

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Iowa Poll of 3,040 Adults

This survey of 3,040 adults was conducted January 24th through January 26th, 2016 by The Marist Poll sponsored and funded in partnership with NBC News and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of Iowa were interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Iowa 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 randomly 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. Both samples were matched by telephone number to a voter registration list for the state. Voter information was appended to each matched case. Assistance was provided by Luce Research for data collection and L2 for voter registration information. After the interviews were completed, the two samples were then combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and race, except for region, which is from the 2010 census. Results are statistically significant within ± 1.8 percentage points. There are 2,791 registered voters. The results for this subset are statistically significant within ± 1.9 percentage points. Among registered voters, 1,172 had a phone match in the voter file and 1,619 did not. The results for each of these subsets is statistically significant within ± 2.9 percentage points and ± 2.4 percentage points, respectively. There are 1,079 voters in the potential Republican caucus electorate. The potential Republican caucus electorate in Iowa includes all voters who prefer to participate in the Republican presidential caucus and registered Republicans without a caucus preference. There are 1,020 voters in the potential Democratic caucus electorate. The potential Democratic caucus electorate includes all voters who prefer to participate in the Democratic presidential caucus and registered Democrats without a caucus preference. The results for these subsets are statistically significant within ± 3.0 percentage points and ± 3.1 percentage points, respectively. There are 450 likely Republican caucus-goers and 426 likely Democratic caucus-goers defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Iowa Republican/Democratic Presidential Caucus based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within ± 4.6 percentage points and ± 4.7 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC News/WSJ/Marist Poll Iowa Tables of Likely Republican Caucus-Goers

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters
		Col %	Col %
Iowa Adults		100%	
Iowa Registered Voters		92%	100%
Iowa Potential Republican Electorate		35%	39%
Iowa Likely Republican Caucus-Goers		15%	16%
Iowa Potential Democratic Electorate		34%	37%
Iowa Likely Democratic Caucus-Goers		14%	15%
Party Registration	Democrat	n/a	30%
	Republican	n/a	31%
	Independent	n/a	39%
	Other	n/a	0%
Party Identification	Democrat	n/a	27%
	Republican	n/a	29%
	Independent	n/a	43%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	18%
	Moderate	n/a	36%
	Conservative	n/a	31%
	Very conservative	n/a	11%
Tea Party Supporters		n/a	19%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	45%	43%
	45 or older	55%	57%
Age	18 to 29	21%	20%
	30 to 44	24%	24%
	45 to 59	27%	28%
	60 or older	27%	29%
Race	White	89%	90%
	African American	2%	2%
	Latino	4%	4%
	Other	5%	4%
Region	Eastern Cities	25%	25%
	East Central	21%	21%
	Central	21%	21%
	Des Moines Area	17%	17%
	West	16%	16%
Household Income	Less than \$50,000	49%	46%
	\$50,000 or more	51%	54%
Education	Not college graduate	67%	66%
	College graduate	33%	34%
Marital Status	Married	53%	55%
	Not married	47%	45%
Evangelical Christian	Yes	27%	27%
	No	73%	73%
White Evangelical Christians		24%	24%
Religiosity	Practice a Religion	51%	53%
	Does not Practice a Religion	49%	47%
Iowa Voter Registration List	Match	n/a	42%
	No Match	n/a	58%
Interview Type	Landline	45%	46%
	Cell Phone	55%	54%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted January 24th through January 26th, 2016, n=3040 MOE +/- 1.8 percentage points. Totals may not add to 100% due to rounding.

^Iowa Registered Voters: n=2791 MOE +/- 1.9 percentage points.

Nature of the Sample - Iowa

		Iowa Potential Republican Electorate	Iowa Likely Republican Caucus-Goers
		Col %	Col %
Iowa Potential Republican Electorate		100%	
Iowa Likely Republican Caucus-Goers		42%	100%
Party Registration	Democrat	2%	2%
	Republican	76%	79%
	Independent	22%	19%
	Other	0%	0%
Party Identification	Democrat	1%	1%
	Republican	67%	71%
	Independent	29%	26%
	Other	2%	2%
Past Participation*	Yes	43%	60%
	No	57%	40%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	3%
	Moderate	27%	23%
	Conservative	47%	47%
	Very conservative	22%	27%
Tea Party Supporters		32%	37%
Gender	Men	56%	59%
	Women	44%	41%
Age	Under 45	44%	41%
	45 or older	56%	59%
Age	18 to 29	20%	17%
	30 to 44	24%	24%
	45 to 59	30%	34%
	60 or older	26%	26%
Race	White	94%	93%
	African American	0%	0%
	Latino	2%	2%
	Other	4%	5%
Region	Eastern Cities	22%	22%
	East Central	20%	17%
	Central	21%	28%
	Des Moines Area	19%	18%
	West	18%	16%
Household Income	Less than \$50,000	38%	34%
	\$50,000 or more	62%	66%
Education	Not college graduate	63%	57%
	College graduate	37%	43%
Marital Status	Married	63%	65%
	Not married	37%	35%
Evangelical Christian	Yes	37%	39%
	No	63%	61%
White Evangelical Christians		34%	35%
Religiosity	Practice a Religion	66%	69%
	Does not Practice a Religion	34%	31%
Iowa Voter Registration List	Match	43%	45%
	No Match	57%	55%
Interview Type	Landline	44%	45%
	Cell Phone	56%	55%

