

NBC News/WSJ/Marist Poll South Carolina Likely Republican Primary Voters

February 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC News/WSJ/Marist South Carolina Poll of 2,567 Adults

This survey of 2,567 adults was conducted February 15<sup>th</sup> through February 17<sup>th</sup>, 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  $\pm 1.9$  percentage points. There are 2,282 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. Among registered voters, 823 had a phone match in the voter file and 1,459 did not. The results for these subsets are statistically significant within  $\pm 3.4$  percentage points and  $\pm 2.6$  percentage points, respectively. There are 1,227 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 836 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  $\pm 2.8$  percentage points and  $\pm 3.4$  percentage points, respectively. There are 722 likely Republican primary voters and 425 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  $\pm 3.6$  percentage points and  $\pm 4.8$  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		89%	100%
South Carolina Potential Republican Electorate		48%	54%
South Carolina Likely Republican Primary Voters		28%	32%
South Carolina Potential Democratic Electorate		33%	37%
South Carolina Likely Democratic Primary Voters		17%	19%
Party Identification	Democrat	n/a	29%
	Republican	n/a	40%
	Independent	n/a	30%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	12%
	Moderate	n/a	33%
	Conservative	n/a	34%
	Very conservative	n/a	16%
Tea Party Supporters		n/a	25%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	47%	44%
	45 or older	53%	56%
Age	18 to 29	22%	19%
	30 to 44	25%	25%
	45 to 59	26%	28%
	60 or older	26%	28%
Race	White	67%	68%
	African American	27%	27%
	Latino	4%	4%
	Other	2%	2%
Region	Upcountry	25%	25%
	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	50%	52%
	Not married	50%	48%
Evangelical Christian	Yes	57%	60%
	No	43%	40%
White Evangelical Christians		37%	38%
Religiosity	Practice a Religion	66%	69%
	Does not Practice a Religion	34%	31%
U.S. Military Veteran	Yes	15%	16%
	No	85%	84%
South Carolina Voter Registration List	Match	n/a	36%
	No Match	n/a	64%
Interview Type	Landline	46%	47%
	Cell Phone	54%	53%

NBC News/WSJ/Marist Poll South Carolina Adults. Interviews conducted February 15th through February 17th, 2016, n=2567 MOE +/- 1.9 percentage points. South Carolina Registered Voters: n=2282 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

## 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		59%	100%
Party Identification	Democrat	1%	1%
	Republican	72%	74%
	Independent	26%	23%
	Other	1%	1%
Past Participation*	Yes	73%	81%
	No	27%	19%
Political Ideology	Very liberal	1%	1%
	Liberal	4%	4%
	Moderate	27%	23%
	Conservative	45%	47%
	Very conservative	22%	25%
Tea Party Supporters		35%	37%
Gender	Men	52%	51%
	Women	48%	49%
Age	Under 45	40%	36%
	45 or older	60%	64%
Age	18 to 29	16%	12%
	30 to 44	24%	24%
	45 to 59	28%	29%
	60 or older	32%	36%
Race	White	91%	93%
	African American	4%	3%
	Latino	4%	2%
	Other	1%	1%
Region	Upcountry	28%	30%
	Piedmont	11%	13%
	Central	24%	23%
	Pee Dee/Waccamaw	16%	14%
	Low Country	21%	20%
Household Income	Less than \$50,000	42%	39%
	\$50,000 or more	58%	61%
Education	Not college graduate	58%	56%
	College graduate	42%	44%
Marital Status	Married	62%	65%
	Not married	38%	35%
Evangelical Christian	Yes	63%	65%
	No	37%	35%
White Evangelical Christians		56%	59%
Religiosity	Practice a Religion	72%	74%
	Does not Practice a Religion	28%	26%
U.S. Military Veteran	Yes	18%	18%
	No	82%	82%
South Carolina Voter Registration List	Match	39%	42%
	No Match	61%	58%
Interview Type	Landline	50%	54%
	Cell Phone	50%	46%

