

How the Survey was Conducted

Nature of the Sample: NPR/PBS NewsHour/Marist Poll of 1,075 National Adults

This survey of 1,075 adults was conducted November 28th through December 4th, 2018 by The Marist Poll sponsored in partnership with NPR and PBS NewsHour. 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 Survey Sampling International. 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 ± 3.7 percentage points. There are 835 registered voters. The results for this subset are statistically significant within ± 4.2 percentage points. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	National Registered Voters
		Column %	Column %
National Adults		100%	
National Registered Voters		78%	100%
Party Identification	Democrat	n/a	33%
	Republican	n/a	27%
	Independent	n/a	39%
	Other	n/a	2%
Party Identification	Strong Democrats	n/a	23%
	Not strong Democrats	n/a	10%
	Democratic leaning independents	n/a	14%
	Just independents	n/a	12%
	Republican leaning independents	n/a	13%
	Not strong Republicans	n/a	9%
	Strong Republicans	n/a	18%
	Other	n/a	2%
Party ID and Gender	Democrat men	n/a	11%
	Democrat women	n/a	22%
	Republican men	n/a	13%
	Republican women	n/a	13%
	Independent men	n/a	20%
	Independent women	n/a	19%
	Other party men and women	n/a	2%
Gender	Men	49%	46%
	Women	51%	54%
Age	Under 45	47%	40%
	45 or older	53%	60%
Age	18 to 29	22%	18%
	30 to 44	25%	22%
	45 to 59	26%	28%
	60 or older	28%	33%
Race	White	61%	65%
	African American	11%	11%
	Latino	15%	13%
	Other	12%	10%
Region	Northeast	18%	18%
	Midwest	21%	22%
	South	38%	38%
	West	23%	23%
Household Income	Less than \$50,000	43%	39%
	\$50,000 or more	57%	61%
Education	Not college graduate	62%	60%
	College graduate	38%	40%
Education by Race	White - Not College Graduate	35%	36%
	White - College Graduate	26%	30%
	Non-White - Not College Graduate	27%	24%
	Non-White - College Graduate	11%	10%
Education - Race - Gender	Men - White - Not College Graduate	17%	17%
	Men - White - College Graduate	12%	13%
	Men - Non-White - Not College Graduate	14%	11%
	Men - Non-White - College Graduate	6%	5%
	Women - White - Not College Graduate	18%	19%
	Women - White - College Graduate	14%	17%
	Women - Non-White - Not College Graduate	14%	13%
	Women - Non-White - College Graduate	5%	5%
White Evangelical Christians		21%	22%
Area Description	Big city	25%	25%
	Small city	19%	18%
	Suburban	19%	20%
	Small town	21%	20%
	Rural	15%	16%
Small city/Suburban Men		18%	16%
Other area Men		31%	29%
Small city/Suburban Women		20%	22%
Other area Women		31%	33%
Interview Type	Landline	34%	38%
	Cell phone	66%	62%

NPR/PBS NewsHour/Marist Poll Adults. Interviews conducted November 28th through December 4th, 2018, n=1075 MOE +/- 3.7 percentage points.

National Registered Voters: n=835 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

ECO0102. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults		
		In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?		
		Get better	Get worse	Stay about the same
		Row %	Row %	Row %
National Adults		37%	14%	49%
National Registered Voters		36%	16%	49%
Party Identification^	Democrat	24%	23%	54%
	Republican	45%	7%	48%
	Independent	38%	15%	47%
Party Identification*	Strong Democrats	20%	26%	54%
	Soft Democrats	30%	21%	49%
	Just Independents	32%	16%	52%
	Soft Republicans	46%	6%	48%
	Strong Republicans	50%	6%	45%
Party ID and Gender	Democrat men	27%	20%	53%
	Democrat women	22%	24%	54%
	Republican men	50%	7%	43%
	Republican women	40%	7%	53%
	Independent men	53%	9%	37%
	Independent women	22%	20%	58%
Trump Supporters		48%	5%	47%
Region	Northeast	38%	10%	52%
	Midwest	32%	15%	53%
	South	41%	12%	47%
	West	34%	18%	48%
Household Income	Less than \$50,000	28%	20%	52%
	\$50,000 or more	45%	9%	46%
Education	Not college graduate	35%	15%	50%
	College graduate	40%	12%	48%
Race	White	36%	13%	51%
	African American	39%	15%	46%
	Latino	41%	13%	45%
Race and Education	White - Not College Graduate	33%	15%	52%
	White - College Graduate	39%	12%	49%
Gender - Race - Education	Men - White - Not College Graduate	43%	10%	47%
	Men - White - College Graduate	51%	8%	41%
	Women - White - Not College Graduate	24%	19%	57%
	Women - White - College Graduate	29%	15%	56%
Age	18 to 29	38%	11%	51%
	30 to 44	48%	14%	38%
	45 to 59	43%	16%	41%
	60 or older	20%	14%	67%
Age	Under 45	44%	12%	44%
	45 or older	31%	15%	54%
Gender	Men	47%	9%	44%
	Women	28%	18%	54%
White Evangelical Christians		40%	12%	47%
Area Description	Big city	38%	16%	46%
	Small city	45%	11%	44%
	Suburban	33%	14%	53%
	Small town	31%	12%	57%
	Rural	41%	14%	45%
Small city/Suburban Men		54%	10%	36%
Small city/Suburban Women		26%	15%	60%

