

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist New Hampshire Poll of 2,528 Adults**

This survey of 2,528 adults was conducted January 17<sup>th</sup> through January 23<sup>rd</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 New Hampshire 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 New Hampshire 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  $\pm 1.9$  percentage points. There are 2,258 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. Among registered voters, 908 had a phone match in the voter file and 1,350 did not. The results for these subsets are statistically significant within  $\pm 3.3$  percentage points and  $\pm 2.7$  percentage points, respectively. There are 958 voters in the potential Republican primary electorate. The potential Republican primary electorate in New Hampshire includes unaffiliated voters who prefer to vote in the Republican presidential primary and registered Republicans without a primary preference. There are 913 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in New Hampshire includes unaffiliated voters who prefer to vote in the Democratic presidential primary and registered Democrats without a primary preference. The results for these subsets are statistically significant within  $\pm 3.2$  percentage points. There are 612 likely Republican primary voters and 568 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New Hampshire 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  $\pm 4.0$  percentage points and  $\pm 4.1$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

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

Nature of the Sample - New Hampshire

		New Hampshire Adults	New Hampshire Registered Voters
		Col %	Col %
New Hampshire Adults		100%	
New Hampshire Registered Voters		89%	100%
New Hampshire Potential Republican Electorate		38%	40%
New Hampshire Likely Republican Primary Voters		24%	27%
New Hampshire Potential Democratic Electorate		36%	40%
New Hampshire Likely Democratic Primary Voters		22%	23%
Party Registration	Democrat	n/a	26%
	Republican	n/a	28%
	Independent	n/a	45%
	Other	n/a	0%
Party Identification	Democrat	n/a	27%
	Republican	n/a	26%
	Independent	n/a	46%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	9%
	Liberal	n/a	19%
	Moderate	n/a	38%
	Conservative	n/a	26%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	19%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	40%	37%
	45 or older	60%	63%
Age	18 to 29	19%	17%
	30 to 44	21%	20%
	45 to 59	31%	33%
	60 or older	28%	30%
Race	White	93%	94%
	African American	1%	1%
	Latino	2%	2%
	Other	4%	4%
Region	Hillsborough	30%	30%
	Rockingham	22%	22%
	Northern Counties	18%	17%
	Southern Counties	30%	30%
Household Income	Less than \$50,000	39%	36%
	\$50,000 or more	61%	64%
Education	Not college graduate	55%	52%
	College graduate	45%	48%
Marital Status	Married	54%	56%
	Not married	46%	44%
Evangelical Christian	Yes	15%	14%
	No	85%	86%
White Evangelical Christians		13%	13%
Religiosity	Practice a Religion	32%	34%
	Does not Practice a Religion	68%	66%
New Hampshire Voter Registration List	Match	n/a	40%
	No Match	n/a	60%
Interview Type	Landline	55%	57%
	Cell Phone	45%	43%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted January 17th through January 23rd, 2016, n=2528 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

^New Hampshire Registered Voters: n=2258 MOE +/- 2.1 percentage points.

## NBC News/WSJ/Marist Poll New Hampshire Tables of Likely Democratic Primary Voters

## Nature of the Sample - New Hampshire

		New Hampshire Potential Republican Electorate	New Hampshire Likely Republican Primary Voters
		Col %	Col %
New Hampshire Potential Republican Electorate		100%	
New Hampshire Likely Republican Primary Voters		64%	100%
Party Registration	Republican	65%	66%
	Independent	35%	34%
Party Identification	Democrat	1%	1%
	Republican	58%	60%
	Independent	40%	38%
	Other	1%	1%
Past Participation*	Yes	87%	92%
	No	13%	8%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	3%
	Moderate	35%	34%
	Conservative	44%	45%
	Very conservative	17%	17%
Tea Party Supporters		32%	33%
Gender	Men	54%	53%
	Women	46%	47%
Age	Under 45	34%	31%
	45 or older	66%	69%
Age	18 to 29	14%	11%
	30 to 44	20%	20%
	45 to 59	35%	36%
	60 or older	31%	33%
Race	White	95%	95%
	African American	1%	1%
	Latino	2%	1%
	Other	3%	3%
Region	Hillsborough	32%	30%
	Rockingham	25%	25%
	Northern Counties	19%	18%
	Southern Counties	25%	27%
Household Income	Less than \$50,000	28%	26%
	\$50,000 or more	72%	74%
Education	Not college graduate	52%	49%
	College graduate	48%	51%
Marital Status	Married	65%	68%
	Not married	35%	32%
Evangelical Christian	Yes	22%	22%
	No	78%	78%
White Evangelical Christians		20%	21%
Religiosity	Practice a Religion	42%	43%
	Does not Practice a Religion	58%	57%
New Hampshire Voter Registration List	Match	45%	47%
	No Match	55%	53%
Interview Type	Landline	60%	62%
	Cell Phone	40%	38%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted January 17th through January 23rd, 2016, n=958 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

^New Hampshire Likely Republican Primary Voters: n=612 MOE +/- 4.0 percentage points.

