

NBC News/WSJ/Marist Poll New Hampshire Adults,
Registered Voters, & Potential Democratic Electorate

February 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist New Hampshire Poll of 2,551 Adults

This survey of 2,551 adults was conducted February 2nd and February 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 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 ± 1.9 percentage points. There are 2,232 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. Among registered voters, 839 had a phone match in the voter file and 1,393 did not. The results for these subsets are statistically significant within ± 3.4 percentage points and ± 2.6 percentage points, respectively. There are 921 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. The results for this subset are statistically significant within ± 3.2 percentage points. There are 567 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New Hampshire Democratic Presidential Primary based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.1 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults, Registered Voters, and Potential Democratic Electorate

Nature of the Sample - New Hampshire

		New Hampshire Adults	New Hampshire Registered Voters
		Col %	Col %
New Hampshire Adults		100%	
New Hampshire Registered Voters		87%	100%
New Hampshire Potential Democratic Electorate		36%	41%
New Hampshire Likely Democratic Primary Voters		22%	25%
Party Registration	Democrat	n/a	26%
	Republican	n/a	30%
	Independent	n/a	44%
	Other	n/a	0%
Party Identification	Democrat	n/a	26%
	Republican	n/a	26%
	Independent	n/a	46%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	20%
	Moderate	n/a	39%
	Conservative	n/a	25%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	19%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	42%	38%
	45 or older	58%	62%
Age	18 to 29	19%	16%
	30 to 44	22%	22%
	45 to 59	31%	32%
	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%	18%
	Southern Counties	30%	30%
Household Income	Less than \$50,000	40%	37%
	\$50,000 or more	60%	63%
Education	Not college graduate	53%	50%
	College graduate	47%	50%
Marital Status	Married	54%	58%
	Not married	46%	42%
Evangelical Christian	Yes	13%	12%
	No	87%	88%
White Evangelical Christians		11%	11%
Religiosity	Practice a Religion	34%	36%
	Does not Practice a Religion	66%	64%
New Hampshire Voter Registration List	Match	34%	38%
	No Match	66%	62%
Interview Type	Landline	55%	58%
	Cell Phone	45%	42%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted February 2nd and February 3rd, 2016, n=2551 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Registered Voters: n=2232 MOE +/- 2.1 percentage points.

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		61%	100%
Party Registration	Democrat	61%	62%
	Independent	39%	38%
Party Identification	Democrat	59%	61%
	Republican	1%	1%
	Independent	39%	37%
	Other	1%	1%
Past Participation*	Yes	80%	87%
	No	20%	13%
Political Ideology	Very liberal	16%	18%
	Liberal	40%	40%
	Moderate	36%	35%
	Conservative	7%	7%
	Very conservative	1%	1%
Tea Party Supporters		6%	6%
Gender	Men	41%	40%
	Women	59%	60%
Age	Under 45	42%	39%
	45 or older	58%	61%
Age	18 to 29	17%	13%
	30 to 44	26%	26%
	45 to 59	28%	29%
	60 or older	30%	33%
Race	White	93%	95%
	African American	1%	0%
	Latino	1%	1%
	Other	4%	3%
Region	Hillsborough	29%	28%
	Rockingham	20%	22%
	Northern Counties	17%	18%
	Southern Counties	34%	32%
Household Income	Less than \$50,000	39%	37%
	\$50,000 or more	61%	63%
Education	Not college graduate	43%	40%
	College graduate	57%	60%
Marital Status	Married	51%	54%
	Not married	49%	46%
Evangelical Christian	Yes	5%	4%
	No	95%	96%
White Evangelical Christians		4%	4%
Religiosity	Practice a Religion	27%	28%
	Does not Practice a Religion	73%	72%
New Hampshire Voter Registration List	Match	37%	41%
	No Match	63%	59%
Interview Type	Landline	56%	59%
	Cell Phone	44%	41%

NBC News/WSJ/Marist Poll New Hampshire Potential Democratic Electorate. Interviews conducted February 2nd and February 3rd, 2016, n=921 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Likely Democratic Primary Voters: n=567 MOE +/- 4.1 percentage points.

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

		Approve	Disapprove	Unsure
Adults	New Hampshire Adults	43%	50%	7%
Registered Voters	New Hampshire Registered Voters	43%	52%	5%
Potential Republican Electorate	New Hampshire Potential Republican Electorate	11%	85%	4%
Potential Democratic Electorate	New Hampshire Potential Democratic Electorate	81%	15%	5%
Party Identification	Democrat	86%	10%	3%
	Republican	6%	91%	3%
	Independent	41%	52%	7%
Political Ideology	Very liberal-Liberal	83%	14%	2%
	Moderate	45%	47%	8%
	Conservative-Very conservative	9%	88%	3%
Tea Party Support	Tea Party Supporters	11%	87%	1%
Region	Hillsborough	42%	50%	8%
	Rockingham	38%	55%	6%
	Northern Counties	45%	47%	8%
	Southern Counties	47%	47%	6%
Household Income	Less than \$50,000	45%	47%	8%
	\$50,000 or more	45%	50%	6%
Education	Not college graduate	35%	57%	9%
	College graduate	54%	42%	5%
Age	18 to 29	50%	39%	11%
	30 to 44	46%	47%	7%
	45 to 59	38%	56%	6%
	60 or older	42%	53%	5%
Age	Under 45	48%	43%	9%
	45 or older	40%	54%	6%
Gender	Men	37%	56%	7%
	Women	50%	44%	7%
Marital Status	Married	39%	55%	6%
	Not married	49%	43%	8%
Religiosity	Practice a Religion	35%	59%	6%
	Does not Practice a Religion	48%	45%	7%
Interview Type	Landline	42%	52%	6%
	Cell Phone	45%	47%	8%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted February 2nd through February 3rd, 2016, n=2551 MOE +/- 1.9 percentage points. New Hampshire Registered Voters: n=2232 MOE +/- 2.1 percentage points. Potential Republican Electorate: n= 989 MOE +/- 3.1 percentage points. Likely Republican Primary Voters: n= 653 MOE +/- 3.8 percentage points. Potential Democratic Electorate: n= 921 MOE +/- 3.2 percentage points. Likely Democratic Primary Voters: n= 567 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

