

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

March 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Michigan Poll of 2,570 Adults

This survey of 2,570 adults was conducted March 1st through March 3rd, 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 Michigan 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 Michigan 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 combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, race and region. Results are statistically significant within ± 1.9 percentage points. There are 2,229 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 877 voters in the potential Republican primary electorate. The potential Republican primary electorate in Michigan 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 1,030 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Michigan 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 ± 3.3 percentage points and ± 3.1 percentage points, respectively. There are 482 likely Republican primary voters and 546 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Michigan 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 ± 4.5 percentage points and ± 4.2 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC News/WSJ/Marist Poll Michigan Tables of Likely Republican Primary Voters

Nature of the Sample - Michigan

		Michigan Adults	Michigan Registered Voters
		Col %	Col %
Michigan Adults		100%	
Michigan Registered Voters		87%	100%
Michigan Potential Republican Electorate		34%	39%
Michigan Likely Republican Primary Voters		19%	22%
Michigan Potential Democratic Electorate		40%	46%
Michigan Likely Democratic Primary Voters		21%	24%
Party Identification	Democrat	n/a	36%
	Republican	n/a	25%
	Independent	n/a	37%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	20%
	Moderate	n/a	36%
	Conservative	n/a	28%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	19%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	45%	41%
	45 or older	55%	59%
Age	18 to 29	20%	17%
	30 to 44	24%	24%
	45 to 59	29%	30%
	60 or older	27%	29%
Race	White	78%	79%
	African American	14%	14%
	Latino	3%	3%
	Other	5%	4%
Region	Wayne County Detroit	18%	18%
	Oakland and Macomb Counties	21%	22%
	Southeast	22%	22%
	Southwest	19%	19%
	North Central-Upper Peninsula	20%	19%
Household Income	Less than \$50,000	53%	50%
	\$50,000 or more	47%	50%
Education	Not college graduate	66%	63%
	College graduate	34%	37%
Marital Status	Married	47%	50%
	Not married	53%	50%
Evangelical Christian	Yes	37%	38%
	No	63%	62%
White Evangelical Christians		26%	27%
Religiosity	Practice a Religion	50%	52%
	Does not Practice a Religion	50%	48%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Interview Type	Landline	44%	47%
	Cell Phone	56%	53%

NBC News/WSJ/Marist Poll Michigan Adults. Interviews conducted March 1st through March 3rd, 2016, n=2570 MOE +/- 1.9 percentage points. Michigan Registered Voters: n=2229 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Michigan

		Michigan Potential Republican Electorate	Michigan Likely Republican Primary Voters
		Col %	Col %
Michigan Potential Republican Electorate		100%	
Michigan Likely Republican Primary Voters		55%	100%
Party Identification	Democrat	2%	2%
	Republican	60%	62%
	Independent	36%	34%
	Other	2%	2%
Past Participation*	Yes	77%	85%
	No	23%	15%
Political Ideology	Very liberal	1%	1%
	Liberal	6%	5%
	Moderate	33%	31%
	Conservative	45%	47%
	Very conservative	15%	16%
Tea Party Supporters		32%	36%
Gender	Men	52%	52%
	Women	48%	48%
Age	Under 45	38%	35%
	45 or older	62%	65%
Age	18 to 29	15%	12%
	30 to 44	23%	23%
	45 to 59	31%	32%
	60 or older	31%	33%
Race	White	93%	93%
	African American	3%	3%
	Latino	2%	2%
	Other	3%	3%
Region	Wayne County Detroit	11%	12%
	Oakland and Macomb Counties	25%	24%
	Southeast	22%	22%
	Southwest	22%	22%
	North Central-Upper Peninsula	20%	21%
Household Income	Less than \$50,000	40%	37%
	\$50,000 or more	60%	63%
Education	Not college graduate	59%	58%
	College graduate	41%	42%
Marital Status	Married	62%	66%
	Not married	38%	34%
Evangelical Christian	Yes	48%	48%
	No	52%	52%
White Evangelical Christians		42%	42%
Religiosity	Practice a Religion	61%	64%
	Does not Practice a Religion	39%	36%
U.S. Military Veteran	Yes	14%	14%
	No	86%	86%
Interview Type	Landline	47%	50%
	Cell Phone	53%	50%

NBC News/WSJ/Marist Poll Michigan Potential Republican Electorate. Interviews conducted March 1st through March 3rd, 2016, n=877 MOE +/- 3.3 percentage points. Michigan Likely Republican Primary Voters: n=482 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Michigan Tables of Likely Republican Primary Voters

