How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist South Carolina Poll of 2,508 Adults

This survey of 2,508 adults was conducted January 17th through January 23rd, 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 South Carolina 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 South Carolina 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, and region except for race, which is from the 2010 census. Results are statistically significant within ±2.0 percentage points. There are 2,340 registered voters. The results for this subset are statistically significant within ±2.0 percentage points. Among registered voters, 909 had a phone match in the voter file and 1,431 did not. The results for these subsets are statistically significant within ±3.3 percentage points and ±2.6 percentage points, respectively. There are 1,197 voters in the potential Republican primary electorate. The potential Republican primary electorate in South Carolina 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 887 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in South Carolina 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 ±2.8 percentage points and ±3.3 percentage points, respectively. There are 718 likely Republican primary voters and 446 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 South Carolina 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 ±3.7 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 - South Carolina

		South Carolina Adults	South Carolina Registered Voters
		Col %	Col %
South Carolina Adults		100%	
South Carolina Registered Voters		93%	100%
South Carolina Potential Republican Electorate		48%	51%
South Carolina Likely Republican Primary Voters		29%	31%
South Carolina Potential Democratic Electorate		35%	38%
South Carolina Likely Democratic Primary Voters		18%	19%
Party Identification	Democrat	n/a	30%
	Republican	n/a	38%
	Independent	n/a	31%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	4%
	Liberal	n/a	14%
	Moderate	n/a	31%
	Conservative	n/a	35%
	Very conservative	n/a	16%
Tea Party Supporters		n/a	26%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	40%	39%
	45 or older	60%	61%
Age	18 to 29	17%	16%
	30 to 44	23%	23%
	45 to 59	26%	26%
	60 or older	33%	34%
Race	White	67%	67%
	African American	27%	27%
	Latino	4%	4%
	Other	2%	2%
Region	Upcountry	25%	24%
	Piedmont	13%	13%
	Central	26%	26%
	Pee Dee/Waccamaw	16%	16%
	Low Country	20%	20%
Household Income	Less than $50,000	55%	53%
	$50,000 or more	45%	47%
Education	Not college graduate	66%	64%
	College graduate	34%	36%
Marital Status	Married	49%	51%
	Not married	51%	49%
Evangelical Christian	Yes	42%	43%
	No	58%	57%
White Evangelical Christians		29%	30%
Religiosity	Practice a Religion	66%	68%
	Does not Practice a Religion	34%	32%
South Carolina Voter Registration List	Match	n/a	39%
	No Match	n/a	61%
Interview Type	Landline	51%	52%
	Cell Phone	49%	48%

NBC News/WSJ/Marist Poll South Carolina Adults. Interviews conducted January 17th through January 23rd, 2016, n=2508 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding.
^South Carolina Registered Voters: n=2340 MOE +/- 2.0 percentage points.

Nature of the Sample - South Carolina

		South Carolina Potential Republican Electorate	South Carolina Likely Republican Primary Voters
		Col %	Col %
South Carolina Potential Republican Electorate		100%	
South Carolina Likely Republican Primary Voters		60%	100%
Party Identification	Democrat	1%	1%
	Republican	71%	74%
	Independent	26%	23%
	Other	1%	2%
Past Participation*	Yes	79%	87%
	No	21%	13%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	4%
	Moderate	25%	22%
	Conservative	48%	50%
	Very conservative	23%	24%
Tea Party Supporters		40%	43%
Gender	Men	53%	52%
	Women	47%	48%
Age	Under 45	33%	29%
	45 or older	67%	71%
Age	18 to 29	12%	9%
	30 to 44	20%	20%
	45 to 59	27%	28%
	60 or older	40%	43%
Race	White	92%	93%
	African American	3%	3%
	Latino	3%	2%
	Other	2%	1%
Region	Upcountry	28%	30%
	Piedmont	14%	13%
	Central	23%	23%
	Pee Dee/Waccamaw	14%	14%
	Low Country	21%	20%
Household Income	Less than $50,000	42%	40%
	$50,000 or more	58%	60%
Education	Not college graduate	59%	57%
	College graduate	41%	43%
Marital Status	Married	64%	66%
	Not married	36%	34%
Evangelical Christian	Yes	54%	57%
	No	46%	43%
White Evangelical Christians		48%	51%
Religiosity	Practice a Religion	72%	74%
	Does not Practice a Religion	28%	26%
South Carolina Voter Registration List	Match	44%	47%
	No Match	56%	53%
Interview Type	Landline	55%	58%
	Cell Phone	45%	42%

NBC News/WSJ/Marist Poll South Carolina Potential Republican Electorate. Interviews conducted January 17th through January 23rd, 2016, n=1197 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding.
^South Carolina Likely Republican Primary Voters: n=718 MOE +/- 3.7 percentage points.

