

NBC News/WSJ/Marist Poll Ohio Likely Democratic Primary Voters

March 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Ohio Poll of 2,458 Adults

This survey of 2,458 adults was conducted March 4th through March 10th, 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 Ohio were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Ohio 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. This landline sample was combined with 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, region, and race. Results are statistically significant within ± 2.0 percentage points. There are 2,052 registered voters. The results for this subset are statistically significant within ± 2.2 percentage points. Among registered voters, 694 had a phone match in the voter file and 1,358 did not. The results for these subsets are statistically significant within ± 3.7 percentage points and ± 2.7 percentage points, respectively. There are 974 voters in the potential Republican primary electorate. The potential Republican primary electorate in Ohio 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 868 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Ohio 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 ± 3.1 percentage points and ± 3.3 percentage points, respectively. There are 564 likely Republican primary voters and 453 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Ohio 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 ± 4.1 percentage points and ± 4.6 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

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

Nature of the Sample - Ohio

		Ohio Adults	Ohio Registered Voters
		Col %	Col %
Ohio Adults		100%	
Ohio Registered Voters		83%	100%
Ohio Potential Republican Electorate		40%	47%
Ohio Likely Republican Primary Voters		23%	27%
Ohio Potential Democratic Electorate		35%	42%
Ohio Likely Democratic Primary Voters		18%	22%
Party Identification	Democrat	n/a	33%
	Republican	n/a	33%
	Independent	n/a	34%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	19%
	Moderate	n/a	36%
	Conservative	n/a	29%
Tea Party Supporters	Very conservative	n/a	10%
		n/a	21%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	45%	41%
	45 or older	55%	59%
Age	18 to 29	21%	16%
	30 to 44	24%	25%
	45 to 59	28%	30%
	60 or older	26%	29%
Race	White	82%	84%
	African American	11%	11%
	Latino	3%	3%
	Other	3%	3%
Region	Cleveland Area	16%	16%
	North	26%	26%
	Ohio Valley & West	22%	22%
	Columbus Area	17%	17%
	Cincinnati/Dayton Area	19%	19%
Household Income	Less than \$50,000	52%	48%
	\$50,000 or more	48%	52%
Education	Not college graduate	65%	61%
	College graduate	35%	39%
Marital Status	Married	47%	53%
	Not married	53%	47%
Evangelical Christian	Yes	38%	39%
	No	62%	61%
White Evangelical Christians		29%	30%
Religiosity	Practice a Religion	51%	54%
	Does not Practice a Religion	49%	46%
U.S. Military Veteran	Yes	11%	13%
	No	89%	87%
Ohio Voter Registration List	Match	n/a	34%
	No Match	n/a	66%
Interview Type	Landline	40%	43%
	Cell Phone	60%	57%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted March 4th through March 10th, 2016, n=2458 MOE +/- 2.0 percentage points. Ohio Registered Voters: n=2052 MOE +/- 2.2 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Ohio

		Ohio Potential Democratic Electorate	Ohio Likely Democratic Primary Voters
		Col %	Col %
Ohio Potential Democratic Electorate		100%	
Ohio Likely Democratic Primary Voters		52%	100%
Party Identification	Democrat	73%	76%
	Republican	1%	1%
	Independent	26%	23%
	Other	0%	0%
Past Participation*	Yes	76%	83%
	No	24%	17%
Political Ideology	Very liberal	10%	12%
	Liberal	33%	35%
	Moderate	41%	37%
	Conservative	12%	11%
	Very conservative	4%	4%
Tea Party Supporters		9%	8%
Gender	Men	40%	43%
	Women	60%	57%
Age	Under 45	42%	47%
	45 or older	58%	53%
Age	18 to 29	19%	18%
	30 to 44	23%	29%
	45 to 59	28%	33%
	60 or older	30%	21%
Race	White	75%	76%
	African American	20%	19%
	Latino	3%	2%
	Other	3%	3%
Region	Cleveland Area	22%	20%
	North	29%	29%
	Ohio Valley & West	16%	18%
	Columbus Area	16%	15%
	Cincinnati/Dayton Area	18%	18%
Household Income	Less than \$50,000	56%	52%
	\$50,000 or more	44%	48%
Education	Not college graduate	63%	59%
	College graduate	37%	41%
Marital Status	Married	45%	47%
	Not married	55%	53%
Evangelical Christian	Yes	31%	30%
	No	69%	70%
White Evangelical Christians		18%	16%
Religiosity	Practice a Religion	46%	45%
	Does not Practice a Religion	54%	55%
U.S. Military Veteran	Yes	9%	9%
	No	91%	91%
Ohio Voter Registration List	Match	34%	32%
	No Match	66%	68%
Interview Type	Landline	44%	40%
	Cell Phone	56%	60%

NBC News/WSJ/Marist Poll Ohio Potential Democratic Electorate. Interviews conducted March 4th through March 10th, 2016, n=868 MOE +/- 3.3 percentage points.
Ohio Likely Democratic Primary Voters: n=453 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

