

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

March 2016

## How the Survey was Conducted

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

This survey of 2,252 adults was conducted March 4<sup>th</sup> through March 10<sup>th</sup>, 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  $\pm 2.1$  percentage points. There are 1,968 registered voters. The results for this subset are statistically significant within  $\pm 2.2$  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  $\pm 3.3$  percentage points and  $\pm 3.0$  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  $\pm 3.6$  percentage points and  $\pm 3.1$  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  $\pm 4.8$  percentage points and  $\pm 4.3$  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 Republican 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 Republican Electorate	Illinois Likely Republican Primary Voters
		Col %	Col %
Illinois Potential Republican Electorate		100%	
Illinois Likely Republican Primary Voters		55%	100%
Party Identification	Democrat	3%	2%
	Republican	63%	66%
	Independent	33%	31%
	Other	1%	1%
Past Participation*	Yes	76%	85%
	No	24%	15%
Political Ideology	Very liberal	1%	1%
	Liberal	5%	4%
	Moderate	37%	33%
	Conservative	39%	42%
	Very conservative	18%	21%
Tea Party Supporters		30%	33%
No		61%	60%
Unsure		9%	7%
Gender	Men	55%	56%
	Women	45%	44%
Age	Under 45	37%	30%
	45 or older	63%	70%
Age	18 to 29	13%	9%
	30 to 44	24%	21%
	45 to 59	33%	35%
	60 or older	30%	34%
Race	White	85%	88%
	African American	1%	1%
	Latino	9%	7%
	Other	4%	3%
Region	Cook County	27%	21%
	Collar Counties	29%	31%
	North	19%	21%
	Central & South	24%	27%
Household Income	Less than \$50,000	36%	33%
	\$50,000 or more	64%	67%
Education	Not college graduate	50%	50%
	College graduate	50%	50%
Marital Status	Married	61%	65%
	Not married	39%	35%
Evangelical Christian	Yes	39%	42%
	No	61%	58%
White Evangelical Christians		34%	37%
Religiosity	Practice a Religion	60%	62%
	Does not Practice a Religion	40%	38%
U.S. Military Veteran	Yes	13%	14%
	No	87%	86%
Illinois Voter Registration List	Match	48%	50%
	No Match	52%	50%
Interview Type	Landline	50%	53%
	Cell Phone	50%	47%

NBC News/WSJ/Marist Poll Illinois Potential Republican Electorate. Interviews conducted March 4th through March 10th, 2016, n=760 MOE +/- 3.6 percentage points.  
 Illinois Likely Republican Primary Voters: n=421 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

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

		Donald Trump	Ted Cruz	John Kasich	Marco Rubio	Other	Undecided
Likely Republican Primary Voters	Illinois Likely Republican Primary Voters	34%	25%	21%	16%	0%	5%
Intensity of Support	Strongly support	43%	21%	22%	14%		
	Somewhat support	29%	32%	22%	17%		
Party Identification	Republican	35%	25%	17%	18%		5%
	Independent	33%	24%	28%	11%	0%	3%
Political Ideology	Moderate	30%	14%	32%	19%	0%	5%
	Conservative-Very conservative	33%	31%	18%	14%		4%
Political Ideology	Moderate	30%	14%	32%	19%	0%	5%
	Conservative	38%	21%	19%	18%		5%
	Very conservative	23%	51%	15%	7%		3%
Tea Party Support	Tea Party Supporters	39%	39%	10%	8%	0%	4%
Region	Cook County	33%	21%	25%	18%	0%	3%
	Collar Counties	31%	26%	25%	14%		3%
	North	37%	25%	16%	16%		6%
	Central & South	35%	25%	18%	15%		7%
Household Income	Less than \$50,000	37%	26%	15%	13%		8%
	\$50,000 or more	31%	23%	25%	17%	0%	3%
Education	Not college graduate	40%	27%	14%	13%	0%	6%
	College graduate	27%	23%	29%	18%		3%
Age	Under 45	34%	24%	16%	23%		3%
	45 or older	34%	25%	24%	12%	0%	5%
Gender	Men	36%	26%	21%	14%	0%	4%
	Women	32%	22%	22%	18%		6%
Marital Status	Married	29%	28%	22%	16%	0%	4%
	Not married	42%	19%	20%	14%		5%
White Evangelical Christians	White Evangelical Christians	31%	32%	19%	13%	0%	4%
Religiosity	Practice a Religion	29%	28%	21%	16%	0%	5%
	Does not Practice a Religion	42%	19%	21%	15%		3%
State Voter Registration List	Match	36%	23%	21%	16%	0%	5%
	No Match	32%	26%	22%	15%		5%
Interview Type	Landline	37%	21%	22%	16%	0%	4%
	Cell Phone	31%	29%	21%	15%		5%