Nature of the Sample - South Carolina

		South Carolina Potential Democratic Electorate	South Carolina Likely Democratic Primary Voters
		Col %	Col %
South Carolina Potential Democratic Electorate		100%	
South Carolina Likely Democratic Primary Voters		50%	100%
Party Identification	Democrat	75%	79%
	Republican	1%	1%
	Independent	25%	21%
Past Participation*	Yes	74%	83%
	No	26%	17%
Political Ideology	Very liberal	9%	10%
	Liberal	28%	27%
	Moderate	36%	35%
	Conservative	20%	19%
	Very conservative	8%	9%
Tea Party Supporters		12%	11%
Gender	Men	42%	41%
	Women	58%	59%
Age	Under 45	45%	39%
	45 or older	55%	61%
Age	18 to 29	21%	16%
	30 to 44	24%	23%
	45 to 59	26%	28%
	60 or older	29%	32%
Race	White	35%	35%
	African American	59%	60%
	Latino	4%	3%
	Other	2%	2%
Region	Upcountry	18%	20%
	Piedmont	11%	12%
	Central	32%	31%
	Pee Dee/Waccamaw	19%	17%
	Low Country	20%	20%
Household Income	Less than $50,000	64%	62%
	$50,000 or more	36%	38%
Education	Not college graduate	67%	65%
	College graduate	33%	35%
Marital Status	Married	37%	40%
	Not married	63%	60%
Evangelical Christian	Yes	32%	31%
	No	68%	69%
White Evangelical Christians		8%	6%
Religiosity	Practice a Religion	65%	66%
	Does not Practice a Religion	35%	34%
South Carolina Voter Registration List	Match	34%	36%
	No Match	66%	64%
Interview Type	Landline	49%	51%
	Cell Phone	51%	49%

NBC News/WSJ/Marist Poll South Carolina Potential Democratic Electorate. Interviews conducted January 17th through January 23rd, 2016, n=887 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.
^South Carolina Likely Democratic Primary Voters: n=446 MOE +/- 4.6 percentage points.

2016 South Carolina Democratic presidential primary including those who are undecided yet leaning toward a candidate

		Hillary Clinton	Bernie Sanders	Martin O'Malley	Other	Undecided
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	64%	27%	2%	0%	7%
Intensity of Support	Strongly support	74%	26%	1%		
	Somewhat support	64%	35%	1%		
Past Participation*	Yes	67%	24%	2%	0%	7%
	No	51%	40%	3%		6%
Party Identification	Democrat	69%	22%	2%	0%	7%
	Independent	47%	46%	4%		3%
Political Ideology	Very liberal-Liberal	60%	36%	1%	0%	4%
	Moderate	59%	31%	2%		9%
Household Income	Less than $50,000	64%	26%	2%		8%
	$50,000 or more	62%	32%	2%		3%
Education	Not college graduate	69%	22%	2%	0%	8%
	College graduate	57%	36%	2%		5%
Race	White	52%	41%	3%	0%	4%
	African American	74%	17%	1%		8%
Age	Under 45	50%	42%	1%		7%
	45 or older	73%	18%	3%	0%	7%
Gender	Men	61%	31%	3%		5%
	Women	67%	24%	1%	0%	8%
Marital Status	Married	65%	26%	3%		5%
	Not married	64%	27%	1%	0%	7%
Religiosity	Practice a Religion	68%	21%	2%		8%
	Does not Practice a Religion	56%	39%	2%	0%	3%
South Carolina Voter Registration List	Match	69%	22%	3%		7%
	No Match	62%	30%	2%	0%	6%
Interview Type	Landline	70%	21%	3%		7%
	Cell Phone	58%	34%	2%	0%	6%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters. Interviews conducted January 17th through January 23rd, 2016, n=446 MOE +/- 4.6 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
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters with a Candidate Preference	65%	25%	10%	1%
Primary Support	Bernie Sanders	58%	30%	12%	1%
	Hillary Clinton	68%	23%	8%	1%
Party Identification	Democrat	68%	23%	9%	1%
	Independent	57%	29%	13%	1%
Political Ideology	Very liberal-Liberal	69%	27%	4%	1%
	Moderate	60%	26%	13%	0%
Household Income	Less than $50,000	67%	22%	10%	1%
	$50,000 or more	63%	26%	10%	0%
Education	Not college graduate	65%	24%	11%	1%
	College graduate	64%	27%	9%	0%
Race	White	61%	29%	10%	1%
	African American	66%	23%	10%	1%
Age	Under 45	58%	34%	9%	0%
	45 or older	69%	19%	11%	1%
Gender	Men	65%	24%	10%	1%
	Women	65%	25%	10%	1%
Marital Status	Married	67%	24%	8%	1%
	Not married	63%	25%	12%	1%
South Carolina Voter Registration List	Match	70%	19%	10%	1%
	No Match	62%	28%	10%	1%
Interview Type	Landline	68%	20%	11%	1%
	Cell Phone	61%	29%	9%	0%
Religiosity	Practice a Religion	62%	25%	13%	1%
	Does not Practice a Religion	69%	25%	6%	0%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters with a Candidate Preference. Interviews conducted January 17th through January 23rd, 2016, n=386 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

Which one of the following issues is most important to you for the 2016 presidential election?

