

How the Survey was Conducted

Nature of the Sample: McClatchy-Marist Poll of 1,005 National Adults

This survey of 1,005 adults was conducted December 1st through December 9th, 2016 by The Marist Poll, sponsored and funded in partnership with McClatchy. 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 ± 3.1 percentage points. There are 873 registered voters. The results for this subset are statistically significant within ± 3.3 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		87%	100%	
Party Identification	Democrat	n/a	36%	
	Republican	n/a	31%	
	Independent	n/a	32%	
	Other	n/a	2%	
Party Identification	Strong Democrats	n/a	25%	
	Not strong Democrats	n/a	11%	
	Democratic leaning independents	n/a	11%	
	Just Independents	n/a	8%	
	Republican leaning independents	n/a	13%	
	Not strong Republicans	n/a	12%	
	Strong Republicans	n/a	18%	
	Other	n/a	2%	
	Political Ideology	Very liberal	n/a	8%
		Liberal	n/a	20%
Moderate		n/a	33%	
Conservative		n/a	28%	
Very conservative		n/a	10%	
Tea Party Supporters		n/a	19%	
Gender	Men	49%	48%	
	Women	51%	52%	
Age	Under 45	47%	42%	
	45 or older	53%	58%	
Age	18 to 29	22%	18%	
	30 to 44	25%	24%	
	45 to 59	27%	29%	
	60 or older	26%	28%	
			26%	28%
Race	White	62%	65%	
	African American	11%	11%	
	Latino	14%	14%	
	Other	12%	10%	
Region	Northeast	18%	18%	
	Midwest	21%	21%	
	South	37%	37%	
	West	24%	24%	
Household Income	Less than \$50,000	48%	46%	
	\$50,000 or more	52%	54%	
Education	Not college graduate	58%	56%	
	College graduate	42%	44%	
Education by Race	White - Not College Graduate	33%	34%	
	White - College Graduate	29%	31%	
	Non-White - Not College Graduate	24%	22%	
	Non-White - College Graduate	14%	13%	
White Evangelical Christians		19%	19%	
Interview Type	Landline	41%	44%	
	Cell phone	59%	56%	

McClatchy-Marist Poll National Adults. Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 percentage points. National Registered Voters: n=873 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		National Adults		
		Some people are concerned that it is very easy to spread rumors about public figures on social media such as Facebook and Twitter. Which comes closer to your opinion:		
		Facebook and Twitter have a responsibility to stop the sharing of information that is identified as false	Social media is a free marketplace of ideas and it's up to its users to determine what is true or false	Unsure
		Row %	Row %	Row %
National Adults		41%	53%	6%
National Registered Voters		41%	52%	6%
Party Identification^	Democrat	47%	49%	4%
	Republican	39%	52%	9%
	Independent	39%	54%	6%
Party Identification*	Strong Democrats	49%	47%	4%
	Soft Democrats	46%	50%	3%
	Soft Republicans	35%	58%	7%
	Strong Republicans	40%	52%	8%
Tea Party Supporters^		40%	55%	5%
Political Ideology^	Very liberal-Liberal	50%	47%	4%
	Moderate	41%	54%	5%
	Conservative-Very conservative	36%	55%	9%
Region	Northeast	44%	50%	6%
	Midwest	40%	53%	6%
	South	39%	57%	4%
	West	41%	50%	9%
Household Income	Less than \$50,000	42%	51%	7%
	\$50,000 or more	39%	57%	4%
Education	Not college graduate	41%	52%	7%
	College graduate	38%	58%	4%
Race	White	41%	52%	7%
	African American	37%	58%	5%
	Latino	42%	50%	8%
Race and Education	White - Not College Graduate	45%	48%	8%
	White - College Graduate	37%	58%	5%
Age	18 to 29	32%	66%	2%
	30 to 44	33%	64%	3%
	45 to 59	45%	50%	5%
	60 or older	51%	36%	13%
Age	Under 45	33%	65%	3%
	45 or older	48%	43%	9%
Gender	Men	39%	56%	5%
	Women	42%	51%	7%
White Evangelical Christians		42%	51%	7%
Interview Type	Landline	46%	45%	9%
	Cell phone	37%	59%	4%

McClatchy-Marist Poll National Adults. Interviews conducted December 1st through December 9th, 2016, n=1005 MOE +/- 3.1 percentage points.

^National Registered Voters: n=873 MOE +/- 3.3 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. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.

		National Registered Voters		
		Do you find Donald Trump's communication through Twitter to be:		
		Effective and informative	Reckless and distracting	Unsure
		Row %	Row %	Row %
National Registered Voters		21%	66%	13%
Party Identification	Democrat	7%	90%	4%
	Republican	43%	37%	20%
	Independent	17%	67%	16%
Party Identification*	Strong Democrats	6%	90%	4%
	Soft Democrats	8%	85%	7%
	Soft Republicans	28%	53%	19%
	Strong Republicans	53%	29%	18%
Tea Party Supporters		38%	44%	17%
Political Ideology	Very liberal-Liberal	8%	85%	7%
	Moderate	15%	71%	14%
	Conservative-Very conservative	35%	48%	17%
Region	Northeast	21%	66%	13%
	Midwest	27%	59%	14%
	South	23%	65%	12%
	West	13%	72%	15%
Household Income	Less than \$50,000	23%	62%	15%
	\$50,000 or more	19%	71%	9%
Education	Not college graduate	23%	61%	16%
	College graduate	17%	73%	10%
Race	White	25%	60%	15%
	African American	10%	82%	8%
	Latino	16%	74%	11%
Race and Education	White - Not College Graduate	30%	51%	19%
	White - College Graduate	18%	70%	11%
Age	18 to 29	11%	83%	6%
	30 to 44	24%	67%	9%
	45 to 59	15%	71%	14%
	60 or older	32%	48%	21%
Age	Under 45	18%	74%	8%
	45 or older	23%	59%	18%
Gender	Men	26%	63%	11%
	Women	17%	68%	15%
White Evangelical Christians		36%	45%	18%
Interview Type	Landline	24%	59%	17%
	Cell phone	19%	71%	11%

McClatchy-Marist Poll National Registered Voters. Interviews conducted December 1st through December 9th, 2016, n=873 MOE

+/- 3.3 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. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.