

NBC News/WSJ/Marist Poll New Hampshire Adults,
Registered Voters, & Potential Republican 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 989 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. The results for this subset are statistically significant within ± 3.1 percentage points. There are 653 likely Republican primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New Hampshire Republican 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 ± 3.8 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

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 Republican Electorate		39%	44%
New Hampshire Likely Republican Primary Voters		26%	29%
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 Republican Electorate	New Hampshire Likely Republican Primary Voters
		Col %	Col %
New Hampshire Potential Republican Electorate		100%	
New Hampshire Likely Republican Primary Voters		66%	100%
Party Registration	Republican	66%	67%
	Independent	34%	33%
Party Identification	Democrat	2%	1%
	Republican	57%	58%
	Independent	40%	39%
Past Participation*	Other	2%	2%
	Yes	90%	92%
	No	10%	8%
Political Ideology	Very liberal	0%	0%
	Liberal	3%	3%
	Moderate	37%	37%
	Conservative	42%	43%
Tea Party Supporters	Very conservative	17%	18%
		31%	32%
		31%	32%
Gender	Men	55%	54%
	Women	45%	46%
Age	Under 45	31%	28%
	45 or older	69%	72%
Age	18 to 29	13%	11%
	30 to 44	18%	17%
	45 to 59	37%	39%
	60 or older	32%	33%
Race	White	95%	96%
	African American	0%	0%
	Latino	2%	2%
	Other	2%	2%
Region	Hillsborough	31%	31%
	Rockingham	26%	25%
	Northern Counties	17%	18%
	Southern Counties	26%	27%
Household Income	Less than \$50,000	32%	31%
	\$50,000 or more	68%	69%
Education	Not college graduate	53%	52%
	College graduate	47%	48%
Marital Status	Married	66%	69%
	Not married	34%	31%
Evangelical Christian	Yes	20%	20%
	No	80%	80%
White Evangelical Christians		18%	18%
Religiosity	Practice a Religion	44%	45%
	Does not Practice a Religion	56%	55%
New Hampshire Voter Registration List	Match	41%	43%
	No Match	59%	57%
Interview Type	Landline	61%	63%
	Cell Phone	39%	37%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted February 2nd and February 3rd, 2016, n=989 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Likely Republican Primary Voters: n=653 MOE +/- 3.8 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. Potential Democratic Electorate: n= 921 MOE +/- 3.2 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%
Party Registration	Democrat	2%	90%	7%
	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 Republican presidential primary including those who are undecided yet leaning toward a candidate or voted absentee