		Job creation and economic growth	Health care	National security and terrorism	The deficit and government spending	Climate change	Religious and moral values	Immigration	All equally	None of these	Other	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	42%	19%	13%	6%	5%	4%	2%	6%	0%	1%	1%
Party Identification	Democrat	43%	20%	13%	6%	4%	4%	2%	6%	0%	2%	1%
	Independent	40%	19%	14%	6%	9%	4%	4%	4%		1%	0%
Political Ideology	Very liberal-Liberal	40%	25%	8%	4%	10%	2%	4%	5%		2%	0%
	Moderate	47%	11%	16%	7%	3%	3%	3%	8%		1%	1%
Household Income	Less than $50,000	44%	21%	13%	6%	3%	5%	2%	5%	0%	1%	1%
	$50,000 or more	42%	16%	12%	6%	7%	4%	3%	5%		3%	0%
Education	Not college graduate	40%	22%	14%	7%	2%	4%	3%	6%	0%	0%	1%
	College graduate	44%	15%	11%	4%	10%	4%	2%	6%		3%	1%
Race	White	37%	18%	12%	5%	12%	4%	2%	7%		2%	1%
	African American	45%	20%	14%	6%	2%	4%	2%	6%	0%	1%	1%
Age	Under 45	54%	11%	11%	7%	5%	4%	3%	3%		3%	1%
	45 or older	34%	25%	14%	5%	5%	5%	2%	8%	0%	1%	1%
Gender	Men	42%	17%	12%	8%	6%	4%	3%	6%	0%	1%	1%
	Women	42%	22%	14%	4%	4%	4%	2%	5%		2%	1%
Marital Status	Married	39%	20%	13%	6%	8%	5%	1%	6%		2%	1%
	Not married	43%	20%	13%	6%	3%	4%	3%	6%	0%	1%	1%
Religiosity	Practice a Religion	42%	21%	15%	6%	2%	4%	2%	7%		1%	0%
	Does not Practice a Religion	42%	17%	9%	6%	10%	5%	2%	4%	0%	2%	2%
Interview Type	Landline	39%	23%	16%	4%	6%	3%	1%	7%		1%	1%
	Cell Phone	45%	16%	10%	8%	4%	5%	4%	4%	0%	2%	1%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters. Interviews conducted January 17th through January 23rd, 2016, n=446 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

		Job creation and economic growth	Health care	National security and terrorism	The deficit and government spending	Climate change	Religious and moral values	Immigration	All equally	None of these	Other	Unsure

