44	25%	23%
	45 to 59	26%	29%
	60 or older	26%	32%
Race	White	62%	67%
	African American	11%	11%
	Latino	14%	11%
	Other	12%	11%
Region	Northeast	18%	19%
	Midwest	22%	23%
	South	37%	36%
	West	23%	22%
Household Income	Less than \$50,000	47%	42%
	\$50,000 or more	53%	58%
Education	Not college graduate	56%	51%
	College graduate	44%	49%
Marital Status	Married	50%	55%
	Not married	50%	45%
Interview Type	Landline	35%	40%
	Cell phone	65%	60%

McClatchy-Marist Poll National Adults. Interviews conducted October 29th through November 4th, 2015, n=1465 MOE +/- 2.6 percentage points. ^National Registered Voters: n=1080 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

Nature of the Sample		Democrats and Democratic leaning independents
		Col %
Democrats and Democratic leaning independents		100%
Party Identification	Democrat	69%
	Independent	31%
Party Identification	Strong Democrats	50%
	Not strong Democrats	20%
	Democratic leaning independents	31%
Political Ideology	Very liberal	16%
	Liberal	32%
	Moderate	41%
	Conservative	9%
	Very conservative	3%
Tea Party Supporters		8%
Gender	Men	45%
	Women	55%
Age	Under 45	40%
	45 or older	60%
Age	18 to 29	17%
	30 to 44	23%
	45 to 59	28%
	60 or older	32%
Race	White	58%
	African American	20%
	Latino	12%
	Other	10%
Region	Northeast	22%
	Midwest	21%
	South	35%
	West	21%
Household Income	Less than \$50,000	43%
	\$50,000 or more	57%
Education	Not college graduate	50%
	College graduate	50%
Marital Status	Married	49%
	Not married	51%
Interview Type	Landline	40%
	Cell phone	60%

McClatchy-Marist Poll National Democrats and Democratic leaning independents. Interviews conducted October 29th through November 4th, 2015, n=511 MOE +/- 4.3 percentage points.

McClatchy-Marist Poll National Tables

		Democrats and Democratic leaning independents			
		2016 Democratic presidential primary/caucus including those who are undecided yet leaning toward a candidate			
		Hillary Clinton	Bernie Sanders	Martin O'Malley	Undecided
		Row %	Row %	Row %	Row %
Democrats and Democratic leaning independents		57%	35%	4%	4%
Party Identification	Democrat	65%	28%	4%	3%
	Independent	38%	50%	6%	6%
Party Identification*	Strong Democrats	69%	26%	3%	2%
	Soft Democrats	45%	43%	6%	6%
Political Ideology	Very liberal-Liberal	52%	44%	2%	3%
	Moderate	55%	33%	7%	5%
Region	Northeast	58%	37%	3%	3%
	Midwest	61%	31%	4%	4%
	South	59%	29%	6%	6%
	West	47%	46%	3%	4%
Household Income	Less than \$50,000	62%	26%	6%	6%
	\$50,000 or more	56%	40%	2%	2%
Education	Not college graduate	57%	32%	6%	6%
	College graduate	56%	38%	3%	3%
Race	White	50%	41%	5%	5%
	African American	81%	13%	3%	3%
	Latino	54%	36%	6%	3%
Race	White	50%	41%	5%	5%
	Non-white	66%	27%	4%	3%
Age	18 to 29	35%	58%	6%	1%
	30 to 44	50%	45%	4%	1%
	45 to 59	64%	26%	5%	5%
	60 or older	69%	21%	3%	8%
Age	Under 45	44%	50%	5%	1%
	45 or older	66%	23%	4%	6%
Gender	Men	50%	41%	4%	5%
	Women	62%	30%	4%	4%
Interview Type	Landline	67%	25%	2%	6%
	Cell phone	50%	41%	6%	3%

McClatchy-Marist Poll National Democrats and Democratic leaning independents. Interviews conducted October 29th through November 4th, 2015, n=511 MOE +/- 4.3 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.

McClatchy-Marist Poll National Tables

		Democrats and Democratic leaning independents		
		Regardless of whom you may support, would you say that the more you hear about Hillary Clinton the more you like her, or the more you hear about Hillary Clinton the less you like her?		
		More you hear, the more you like	More you hear, the less you like	Unsure-Never Heard
		Row %	Row %	Row %
Democrats and Democratic leaning independents		63%	31%	6%
Party Identification	Democrat	68%	25%	7%
	Independent	53%	44%	3%
Party Identification*	Strong Democrats	75%	19%	6%
	Soft Democrats	52%	42%	6%
Political Ideology	Very liberal-Liberal	65%	28%	7%
	Moderate	56%	38%	6%
Region	Northeast	56%	42%	3%
	Midwest	69%	25%	6%
	South	64%	29%	8%
	West	64%	29%	7%
Household Income	Less than \$50,000	65%	31%	4%
	\$50,000 or more	62%	32%	6%
Education	Not college graduate	66%	29%	5%
	College graduate	60%	33%	7%
Race	White	58%	36%	6%
	African American	82%	14%	4%
	Latino	70%	22%	7%
Race	White	58%	36%	6%
	Non-white	72%	23%	4%
Age	18 to 29	57%	38%	5%
	30 to 44	51%	40%	9%
	45 to 59	67%	27%	6%
	60 or older	72%	23%	5%
Age	Under 45	53%	39%	7%
	45 or older	70%	25%	5%
Gender	Men	62%	31%	6%
	Women	64%	31%	6%
Interview Type	Landline	67%	26%	7%
	Cell phone	61%	34%	5%