NBC News/WSJ/Marist Poll Iowa Potential Republican Electorate. Interviews conducted January 24th through January 26th, 2016, n=1079 MOE +/- 3.0 percentage points.

Totals may not add to 100% due to rounding.

Iowa Likely Republican Caucus-Goers: n=450 MOE +/- 4.6 percentage points.

NBC News/WSJ/Marist Poll Iowa Tables of Likely Republican Caucus-Goers

Nature of the Sample - Iowa

		Iowa Potential Democratic Electorate	Iowa Likely Democratic Caucus-Goers
		Col %	Col %
Iowa Potential Democratic Electorate		100%	
Iowa Likely Democratic Caucus-Goers		42%	100%
Party Registration	Democrat	77%	80%
	Republican	2%	2%
	Independent	22%	18%
Party Identification	Democrat	67%	71%
	Republican	1%	1%
	Independent	32%	28%
	Other	0%	0%
Past Participation*	Yes	48%	66%
	No	52%	34%
Political Ideology	Very liberal	12%	16%
	Liberal	35%	36%
	Moderate	38%	36%
	Conservative	12%	9%
	Very conservative	3%	3%
Tea Party Supporters		9%	7%
Gender	Men	41%	41%
	Women	59%	59%
Age	Under 45	39%	34%
	45 or older	61%	66%
Age	18 to 29	19%	16%
	30 to 44	20%	18%
	45 to 59	27%	29%
	60 or older	34%	37%
Race	White	87%	87%
	African American	4%	3%
	Latino	5%	5%
	Other	4%	5%
Region	Eastern Cities	28%	28%
	East Central	23%	22%
	Central	23%	21%
	Des Moines Area	13%	17%
	West	14%	12%
Household Income	Less than \$50,000	51%	46%
	\$50,000 or more	49%	54%
Education	Not college graduate	63%	55%
	College graduate	37%	45%
Marital Status	Married	48%	53%
	Not married	52%	47%
Evangelical Christian	Yes	17%	17%
	No	83%	83%
White Evangelical Christians		15%	14%
Religiosity	Practice a Religion	43%	47%
	Does not Practice a Religion	57%	53%
Iowa Voter Registration List	Match	45%	49%
	No Match	55%	51%
Interview Type	Landline	51%	55%
	Cell Phone	49%	45%

NBC News/WSJ/Marist Poll Iowa Potential Democratic Electorate. Interviews conducted January 24th through January 26th, 2016, n=1020 MOE +/- 3.1 percentage points.

Totals may not add to 100% due to rounding.

Iowa Likely Democratic Caucus-Goers: n=426 MOE +/- 4.7 percentage points.