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

Nature of the Sample - New Hampshire

		New Hampshire Potential Democratic Electorate	New Hampshire Likely Democratic Primary Voters
		Col %	Col %
New Hampshire Potential Democratic Electorate		100%	
New Hampshire Likely Democratic Primary Voters		62%	100%
Party Registration	Democrat	63%	65%
	Independent	36%	35%
Party Identification	Democrat	63%	65%
	Republican	1%	1%
	Independent	36%	34%
	Other	0%	0%
Past Participation*	Yes	82%	88%
	No	18%	12%
Political Ideology	Very liberal	19%	20%
	Liberal	35%	37%
	Moderate	36%	34%
	Conservative	9%	8%
	Very conservative	1%	1%
Tea Party Supporters		5%	4%
Gender	Men	45%	43%
	Women	55%	57%
Age	Under 45	37%	34%
	45 or older	63%	66%
Age	18 to 29	18%	15%
	30 to 44	20%	19%
	45 to 59	32%	33%
	60 or older	31%	33%
Race	White	94%	95%
	African American	1%	1%
	Latino	2%	2%
	Other	3%	3%
Region	Hillsborough	29%	28%
	Rockingham	18%	22%
	Northern Counties	17%	18%
	Southern Counties	35%	32%
Household Income	Less than \$50,000	38%	37%
	\$50,000 or more	62%	63%
Education	Not college graduate	46%	43%
	College graduate	54%	57%
Marital Status	Married	52%	54%
	Not married	48%	46%
Evangelical Christian	Yes	6%	6%
	No	94%	94%
White Evangelical Christians		5%	5%
Religiosity	Practice a Religion	27%	27%
	Does not Practice a Religion	73%	73%
New Hampshire Voter Registration List	Match	39%	42%
	No Match	61%	58%
Interview Type	Landline	57%	60%
	Cell Phone	43%	40%

NBC News/WSJ/Marist Poll New Hampshire Potential Democratic Electorate. Interviews conducted January 17th through January 23rd, 2016, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

^New Hampshire Likely Democratic Primary Voters: n=568 MOE +/- 4.1 percentage points.

**2016 New Hampshire Democratic presidential primary including those who are undecided yet leaning toward a candidate including absentee**

		Bernie Sanders	Hillary Clinton	Martin O'Malley	Other	Undecided
Democratic Likely Voters	New Hampshire Likely Democratic Primary Voters	57%	38%	2%	0%	3%
Intensity of Support	Strongly support	61%	39%	0%		
	Somewhat support	57%	37%	6%		
Party Identification	Democrat	52%	44%	1%	0%	3%
	Independent	66%	27%	3%	0%	4%
Political Ideology	Very liberal-Liberal	58%	38%	1%		2%
	Moderate	55%	37%	2%	0%	5%
Region	Hillsborough	50%	44%	2%	0%	4%
	Rockingham	55%	39%	2%	0%	4%
	Northern Counties	66%	29%	1%	0%	3%
	Southern Counties	60%	36%	1%		3%
Household Income	Less than \$50,000	68%	30%	1%		2%
	\$50,000 or more	53%	40%	2%	0%	4%
Education	Not college graduate	60%	35%	2%	0%	3%
	College graduate	55%	39%	1%		4%
Age	Under 45	75%	21%	2%	0%	2%
	45 or older	48%	46%	1%	0%	4%
Gender	Men	71%	25%	2%	0%	3%
	Women	47%	48%	1%	0%	4%
Marital Status	Married	53%	41%	2%	0%	4%
	Not married	63%	34%	1%		2%
Religiosity	Practice a Religion	49%	41%	5%		5%
	Does not Practice a Religion	61%	36%	0%	0%	2%
New Hampshire Voter Registration List	Match	50%	42%	3%		6%
	No Match	63%	34%	1%	0%	2%
Interview Type	Landline	47%	46%	2%	0%	4%
	Cell Phone	72%	25%	1%	0%	3%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters. Interviews conducted January 17th through January 23rd, 2016, n=568 MOE +/- 4.1 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
Democratic Likely Voters	New Hampshire Likely Democratic Primary Voters with a Candidate Preference	75%	19%	5%	1%
Primary Support	Bernie Sanders	76%	18%	5%	1%
	Hillary Clinton	77%	19%	5%	0%
Party Identification	Democrat	80%	16%	4%	1%
	Independent	67%	25%	8%	1%
Political Ideology	Very liberal-Liberal	79%	17%	4%	1%
	Moderate	69%	23%	7%	1%
Region	Hillsborough	71%	20%	8%	1%
	Rockingham	77%	17%	5%	0%
	Northern Counties	80%	17%	2%	1%
	Southern Counties	75%	20%	4%	1%
Household Income	Less than \$50,000	82%	13%	4%	1%
	\$50,000 or more	72%	22%	5%	0%
Education	Not college graduate	77%	17%	5%	1%
	College graduate	74%	21%	5%	1%
Age	Under 45	68%	28%	4%	0%
	45 or older	79%	14%	6%	1%
Gender	Men	74%	22%	4%	1%
	Women	76%	17%	6%	1%
Marital Status	Married	74%	20%	6%	0%
	Not married	77%	19%	3%	1%
Religiosity	Practice a Religion	76%	17%	6%	1%
	Does not Practice a Religion	75%	20%	5%	0%
New Hampshire Voter Registration List	Match	78%	14%	7%	1%
	No Match	73%	22%	4%	1%
Interview Type	Landline	77%	17%	6%	1%
	Cell Phone	73%	22%	4%	1%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted January 17th through January 23rd, 2016, n=521 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.