

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%
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%
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.

FXXMASTR1. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults				
		Do you consider a Christmas tree:				
		More a religious symbol	More a cultural symbol	Vol. Both	Vol. Neither	Unsure
		Row %	Row %	Row %	Row %	Row %
National Adults		13%	82%	3%	1%	1%
National Registered Voters		13%	83%	3%	1%	1%
Party Identification^	Democrat	15%	81%	3%	1%	1%
	Republican	14%	80%	5%	0%	1%
	Independent	11%	86%	1%	1%	1%
Trump Supporters		17%	78%	3%	1%	1%
Region	Northeast	15%	81%	4%	0%	0%
	Midwest	14%	80%	3%	0%	2%
	South	12%	83%	4%	0%	2%
	West	15%	81%	2%	2%	0%
Household Income	Less than \$50,000	16%	77%	4%	1%	2%
	\$50,000 or more	12%	86%	2%	0%	0%
Education	Not college graduate	16%	79%	3%	1%	2%
	College graduate	10%	86%	3%	1%	0%
Race	White	16%	80%	2%	1%	1%
	Non-white	9%	86%	5%	0%	1%
Race and Education	White - Not College Graduate	19%	77%	2%	1%	1%
	White - College Graduate	11%	84%	3%	1%	1%
Age	18 to 29	4%	96%	0%	0%	0%
	30 to 44	10%	86%	4%	0%	0%
	45 to 59	24%	71%	3%	1%	1%
	60 or older	14%	77%	5%	1%	3%
Age	Under 45	7%	91%	2%	0%	0%
	45 or older	19%	74%	4%	1%	2%
Gender	Men	11%	84%	4%	1%	1%
	Women	15%	79%	3%	1%	2%
White Evangelical Christians		17%	76%	4%	0%	3%
Area Description	Big city	7%	91%	1%	0%	1%
	Small city	17%	76%	6%	1%	0%
	Suburban	9%	85%	3%	2%	1%
	Small town/Rural	18%	77%	3%	0%	2%
Small city/Suburban Men		15%	80%	5%	1%	0%
Small city/Suburban Women		11%	82%	5%	2%	1%

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.

FXXMASTR1TRND. Marist Poll National Trend

National Adults					
Do you consider a Christmas tree more a religious or more a cultural symbol?					
	More a religious symbol	More a cultural symbol	Vol. Both	Vol. Neither	Unsure
	Row %	Row %	Row %		Row %
December 2018	13%	82%	3%	1%	1%
Fox News/Opinion Dynamics Poll Noveber 2005*	14%	69%	12%	2%	3%

Marist Poll National Adults. *Fox News/Opinion Dynamics Poll Noveber 2005

XMASTREE1R. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults			
		Do you plan to have a Christmas tree in your home this year? [Will that be a real tree or an artificial tree?]			
		Real tree	Artificial tree	No tree in home	Unsure
		Row %	Row %	Row %	Row %
National Adults		21%	55%	22%	2%
National Registered Voters		21%	55%	21%	3%
Party Identification [^]	Democrat	24%	44%	26%	5%
	Republican	16%	63%	21%	1%
	Independent	22%	59%	18%	1%
Trump Supporters		17%	64%	19%	0%
Region	Northeast	41%	38%	17%	4%
	Midwest	12%	69%	16%	3%
	South	17%	56%	25%	2%
	West	20%	53%	26%	0%
Household Income	Less than \$50,000	13%	56%	28%	3%
	\$50,000 or more	27%	54%	19%	1%
Education	Not college graduate	14%	57%	26%	2%
	College graduate	29%	53%	15%	3%
Race	White	24%	51%	24%	2%
	Non-white	16%	61%	20%	3%
Race and Education	White - Not College Graduate	18%	53%	27%	2%
	White - College Graduate	31%	48%	20%	1%
Age	18 to 29	17%	68%	14%	2%
	30 to 44	29%	52%	19%	0%
	45 to 59	22%	47%	26%	4%
	60 or older	16%	54%	27%	3%
Age	Under 45	23%	60%	16%	1%
	45 or older	19%	51%	27%	4%
Gender	Men	21%	55%	22%	2%
	Women	20%	55%	22%	3%
White Evangelical Christians		21%	54%	23%	1%
Area Description	Big city	21%	60%	18%	2%
	Small city	22%	54%	20%	4%
	Suburban	23%	63%	12%	2%
	Small town/Rural	19%	49%	30%	2%
Small city/Suburban Men		23%	55%	23%	0%
Small city/Suburban Women		23%	63%	9%	6%

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.

XMS0998. NPR/PBS NewsHour/Marist Poll National Tables November 28th through December 4th, 2018

		National Adults			
		Overall, do you find decorating for the holidays to be:			
		More stressful	More fun	Vol. Do not decorate	Unsure
		Row %	Row %	Row %	Row %
National Adults		23%	71%	5%	1%
National Registered Voters		23%	72%	5%	0%
Party Identification^	Democrat	21%	77%	2%	1%
	Republican	28%	64%	7%	1%
	Independent	18%	75%	6%	0%
Trump Supporters		29%	62%	8%	0%
Region	Northeast	23%	71%	5%	0%
	Midwest	23%	70%	6%	1%
	South	22%	70%	6%	2%
	West	24%	73%	3%	0%
Household Income	Less than \$50,000	26%	67%	5%	2%
	\$50,000 or more	21%	73%	5%	1%
Education	Not college graduate	25%	67%	7%	1%
	College graduate	20%	76%	3%	1%
Race	White	25%	67%	7%	1%
	Non-white	20%	77%	2%	2%
Race and Education	White - Not College Graduate	29%	61%	9%	0%
	White - College Graduate	20%	74%	4%	1%
Age	18 to 29	22%	78%	0%	0%
	30 to 44	24%	67%	7%	3%
	45 to 59	26%	70%	4%	0%
	60 or older	20%	69%	9%	1%
Age	Under 45	23%	72%	3%	1%
	45 or older	23%	69%	7%	1%
Gender	Men	23%	69%	7%	1%
	Women	23%	73%	3%	0%
White Evangelical Christians		29%	61%	9%	0%
Area Description	Big city	21%	77%	2%	0%
	Small city	18%	71%	8%	3%
	Suburban	27%	70%	2%	1%
	Small town/Rural	25%	67%	7%	1%
Small city/Suburban Men		23%	65%	9%	3%
Small city/Suburban Women		22%	76%	1%	0%

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.