		Donald Trump	Marco Rubio	Ted Cruz	John Kasich	Jeb Bush	Ben Carson	Chris Christie	Carly Fiorina	Other	Undecided
Potential Republican Electorate	New Hampshire Potential Republican Electorate	30%	18%	15%	10%	9%	4%	4%	2%	1%	7%
Intensity of Support	Strongly support	38%	15%	19%	10%	7%	4%	4%	3%		0%
	Somewhat support	25%	29%	11%	18%	8%	2%	6%	2%		
	Might vote differently	19%	20%	9%	6%	27%	11%	4%	3%		
Party Identification	Republican	28%	19%	18%	7%	10%	4%	5%	2%	0%	7%
	Independent	32%	16%	10%	13%	8%	4%	4%	3%	2%	7%
Ideology	Moderate	29%	20%	6%	17%	13%	2%	6%	2%	1%	4%
	Conservative	31%	18%	14%	6%	7%	5%	5%	3%	1%	9%
	Very conservative	23%	13%	41%	3%	5%	7%	1%	3%	2%	3%
Political Ideology	Moderate	29%	20%	6%	17%	13%	2%	6%	2%	1%	4%
	Conservative-Very conservative	29%	17%	22%	5%	7%	6%	4%	3%	1%	7%
Tea Party Support	Tea Party Supporters	36%	12%	26%	5%	4%	8%	2%	3%	1%	4%
Region	Hillsborough	24%	14%	16%	10%	12%	6%	7%	3%	2%	7%
	Rockingham	30%	22%	19%	8%	7%	3%	4%	2%	1%	5%
	Northern Counties	32%	18%	13%	9%	9%	3%	2%	3%		11%
	Southern Counties	35%	18%	12%	12%	7%	4%	2%	1%	2%	7%
Household Income	Less than \$50,000	35%	17%	15%	6%	10%	4%	2%	1%	2%	8%
	\$50,000 or more	30%	20%	13%	11%	9%	3%	6%	2%	1%	5%
Education	Not college graduate	35%	16%	18%	5%	9%	3%	3%	2%	1%	8%
	College graduate	23%	20%	12%	16%	9%	5%	6%	3%	1%	6%
Age	18 to 29	37%	26%	9%	3%	8%	5%	4%		2%	5%
	30 to 44	34%	18%	19%	4%	10%	7%	1%		3%	4%
	45 to 59	29%	15%	19%	14%	6%	2%	5%	3%	1%	7%
	60 or older	27%	17%	10%	11%	13%	4%	5%	3%	1%	8%
Age	Under 45	35%	22%	15%	4%	9%	6%	2%		2%	5%
	45 or older	28%	16%	15%	13%	9%	3%	5%	3%	1%	8%
Gender	Men	34%	15%	16%	9%	7%	4%	5%	3%	2%	6%
	Women	24%	21%	14%	11%	12%	4%	3%	2%	1%	8%
Marital Status	Married	27%	18%	17%	11%	7%	4%	5%	3%	1%	8%
	Not married	35%	18%	11%	8%	13%	4%	3%	1%	2%	5%
White Evangelical Christians	White Evangelical Christians	25%	20%	20%	6%	9%	7%	4%	2%	2%	6%
Religiosity	Practice a Religion	22%	19%	19%	11%	8%	5%	4%	3%	2%	7%
	Does not Practice a Religion	37%	18%	12%	9%	10%	4%	4%	2%	1%	5%
New Hampshire Voter Registration List	Match	27%	16%	14%	13%	11%	3%	5%	3%	1%	8%
	No Match	32%	19%	16%	8%	8%	5%	4%	2%	2%	6%
Interview Type	Landline	28%	14%	16%	13%	10%	3%	5%	3%	1%	8%
	Cell Phone	33%	23%	13%	6%	8%	5%	3%	2%	2%	5%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted February 2nd through February 3rd, 2016, n=989 MOE +/- 3.1 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? (including absentee)

		Strongly support	Somewhat support	Might vote differently	Unsure
Potential Republican Electorate	New Hampshire Potential Republican Electorate with a Candidate Preference	65%	22%	12%	1%
Primary Support	Donald Trump	76%	16%	7%	1%
	Marco Rubio	53%	34%	12%	1%
	Ted Cruz	75%	14%	6%	4%
	John Kasich	57%	36%	7%	1%
	Jeb Bush	48%	18%	34%	
Party Identification	Republican	73%	16%	10%	1%
	Independent	55%	29%	14%	2%
Ideology	Moderate	52%	34%	13%	1%
	Conservative	70%	17%	12%	1%
	Very conservative	81%	9%	10%	0%
Political Ideology	Moderate	52%	34%	13%	1%
	Conservative-Very conservative	73%	15%	11%	1%
Tea Party Support	Tea Party Supporters	72%	14%	13%	2%
Region	Hillsborough	63%	21%	14%	2%
	Rockingham	70%	20%	10%	0%
	Northern Counties	70%	19%	10%	0%
	Southern Counties	60%	26%	12%	2%
Household Income	Less than \$50,000	68%	19%	12%	1%
	\$50,000 or more	63%	24%	12%	1%
Education	Not college graduate	69%	20%	9%	1%
	College graduate	61%	24%	14%	1%
Age	18 to 29	57%	20%	23%	
	30 to 44	63%	21%	15%	1%
	45 to 59	67%	25%	7%	0%
	60 or older	69%	20%	10%	1%
Age	Under 45	60%	21%	18%	1%
	45 or older	68%	23%	8%	1%
Gender	Men	63%	25%	12%	1%
	Women	69%	18%	12%	2%
Marital Status	Married	67%	22%	10%	1%
	Not married	63%	22%	14%	1%
White Evangelical Christians	White Evangelical Christians	73%	13%	11%	3%
Religiosity	Practice a Religion	66%	21%	11%	2%
	Does not Practice a Religion	65%	23%	12%	0%
New Hampshire Voter Registration List	Match	70%	20%	10%	1%
	No Match	63%	23%	13%	2%
Interview Type	Landline	69%	19%	11%	1%
	Cell Phone	60%	25%	13%	2%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate with a Candidate Preference including absentee. Interviews conducted February 2nd through February 3rd, 2016, n=880 MOE +/- 3.3 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]?