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

		Donald Trump	Ted Cruz	Marco Rubio	John Kasich	Uncommitted	Other	Undecided
Likely Republican Primary Voters	Michigan Likely Republican Primary Voters	41%	22%	17%	13%	2%	2%	5%
Intensity of Support	Strongly support	49%	24%	13%	12%		1%	1%
	Somewhat support	35%	19%	27%	16%		1%	2%
Party Identification	Republican	39%	24%	18%	9%	3%	1%	5%
	Independent	43%	16%	15%	21%	1%	2%	3%
Political Ideology	Moderate	47%	11%	19%	16%	1%	2%	3%
	Conservative-Very conservative	35%	27%	17%	12%	3%	1%	5%
Political Ideology	Moderate	47%	11%	19%	16%	1%	2%	3%
	Conservative	36%	22%	18%	14%	3%	1%	6%
	Very conservative	30%	43%	14%	6%	3%	1%	3%
Tea Party Support	Tea Party Supporters	39%	29%	15%	10%	2%	2%	3%
Household Income	Less than \$50,000	45%	21%	17%	9%	3%	2%	5%
	\$50,000 or more	41%	21%	17%	13%	2%	2%	4%
Education	Not college graduate	46%	21%	14%	9%	3%	2%	5%
	College graduate	34%	22%	20%	18%	1%	1%	3%
Age	Under 45	36%	27%	22%	7%	2%	1%	5%
	45 or older	44%	18%	14%	16%	2%	1%	4%
Gender	Men	46%	22%	15%	11%	2%	1%	4%
	Women	35%	22%	18%	15%	2%	2%	6%
Marital Status	Married	39%	23%	17%	14%	2%	1%	4%
	Not married	43%	19%	17%	11%	2%	2%	5%
White Evangelical Christians	White Evangelical Christians	30%	29%	18%	10%	4%	2%	7%
Religiosity	Practice a Religion	31%	27%	20%	12%	3%	2%	5%
	Does not Practice a Religion	59%	12%	10%	13%	2%	1%	3%
Interview Type	Landline	40%	21%	14%	16%	3%	3%	3%
	Cell Phone	41%	22%	19%	10%	2%	0%	6%

NBC News/WSJ/Marist Poll Michigan Likely Republican Primary Voters. Interviews conducted March 1st through March 3rd, 2016, n=482 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.
 *Past Participation refers to participation in a previous Michigan Republican Presidential Primary.

NBC News/WSJ/Marist Poll Michigan Tables of Likely Republican Primary Voters

2016 Michigan Republican presidential primary including those who are undecided yet leaning toward a candidate or voted absentee [with Ben Carson]

		Donald Trump	Ted Cruz	Marco Rubio	John Kasich	Ben Carson	Uncommitted	Other	Undecided
Likely Republican Primary Voters	Michigan Likely Republican Primary Voters	40%	19%	15%	11%	9%	2%	1%	3%
Intensity of Support	Strongly support	48%	21%	12%	10%	9%			
	Somewhat support	35%	17%	24%	16%	8%			
Party Identification	Republican	38%	21%	17%	7%	9%	2%	1%	4%
	Independent	42%	14%	14%	18%	7%	1%	1%	2%
Political Ideology	Moderate	46%	10%	17%	15%	8%	1%	1%	2%
	Conservative-Very conservative	34%	24%	16%	9%	10%	2%	0%	4%
Political Ideology	Moderate	46%	10%	17%	15%	8%	1%	1%	2%
	Conservative	36%	19%	17%	11%	10%	2%	0%	5%
	Very conservative	29%	40%	12%	4%	10%	3%		2%
Tea Party Support	Tea Party Supporters	38%	26%	14%	7%	11%	2%	1%	2%
Household Income	Less than \$50,000	43%	19%	14%	8%	10%	3%	1%	2%
	\$50,000 or more	40%	18%	16%	12%	8%	1%	1%	4%
Education	Not college graduate	44%	18%	13%	8%	11%	3%	1%	3%
	College graduate	34%	20%	19%	15%	7%	1%	1%	3%
Age	Under 45	35%	23%	20%	6%	11%	1%	1%	4%
	45 or older	43%	17%	13%	14%	7%	2%	1%	3%
Gender	Men	45%	18%	15%	10%	8%	1%	1%	3%
	Women	34%	20%	16%	13%	10%	2%	1%	4%
Marital Status	Married	39%	20%	16%	11%	8%	2%	1%	3%
	Not married	42%	16%	14%	11%	11%	2%	1%	3%
White Evangelical Christians	White Evangelical Christians	29%	25%	15%	8%	15%	3%	1%	5%
Religiosity	Practice a Religion	30%	23%	18%	10%	13%	2%	1%	3%
	Does not Practice a Religion	59%	11%	9%	12%	3%	2%	0%	3%
Interview Type	Landline	40%	19%	12%	13%	9%	3%	2%	3%
	Cell Phone	40%	19%	18%	9%	9%	1%	0%	4%

