

## How the Survey was Conducted

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### **Nature of the Sample: McClatchy-Marist Poll of 1,465 National Adults**

This survey of 1,465 adults was conducted October 29<sup>th</sup> through November 4<sup>th</sup>, 2015 by The Marist Poll sponsored and funded in partnership with the McClatchy News Service. Adults 18 years of age and older residing in the continental United States were interviewed in English or Spanish 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 then selected by first asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then 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  $\pm 2.6$  percentage points. There are 1,080 registered voters. The results for this subset are statistically significant within  $\pm 3.0$  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		74%	100%
Party Identification^	Democrat	n/a	33%
	Republican	n/a	26%
	Independent	n/a	39%
	Other	n/a	1%
Party Identification^	Strong Democrats	n/a	24%
	Not strong Democrats	n/a	10%
	Democratic leaning independents	n/a	15%
	Just Independents	n/a	10%
	Republican leaning independents	n/a	14%
	Not strong Republicans	n/a	10%
	Strong Republicans	n/a	16%
	Other	n/a	1%
Political Ideology^	Very liberal	n/a	8%
	Liberal	n/a	18%
	Moderate	n/a	40%
	Conservative	n/a	25%
	Very conservative	n/a	9%
Tea Party Supporters^		n/a	22%
Republicans	Support Tea Party	n/a	40%
	Do Not Support Tea Party	n/a	60%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	47%	39%
	45 or older	53%	61%
Age	18 to 29	22%	16%
	30 to 44	25%	23%
	45 to 59	26%	29%
	60 or older	26%	32%
Race	White	62%	67%
	African American	11%	11%
	Latino	14%	11%
	Other	12%	11%
Region	Northeast	18%	19%
	Midwest	22%	23%
	South	37%	36%
	West	23%	22%
Household Income	Less than \$50,000	47%	42%
	\$50,000 or more	53%	58%
Education	Not college graduate	56%	51%
	College graduate	44%	49%
Marital Status	Married	50%	55%
	Not married	50%	45%
Interview Type	Landline	35%	40%
	Cell phone	65%	60%

McClatchy-Marist Poll National Adults. Interviews conducted October 29th through November 4th, 2015, n=1465 MOE +/- 2.6 percentage points. ^National Registered Voters: n=1080 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

McClatchy-Marist Poll National Tables

		National Adults		
		Should U.S. immigration policy be an immediate priority for President Obama and Congress, be a priority but over the next couple of years, or should it not be a priority?		
		Priority over the next		
		Immediate priority	couple of years	Not a priority
		Row %	Row %	Row %
National Adults		48%	36%	16%
National Registered Voters		50%	35%	15%
Party Identification^	Democrat	47%	40%	13%
	Republican	59%	31%	11%
	Independent	49%	34%	18%
Party Identification*	Strong Democrats	50%	36%	14%
	Soft Democrats	39%	46%	15%
	Just Independents	47%	29%	24%
	Soft Republicans	57%	31%	13%
		62%	28%	9%
Tea Party Supporters^		62%	26%	13%
Republicans	Support Tea Party	68%	22%	10%
	Do Not Support Tea Party	53%	35%	12%
Political Ideology^	Very liberal-Liberal	48%	40%	12%
	Moderate	47%	36%	17%
	Conservative-Very conservative	57%	31%	11%
Region	Northeast	44%	42%	14%
	Midwest	45%	39%	16%
	South	53%	32%	16%
	West	46%	35%	19%
Household Income	Less than \$50,000	45%	35%	20%
	\$50,000 or more	50%	37%	12%
Education	Not college graduate	47%	35%	18%
	College graduate	49%	37%	14%
Race	White	49%	35%	15%
	African American	44%	41%	15%
	Latino	45%	37%	18%
Age	18 to 29	40%	42%	18%
	30 to 44	44%	38%	18%
	45 to 59	51%	33%	16%
	60 or older	55%	31%	13%
Age	Under 45	42%	40%	18%
	45 or older	53%	32%	15%
Gender	Men	53%	31%	17%
	Women	44%	41%	16%
Marital Status	Married	54%	35%	11%
	Not married	42%	37%	21%
Interview Type	Landline	51%	34%	15%
	Cell phone	46%	37%	17%

McClatchy-Marist Poll National Adults. Interviews conducted October 29th through November 4th, 2015, n=1465 MOE +/- 2.6 percentage points.

^National Registered Voters: n=1080 MOE +/- 3.0 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.