NBC News/WSJ/Marist Poll Illinois Likely Republican Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=421 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

**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
Republican Likely Voters	Illinois Likely Republican Primary Voters with a Candidate Preference	58%	29%	12%	1%
Primary Support	Donald Trump	69%	23%	7%	2%
	Ted Cruz	49%	37%	13%	1%
	John Kasich	55%	28%	15%	2%
Party Identification	Republican	59%	27%	13%	1%
	Independent	52%	35%	11%	1%
Political Ideology	Moderate	52%	31%	15%	3%
	Conservative-Very conservative	60%	29%	11%	0%
Tea Party Support	Tea Party Supporters	67%	25%	8%	0%
Region	Cook County	53%	36%	11%	0%
	Collar Counties	56%	26%	16%	1%
	North	54%	34%	10%	2%
	Central & South	66%	21%	10%	3%
Household Income	Less than \$50,000	61%	25%	10%	4%
	\$50,000 or more	55%	31%	14%	0%
Education	Not college graduate	62%	24%	13%	2%
	College graduate	54%	34%	11%	1%
Age	Under 45	47%	39%	14%	
	45 or older	63%	24%	11%	2%
Gender	Men	60%	29%	10%	1%
	Women	55%	28%	15%	2%
Marital Status	Married	57%	31%	11%	1%
	Not married	58%	25%	14%	3%
White Evangelical Christians	White Evangelical Christians	62%	26%	12%	1%
Religiosity	Practice a Religion	56%	31%	12%	2%
	Does not Practice a Religion	60%	26%	13%	1%
Interview Type	Landline	60%	25%	12%	2%
	Cell Phone	55%	33%	12%	1%

NBC News/WSJ/Marist Poll Illinois Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=376 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.

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

		Ted Cruz	John Kasich	Marco Rubio	Donald Trump	Other	Undecided
Republican Likely Voters	Illinois Likely Republican Primary Voters with a Candidate Preference	26%	24%	24%	13%	1%	11%
	Donald Trump	33%	37%	13%		2%	15%
Primary Support	Ted Cruz		25%	41%	25%	1%	8%
	John Kasich	28%		38%	20%	1%	13%
Party Identification	Republican	31%	23%	23%	12%	1%	10%
	Independent	18%	29%	25%	13%	1%	13%
Political Ideology	Moderate	21%	31%	22%	15%	1%	11%
	Conservative-Very conservative	31%	21%	24%	13%	1%	9%
Tea Party Support	Tea Party Supporters	22%	30%	20%	20%		8%
Household Income	Less than \$50,000	29%	24%	20%	13%	2%	12%
	\$50,000 or more	26%	24%	27%	13%	1%	9%
Education	Not college graduate	28%	25%	23%	16%	1%	7%
	College graduate	25%	25%	25%	10%	2%	13%
Age	Under 45	30%	25%	21%	13%	1%	10%
	45 or older	25%	24%	25%	13%	1%	12%
Gender	Men	27%	25%	22%	14%	1%	12%
	Women	26%	24%	27%	11%	2%	10%
Marital Status	Married	28%	25%	22%	12%	1%	12%
	Not married	24%	24%	28%	14%	1%	8%
White Evangelical Christians	White Evangelical Christians	27%	21%	27%	16%	1%	7%
Religiosity	Practice a Religion	27%	23%	25%	13%	1%	12%
	Does not Practice a Religion	26%	28%	23%	13%	1%	8%
State Voter Registration List	Match	25%	25%	22%	13%	1%	14%
	No Match	28%	24%	26%	13%	1%	9%
Interview Type	Landline	25%	26%	23%	12%	1%	13%
	Cell Phone	28%	23%	25%	14%	1%	9%

NBC News/WSJ/Marist Poll Illinois Likely Republican Primary Voters with a Candidate Preference. Interviews conducted March 4th through March 10th, 2016, n=352 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.