McClatchy-Marist Poll National Democrats and Democratic leaning independents. Interviews conducted October 29th through November 4th, 2015, n=511 MOE +/- 4.3 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.

McClatchy-Marist Poll National Tables

		Democrats and Democratic leaning independents		
		Regardless of whom you may support, would you say that the more you hear about Bernie Sanders the more you like him, or the more you hear about Bernie Sanders the less you like him?		
		More you hear, the more you like	More you hear, the less you like	Unsure-Never Heard
		Row %	Row %	Row %
Democrats and Democratic leaning independents		62%	25%	13%
Party Identification	Democrat	57%	27%	17%
	Independent	74%	20%	6%
Party Identification*	Strong Democrats	61%	25%	13%
	Soft Democrats	62%	24%	14%
Political Ideology	Very liberal-Liberal	74%	15%	12%
	Moderate	53%	33%	14%
Region	Northeast	68%	24%	8%
	Midwest	67%	17%	16%
	South	50%	35%	15%
	West	70%	17%	14%
Household Income	Less than \$50,000	48%	31%	21%
	\$50,000 or more	71%	22%	7%
Education	Not college graduate	56%	26%	17%
	College graduate	68%	22%	11%
Race	White	67%	23%	11%
	African American	42%	31%	27%
	Latino	67%	15%	18%
Race	White	67%	23%	11%
	Non-white	53%	28%	19%
Age	18 to 29	77%	17%	6%
	30 to 44	71%	20%	9%
	45 to 59	55%	29%	15%
	60 or older	51%	30%	19%
Age	Under 45	74%	18%	8%
	45 or older	53%	29%	17%
Gender	Men	66%	23%	10%
	Women	58%	26%	16%
Interview Type	Landline	55%	29%	16%
	Cell phone	66%	22%	12%

McClatchy-Marist Poll National Democrats and Democratic leaning independents. Interviews conducted October 29th through November 4th, 2015, n=511 MOE +/- 4.3 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.

McClatchy-Marist Poll National Tables

		Democrats and Democratic leaning independents		
		Which comes closer to your opinion:		
		It's more important to have a Democratic nominee for president who will continue President Obama's policies	It's more important to have a Democratic nominee for president who will move in a different direction	Unsure
		Row %	Row %	Row %
Democrats and Democratic leaning independents		46%	50%	5%
Party Identification	Democrat	51%	45%	4%
	Independent	33%	62%	5%
Party Identification*	Strong Democrats	58%	39%	3%
	Soft Democrats	34%	60%	6%
Political Ideology	Very liberal-Liberal	48%	46%	6%
	Moderate	43%	54%	3%
Region	Northeast	39%	56%	5%
	Midwest	53%	43%	4%
	South	45%	51%	4%
	West	46%	49%	5%
Household Income	Less than \$50,000	42%	52%	6%
	\$50,000 or more	47%	51%	2%
Education	Not college graduate	37%	58%	5%
	College graduate	52%	43%	5%
Race	White	42%	52%	6%
	African American	57%	40%	3%
	Latino	41%	58%	1%
Race	White	42%	52%	6%
	Non-white	51%	46%	3%
Age	18 to 29	48%	46%	6%
	30 to 44	40%	60%	0%
	45 to 59	45%	50%	5%
	60 or older	49%	44%	7%
Age	Under 45	44%	54%	3%
	45 or older	47%	47%	6%
Gender	Men	40%	55%	4%
	Women	50%	45%	5%
Interview Type	Landline	46%	46%	8%
	Cell phone	45%	52%	2%

McClatchy-Marist Poll National Democrats and Democratic leaning independents. Interviews conducted October 29th through November 4th, 2015, n=511 MOE +/- 4.3 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.

National Democrats and Democratic leaning independents			
Which comes closer to your opinion:			
	It's more important to have a Democratic nominee for president who will continue President Obama's policies	It's more important to have a Democratic nominee for president who will move in a different direction	Unsure
	Row %	Row %	Row %
November 2015	46%	50%	5%
July 2015	45%	46%	8%
March 2015	45%	47%	8%
December 2014	38%	58%	4%
December 2013	49%	46%	4%
July 2013	46%	44%	10%