McClatchy-Marist Poll National Tables

		National Registered Voters			
		Do you want 2016 to be more about:			
		Foreign policy issues such as ISIS and terrorism	Domestic issues such as the economy, health care, and roads and bridges	Social issues such as abortion and same- sex marriage	Unsure
		Row %	Row %	Row %	Row %
National Registered Voters		21%	69%	7%	3%
Party Identification	Democrat	17%	70%	8%	4%
	Republican	31%	60%	6%	4%
	Independent	18%	75%	6%	1%
Party Identification*	Strong Democrats	17%	70%	9%	4%
	Soft Democrats	15%	77%	5%	2%
	Just Independents	13%	76%	7%	3%
	Soft Republicans	24%	67%	7%	2%
	Strong Republicans	36%	57%	5%	3%
Tea Party Supporters		29%	61%	7%	3%
Republicans	Support Tea Party	35%	57%	5%	2%
	Do Not Support Tea Party	24%	67%	7%	2%
Political Ideology	Very liberal-Liberal	9%	78%	9%	3%
	Moderate	21%	73%	4%	2%
	Conservative-Very conservative	30%	61%	6%	3%
Region	Northeast	21%	65%	10%	3%
	Midwest	17%	73%	7%	3%
	South	25%	65%	6%	4%
	West	17%	75%	6%	2%
Household Income	Less than \$50,000	21%	66%	9%	4%
	\$50,000 or more	21%	72%	5%	2%
Education	Not college graduate	22%	67%	7%	4%
	College graduate	20%	72%	6%	2%
Race	White	21%	70%	6%	3%
	African American	14%	68%	9%	8%
	Latino	19%	72%	8%	1%
Age	18 to 29	17%	69%	12%	2%
	30 to 44	15%	76%	8%	1%
	45 to 59	20%	73%	5%	2%
	60 or older	28%	61%	5%	6%
Age	Under 45	16%	73%	10%	1%
	45 or older	24%	67%	5%	4%
Gender	Men	19%	71%	7%	3%
	Women	22%	68%	7%	4%
Marital Status	Married	22%	71%	5%	3%
	Not married	20%	68%	8%	4%
Interview Type	Landline	26%	66%	5%	4%
	Cell phone	17%	72%	9%	2%

McClatchy-Marist Poll National Registered Voters. Interviews conducted October 29th through November 4th, 2015, n=1080 MOE +/- 3.0 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.

McClatchy-Marist Poll National Tables

		National Registered Voters					
		Which one of the following economic issues is most important to you in the 2016 presidential election:					
		Economic growth	Jobs	Income inequality	The federal deficit	Taxes	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
National Registered Voters		27%	22%	21%	18%	11%	1%
Party Identification	Democrat	23%	26%	34%	8%	8%	1%
	Republican	28%	24%	4%	30%	13%	1%
	Independent	29%	18%	22%	19%	11%	0%
Party Identification*	Strong Democrats	24%	26%	37%	9%	3%	0%
	Soft Democrats	25%	21%	33%	10%	11%	1%
	Just Independents	32%	19%	19%	18%	12%	0%
	Soft Republicans	28%	22%	7%	27%	15%	1%
	Strong Republicans	29%	23%	5%	32%	11%	1%
Tea Party Supporters		24%	24%	7%	27%	16%	1%
Republicans	Support Tea Party	25%	24%	4%	31%	16%	1%
	Do Not Support Tea Party	31%	21%	7%	28%	12%	1%
Political Ideology	Very liberal-Liberal	21%	22%	43%	8%	7%	0%
	Moderate	33%	22%	16%	18%	11%	0%
	Conservative-Very conservative	26%	21%	9%	29%	13%	1%
Region	Northeast	25%	24%	24%	14%	13%	0%
	Midwest	30%	18%	18%	19%	13%	1%
	South	27%	23%	20%	20%	9%	1%
	West	25%	24%	22%	20%	9%	0%
Household Income	Less than \$50,000	23%	28%	24%	17%	7%	1%
	\$50,000 or more	29%	18%	20%	20%	13%	0%
Education	Not college graduate	24%	28%	20%	15%	11%	1%
	College graduate	29%	16%	23%	21%	10%	0%
Race	White	27%	21%	19%	22%	10%	1%
	African American	26%	33%	26%	5%	8%	1%
	Latino	21%	26%	25%	12%	17%	0%
Age	18 to 29	30%	18%	27%	11%	14%	1%
	30 to 44	25%	19%	23%	19%	13%	1%
	45 to 59	28%	23%	19%	19%	11%	0%
	60 or older	25%	26%	19%	22%	7%	1%
Age	Under 45	27%	19%	25%	16%	13%	1%
	45 or older	27%	24%	19%	20%	9%	1%
Gender	Men	27%	21%	20%	19%	12%	1%
	Women	26%	24%	22%	18%	10%	1%
Marital Status	Married	27%	20%	19%	21%	13%	1%
	Not married	26%	25%	24%	16%	8%	1%
Interview Type	Landline	27%	22%	20%	20%	10%	1%
	Cell phone	27%	22%	22%	18%	11%	1%

