

How the Survey was Conducted

Nature of the Sample: Marist Poll of 1,050 National Adults

This survey of 1,050 adults was conducted March 5th and March 6th, 2018 by The Marist Poll. 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. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.8 percentage points. There are 867 registered voters. The results for this subset are statistically significant within ± 4.2 percentage points. There are 394 gun owners. The results for this subset are statistically significant within ± 6.2 percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters	Gun Owners	
		Col %	Col %	Col %	
National Adults		100%			
National Registered Voters		83%	100%		
Gun Owners		39%	44%	100%	
Party Identification	Democrat	n/a	34%	19%	
	Republican	n/a	29%	38%	
	Independent	n/a	36%	40%	
	Other	n/a	2%	3%	
Party Identification	Strong Democrats	n/a	22%	10%	
	Not strong Democrats	n/a	12%	9%	
	Democratic leaning independents	n/a	12%	12%	
	Just Independents	n/a	13%	14%	
	Republican leaning independents	n/a	11%	14%	
	Not strong Republicans	n/a	10%	11%	
	Strong Republicans	n/a	19%	28%	
	Other	n/a	2%	3%	
	Gender	Men	49%	49%	64%
		Women	51%	51%	36%
Age	Under 45	46%	41%	45%	
	45 or older	54%	59%	55%	
Age	18 to 29	21%	16%	18%	
	30 to 44	25%	24%	26%	
	45 to 59	26%	29%	30%	
	60 or older	27%	31%	26%	
Race	White	61%	65%	70%	
	African American	11%	11%	7%	
	Latino	15%	14%	14%	
	Other	12%	11%	9%	
Region	Northeast	18%	20%	13%	
	Midwest	21%	22%	23%	
	South	38%	36%	42%	
	West	23%	21%	22%	
Household Income	Less than \$50,000	44%	40%	36%	
	\$50,000 or more	56%	60%	64%	
Education	Not college graduate	55%	51%	57%	
	College graduate	45%	49%	43%	
Education by Race	White - Not College Graduate	33%	32%	39%	
	White - College Graduate	29%	34%	31%	
	Non-White - Not College Graduate	21%	19%	18%	
	Non-White - College Graduate	16%	15%	12%	
White Evangelical Christians		22%	22%	29%	
Area Description	Big city	25%	23%	18%	
	Small city	20%	19%	20%	
	Suburban	20%	21%	16%	
	Small town	17%	18%	20%	
	Rural	18%	18%	27%	
Small city/Suburban Men		19%	20%	24%	
Small city/Suburban Women		21%	21%	12%	
Interview Type	Landline	43%	46%	42%	
	Cell phone	57%	54%	58%	

Marist Poll National Adults. Interviews conducted March 5th and March 6th, 2018, n=1050 MOE +/- 3.8 percentage points.

National Registered Voters: n=867 MOE +/- 4.2 percentage points. National Gun Owners: n=394 MOE +/- 6.2 percentage points. Totals may not add to 100% due to rounding.

PFLIM001. Marist Poll National Tables March 5th and March 6th, 2018

		National Adults			
		Do you think the students from Parkland, Florida that are speaking out about the shooting at their high school and the issue of gun violence will have a major impact, a minor impact, or no impact at all on gun reform in this country?			
		Major impact	Minor impact	No impact at all	Unsure
		Row %	Row %	Row %	Row %
National Adults		33%	44%	19%	4%
Gun Owners		17%	51%	29%	3%
National Registered Voters		30%	46%	20%	4%
Party Identification^	Democrat	45%	42%	10%	3%
	Republican	17%	54%	23%	7%
	Independent	26%	51%	22%	1%
Party Identification*	Strong Democrats	48%	37%	10%	4%
	Soft Democrats	35%	54%	11%	1%
	Just Independents	29%	41%	28%	2%
	Soft Republicans	20%	52%	23%	5%
	Strong Republicans	12%	57%	25%	6%
Trump Supporters		17%	52%	26%	5%
Region	Northeast	36%	46%	15%	3%
	Midwest	28%	48%	18%	5%
	South	29%	44%	24%	4%
	West	41%	39%	16%	4%
Household Income	Less than \$50,000	38%	40%	18%	4%
	\$50,000 or more	25%	49%	22%	3%
Education	Not college graduate	33%	42%	21%	4%
	College graduate	31%	49%	18%	2%
Race	White	25%	52%	19%	5%
	African American	56%	28%	12%	4%
	Latino	38%	37%	23%	1%
Race and Education	White - Not College Graduate	24%	47%	22%	6%
	White - College Graduate	25%	59%	15%	2%
Age	18 to 29	42%	38%	16%	4%
	30 to 44	29%	45%	25%	1%
	45 to 59	24%	54%	19%	2%
	60 or older	38%	39%	17%	7%
Age	Under 45	35%	42%	21%	3%
	45 or older	31%	46%	18%	5%
Gender	Men	24%	48%	26%	2%
	Women	41%	40%	13%	5%
White Evangelical Christians		22%	52%	20%	5%
Area Description	Big city	33%	38%	25%	3%
	Small city	36%	46%	15%	2%
	Suburban	34%	50%	13%	3%
	Small town	32%	48%	17%	4%
	Rural	27%	43%	27%	3%
Small city/Suburban Men		27%	51%	19%	2%
Small city/Suburban Women		42%	46%	9%	3%
Interview Type	Landline	34%	41%	18%	7%
	Cell phone	32%	46%	20%	2%

Marist Poll National Adults. Interviews conducted March 5th and March 6th, 2018, n=1050 MOE +/- 3.8 percentage points.

