

How the Survey was Conducted

Nature of the Sample: NPR/PBS NewsHour/Marist Poll of 1,350 National Adults

This survey of 1,350 adults was conducted January 8th through January 10th, 2018 by The Marist Poll sponsored in collaboration 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 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 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.7 percentage points. There are 1,092 registered voters. The results for this subset are statistically significant within ± 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		81%	100%	
Party Identification	Democrat	n/a	32%	
	Republican	n/a	25%	
	Independent	n/a	41%	
	Other	n/a	2%	
Party Identification	Strong Democrats	n/a	20%	
	Not strong Democrats	n/a	12%	
	Democratic leaning independents	n/a	15%	
	Just Independents	n/a	11%	
	Republican leaning independents	n/a	15%	
	Not strong Republicans	n/a	10%	
	Strong Republicans	n/a	14%	
	Other	n/a	2%	
	Tea Party Supporters		n/a	18%
	Political Ideology	Very liberal	n/a	9%
Liberal		n/a	16%	
Moderate		n/a	35%	
Conservative		n/a	27%	
Very conservative		n/a	13%	
Gender	Men	49%	48%	
	Women	51%	52%	
Age	Under 45	47%	42%	
	45 or older	53%	58%	
Age	18 to 29	22%	16%	
	30 to 44	26%	26%	
	45 to 59	27%	29%	
	60 or older	26%	29%	
Race	White	62%	66%	
	African American	11%	12%	
	Latino	14%	13%	
	Other	12%	9%	
Region	Northeast	18%	18%	
	Midwest	21%	22%	
	South	37%	36%	
	West	24%	24%	
Household Income	Less than \$50,000	49%	47%	
	\$50,000 or more	51%	53%	
Education	Not college graduate	57%	55%	
	College graduate	43%	45%	
Education by Race	White - Not College Graduate	32%	32%	
	White - College Graduate	30%	34%	
	Non-White - Not College Graduate	26%	23%	
	Non-White - College Graduate	12%	11%	
White Evangelical Christians		17%	19%	
Interview Type	Landline	35%	38%	
	Cell phone	65%	62%	

NPR/PBS NewsHour/Marist Poll National Adults. Interviews conducted January 8th through January 10th, 2018, n=1350 MOE +/- 2.7 percentage points. National Registered Voters: n=1092 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		National Adults		
		Overall, do you have a favorable or an unfavorable impression of Oprah Winfrey?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
National Adults		64%	23%	13%
National Registered Voters		63%	24%	12%
Party Identification^	Democrat	87%	5%	8%
	Republican	39%	50%	11%
	Independent	60%	24%	16%
Party Identification*	Strong Democrats	89%	3%	8%
	Soft Democrats	78%	10%	12%
	Just Independents	57%	26%	16%
	Soft Republicans	51%	37%	12%
Strong Republicans		31%	55%	15%
Tea Party Supporters^		42%	43%	15%
Political Ideology^	Very liberal-Liberal	84%	6%	9%
	Moderate	69%	18%	12%
	Conservative-Very conservative	47%	40%	13%
Trump Supporters		43%	44%	13%
Region	Northeast	67%	20%	13%
	Midwest	61%	27%	12%
	South	63%	23%	14%
	West	66%	23%	11%
Household Income	Less than \$50,000	64%	23%	13%
	\$50,000 or more	65%	23%	12%
Education	Not college graduate	64%	23%	12%
	College graduate	65%	23%	12%
Race	White	62%	26%	12%
	African American	83%	10%	7%
	Latino	69%	19%	11%
Race	White	62%	26%	12%
	Non-white	70%	18%	13%
Race and Education	White - Not College Graduate	60%	28%	11%
	White - College Graduate	65%	23%	12%
Age	18 to 29	65%	18%	16%
	30 to 44	66%	22%	12%
	45 to 59	65%	25%	10%
	60 or older	60%	27%	13%
Age	Under 45	66%	20%	14%
	45 or older	62%	26%	12%
Gender	Men	54%	31%	16%
	Women	74%	16%	10%
White Evangelical Christians		46%	42%	12%
Interview Type	Landline	61%	26%	13%
	Cell phone	65%	22%	13%

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*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.