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		National Registered Voters						
		Which one word would you use to best describe the 2016 campaign for president:						
		Crazy	Mean-spirited	Passionate	Traditional	Informative	Principled	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %
National Registered Voters		40%	14%	13%	13%	9%	9%	2%
Party Identification	Democrat	40%	15%	12%	13%	12%	7%	1%
	Republican	32%	15%	17%	15%	6%	12%	2%
	Independent	45%	12%	13%	11%	9%	9%	1%
Party Identification*	Strong Democrats	40%	14%	13%	12%	14%	6%	1%
	Soft Democrats	43%	16%	10%	14%	9%	7%	1%
	Just Independents	49%	7%	12%	17%	6%	6%	3%
	Soft Republicans	40%	16%	15%	10%	7%	12%	1%
	Strong Republicans	31%	12%	20%	15%	8%	14%	2%
	Tea Party Supporters	35%	9%	21%	15%	4%	13%	2%
	Republicans	Support Tea Party	32%	11%	22%	14%	4%	16%
	Do Not Support Tea Party	39%	16%	13%	10%	10%	11%	2%
Political Ideology	Very liberal-Liberal	43%	16%	11%	10%	12%	8%	1%
	Moderate	45%	14%	13%	14%	7%	6%	1%
	Conservative-Very conservative	32%	12%	16%	15%	10%	14%	1%
Region	Northeast	41%	16%	13%	12%	9%	8%	1%
	Midwest	38%	16%	14%	14%	11%	7%	1%
	South	39%	13%	15%	13%	8%	11%	2%
	West	44%	12%	11%	13%	10%	9%	2%
Household Income	Less than \$50,000	36%	12%	11%	15%	12%	11%	3%
	\$50,000 or more	43%	15%	15%	12%	7%	7%	0%
Education	Not college graduate	39%	13%	12%	14%	11%	10%	2%
	College graduate	42%	15%	14%	12%	8%	9%	1%
Race	White	40%	15%	14%	12%	9%	8%	2%
	African American	41%	7%	14%	11%	16%	11%	1%
	Latino	33%	18%	9%	19%	8%	11%	2%
Age	18 to 29	42%	9%	19%	13%	11%	4%	1%
	30 to 44	45%	11%	19%	10%	5%	11%	0%
	45 to 59	39%	15%	11%	15%	9%	9%	2%
	60 or older	36%	18%	9%	13%	12%	10%	3%
Age	Under 45	44%	10%	19%	11%	7%	8%	0%
	45 or older	37%	16%	10%	14%	11%	9%	3%
Gender	Men	42%	12%	13%	15%	9%	8%	1%
	Women	39%	15%	14%	11%	9%	10%	2%
Marital Status	Married	41%	15%	12%	13%	9%	9%	1%
	Not married	39%	12%	14%	13%	10%	10%	2%
Interview Type	Landline	39%	15%	10%	14%	10%	8%	3%
	Cell phone	41%	13%	16%	12%	9%	9%	1%

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McClatchy-Marist Poll National Tables

		National Adults		
		Are you:		
		More worried that you or someone you know will be a victim of a terror attack	More worried that you or someone you know will be a victim of gun violence	Unsure
		Row %	Row %	Row %
National Adults		28%	64%	8%
National Registered Voters		29%	63%	7%
Party Identification^	Democrat	15%	77%	7%
	Republican	50%	45%	6%
	Independent	28%	64%	8%
Party Identification*	Strong Democrats	15%	77%	7%
	Soft Democrats	12%	84%	5%
	Just Independents	35%	47%	18%
	Soft Republicans	42%	52%	6%
	Strong Republicans	55%	39%	6%
Tea Party Supporters^		51%	41%	8%
Republicans	Support Tea Party	57%	37%	5%
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Political Ideology^	Very liberal-Liberal	14%	78%	8%
	Moderate	24%	70%	5%
	Conservative-Very conservative	46%	47%	7%
Region	Northeast	27%	63%	10%
	Midwest	30%	63%	7%
	South	30%	61%	9%
	West	23%	69%	8%
Household Income	Less than \$50,000	29%	60%	11%
	\$50,000 or more	28%	69%	4%
Education	Not college graduate	28%	61%	11%
	College graduate	28%	67%	5%
Race	White	31%	62%	7%
	African American	13%	71%	16%
	Latino	28%	68%	4%
Age	18 to 29	22%	72%	6%
	30 to 44	31%	62%	7%
	45 to 59	27%	65%	8%
	60 or older	30%	58%	11%
Age	Under 45	27%	67%	7%
	45 or older	29%	61%	10%
Gender	Men	29%	62%	9%
	Women	27%	66%	8%
Marital Status	Married	32%	61%	7%
	Not married	24%	67%	9%
Interview Type	Landline	28%	60%	12%
	Cell phone	28%	65%	7%

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