

NBC News/WSJ/Marist Poll Illinois Likely Democratic Primary Voters

March 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Illinois Poll of 2,252 Adults

This survey of 2,252 adults was conducted March 4th through March 10th, 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 Illinois were contacted on landline or mobile numbers and 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 state of Illinois 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. This landline sample was combined with 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 combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and region except for race, which is from the 2010 census. Results are statistically significant within ± 2.1 percentage points. There are 1,968 registered voters. The results for this subset are statistically significant within ± 2.2 percentage points. Among registered voters, 891 had a phone match in the voter file and 1,077 did not. The results for these subsets are statistically significant within ± 3.3 percentage points and ± 3.0 percentage points, respectively. There are 760 voters in the potential Republican primary electorate. The potential Republican primary electorate in Illinois includes all voters who prefer to vote in the Republican presidential primary and those who identify as Republicans or Republican leaning independents without a primary preference. There are 989 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Illinois includes all voters who prefer to vote in the Democratic presidential primary and those who identify as Democrats or Democratic leaning independents without a primary preference. The results for these subsets are statistically significant within ± 3.6 percentage points and ± 3.1 percentage points, respectively. There are 421 likely Republican primary voters and 529 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Illinois Republican/Democratic Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within ± 4.8 percentage points and ± 4.3 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC News/WSJ/Marist Poll Illinois Tables of Likely Democratic Primary Voters

Nature of the Sample - Illinois

		Illinois Adults	Illinois Registered Voters
		Col %	Col %
Illinois Adults		100%	
Illinois Registered Voters		87%	100%
Illinois Potential Republican Electorate		34%	39%
Illinois Likely Republican Primary Voters		19%	21%
Illinois Potential Democratic Electorate		44%	50%
Illinois Likely Democratic Primary Voters		24%	27%
Party Identification	Democrat	n/a	38%
	Republican	n/a	26%
	Independent	n/a	35%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	9%
	Liberal	n/a	19%
	Moderate	n/a	39%
	Conservative	n/a	23%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	17%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	48%	44%
	45 or older	52%	56%
Age	18 to 29	23%	20%
	30 to 44	25%	25%
	45 to 59	27%	29%
	60 or older	24%	27%
Race	White	67%	69%
	African American	13%	13%
	Latino	12%	12%
	Other	7%	6%
Region	Cook County	40%	40%
	Collar Counties	24%	24%
	North	15%	15%
	Central & South	21%	21%
Household Income	Less than \$50,000	46%	44%
	\$50,000 or more	54%	56%
Education	Not college graduate	55%	54%
	College graduate	45%	46%
Marital Status	Married	47%	50%
	Not married	53%	50%
Evangelical Christian	Yes	32%	33%
	No	68%	67%
White Evangelical Christians		32%	20%
Religiosity	Practice a Religion	51%	52%
	Does not Practice a Religion	49%	48%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Illinois Voter Registration List	Match	n/a	45%
	No Match	n/a	55%
Interview Type	Landline	44%	47%
	Cell Phone	56%	53%

NBC News/WSJ/Marist Poll Illinois Adults. Interviews conducted March 4th through March 10th, 2016, n=2252 MOE +/- 2.1 percentage points. Illinois Registered Voters: n=1968 MOE +/- 2.2 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Illinois

