

## How the Survey was Conducted

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

This survey of 1,249 adults was conducted July 5<sup>th</sup> through July 9<sup>th</sup>, 2016 by The Marist Poll sponsored and funded in partnership with McClatchy News Service. 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. 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 randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. After the interviews were completed, the two samples were 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  $\pm 2.8$  percentage points. There are 1,053 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  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		84%	100%
Party Identification	Democrat	n/a	35%
	Republican	n/a	30%
	Independent	n/a	35%
	Other	n/a	1%
Party Identification	Strong Democrats	n/a	24%
	Not strong Democrats	n/a	11%
	Democratic leaning independents	n/a	14%
	Just Independents	n/a	10%
	Republican leaning independents	n/a	10%
	Not strong Republicans	n/a	11%
	Strong Republicans	n/a	18%
	Other	n/a	1%
	Political Ideology	Very liberal	n/a
Liberal		n/a	21%
Moderate		n/a	35%
Conservative		n/a	24%
Very conservative		n/a	13%
Tea Party Supporters		n/a	21%
Gender	Men	49%	47%
	Women	51%	53%
Age	Under 45	47%	42%
	45 or older	53%	58%
Age	18 to 29	22%	18%
	30 to 44	25%	23%
	45 to 59	26%	29%
	60 or older	26%	29%
Race	White	62%	65%
	African American	11%	12%
	Latino	15%	13%
	Other	11%	10%
Region	Northeast	18%	18%
	Midwest	22%	23%
	South	37%	37%
	West	23%	22%
Household Income	Less than \$50,000	48%	47%
	\$50,000 or more	52%	53%
Education	Not college graduate	59%	57%
	College graduate	41%	43%
Education by Race	White - Not College Graduate	35%	36%
	White - College Graduate	28%	31%
	Non-White - Not College Graduate	24%	22%
	Non-White - College Graduate	12%	11%
Marital Status	Married	47%	50%
	Not married	53%	50%
Interview Type	Landline	42%	45%
	Cell phone	58%	55%

McClatchy-Marist Poll National Adults. Interviews conducted July 5th through July 9th, 2016, n=1249 MOE +/- 2.8 percentage points. National Registered Voters: n=1053 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Registered Voters		
		If you could choose, would you prefer the Democratic nominee be:		
		Hillary Clinton	Bill Clinton	Unsure
		Row %	Row %	Row %
National Registered Voters		32%	52%	16%
Party Identification	Democrat	52%	42%	6%
	Republican	14%	63%	23%
	Independent	25%	56%	19%
Party Identification*	Strong Democrats	57%	39%	4%
	Soft Democrats	36%	54%	10%
	Just Independents	25%	41%	33%
	Soft Republicans	16%	66%	18%
	Strong Republicans	12%	60%	28%
Tea Party Supporters		18%	59%	23%
Political Ideology	Very liberal-Liberal	49%	43%	8%
	Moderate	33%	54%	13%
	Conservative-Very conservative	18%	58%	24%
Region	Northeast	35%	53%	12%
	Midwest	35%	45%	20%
	South	30%	55%	15%
	West	30%	52%	18%
Household Income	Less than \$50,000	32%	52%	16%
	\$50,000 or more	33%	54%	13%
Education	Not college graduate	27%	55%	17%
	College graduate	40%	46%	14%
Race	White	32%	49%	19%
	African American	44%	47%	8%
	Latino	30%	60%	10%
Education by Race	White - Not College Graduate	26%	52%	22%
	White - College Graduate	40%	45%	14%
Age	18 to 29	28%	64%	8%
	30 to 44	27%	65%	8%
	45 to 59	33%	50%	17%
	60 or older	39%	34%	28%
Age	Under 45	27%	65%	8%
	45 or older	36%	42%	22%
Gender	Men	25%	60%	16%
	Women	39%	45%	17%
Marital Status	Married	31%	52%	18%
	Not married	35%	51%	14%
Interview Type	Landline	34%	42%	23%
	Cell phone	30%	59%	11%

McClatchy-Marist Poll National Registered Voters. Interviews conducted July 5th through July 9th, 2016, n=1053 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 Registered Voters		
		If you could choose, would you prefer the Republican nominee be:		
		Donald Trump	Ronald Reagan	Unsure
		Row %	Row %	Row %
National Registered Voters		13%	81%	6%
Party Identification	Democrat	8%	85%	7%
	Republican	15%	83%	2%
	Independent	15%	77%	7%
Party Identification*	Strong Democrats	7%	87%	6%
	Soft Democrats	12%	80%	8%
	Just Independents	17%	70%	13%
	Soft Republicans	13%	84%	2%
	Strong Republicans	18%	81%	2%
Tea Party Supporters		16%	81%	2%
Political Ideology	Very liberal-Liberal	13%	81%	7%
	Moderate	10%	85%	5%
	Conservative-Very conservative	15%	82%	3%
Region	Northeast	8%	87%	5%
	Midwest	16%	77%	7%
	South	14%	81%	6%
	West	12%	82%	6%
Household Income	Less than \$50,000	15%	79%	6%
	\$50,000 or more	11%	84%	4%
Education	Not college graduate	14%	80%	7%
	College graduate	12%	84%	4%
Race	White	14%	81%	5%
	African American	8%	86%	6%
	Latino	9%	87%	4%
Education by Race	White - Not College Graduate	16%	79%	6%
	White - College Graduate	12%	84%	4%
Age	18 to 29	12%	84%	5%
	30 to 44	15%	82%	3%
	45 to 59	11%	82%	7%
	60 or older	14%	77%	8%
Age	Under 45	14%	83%	4%
	45 or older	13%	80%	8%
Gender	Men	15%	80%	5%
	Women	11%	82%	7%
Marital Status	Married	13%	83%	5%
	Not married	14%	80%	6%
Interview Type	Landline	12%	79%	8%
	Cell phone	13%	82%	4%

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