		Marco Rubio	Ted Cruz	Chris Christie	Donald Trump	Jeb Bush	John Kasich	Carly Fiorina	Ben Carson	Other	Undecided
Potential Republican Electorate	New Hampshire Potential Republican Electorate with a Candidate Preference	19%	17%	10%	9%	9%	8%	8%	7%	5%	8%
	Donald Trump	21%	26%	9%		7%	5%	6%	10%	9%	8%
	Marco Rubio		27%	18%	12%	9%	14%	9%	6%	2%	3%
Primary Support	Ted Cruz	37%		1%	25%	2%	1%	12%	8%	5%	8%
	John Kasich	22%	5%	18%	4%	28%		6%	2%	4%	11%
	Jeb Bush	20%	5%	18%	13%		23%	3%	4%	3%	11%
Party Identification	Republican	24%	18%	8%	12%	9%	8%	8%	5%	3%	6%
	Independent	13%	14%	12%	7%	9%	9%	8%	9%	9%	9%
Ideology	Moderate	17%	12%	12%	7%	14%	11%	5%	6%	5%	10%
	Conservative	21%	20%	13%	10%	7%	7%	8%	5%	3%	5%
	Very conservative	19%	20%	4%	16%	1%	3%	13%	8%	8%	8%
Political Ideology	Moderate	17%	12%	12%	7%	14%	11%	5%	6%	5%	10%
	Conservative-Very conservative	21%	20%	10%	12%	6%	6%	10%	6%	5%	6%
Tea Party Support	Tea Party Supporters	23%	29%	4%	12%	3%	5%	7%	6%	6%	5%
Region	Hillsborough	21%	16%	7%	13%	9%	9%	5%	6%	5%	9%
	Rockingham	18%	19%	14%	12%	8%	6%	4%	10%	3%	7%
	Northern Counties	20%	17%	11%	7%	9%	5%	8%	8%	6%	9%
	Southern Counties	17%	16%	11%	4%	10%	10%	14%	4%	8%	7%
Household Income	Less than \$50,000	17%	19%	7%	9%	8%	6%	7%	8%	7%	10%
	\$50,000 or more	20%	17%	11%	10%	10%	9%	8%	6%	4%	5%
Education	Not college graduate	20%	17%	8%	11%	7%	7%	7%	10%	5%	8%
	College graduate	19%	16%	13%	8%	12%	10%	8%	3%	6%	7%
Age	18 to 29	13%	15%	5%	11%	8%	10%	2%	20%	14%	2%
	30 to 44	16%	17%	7%	9%	6%	11%	12%	5%	5%	12%
	45 to 59	23%	19%	12%	11%	10%	5%	7%	3%	4%	5%
	60 or older	18%	14%	12%	8%	10%	9%	9%	6%	2%	11%
Age	Under 45	15%	16%	6%	10%	7%	10%	8%	11%	9%	8%
	45 or older	21%	17%	12%	10%	10%	7%	8%	5%	3%	8%
Gender	Men	17%	19%	10%	12%	8%	8%	7%	6%	6%	8%
	Women	22%	14%	11%	6%	10%	8%	8%	7%	4%	8%
Marital Status	Married	21%	19%	10%	10%	9%	8%	8%	6%	3%	7%
	Not married	16%	13%	11%	8%	8%	9%	8%	9%	9%	8%
White Evangelical Christians	White Evangelical Christians	17%	25%	7%	8%	11%	4%	7%	11%	4%	6%
Religiosity	Practice a Religion	23%	16%	11%	7%	10%	5%	9%	7%	5%	6%
	Does not Practice a Religion	16%	17%	10%	11%	8%	10%	7%	6%	5%	8%
New Hampshire Voter Registration List	Match	19%	16%	12%	9%	12%	6%	8%	6%	2%	10%
	No Match	19%	17%	9%	10%	7%	9%	7%	7%	7%	6%
Interview Type	Landline	19%	15%	12%	10%	11%	7%	8%	6%	5%	8%
	Cell Phone	20%	20%	7%	9%	6%	9%	7%	8%	6%	7%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate with a Candidate Preference. Interviews conducted February 2nd through February 3rd, 2016, n=840 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.