Now, thinking about the 2016 presidential primary in your state, are you more likely to vote in your state's:

		Republican Primary	Democratic Primary	Wait to vote in the general election in November
Registered Voters	New Hampshire Registered Voters	46%	42%	12%
	Democrat	2%	90%	7%
Party Registration	Republican	93%	1%	6%
	Independent	40%	42%	18%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters. Interviews conducted February 2nd through February 3rd, 2016, n=2232 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

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

		Bernie Sanders	Hillary Clinton	Other	Undecided
Potential Democratic Electorate	New Hampshire Potential Democratic Electorate	59%	36%	1%	4%
Intensity of Support	Strongly support	60%	40%		
	Somewhat support	67%	33%		
Party Identification	Democrat	52%	45%	0%	3%
	Independent	68%	25%	2%	5%
Ideology	Very liberal	62%	37%		1%
	Liberal	64%	33%	1%	3%
	Moderate	52%	42%	1%	5%
Obama Approval Rating	Approve	56%	41%	0%	3%
	Disapprove	71%	18%	6%	5%
Region	Hillsborough	50%	45%	1%	4%
	Rockingham	55%	37%	2%	6%
	Northern Counties	68%	29%	1%	1%
	Southern Counties	63%	32%	1%	3%
Household Income	Less than \$50,000	62%	33%	2%	4%
	\$50,000 or more	60%	37%	1%	2%
Education	Not college graduate	62%	32%	2%	4%
	College graduate	57%	40%	0%	3%
Age	18 to 29	76%	23%		2%
	30 to 44	69%	28%	2%	2%
	45 to 59	56%	39%	1%	4%
	60 or older	44%	49%	1%	5%
Age	Under 45	71%	26%	1%	2%
	45 or older	50%	44%	1%	5%
Gender	Men	71%	24%	2%	4%
	Women	50%	45%	1%	4%
Gender by age	Men under age 45	83%	14%	1%	1%
	Men age 45 or older	62%	30%	2%	5%
	Women under age 45	62%	34%	1%	2%
	Women age 45 or older	43%	52%	1%	4%
Marital Status	Married	56%	39%	1%	4%
	Not married	63%	33%	1%	2%
Religiosity	Practice a Religion	48%	48%	0%	4%
	Does not Practice a Religion	63%	32%	2%	3%
New Hampshire Voter Registration List	Match	52%	43%	2%	4%
	No Match	62%	33%	1%	4%
Interview Type	Landline	52%	43%	2%	3%
	Cell Phone	67%	28%	1%	4%

NBC News/WSJ/Marist Poll New Hampshire Potential Democratic Electorate. Interviews conducted February 2nd through February 3rd, 2016, n=921 MOE +/- 3.2 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
Potential Democratic Electorate	New Hampshire Potential Democratic Electorate with a Candidate Preference	75%	17%	7%	1%
Primary Support	Bernie Sanders	73%	18%	8%	1%
	Hillary Clinton	79%	15%	5%	1%
Party Identification	Democrat	80%	13%	6%	1%
	Independent	70%	21%	8%	1%
Ideology	Very liberal	86%	9%	4%	0%
	Liberal	76%	15%	7%	1%
	Moderate	71%	21%	8%	0%
Region	Hillsborough	72%	18%	8%	1%
	Rockingham	76%	17%	5%	1%
	Northern Counties	70%	22%	8%	
	Southern Counties	81%	13%	6%	0%
Household Income	Less than \$50,000	77%	15%	7%	1%
	\$50,000 or more	74%	19%	6%	1%
Education	Not college graduate	75%	18%	6%	0%
	College graduate	76%	16%	8%	1%
Age	18 to 29	66%	31%	3%	
	30 to 44	69%	17%	14%	
	45 to 59	78%	15%	5%	2%
	60 or older	84%	11%	5%	1%
Age	Under 45	68%	23%	9%	
	45 or older	81%	13%	5%	1%
Gender	Men	67%	24%	8%	1%
	Women	81%	12%	6%	0%
Gender by age	Men under age 45	59%	31%	11%	
	Men age 45 or older	75%	19%	5%	1%
	Women under age 45	75%	17%	8%	
	Women age 45 or older	86%	9%	5%	1%
Marital Status	Married	76%	16%	8%	1%
	Not married	76%	18%	6%	0%
Religiosity	Practice a Religion	74%	17%	9%	
	Does not Practice a Religion	76%	17%	6%	1%
New Hampshire Voter Registration List	Match	82%	13%	4%	1%
	No Match	72%	20%	8%	1%
Interview Type	Landline	81%	12%	6%	1%
	Cell Phone	69%	23%	8%	0%

NBC News/WSJ/Marist Poll New Hampshire Potential Democratic Electorate with a Candidate Preference including absentee. Interviews conducted February 2nd through February 3rd, 2016, n=842 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.