		National Adults		
		Do you want Oprah Winfrey to run for president in 2020, or not?		
		Yes	No	Unsure
		Row %	Row %	Row %
National Adults		35%	54%	11%
National Registered Voters		33%	56%	11%
Party Identification^	Democrat	47%	40%	13%
	Republican	15%	77%	7%
	Independent	32%	56%	12%
Party Identification*	Strong Democrats	50%	39%	11%
	Soft Democrats	39%	47%	13%
	Just Independents	31%	51%	18%
	Soft Republicans	26%	68%	7%
	Strong Republicans	11%	79%	10%
Tea Party Supporters^		23%	68%	9%
Political Ideology^	Very liberal-Liberal	41%	48%	12%
	Moderate	37%	49%	14%
	Conservative-Very conservative	25%	66%	8%
Trump Supporters		19%	72%	9%
Region	Northeast	38%	52%	10%
	Midwest	31%	59%	11%
	South	38%	53%	10%
	West	34%	54%	12%
Household Income	Less than \$50,000	39%	52%	10%
	\$50,000 or more	32%	58%	10%
Education	Not college graduate	40%	51%	9%
	College graduate	30%	57%	12%
Race	White	28%	61%	11%
	African American	63%	28%	10%
	Latino	41%	50%	9%
Race	White	28%	61%	11%
	Non-white	49%	42%	9%
Race and Education	White - Not College Graduate	29%	61%	10%
	White - College Graduate	28%	60%	12%
Age	18 to 29	40%	52%	8%
	30 to 44	40%	49%	10%
	45 to 59	34%	55%	11%
	60 or older	27%	60%	12%
Age	Under 45	40%	50%	9%
	45 or older	31%	57%	12%
Gender	Men	30%	59%	12%
	Women	41%	50%	10%
White Evangelical Christians		25%	68%	8%
Interview Type	Landline	33%	54%	13%
	Cell phone	36%	54%	9%

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		National Registered Voters		
		If the 2020 election for president were held today, whom would you support if the candidates are:		
		Oprah Winfrey, the Democrat	Donald Trump, the Republican	Undecided
		Row %	Row %	Row %
National Registered Voters		50%	39%	11%
Party Identification	Democrat	91%	4%	6%
	Republican	8%	85%	6%
	Independent	46%	37%	17%
Party Identification*	Strong Democrats	94%	2%	4%
	Soft Democrats	80%	6%	13%
	Just Independents	42%	34%	24%
	Soft Republicans	16%	71%	12%
Tea Party Supporters	Strong Republicans	3%	94%	3%
		18%	75%	7%
Political Ideology	Very liberal-Liberal	87%	6%	7%
	Moderate	59%	25%	16%
	Conservative-Very conservative	21%	71%	8%
Trump Supporters		7%	87%	6%
Region	Northeast	57%	33%	10%
	Midwest	47%	41%	11%
	South	49%	41%	10%
	West	49%	38%	13%
Household Income	Less than \$50,000	51%	38%	11%
	\$50,000 or more	50%	40%	10%
Education	Not college graduate	47%	43%	10%
	College graduate	54%	34%	11%
Race	White	44%	45%	11%
	African American	87%	4%	8%
	Latino	61%	32%	6%
Race	White	44%	45%	11%
	Non-white	64%	27%	9%
Race and Education	White - Not College Graduate	38%	51%	11%
	White - College Graduate	52%	37%	11%
Age	18 to 29	59%	27%	14%
	30 to 44	58%	34%	9%
	45 to 59	45%	45%	10%
	60 or older	44%	44%	12%
Age	Under 45	58%	31%	11%
	45 or older	44%	45%	11%
Gender	Men	40%	49%	11%
	Women	59%	30%	11%
White Evangelical Christians		22%	68%	10%
Interview Type	Landline	46%	43%	12%
	Cell phone	53%	37%	10%

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