NBC News/WSJ/Marist Poll Iowa Tables of Likely Republican Caucus-Goers

2016 Iowa Republican presidential caucus including those who are undecided yet leaning toward a candidate

		Donald Trump	Ted Cruz	Marco Rubio	Ben Carson	Jeb Bush	Carly Fiorina	John Kasich	Rand Paul	Chris Christie	Mike Huckabee	Other	Undecided
Republican Likely Caucus-Goers	Iowa Likely Republican Caucus-Goers	32%	25%	18%	8%	4%	2%	2%	2%	2%	2%	0%	3%
Intensity of Support	Strongly support	42%	24%	12%	8%	4%	3%	3%	2%	1%	2%		
	Somewhat support	22%	28%	27%	10%	3%	2%	1%	3%	4%	0%		
Past Participation*	Yes	29%	25%	19%	10%	5%	2%	3%	1%	2%	2%	0%	3%
	No	39%	25%	16%	6%	2%	3%	1%	2%	2%	1%	0%	2%
Party Identification	Republican	31%	24%	18%	9%	4%	2%	3%	2%	1%	2%	0%	4%
	Independent	35%	27%	17%	7%	4%	3%	1%	2%	2%	2%		1%
Political Ideology	Moderate	28%	13%	31%	3%	7%	3%	7%	2%	4%	1%	0%	3%
	Conservative-Very conservative	33%	29%	14%	11%	3%	2%	0%	2%	1%	2%	0%	3%
Tea Party Support	Tea Party Supporters	38%	39%	7%	9%	1%	1%	1%	2%	1%	2%		0%
Region	Central	32%	26%	21%	7%	3%	2%	1%	3%	0%	1%		4%
	Des Moines Area	25%	29%	23%	4%	5%	3%	2%	2%	3%	1%		1%
	East Central	35%	26%	12%	8%	7%	2%	1%	1%	2%	4%	0%	2%
	Eastern Cities	35%	21%	15%	12%	2%	2%	3%	4%	1%	1%		3%
	West	38%	19%	13%	14%	2%	2%	5%		1%	2%	0%	7%
Household Income	Less than \$50,000	37%	27%	10%	11%	6%	2%	1%	2%	1%	2%	0%	2%
	\$50,000 or more	30%	26%	21%	7%	3%	2%	3%	2%	2%	2%	0%	2%
Education	Not college graduate	42%	24%	12%	8%	3%	1%	1%	2%	1%	1%		5%
	College graduate	20%	26%	24%	9%	4%	4%	4%	3%	4%	2%	0%	1%
Age	Under 45	33%	29%	17%	8%	2%	2%	3%	3%	2%	1%		1%
	45 or older	32%	22%	18%	9%	5%	3%	2%	1%	2%	2%	0%	4%
Gender	Men	37%	25%	17%	6%	3%	2%	3%	2%	2%	2%	0%	2%
	Women	26%	25%	19%	11%	5%	3%	1%	2%	2%	1%	0%	5%
Marital Status	Married	30%	27%	17%	9%	4%	2%	2%	1%	2%	2%	0%	3%
	Not married	36%	20%	18%	7%	3%	2%	3%	3%	2%	1%	0%	3%
White Evangelical Christians	White Evangelical Christians	31%	28%	16%	12%	3%	1%	0%	2%	0%	3%	0%	3%
Religiosity	Practice a Religion	29%	27%	18%	9%	4%	1%	2%	1%	1%	2%	0%	4%
	Does not Practice a Religion	39%	19%	18%	7%	3%	4%	3%	4%	3%	0%		1%
Iowa Voter Registration List	Match	29%	21%	22%	8%	6%	3%	2%	2%	1%	2%	0%	5%
	No Match	35%	28%	14%	9%	3%	2%	2%	2%	2%	1%	0%	1%
Interview Type	Landline	31%	21%	20%	8%	7%	3%	2%	2%	1%	2%	0%	4%
	Cell Phone	33%	28%	16%	9%	1%	2%	2%	2%	3%	1%	0%	2%

NBC News/WSJ/Marist Poll Iowa Likely Republican Caucus-Goers. Interviews conducted January 24th through January 26th, 2016, n=450 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.
 *Past participation refers to previous participation in a Iowa Republican Presidential Caucus.

NBC News/WSJ/Marist Poll Iowa Tables of Likely Republican Caucus-Goers

Would you say you strongly support <candidate> somewhat support <candidate>, or do you think you might vote differently on Caucus Day?

		Strongly support	Somewhat support	Might vote differently	Unsure
Republican Likely Caucus-Goers	Iowa Likely Republican Caucus-Goers with a Candidate Preference	61%	28%	11%	1%
Primary Support	Donald Trump	76%	18%	5%	0%
	Ted Cruz	58%	31%	11%	0%
	Marco Rubio	40%	43%	15%	2%
Party Identification	Republican	62%	26%	11%	1%
	Independent	56%	33%	11%	0%
Political Ideology	Moderate	52%	36%	12%	0%
	Conservative-Very conservative	64%	26%	10%	1%
Tea Party Support	Tea Party Supporters	74%	18%	7%	0%
Region	Eastern Cities	60%	28%	11%	0%
	East Central	69%	22%	8%	0%
	Des Moines Area	53%	34%	12%	1%
	Central	62%	26%	12%	0%
	West	63%	27%	9%	0%
Household Income	Less than \$50,000	64%	25%	10%	0%
	\$50,000 or more	58%	30%	11%	0%
Education	Not college graduate	68%	22%	9%	0%
	College graduate	51%	35%	13%	0%
Age	Under 45	57%	32%	11%	0%
	45 or older	63%	25%	11%	0%
Gender	Men	63%	27%	9%	1%
	Women	57%	30%	13%	0%
Marital Status	Married	59%	29%	11%	1%
	Not married	63%	27%	10%	0%
White Evangelical Christians	White Evangelical Christians	59%	30%	11%	0%
Religiosity	Practice a Religion	62%	27%	10%	1%
	Does not Practice a Religion	57%	30%	12%	0%
Iowa Voter Registration List	Match	65%	24%	11%	1%
	No Match	57%	32%	11%	0%
Interview Type	Landline	65%	23%	11%	1%
	Cell Phone	57%	32%	11%	0%