		Illinois Potential Democratic Electorate	Illinois Likely Democratic Primary Voters
		Col %	Col %
Illinois Potential Democratic Electorate		100%	
Illinois Likely Democratic Primary Voters		53%	100%
Party Identification	Democrat	70%	74%
	Republican	1%	1%
	Independent	28%	25%
	Other	0%	0%
Past Participation*	Yes	75%	83%
	No	25%	17%
Political Ideology	Very liberal	15%	15%
	Liberal	32%	33%
	Moderate	39%	38%
	Conservative	12%	10%
	Very conservative	4%	4%
Tea Party Supporters		9%	8%
No		83%	84%
Unsure		9%	8%
Gender	Men	42%	40%
	Women	58%	60%
Age	Under 45	51%	48%
	45 or older	49%	52%
Age	18 to 29	24%	20%
	30 to 44	26%	28%
	45 to 59	27%	27%
	60 or older	22%	25%
Race	White	54%	54%
	African American	23%	24%
	Latino	16%	14%
	Other	8%	8%
Region	Cook County	52%	53%
	Collar Counties	20%	20%
	North	10%	11%
	Central & South	18%	16%
Household Income	Less than \$50,000	47%	46%
	\$50,000 or more	53%	54%
Education	Not college graduate	54%	49%
	College graduate	46%	51%
Marital Status	Married	41%	43%
	Not married	59%	57%
Evangelical Christian	Yes	28%	27%
	No	72%	73%
White Evangelical Christians		9%	8%
Religiosity	Practice a Religion	46%	48%
	Does not Practice a Religion	54%	52%
U.S. Military Veteran	Yes	8%	8%
	No	92%	92%
Illinois Voter Registration List	Match	43%	45%
	No Match	57%	55%
Interview Type	Landline	42%	45%
	Cell Phone	58%	55%

NBC News/WSJ/Marist Poll Illinois Potential Democratic Electorate. Interviews conducted March 4th through March 10th, 2016, n=989 MOE +/- 3.1 percentage points.
 Illinois Likely Democratic Primary Voters: n=529 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

Do you approve or disapprove of the job Barack Obama is doing as president?

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Illinois Likely Democratic Primary Voters	88%	8%	4%
Intensity of Support	Strongly support	91%	6%	2%
	Somewhat support	82%	11%	6%
Past Participation*	Yes	89%	8%	3%
	No	85%	7%	8%
Party Identification	Democrat	92%	5%	4%
	Independent	80%	15%	6%
Political Ideology	Very liberal-Liberal	92%	5%	3%
	Moderate	86%	9%	5%
	Conservative-Very conservative	82%	13%	4%
Political Ideology	Very liberal	95%	3%	2%
	Liberal	90%	6%	4%
	Moderate	86%	9%	5%
Household Income	Less than \$50,000	90%	7%	3%
	\$50,000 or more	88%	8%	5%
Education	Not college graduate	86%	10%	4%
	College graduate	90%	6%	4%
Race	White	84%	11%	5%
	African American	97%	3%	
	Latino	90%	3%	7%
Age	18 to 29	89%	5%	6%
	30 to 44	88%	7%	5%
	45 to 59	89%	8%	3%
	60 or older	87%	11%	2%
Age	Under 45	89%	6%	6%
	45 or older	88%	9%	3%
Gender	Men	89%	8%	3%
	Women	88%	7%	5%
Gender by age	Men under age 45	89%	7%	4%
	Men age 45 or older	89%	9%	2%
	Women under age 45	88%	5%	7%
	Women age 45 or older	88%	9%	3%
Marital Status	Married	88%	8%	3%
	Not married	88%	7%	5%
Religiosity	Practice a Religion	89%	7%	4%
	Does not Practice a Religion	87%	9%	4%
Interview Type	Landline	88%	8%	3%
	Cell Phone	88%	7%	5%

NBC News/WSJ/Marist Poll Illinois Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=529 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

2016 Illinois Democratic presidential primary including those who are undecided yet leaning toward a candidate or voted absentee