NBC News/WSJ/Marist Poll Michigan Likely Republican Primary Voters. Interviews conducted March 1st through March 3rd, 2016, n=482 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.
 *Past Participation refers to participation in a previous Michigan Republican 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
Republican Likely Voters	Michigan Likely Republican Primary Voters with a Candidate Preference	61%	26%	12%	1%
	Donald Trump	70%	22%	8%	1%
Primary Support	Ted Cruz	63%	23%	14%	0%
	Marco Rubio	45%	39%	13%	3%
Party Identification	Republican	62%	25%	12%	1%
	Independent	56%	28%	14%	1%
Political Ideology	Moderate	51%	34%	14%	1%
	Conservative-Very conservative	65%	23%	11%	1%
Tea Party Support	Tea Party Supporters	65%	23%	12%	0%
	North Central-Upper Peninsula	57%	29%	13%	1%
	Oakland and Macomb Counties	62%	19%	17%	1%
Region	Southeast	55%	30%	14%	1%
	Southwest	63%	30%	6%	1%
	Wayne County Detroit	70%	21%	9%	1%
Household Income	Less than \$50,000	61%	30%	7%	1%
	\$50,000 or more	59%	24%	16%	1%
Education	Not college graduate	62%	23%	14%	1%
	College graduate	58%	31%	10%	1%
Age	Under 45	53%	30%	16%	1%
	45 or older	65%	24%	10%	1%
Gender	Men	60%	26%	14%	0%
	Women	61%	27%	11%	2%
Marital Status	Married	60%	26%	13%	1%
	Not married	60%	28%	11%	1%
White Evangelical Christians	White Evangelical Christians	62%	27%	11%	1%
Religiosity	Practice a Religion	61%	26%	12%	1%
	Does not Practice a Religion	60%	26%	13%	1%
U.S. Military Veteran	Yes	65%	24%	10%	1%
	No	60%	27%	13%	1%
Interview Type	Landline	65%	23%	11%	1%
	Cell Phone	56%	29%	14%	1%

NBC News/WSJ/Marist Poll Michigan Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted March 1st through March 3rd, 2016, n=425 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Michigan Tables of Likely Republican Primary Voters

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

		Ted Cruz	Marco Rubio	John Kasich	Ben Carson	Donald Trump	Uncommitted	Other	Undecided
Republican Likely Voters	Michigan Likely Republican Primary Voters with a Candidate Preference	22%	22%	18%	15%	13%	4%	0%	6%
Primary Support	Donald Trump	25%	21%	21%	20%		5%	1%	8%
	Ted Cruz		35%	9%	17%	34%	1%		4%
	Marco Rubio	36%		28%	11%	14%	2%		9%
Party Identification	Republican	24%	21%	16%	12%	15%	5%		7%
	Independent	17%	22%	22%	20%	11%	3%		5%
Political Ideology	Moderate	14%	26%	22%	15%	10%	7%		6%
	Conservative-Very conservative	26%	20%	14%	15%	16%	3%		6%
Tea Party Support	Tea Party Supporters	23%	20%	16%	17%	18%	2%	1%	4%
Household Income	Less than \$50,000	21%	22%	12%	18%	16%	3%		8%
	\$50,000 or more	23%	21%	18%	14%	12%	5%	0%	5%
Education	Not college graduate	23%	21%	14%	14%	15%	5%		8%
	College graduate	20%	24%	22%	15%	11%	3%	1%	4%
Age	Under 45	29%	18%	12%	15%	16%	3%		7%
	45 or older	17%	25%	21%	15%	11%	5%	0%	6%
Gender	Men	24%	17%	19%	15%	15%	5%	0%	6%
	Women	19%	27%	16%	15%	11%	3%		7%
Marital Status	Married	21%	22%	18%	17%	11%	4%		6%
	Not married	23%	21%	16%	10%	18%	4%	1%	7%
White Evangelical Christians	White Evangelical Christians	21%	23%	15%	13%	18%	4%		6%
Religiosity	Practice a Religion	22%	21%	17%	15%	15%	3%		7%
	Does not Practice a Religion	22%	23%	18%	14%	11%	6%	1%	6%
Interview Type	Landline	19%	24%	20%	12%	12%	4%	1%	8%
	Cell Phone	24%	20%	16%	18%	14%	4%		5%

NBC News/WSJ/Marist Poll Michigan Likely Republican Primary Voters with a Candidate Preference. Interviews conducted March 1st through March 3rd, 2016, n=372 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.