NBC News/WSJ/Marist Poll Iowa Likely Republican Caucus-Goers with a Candidate Preference. Interviews conducted January 24th through January 26th, 2016, n=415 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Iowa Tables of Likely Republican Caucus-Goers

Who is your second choice for the 2016 Republican presidential caucus [including those who are undecided yet leaning toward a candidate]?

		Ted Cruz	Marco Rubio	Donald Trump	Ben Carson	Rand Paul	Jeb Bush	Chris Christie	Mike Huckabee	Carly Fiorina	John Kasich	Other	Undecided
Republican Likely Caucus-Goers	Iowa Likely Republican Caucus-Goers with a Candidate Preference	21%	19%	12%	12%	7%	6%	5%	5%	4%	3%	1%	5%
Primary Support	Donald Trump	37%	16%		9%	7%	7%	7%	5%	3%	1%	1%	7%
	Ted Cruz		29%	22%	20%	12%	2%	1%	6%	3%			5%
	Marco Rubio	21%		17%	20%	3%	14%	9%	1%	4%	8%	1%	1%
Party Identification	Republican	24%	19%	12%	11%	6%	6%	5%	5%	4%	2%	1%	5%
	Independent	12%	16%	11%	16%	10%	7%	6%	5%	5%	5%		8%
Political Ideology	Moderate	13%	18%	10%	14%	4%	11%	10%	6%	3%	5%		5%
	Conservative-Very conservative	24%	18%	14%	12%	8%	5%	3%	5%	5%	2%	1%	5%
Tea Party Support	Tea Party Supporters	28%	18%	13%	13%	12%	3%	3%	5%	3%	1%		1%
Region	Eastern Cities	22%	16%	11%	14%	10%	9%	1%	3%	6%	2%	0%	5%
	East Central	19%	20%	14%	7%	4%	8%	8%	6%	4%	1%	0%	8%
	Des Moines Area	17%	20%	14%	15%	8%	5%	8%	2%	2%	5%	1%	3%
	Central	27%	19%	15%	3%	6%	5%	8%	6%		3%	1%	8%
	West	21%	16%	6%	22%	3%	6%	1%	10%	9%	2%		4%
Household Income	Less than \$50,000	20%	18%	11%	14%	7%	6%	2%	8%	5%	0%	1%	7%
	\$50,000 or more	22%	19%	14%	12%	6%	6%	7%	3%	3%	4%		4%
Education	Not college graduate	24%	17%	10%	13%	6%	7%	5%	5%	4%	1%	0%	8%
	College graduate	17%	21%	16%	11%	8%	6%	6%	4%	4%	5%	0%	2%
Age	Under 45	21%	17%	18%	12%	7%	7%	4%	4%	2%	3%	0%	6%
	45 or older	19%	20%	9%	13%	6%	6%	6%	6%	6%	3%	0%	5%
Gender	Men	22%	16%	13%	14%	8%	5%	5%	5%	3%	3%	1%	6%
	Women	19%	23%	11%	11%	4%	9%	6%	5%	5%	3%		5%
Marital Status	Married	20%	18%	12%	12%	7%	5%	7%	5%	5%	4%	1%	5%
	Not married	22%	20%	13%	13%	6%	8%	2%	5%	2%	2%	0%	7%
White Evangelical Christians	White Evangelical Christians	22%	15%	16%	16%	5%	7%	4%	7%	3%	1%	0%	4%
Religiosity	Practice a Religion	20%	18%	13%	14%	7%	7%	5%	5%	3%	3%	1%	4%
	Does not Practice a Religion	23%	20%	12%	10%	5%	6%	5%	4%	6%	3%	0%	7%
Iowa Voter Registration List	Match	20%	18%	10%	14%	7%	5%	5%	6%	5%	5%	1%	4%
	No Match	21%	19%	14%	11%	6%	7%	5%	4%	4%	1%	0%	7%
Interview Type	Landline	20%	17%	10%	13%	7%	6%	5%	6%	6%	5%	1%	6%
	Cell Phone	21%	20%	14%	12%	7%	7%	5%	4%	3%	1%	0%	5%

NBC News/WSJ/Marist Poll Iowa Likely Republican Caucus-Goers with a Candidate Preference. Interviews conducted January 24th through January 26th, 2016, n=415 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.