

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

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 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		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.

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		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
Democratic Likely Voters	New Hampshire Likely Democratic Primary Voters	83%	13%	4%
Party Identification	Democrat	89%	9%	2%
	Independent	76%	18%	7%
Ideology	Very liberal	98%	2%	
	Liberal	88%	9%	3%
	Moderate	78%	16%	6%
Political Ideology	Very liberal-Liberal	91%	7%	2%
	Moderate	78%	16%	6%
Region	Hillsborough	84%	12%	4%
	Rockingham	83%	14%	4%
	Northern Counties	82%	12%	5%
	Southern Counties	83%	14%	4%
Household Income	Less than \$50,000	81%	13%	6%
	\$50,000 or more	85%	13%	3%
Education	Not college graduate	72%	21%	7%
	College graduate	91%	7%	2%
Age	18 to 29	86%	7%	7%
	30 to 44	80%	16%	3%
	45 to 59	80%	16%	3%
	60 or older	86%	11%	3%
Age	Under 45	82%	13%	5%
	45 or older	83%	14%	3%
Gender	Men	73%	20%	6%
	Women	89%	8%	2%
Gender by age	Men under age 45	71%	21%	8%
	Men age 45 or older	75%	21%	5%
	Women under age 45	90%	7%	2%
	Women age 45 or older	89%	9%	2%
Marital Status	Married	83%	13%	4%
	Not married	83%	13%	4%
Religiosity	Practice a Religion	81%	16%	4%
	Does not Practice a Religion	84%	12%	4%
Interview Type	Landline	84%	13%	3%
	Cell Phone	81%	13%	5%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters. Interviews conducted February 2nd through February 3rd, 2016, n=567 MOE +/- 4.1 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
Democratic Likely Voters	New Hampshire Likely Democratic Primary Voters	58%	38%	1%	3%
Intensity of Support	Strongly support	60%	40%		
	Somewhat support	63%	37%		
Past Participation*	Yes	56%	40%	1%	3%
	No	69%	28%	1%	2%
Party Identification	Democrat	51%	46%	0%	3%
	Independent	69%	26%	1%	4%
Ideology	Very liberal	63%	36%		1%
	Liberal	62%	34%	0%	3%
	Moderate	52%	44%	1%	3%
Political Ideology	Very liberal-Liberal	62%	35%	0%	3%
	Moderate	52%	44%	1%	3%
Obama Approval Rating	Approve	55%	42%	0%	3%
	Disapprove	74%	19%	4%	3%
Region	Hillsborough	49%	47%	1%	3%
	Rockingham	55%	39%	0%	5%
	Northern Counties	66%	31%	1%	2%
	Southern Counties	64%	32%	1%	3%
Household Income	Less than \$50,000	61%	35%	1%	3%
	\$50,000 or more	60%	38%	0%	2%
Education	Not college graduate	62%	33%	1%	4%
	College graduate	56%	41%	0%	3%
Age	18 to 29	76%	24%		1%
	30 to 44	71%	28%	1%	1%
	45 to 59	57%	38%	1%	4%
	60 or older	44%	51%	0%	5%
Age	Under 45	72%	27%	0%	1%
	45 or older	50%	45%	1%	5%
Gender	Men	70%	25%	1%	3%
	Women	50%	46%	0%	3%
Gender by age	Men under age 45	84%	15%	1%	0%
	Men age 45 or older	62%	32%	1%	5%
	Women under age 45	64%	35%	0%	1%
	Women age 45 or older	43%	52%	0%	4%
Marital Status	Married	56%	40%	1%	4%
	Not married	62%	35%	1%	2%
Religiosity	Practice a Religion	49%	47%	0%	4%
	Does not Practice a Religion	62%	34%	1%	3%
New Hampshire Voter Registration List	Match	52%	43%	1%	4%
	No Match	63%	34%	0%	3%
Interview Type	Landline	50%	45%	1%	3%
	Cell Phone	70%	27%	0%	3%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters. Interviews conducted February 2nd through February 3rd, 2016, n=567
 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

*Past participation refers to vote in a previous New Hampshire 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	New Hampshire Likely Democratic Primary Voters with a Candidate Preference	79%	15%	6%	0%
Primary Support	Bernie Sanders	77%	15%	7%	0%
	Hillary Clinton	80%	14%	5%	1%
Party Identification	Democrat	82%	12%	5%	0%
	Independent	74%	19%	7%	1%
Ideology	Very liberal	86%	10%	4%	0%
	Liberal	80%	14%	6%	1%
	Moderate	74%	18%	8%	0%
Political Ideology	Very liberal-Liberal	82%	12%	5%	1%
	Moderate	74%	18%	8%	0%
Region	Hillsborough	76%	17%	7%	1%
	Rockingham	79%	14%	5%	1%
	Northern Counties	75%	18%	7%	
	Southern Counties	83%	11%	6%	0%
Household Income	Less than \$50,000	81%	12%	7%	0%
	\$50,000 or more	76%	18%	5%	1%
Education	Not college graduate	79%	15%	6%	0%
	College graduate	78%	15%	6%	1%
Age	18 to 29	71%	25%	4%	
	30 to 44	71%	17%	12%	
	45 to 59	81%	14%	4%	1%
	60 or older	85%	10%	5%	1%
Age	Under 45	71%	20%	9%	
	45 or older	83%	12%	4%	1%
Gender	Men	72%	21%	7%	1%
	Women	83%	11%	6%	0%
Gender by age	Men under age 45	64%	24%	11%	
	Men age 45 or older	76%	18%	4%	1%
	Women under age 45	76%	17%	8%	
	Women age 45 or older	87%	8%	4%	1%
Marital Status	Married	78%	15%	7%	0%
	Not married	79%	15%	6%	1%
Religiosity	Practice a Religion	75%	16%	8%	
	Does not Practice a Religion	80%	14%	5%	1%
New Hampshire Voter Registration List	Match	84%	12%	4%	0%
	No Match	75%	17%	8%	0%
Interview Type	Landline	83%	11%	5%	1%
	Cell Phone	73%	20%	7%	0%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted February 2nd through February 3rd, 2016, n=526 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.