NBC News/WSJ/Marist Poll South Carolina Potential Republican Electorate. Interviews conducted February 15th through February 17th, 2016, n=1227 MOE +/- 2.8 percentage points. South Carolina Likely Republican Primary Voters: n=722 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

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

		Donald Trump	Ted Cruz	Marco Rubio	Jeb Bush	John Kasich	Ben Carson	Other	Undecided
Republican Likely Voters	South Carolina Likely Republican Primary Voters	28%	23%	15%	13%	9%	9%	0%	5%
Intensity of Support	Strongly support	35%	26%	13%	11%	7%	8%		
	Somewhat support	24%	17%	21%	16%	12%	11%		
	Might vote differently	17%	26%	17%	22%	12%	7%		
Past Participation*	Yes	26%	24%	14%	13%	9%	9%	0%	5%
	No	35%	18%	14%	16%	8%	7%		3%
Party Identification	Republican	29%	24%	15%	13%	6%	8%	0%	5%
	Independent	25%	17%	14%	13%	16%	11%	0%	5%
Political Ideology	Moderate	20%	11%	12%	24%	18%	10%		5%
	Conservative-Very conservative	29%	28%	15%	9%	5%	8%	0%	5%
Political Ideology	Moderate	20%	11%	12%	24%	18%	10%		5%
	Conservative	32%	21%	17%	11%	7%	7%	0%	5%
	Very conservative	22%	42%	13%	7%	3%	11%	0%	4%
Tea Party Support	Tea Party Supporters	31%	35%	13%	5%	3%	8%	0%	4%
Region	Upcountry	26%	22%	16%	14%	9%	8%		5%
	Piedmont	32%	30%	12%	7%	6%	9%		4%
	Central	27%	24%	13%	13%	9%	9%	0%	5%
	Pee Dee/Waccamaw	30%	23%	13%	15%	8%	5%	0%	6%
	Low Country	26%	16%	17%	15%	10%	11%		4%
Household Income	Less than \$50,000	27%	22%	12%	18%	5%	10%	0%	5%
	\$50,000 or more	28%	24%	16%	10%	10%	8%	0%	4%
Education	Not college graduate	33%	23%	12%	12%	6%	8%	0%	5%
	College graduate	21%	22%	17%	14%	12%	8%	0%	5%
Age	Under 45	27%	28%	13%	10%	6%	13%		3%
	45 or older	28%	20%	16%	15%	10%	6%	0%	5%
Gender	Men	30%	26%	13%	10%	9%	9%	0%	4%
	Women	25%	19%	16%	17%	9%	9%	0%	6%
Marital Status	Married	27%	25%	14%	12%	9%	8%	0%	5%
	Not married	29%	18%	16%	16%	7%	9%		5%
White Evangelical Christians	White Evangelical Christians	29%	26%	14%	13%	4%	9%	0%	4%
Religiosity	Practice a Religion	26%	24%	14%	13%	8%	10%	0%	5%
	Does not Practice a Religion	33%	20%	15%	13%	11%	4%	0%	5%
U.S. Military Veteran	Yes	31%	20%	16%	12%	10%	7%		3%
	No	27%	23%	14%	14%	8%	9%	0%	5%
South Carolina Voter Registration List	Match	26%	20%	13%	18%	10%	7%	0%	6%
	No Match	29%	25%	15%	10%	7%	10%	0%	4%
Interview Type	Landline	28%	19%	14%	18%	10%	6%	0%	6%
	Cell Phone	28%	27%	15%	8%	8%	12%	0%	4%

NBC News/WSJ/Marist Poll South Carolina Likely Republican Primary Voters. Interviews conducted February 15th through February 17th, 2016, n=722 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.  
 \*Past Participation refers to participation in a previous South Carolina Republican Presidential Primary.

## Would you say you strongly support &lt;candidate&gt; somewhat support &lt;candidate&gt;, or do you think you might vote differently on Primary Day?

