NBC News/WSJ/Marist Poll Ohio Likely Republican 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.

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%
	Very conservative	n/a	10%
Tea Party Supporters		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 Republican Electorate	Ohio Likely Republican Primary Voters
		Col %	Col %
Ohio Potential Republican Electorate		100%	
Ohio Likely Republican Primary Voters		58%	100%
Party Identification	Democrat	3%	3%
	Republican	67%	69%
	Independent	29%	27%
	Other	1%	1%
Past Participation*	Yes	77%	85%
	No	23%	15%
Political Ideology	Very liberal	1%	1%
	Liberal	6%	5%
	Moderate	32%	29%
	Conservative	45%	45%
	Very conservative	17%	19%
Tea Party Supporters		34%	36%
Gender	Men	54%	54%
	Women	46%	46%
Age	Under 45	38%	33%
	45 or older	62%	67%
Age	18 to 29	13%	10%
	30 to 44	25%	23%
	45 to 59	33%	35%
	60 or older	29%	32%
Race	White	95%	95%
	African American	1%	0%
	Latino	2%	2%
	Other	2%	2%
Region	Cleveland Area	11%	11%
	North	24%	24%
	Ohio Valley & West	26%	26%
	Columbus Area	18%	18%
	Cincinnati/Dayton Area	21%	21%
Household Income	Less than $50,000	38%	37%
	$50,000 or more	62%	63%
Education	Not college graduate	58%	55%
	College graduate	42%	45%
Marital Status	Married	63%	65%
	Not married	37%	35%
Evangelical Christian	Yes	48%	49%
	No	52%	51%
White Evangelical Christians		44%	45%
Religiosity	Practice a Religion	64%	66%
	Does not Practice a Religion	36%	34%
U.S. Military Veteran	Yes	16%	16%
	No	84%	84%
Ohio Voter Registration List	Match	35%	38%
	No Match	65%	62%
Interview Type	Landline	42%	45%
	Cell Phone	58%	55%

NBC News/WSJ/Marist Poll Ohio Potential Republican Electorate. Interviews conducted March 4th through March 10th, 2016, n=974 MOE +/- 3.1 percentage points.
Ohio Likely Republican Primary Voters: n=564 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

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

		John Kasich	Donald Trump	Ted Cruz	Marco Rubio	Other	Undecided
Likely Republican Primary Voters	Ohio Likely Republican Primary Voters	39%	33%	19%	6%	0%	3%
Intensity of Support	Strongly support	41%	35%	20%	4%		
	Somewhat support	37%	35%	18%	10%		0%
Past Participation*	Yes	40%	31%	20%	6%	0%	3%
	No	30%	44%	15%	7%		4%
Party Identification	Republican	40%	30%	19%	8%	0%	3%
	Independent	35%	39%	19%	3%	0%	3%
Political Ideology	Moderate	51%	28%	14%	6%		2%
	Conservative-Very conservative	34%	32%	23%	7%	0%	3%
Political Ideology	Moderate	51%	28%	14%	6%		2%
	Conservative	39%	33%	16%	9%	0%	3%
	Very conservative	23%	28%	41%	4%		5%
Tea Party Support	Tea Party Supporters	26%	35%	30%	7%	0%	2%
Household Income	Less than $50,000	36%	40%	17%	4%	0%	3%
	$50,000 or more	38%	31%	21%	8%	0%	3%
Education	Not college graduate	33%	39%	19%	5%	0%	3%
	College graduate	45%	26%	19%	8%		2%
Age	Under 45	34%	34%	25%	6%		3%
	45 or older	41%	33%	16%	7%	0%	3%
Gender	Men	36%	36%	20%	5%	0%	2%
	Women	41%	29%	18%	8%		4%
Marital Status	Married	40%	29%	22%	7%	0%	2%
	Not married	35%	41%	15%	5%	0%	4%
White Evangelical Christians	White Evangelical Christians	34%	31%	25%	8%	0%	3%
Religiosity	Practice a Religion	42%	26%	22%	7%	0%	2%
	Does not Practice a Religion	32%	47%	14%	4%		4%
U.S. Military Veteran	Yes	29%	45%	20%	4%		3%
	No	41%	31%	19%	7%	0%	3%
State Voter Registration List	Match	45%	30%	15%	6%		3%
	No Match	35%	35%	21%	6%	0%	3%
Interview Type	Landline	44%	31%	15%	6%	0%	4%
	Cell Phone	34%	35%	22%	7%	0%	2%