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

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Ohio Likely Democratic Primary Voters	83%	13%	4%
Party Identification	Democrat	85%	11%	4%
	Independent	79%	18%	3%
Political Ideology	Very liberal-Liberal	90%	8%	3%
	Moderate	81%	15%	4%
Household Income	Less than \$50,000	80%	16%	4%
	\$50,000 or more	89%	9%	2%
Education	Not college graduate	80%	15%	5%
	College graduate	89%	10%	1%
Race	White	79%	17%	4%
	African American	98%	0%	2%
Age	18 to 29	85%	9%	5%
	30 to 44	84%	15%	1%
	45 to 59	82%	15%	3%
	60 or older	82%	12%	6%
Age	Under 45	85%	13%	3%
	45 or older	82%	14%	4%
Gender	Men	84%	15%	2%
	Women	83%	12%	5%
Gender by age	Men under age 45	81%	18%	1%
	Men age 45 or older	86%	11%	3%
	Women under age 45	88%	8%	4%
	Women age 45 or older	79%	16%	5%
Marital Status	Married	84%	12%	3%
	Not married	83%	13%	4%
Religiosity	Practice a Religion	85%	11%	5%
	Does not Practice a Religion	83%	15%	2%
Interview Type	Landline	80%	15%	5%
	Cell Phone	85%	12%	3%

NBC News/WSJ/Marist Poll Ohio Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=453 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

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

		Hillary Clinton	Bernie Sanders	Other	Undecided
Likely Democratic Primary Voters	Ohio Likely Democratic Primary Voters	58%	38%	0%	4%
Intensity of Support	Strongly support	60%	40%		
	Somewhat support	65%	35%		
Past Participation*	Yes	61%	35%	0%	4%
	No	44%	53%	1%	2%
Party Identification	Democrat	64%	32%	0%	4%
	Independent	39%	57%		4%
Political Ideology	Very liberal-Liberal	50%	46%	1%	3%
	Moderate	64%	33%		3%
Political Ideology	Very liberal	34%	64%		2%
	Liberal	55%	40%	1%	3%
	Moderate	64%	33%		3%
Household Income	Less than \$50,000	63%	33%	1%	4%
	\$50,000 or more	52%	45%	0%	2%
Education	Not college graduate	62%	34%		4%
	College graduate	52%	44%	1%	4%
Race	White	52%	43%	1%	4%
	African American	72%	24%		4%
Age	18 to 29	40%	57%	2%	2%
	30 to 44	48%	50%		1%
	45 to 59	67%	28%	0%	4%
	60 or older	71%	21%		7%
Age	Under 45	45%	53%	1%	1%
	45 or older	68%	26%	0%	6%
Gender	Men	53%	42%	1%	4%
	Women	61%	35%		4%
Gender by age	Men under age 45	41%	57%	1%	0%
	Men age 45 or older	65%	28%	1%	7%
	Women under age 45	48%	49%		2%
	Women age 45 or older	72%	23%		5%
Marital Status	Married	60%	36%	0%	4%
	Not married	56%	40%	1%	4%
Religiosity	Practice a Religion	66%	29%	0%	4%
	Does not Practice a Religion	51%	45%	1%	3%
State Voter Registration List	Match	65%	29%		7%
	No Match	54%	43%	1%	2%
Interview Type	Landline	65%	29%		6%
	Cell Phone	53%	44%	1%	2%

NBC News/WSJ/Marist Poll Ohio Likely Democratic Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=453 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous Ohio 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	Ohio Likely Democratic Primary Voters with a Candidate Preference	64%	26%	9%	1%
Primary Support	Hillary Clinton	63%	28%	8%	0%
	Bernie Sanders	65%	23%	10%	1%
Party Identification	Democrat	69%	24%	6%	1%
	Independent	49%	34%	17%	0%
Political Ideology	Very liberal-Liberal	71%	24%	5%	0%
	Moderate	52%	33%	15%	1%
Household Income	Less than \$50,000	63%	25%	11%	1%
	\$50,000 or more	65%	27%	8%	0%
Education	Not college graduate	61%	29%	9%	1%
	College graduate	69%	22%	9%	0%
Race	White	63%	27%	9%	1%
	African American	64%	28%	8%	1%
Age	18 to 29	55%	36%	9%	
	30 to 44	58%	29%	13%	1%
	45 to 59	69%	23%	7%	0%
	60 or older	72%	21%	5%	2%
Age	Under 45	56%	32%	11%	0%
	45 or older	70%	22%	7%	1%
Gender	Men	66%	25%	9%	0%
	Women	63%	27%	9%	1%
Gender by age	Men under age 45	56%	31%	13%	
	Men age 45 or older	75%	20%	5%	1%
	Women under age 45	57%	32%	10%	1%
	Women age 45 or older	67%	24%	8%	1%
Marital Status	Married	63%	29%	8%	1%
	Not married	66%	24%	10%	1%
State Voter Registration List	Match	69%	22%	8%	1%
	No Match	62%	28%	9%	0%
Religiosity	Practice a Religion	67%	23%	8%	1%
	Does not Practice a Religion	61%	29%	9%	0%
Interview Type	Landline	69%	22%	7%	1%
	Cell Phone	61%	29%	10%	0%

NBC News/WSJ/Marist Poll Ohio Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=410 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.