

How the Survey was Conducted

Nature of the Sample: NPR/PBS NewsHour/Marist Poll of 1,313 National Adults

This survey of 1,313 adults was conducted October 11th, 2023 by the Marist Poll sponsored in partnership with NPR and PBS NewsHour. Adults 18 years of age and older residing in the United States were contacted through a multi-mode design: By phone using live interviewers, by text, or online. Survey questions were available in English. Phone and online samples were selected to ensure that each region was represented in proportion to its adult population. The samples were then combined and balanced to reflect the 2020 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.8 percentage points. There are 1,218 registered voters. The results for this subset are statistically significant within ± 3.9 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. 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		93%	100%
Party Identification	Democrat	n/a	38%
	Republican	n/a	31%
	Independent	n/a	30%
	Other	n/a	1%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	44%	42%
	45 or older	56%	58%
Age	18 to 29	17%	15%
	30 to 44	27%	27%
	45 to 59	25%	26%
	60 or older	30%	32%
Generation	Gen Z/Millennials	40%	37%
	Gen X	27%	28%
	Baby Boomers	23%	24%
	Silent-Greatest	10%	10%
Race/Ethnicity	White	63%	64%
	Black	11%	11%
	Latino	15%	15%
	Other	10%	10%
Region	Northeast	17%	17%
	Midwest	21%	21%
	South	38%	38%
	West	24%	24%
Household Income	Less than \$50,000	38%	36%
	\$50,000 or more	62%	64%
Education	Not college graduate	60%	59%
	College graduate	40%	41%
Education by Race	White - Not College Graduate	37%	37%
	White - College Graduate	26%	27%
	Non-White - Not College Graduate	24%	22%
	Non-White - College Graduate	13%	13%
Education - Race - Gender	Men - White - Not College Graduate	16%	16%
	Men - White - College Graduate	13%	14%
	Men - Non-White - Not College Graduate	12%	12%
	Men - Non-White - College Graduate	7%	7%
	Women - White - Not College Graduate	21%	21%
	Women - White - College Graduate	13%	14%
	Women - Non-White - Not College Graduate	11%	10%
	Women - Non-White - College Graduate	6%	6%
White Evangelical Christians		19%	19%
Area Description	Big city	20%	20%
	Small city	19%	18%
	Suburban	29%	29%
	Small town	15%	15%
	Rural	17%	17%
Area Description - Gender	Small city/Suburban Men	23%	23%
	Other area Men	26%	26%
	Small city/Suburban Women	25%	25%
	Other area Women	26%	27%

NPR/PBS NewsHour/Marist Poll National Adults. Interviews conducted October 11th, 2023, n=1,313 MOE +/- 3.8 percentage points.
National Registered Voters: n=1,218 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

JBDTRKPZ24. NPR/PBS NewsHour/Marist Poll National Tables October 11th, 2023

		National Registered Voters			
		How about if the candidates are:			
		Joe Biden, the Democrat	Donald Trump, the Republican	Robert F. Kennedy, Jr., an independent	Vol: Undecided
		Row %	Row %	Row %	Row %
National Registered Voters		44%	37%	16%	3%
Party Identification	Democrat	86%	3%	9%	2%
	Republican	4%	81%	11%	3%
	Independent	33%	34%	29%	4%
Party ID and Gender	Democrat men	85%	3%	9%	3%
	Democrat women	86%	2%	10%	1%
	Republican men	5%	79%	12%	3%
	Republican women	3%	84%	10%	3%
	Independent men	36%	35%	24%	5%
Region	Independent women	31%	32%	34%	3%
	Northeast	53%	31%	14%	2%
	Midwest	43%	36%	19%	3%
	South	41%	43%	13%	4%
Household Income	West	42%	32%	22%	4%
	Less than \$50,000	42%	31%	24%	2%
Education	\$50,000 or more	46%	39%	12%	3%
	Not college graduate	37%	42%	17%	4%
Race/Ethnicity	College graduate	53%	30%	14%	3%
	White	42%	40%	15%	3%
Race and Education	Non-white	48%	30%	19%	3%
	White - Not College Graduate	31%	51%	15%	3%
Gender - Race - Education	White - College Graduate	56%	27%	14%	3%
	Men - White - Not College Graduate	30%	52%	15%	3%
	Men - White - College Graduate	53%	30%	12%	5%
Age	Women - White - Not College Graduate	31%	50%	15%	3%
	Women - White - College Graduate	59%	24%	16%	1%
	Under 45	47%	33%	20%	1%
Generation	45 or older	42%	39%	14%	5%
	Gen Z/Millennials	48%	31%	21%	1%
	Gen X	41%	39%	17%	4%
Gender	Baby Boomers	46%	41%	10%	4%
	Silent/Greatest	44%	33%	13%	9%
HH with Children	Men	40%	40%	15%	4%
	Women	47%	34%	17%	2%
White Evangelical Christians	Parents with Children under 18	41%	43%	15%	1%
	No Children under 18 in HH	45%	34%	17%	4%
2020 Recall Vote	White Evangelical Christians	15%	66%	16%	3%
	Biden	84%	3%	12%	1%
Area Description	Trump	2%	83%	11%	3%
	Big city	55%	28%	16%	1%
	Small city	41%	35%	17%	6%
	Suburban	51%	33%	15%	1%
	Small town	33%	48%	15%	3%
Small city/Suburban Men	Rural	30%	47%	18%	4%
Small city/Suburban Women		44%	38%	14%	5%
		51%	29%	17%	2%

NPR/PBS NewsHour/Marist Poll National Registered Voters. Interviews conducted October 11th, 2023. Totals may not add to 100% due to rounding.