NBC News/WSJ/Marist Poll Ohio Likely Republican Primary Voters. Interviews conducted March 4th through March 10th, 2016, n=564 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.
*Past Participation refers to participation in a previous Ohio Republican 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
Republican Likely Voters	Ohio Likely Republican Primary Voters with a Candidate Preference	65%	26%	7%	1%
Primary Support	John Kasich	67%	24%	8%	1%
	Donald Trump	67%	27%	5%	1%
	Ted Cruz	67%	25%	7%	1%
Party Identification	Republican	69%	23%	7%	2%
	Independent	57%	35%	7%	1%
Political Ideology	Moderate	60%	31%	8%	1%
	Conservative-Very conservative	68%	24%	7%	1%
Tea Party Support	Tea Party Supporters	73%	19%	7%	
Household Income	Less than $50,000	63%	26%	9%	2%
	$50,000 or more	65%	27%	7%	1%
Education	Not college graduate	66%	25%	7%	2%
	College graduate	65%	28%	7%	0%
Age	Under 45	62%	30%	9%	
	45 or older	67%	24%	7%	2%
Gender	Men	68%	25%	6%	1%
	Women	62%	28%	9%	2%
Marital Status	Married	69%	23%	7%	1%
	Not married	59%	33%	7%	1%
White Evangelical Christians	White Evangelical Christians	66%	23%	9%	2%
Religiosity	Practice a Religion	67%	26%	6%	1%
	Does not Practice a Religion	62%	28%	9%	1%
U.S. Military Veteran	Yes	72%	22%	7%	
	No	64%	27%	7%	2%
Interview Type	Landline	70%	21%	6%	2%
	Cell Phone	61%	30%	8%	1%

NBC News/WSJ/Marist Poll Ohio Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted March 4th through March 10th, 2016, n=521 MOE +/- 4.3 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]?

		John Kasich	Marco Rubio	Ted Cruz	Donald Trump	Other	Undecided
Republican Likely Voters	Ohio Likely Republican Primary Voters with a Candidate Preference	26%	26%	23%	13%	2%	10%
Primary Support	John Kasich		40%	24%	20%	1%	14%
	Donald Trump	48%	8%	32%		3%	9%
	Ted Cruz	37%	34%		20%	1%	8%
Party Identification	Republican	26%	25%	26%	13%	2%	9%
	Independent	26%	29%	17%	12%	3%	13%
Political Ideology	Moderate	21%	37%	17%	12%	2%	11%
	Conservative-Very conservative	28%	22%	26%	14%	2%	8%
Tea Party Support	Tea Party Supporters	29%	22%	26%	15%	2%	5%
Household Income	Less than $50,000	33%	21%	24%	12%	2%	9%
	$50,000 or more	25%	28%	22%	14%	2%	9%
Education	Not college graduate	30%	19%	23%	14%	2%	11%
	College graduate	21%	34%	23%	11%	2%	9%
Age	Under 45	21%	36%	24%	9%	2%	8%
	45 or older	29%	21%	23%	15%	2%	11%
Gender	Men	28%	25%	21%	14%	3%	9%
	Women	24%	26%	26%	11%	1%	11%
Marital Status	Married	26%	26%	23%	13%	2%	10%
	Not married	28%	24%	23%	13%	2%	10%
White Evangelical Christians	White Evangelical Christians	27%	24%	23%	14%	3%	8%
Religiosity	Practice a Religion	23%	28%	24%	13%	3%	9%
	Does not Practice a Religion	32%	21%	22%	12%	0%	12%
U.S. Military Veteran	Yes	29%	20%	28%	12%		11%
	No	26%	27%	22%	13%	3%	10%
State Voter Registration List	Match	24%	22%	23%	15%	1%	15%
	No Match	27%	28%	23%	12%	3%	8%
Interview Type	Landline	25%	24%	22%	13%	1%	15%
	Cell Phone	27%	27%	24%	13%	3%	6%

NBC News/WSJ/Marist Poll Ohio Likely Republican Primary Voters with a Candidate Preference. Interviews conducted March 4th through March 10th, 2016, n=491 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.