NPR/PBS NewsHour/Marist Poll National Adults. Interviews conducted November 28th through December 4th, 2018 n=1075 MOE +/- 3.7 percentage points.

^National Registered Voters: n=835 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.

PDTCIVGAL1TRND. Marist Poll National Tables

National Adults

In the coming year, do you expect your personal family finances to get better, get worse, or stay about the same?

	Get better	Get worse	Stay about the same
	Row %	Row %	Row %
December 2018	37%	14%	49%
December 2016	38%	12%	50%
July 2016	28%	17%	56%
July 2016	28%	17%	56%
November 2015	33%	15%	52%
September 2015	34%	13%	52%
December 2014	32%	17%	51%
October 2014	30%	17%	54%
February 2014	35%	11%	54%
July 2013	29%	19%	52%
March 2013	26%	26%	48%
March 2012	32%	14%	55%
November 2011	22%	19%	59%
September 2011	28%	17%	55%
August 2011	25%	26%	49%
July 2011	28%	20%	52%
April 2011	27%	25%	48%
December 2010	29%	19%	52%
September 21, 2010	30%	18%	52%
June 9, 2010	33%	15%	52%
April 15, 2009	28%	22%	50%

Marist Poll National Adults

National Adults

Now thinking about the amount of money you generally donate during the holiday season to charities or other organizations, thinking about your current finances do you expect to give more, about the same, or less than you did last year?

		Give more	Give about the same	Give less	Unsure
		Row %	Row %	Row %	Row %
National Adults		17%	68%	13%	2%
National Registered Voters		18%	67%	13%	1%
Party Identification^	Democrat	16%	63%	20%	0%
	Republican	21%	71%	7%	1%
	Independent	18%	67%	13%	3%
Trump Supporters		22%	71%	6%	1%
Region	Northeast	12%	79%	6%	3%
	Midwest	18%	70%	10%	2%
	South	19%	60%	19%	2%
	West	15%	73%	11%	0%
Household Income	Less than \$50,000	12%	62%	23%	3%
	\$50,000 or more	21%	72%	7%	0%
Education	Not college graduate	14%	68%	16%	2%
	College graduate	22%	68%	9%	1%
Race	White	20%	67%	12%	1%
	Non-white	11%	71%	16%	2%
Race and Education	White - Not College Graduate	19%	65%	15%	1%
	White - College Graduate	23%	68%	8%	1%
Age	18 to 29	10%	77%	13%	0%
	30 to 44	18%	74%	8%	0%
	45 to 59	24%	59%	15%	2%
	60 or older	15%	66%	16%	3%
Age	Under 45	14%	76%	11%	0%
	45 or older	19%	63%	16%	3%
Gender	Men	20%	66%	13%	2%
	Women	14%	71%	14%	1%
White Evangelical Christians		27%	60%	12%	1%
Area Description	Big city	17%	66%	16%	0%
	Small city	21%	72%	6%	1%
	Suburban	19%	69%	11%	1%
	Small town/Rural	14%	67%	16%	3%
Small city/Suburban Men		23%	66%	10%	1%
Small city/Suburban Women		16%	75%	7%	2%

NPR/PBS NewsHour/Marist Poll National Adults Split Sample. Interviews conducted November 28th through December 4th, 2018 n=516 MOE +/- 5.3 percentage points.

^National Registered Voters Split Sample: n=397 MOE +/- 6.1 percentage points. Totals may not add to 100% due to rounding.