		Hillary Clinton	Bernie Sanders	Other	Undecided
Likely Democratic Primary Voters	Illinois Likely Democratic Primary Voters	51%	45%	0%	4%
Intensity of Support	Strongly support	55%	45%		
	Somewhat support	47%	52%		0%
Past Participation*	Yes	57%	38%	0%	4%
	No	22%	77%		2%
Party Identification	Democrat	57%	39%	0%	4%
	Independent	35%	61%	0%	4%
Political Ideology	Very liberal-Liberal	47%	49%	0%	4%
	Moderate	52%	44%	0%	4%
	Conservative-Very conservative	60%	35%	0%	5%
Political Ideology	Very liberal	36%	62%		2%
	Liberal	53%	43%	0%	4%
	Moderate	52%	44%	0%	4%
Household Income	Less than \$50,000	54%	44%	0%	2%
	\$50,000 or more	50%	46%	0%	4%
Education	Not college graduate	50%	46%	0%	3%
	College graduate	52%	43%	0%	4%
Race	White	51%	45%	0%	3%
	African American	67%	28%	0%	5%
	Latino	30%	64%		5%
Age	18 to 29	23%	77%		
	30 to 44	48%	48%	0%	4%
	45 to 59	56%	38%	0%	6%
	60 or older	71%	25%	0%	4%
Age	Under 45	38%	60%	0%	2%
	45 or older	63%	31%	0%	5%
Gender	Men	41%	56%	0%	2%
	Women	58%	37%	0%	5%
Gender by age	Men under age 45	21%	77%	0%	1%
	Men age 45 or older	62%	35%	0%	3%
	Women under age 45	51%	46%		3%
	Women age 45 or older	64%	30%	0%	6%
Marital Status	Married	56%	41%	0%	3%
	Not married	48%	48%	0%	5%
Religiosity	Practice a Religion	62%	34%	0%	4%
	Does not Practice a Religion	41%	54%	0%	4%
State Voter Registration List	Match	57%	38%	0%	6%
	No Match	47%	51%	0%	3%
Interview Type	Landline	58%	36%	0%	5%
	Cell Phone	45%	52%	0%	3%

NBC News/WSJ/Marist Poll Illinois Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=529 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous Illinois Democratic Presidential Primary.

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

		Strongly support	Somewhat support	Might vote differently	Unsure
Democratic Likely Voters	Illinois Likely Democratic Primary Voters with a Candidate Preference	70%	24%	6%	0%
Primary Support	Hillary Clinton	73%	21%	5%	0%
	Bernie Sanders	67%	26%	6%	1%
Party Identification	Democrat	72%	22%	6%	0%
	Independent	64%	31%	5%	
Political Ideology	Very liberal-Liberal	77%	19%	4%	0%
	Moderate	61%	32%	6%	1%
Political Ideology	Very liberal	85%	12%	2%	0%
	Liberal	73%	23%	4%	
	Moderate	61%	32%	6%	1%
Household Income	Less than \$50,000	76%	18%	6%	0%
	\$50,000 or more	65%	29%	6%	0%
Education	Not college graduate	72%	20%	7%	0%
	College graduate	68%	27%	4%	0%
Race	White	71%	24%	4%	0%
	African American	74%	20%	6%	0%
Age	18 to 29	63%	30%	7%	
	30 to 44	74%	24%	3%	0%
	45 to 59	65%	26%	9%	
	60 or older	76%	17%	5%	2%
Age	Under 45	69%	26%	4%	0%
	45 or older	70%	21%	7%	1%
Gender	Men	72%	23%	5%	0%
	Women	69%	25%	6%	1%
Gender by age	Men under age 45	73%	23%	4%	
	Men age 45 or older	70%	23%	6%	0%
	Women under age 45	66%	29%	5%	0%
	Women age 45 or older	70%	21%	8%	1%
Marital Status	Married	69%	23%	8%	0%
	Not married	70%	25%	5%	1%
State Voter Registration List	Match	67%	26%	6%	1%
	No Match	72%	22%	5%	0%
Religiosity	Practice a Religion	70%	21%	8%	0%
	Does not Practice a Religion	69%	26%	4%	0%
Interview Type	Landline	72%	21%	6%	1%
	Cell Phone	69%	26%	6%	0%

NBC News/WSJ/Marist Poll Illinois Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=468 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.