^National Registered Voters: n=867 MOE +/- 4.2 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.

PFLIM001TRND. Marist Poll National Trend

National Adults

Do you think the students from Parkland, Florida that are speaking out about the shooting at their high school and the issue of gun violence will have a major impact, a minor impact, or no impact at all on gun reform in this country?

	Major impact	Minor impact	No impact at all	Unsure
	Row %	Row %	Row %	Row %
March 2018	33%	44%	19%	4%
February 2018	34%	40%	23%	3%

Marist Poll National Adults

NWDIS314. Marist Poll National Tables March 5th and March 6th, 2018

		National Adults		
		If students across the country participate in the National School Walkout on March 14th to protest gun violence, do you think they should or should not be punished by their schools?		
		Should	Should not	Unsure
		Row %	Row %	Row %
National Adults		22%	72%	6%
Gun Owners		37%	58%	5%
National Registered Voters		22%	72%	5%
Party Identification^	Democrat	6%	89%	4%
	Republican	38%	53%	9%
	Independent	25%	72%	4%
Party Identification*	Strong Democrats	5%	91%	4%
	Soft Democrats	10%	87%	3%
	Just Independents	26%	67%	7%
	Soft Republicans	36%	57%	7%
	Strong Republicans	40%	51%	9%
Trump Supporters		38%	53%	9%
Region	Northeast	15%	78%	7%
	Midwest	25%	69%	5%
	South	23%	72%	5%
	West	23%	71%	6%
Household Income	Less than \$50,000	20%	74%	6%
	\$50,000 or more	26%	70%	4%
Education	Not college graduate	26%	69%	5%
	College graduate	18%	77%	5%
Race	White	24%	71%	6%
	African American	4%	91%	5%
	Latino	27%	71%	2%
Race and Education	White - Not College Graduate	27%	66%	6%
	White - College Graduate	20%	76%	4%
Age	18 to 29	18%	75%	7%
	30 to 44	29%	67%	4%
	45 to 59	25%	71%	4%
	60 or older	17%	76%	7%
Age	Under 45	24%	71%	6%
	45 or older	21%	73%	6%
Gender	Men	29%	66%	5%
	Women	15%	79%	6%
White Evangelical Christians		28%	62%	9%
Area Description	Big city	21%	74%	5%
	Small city	18%	79%	3%
	Suburban	23%	74%	3%
	Small town	26%	66%	8%
	Rural	22%	71%	7%
Small city/Suburban Men		27%	72%	1%
Small city/Suburban Women		15%	81%	5%
Interview Type	Landline	19%	73%	8%
	Cell phone	24%	72%	4%

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SUPCOG1. Marist Poll National Tables March 5th and March 6th, 2018

		National Adults			
		Are you more likely or less likely to support a brand or company that has cut ties with the NRA?			
		More likely	Less likely	Vol: No difference	Unsure
		Row %	Row %	Row %	Row %
National Adults		40%	37%	17%	6%
Gun Owners		25%	52%	20%	3%
National Registered Voters		41%	36%	18%	5%
Party Identification^	Democrat	65%	14%	13%	8%
	Republican	16%	63%	17%	5%
	Independent	38%	35%	25%	2%
Party Identification*	Strong Democrats	70%	13%	6%	10%
	Soft Democrats	59%	17%	21%	3%
	Just Independents	27%	39%	31%	2%
	Soft Republicans	24%	49%	23%	4%
	Strong Republicans	11%	69%	16%	4%
Trump Supporters		15%	61%	20%	4%
Region	Northeast	44%	30%	21%	5%
	Midwest	37%	40%	18%	6%
	South	36%	38%	19%	7%
	West	46%	37%	11%	6%
Household Income	Less than \$50,000	39%	37%	17%	8%
	\$50,000 or more	41%	37%	18%	4%
Education	Not college graduate	35%	41%	18%	7%
	College graduate	47%	32%	17%	5%
Race	White	35%	39%	20%	6%
	African American	62%	14%	11%	13%
	Latino	38%	44%	16%	2%
Race and Education	White - Not College Graduate	28%	45%	19%	8%
	White - College Graduate	43%	33%	21%	3%
Age	18 to 29	42%	37%	16%	5%
	30 to 44	36%	42%	15%	7%
	45 to 59	38%	40%	19%	3%
	60 or older	44%	29%	18%	9%
Age	Under 45	38%	40%	16%	6%
	45 or older	41%	34%	19%	6%
Gender	Men	37%	42%	18%	3%
	Women	42%	32%	17%	9%
White Evangelical Christians		21%	51%	20%	8%
Area Description	Big city	43%	37%	13%	7%
	Small city	49%	28%	19%	3%
	Suburban	44%	33%	17%	6%
	Small town	39%	36%	17%	8%
	Rural	25%	49%	21%	6%
Small city/Suburban Men		43%	39%	16%	2%
Small city/Suburban Women		50%	23%	20%	7%
Interview Type	Landline	40%	33%	19%	8%
	Cell phone	40%	39%	16%	5%

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