Do you support or oppose making laws covering the sale of firearms more strict?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	81%	16%	3%
Political Ideology	Very liberal-Liberal	90%	9%	1%
	Moderate	81%	18%	1%
Household Income	Less than $50,000	77%	20%	3%
	$50,000 or more	86%	12%	2%
Education	Not college graduate	75%	21%	4%
	College graduate	91%	9%	
Race	White	84%	16%	0%
	African American	79%	16%	5%
Age	Under 45	77%	21%	2%
	45 or older	83%	14%	3%
Gender	Men	78%	21%	1%
	Women	83%	14%	4%
Marital Status	Married	85%	12%	3%
	Not married	78%	19%	2%
Religiosity	Practice a Religion	82%	15%	3%
	Does not Practice a Religion	79%	19%	3%
Interview Type	Landline	85%	12%	3%
	Cell Phone	77%	21%	2%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=220 MOE +/- 6.6 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose free trade with foreign countries?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	62%	25%	13%
Political Ideology	Very liberal-Liberal	68%	20%	12%
	Moderate	65%	25%	10%
Household Income	Less than $50,000	60%	28%	12%
	$50,000 or more	71%	21%	8%
Education	Not college graduate	58%	30%	12%
	College graduate	70%	18%	13%
Race	White	67%	20%	14%
	African American	58%	28%	13%
Age	Under 45	69%	20%	11%
	45 or older	59%	27%	14%
Gender	Men	68%	26%	6%
	Women	59%	24%	17%
Marital Status	Married	64%	23%	13%
	Not married	61%	27%	12%
Religiosity	Practice a Religion	62%	26%	12%
	Does not Practice a Religion	63%	24%	13%
Interview Type	Landline	59%	25%	16%
	Cell Phone	66%	24%	9%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=220 MOE +/- 6.6 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose immigration policies which include a pathway to citizenship for undocumented or illegal immigrants?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	60%	32%	8%
Political Ideology	Very liberal-Liberal	81%	16%	2%
	Moderate	52%	37%	11%
Household Income	Less than $50,000	49%	40%	11%
	$50,000 or more	79%	19%	2%
Education	Not college graduate	46%	44%	10%
	College graduate	85%	9%	5%
Race	White	76%	21%	3%
	African American	46%	41%	13%
Age	Under 45	66%	25%	9%
	45 or older	57%	35%	8%
Gender	Men	65%	27%	7%
	Women	56%	35%	9%
Marital Status	Married	73%	24%	3%
	Not married	51%	38%	12%
Religiosity	Practice a Religion	56%	34%	10%
	Does not Practice a Religion	66%	28%	6%
Interview Type	Landline	56%	33%	11%
	Cell Phone	64%	31%	5%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=220 MOE +/- 6.6 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose sending U.S. combat troops to Iraq and Syria to fight ISIS?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	35%	57%	9%
Political Ideology	Very liberal-Liberal	29%	65%	5%
	Moderate	38%	51%	10%
Household Income	Less than $50,000	35%	56%	9%
	$50,000 or more	35%	60%	5%
Education	Not college graduate	38%	55%	8%
	College graduate	30%	60%	10%
Race	White	41%	54%	5%
	African American	30%	59%	11%
Age	Under 45	33%	58%	8%
	45 or older	35%	56%	9%
Gender	Men	45%	52%	3%
	Women	28%	60%	12%
Marital Status	Married	35%	58%	7%
	Not married	35%	55%	10%
Religiosity	Practice a Religion	33%	57%	10%
	Does not Practice a Religion	37%	57%	7%
Interview Type	Landline	31%	57%	11%
	Cell Phone	39%	56%	6%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=220 MOE +/- 6.6 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose same-sex marriage, that is, allowing gay or lesbian couples to legally marry?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	57%	38%	4%
Political Ideology	Very liberal-Liberal	77%	21%	3%
	Moderate	60%	35%	5%
Household Income	Less than $50,000	53%	42%	5%
	$50,000 or more	70%	25%	4%
Education	Not college graduate	49%	46%	5%
	College graduate	74%	23%	3%
Race	White	82%	16%	2%
	African American	44%	51%	5%
Age	Under 45	70%	27%	3%
	45 or older	49%	46%	5%
Gender	Men	57%	37%	6%
	Women	58%	39%	3%
Marital Status	Married	59%	37%	4%
	Not married	57%	38%	5%
Religiosity	Practice a Religion	45%	51%	4%
	Does not Practice a Religion	81%	15%	4%
Interview Type	Landline	53%	41%	5%
	Cell Phone	61%	36%	3%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=226 MOE +/- 6.5 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose the government taking action to combat climate change?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	72%	17%	11%
Political Ideology	Very liberal-Liberal	81%	12%	7%
	Moderate	77%	15%	8%
Household Income	Less than $50,000	66%	21%	13%
	$50,000 or more	87%	10%	3%
Education	Not college graduate	65%	21%	14%
	College graduate	86%	10%	5%
Race	White	84%	11%	5%
	African American	66%	19%	14%
Age	Under 45	72%	15%	13%
	45 or older	73%	19%	8%
Gender	Men	77%	18%	6%
	Women	69%	17%	14%
Marital Status	Married	76%	16%	8%
	Not married	69%	18%	13%
Religiosity	Practice a Religion	65%	19%	16%
	Does not Practice a Religion	85%	13%	2%
Interview Type	Landline	71%	19%	10%
	Cell Phone	73%	16%	11%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=226 MOE +/- 6.5 percentage points. Totals may not add to 100% due to rounding.

Do you support or oppose banning Muslims from entering the United States?

		Support	Oppose	Unsure
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	16%	75%	9%
Political Ideology	Very liberal-Liberal	9%	85%	7%
	Moderate	13%	77%	10%
Household Income	Less than $50,000	17%	74%	8%
	$50,000 or more	12%	79%	9%
Education	Not college graduate	18%	70%	11%
	College graduate	10%	83%	7%
Race	White	10%	87%	4%
	African American	19%	69%	13%
Age	Under 45	10%	85%	5%
	45 or older	20%	68%	12%
Gender	Men	14%	74%	12%
	Women	17%	75%	8%
Marital Status	Married	18%	69%	13%
	Not married	14%	79%	7%
Religiosity	Practice a Religion	18%	70%	11%
	Does not Practice a Religion	11%	83%	6%
Interview Type	Landline	16%	73%	11%
	Cell Phone	16%	77%	8%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters Split Sample. Interviews conducted January 17th through January 23rd, 2016, n=226 MOE +/- 6.5 percentage points. Totals may not add to 100% due to rounding.