		Strongly support	Somewhat support	Might vote differently	Unsure
Republican Likely Voters	South Carolina Likely Republican Primary Voters with a Candidate Preference	60%	25%	13%	1%
Primary Support	Donald Trump	71%	21%	8%	1%
	Ted Cruz	66%	18%	15%	1%
	Marco Rubio	52%	33%	15%	
	Jeb Bush	46%	29%	22%	3%
Party Identification	Republican	64%	23%	12%	1%
	Independent	50%	31%	17%	1%
Political Ideology	Moderate	43%	37%	20%	0%
	Conservative-Very conservative	65%	23%	11%	1%
Political Ideology	Moderate	43%	37%	20%	0%
	Conservative	62%	24%	13%	1%
	Very conservative	71%	20%	9%	1%
Tea Party Support	Tea Party Supporters	71%	18%	11%	0%
Region	Upcountry	61%	24%	14%	1%
	Piedmont	61%	20%	18%	1%
	Central	59%	26%	14%	1%
	Pee Dee/Waccamaw	69%	23%	7%	1%
	Low Country	56%	32%	11%	1%
Household Income	Less than \$50,000	62%	22%	14%	2%
	\$50,000 or more	59%	28%	13%	0%
Education	Not college graduate	64%	22%	12%	1%
	College graduate	55%	30%	15%	0%
Age	Under 45	58%	28%	14%	0%
	45 or older	62%	24%	13%	1%
Gender	Men	59%	28%	12%	1%
	Women	62%	23%	14%	1%
Marital Status	Married	61%	25%	13%	0%
	Not married	59%	26%	14%	2%
White Evangelical Christians	White Evangelical Christians	62%	24%	13%	1%
Religiosity	Practice a Religion	61%	26%	12%	1%
	Does not Practice a Religion	57%	25%	17%	1%
U.S. Military Veteran	Yes	63%	25%	12%	1%
	No	60%	26%	14%	1%
South Carolina Voter Registration List	Match	65%	24%	10%	1%
	No Match	57%	26%	16%	1%
Interview Type	Landline	64%	24%	10%	2%
	Cell Phone	56%	27%	16%	0%

NBC News/WSJ/Marist Poll South Carolina Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted February 15th through February 17th, 2016, n=644 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll South Carolina Tables of Likely Republican Primary Voters

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	Ben Carson	John Kasich	Jeb Bush	Donald Trump	Other	Undecided
Republican Likely Voters	South Carolina Likely Republican Primary Voters with a Candidate Preference	24%	17%	13%	13%	13%	11%	1%	7%
Primary Support	Donald Trump	21%	26%	17%	14%	13%		1%	9%
	Ted Cruz	40%		18%	4%	12%	18%		8%
	Marco Rubio		33%	13%	24%	17%	9%	0%	3%
	Jeb Bush	27%	16%	13%	23%		11%		10%
Party Identification	Republican	25%	19%	12%	11%	14%	12%	0%	7%
	Independent	21%	12%	16%	19%	11%	11%	1%	9%
Political Ideology	Moderate	19%	12%	14%	17%	14%	15%		8%
	Conservative-Very conservative	27%	18%	13%	12%	13%	10%	0%	7%
Political Ideology	Moderate	19%	12%	14%	17%	14%	15%		8%
	Conservative	23%	18%	13%	13%	13%	12%	1%	7%
	Very conservative	34%	19%	14%	9%	11%	7%	0%	7%
Tea Party Support	Tea Party Supporters	28%	20%	16%	10%	7%	13%	1%	6%
Region	Upcountry	21%	20%	11%	13%	11%	16%	0%	7%
	Piedmont	25%	12%	22%	9%	12%	10%	0%	11%
	Central	31%	15%	12%	12%	14%	10%	0%	6%
	Pee Dee/Waccamaw	24%	19%	13%	11%	15%	12%	1%	6%
	Low Country	20%	17%	14%	19%	15%	7%	1%	8%
Household Income	Less than \$50,000	23%	17%	15%	12%	11%	14%	0%	8%
	\$50,000 or more	25%	17%	13%	14%	15%	10%	1%	6%
Education	Not college graduate	22%	19%	13%	12%	12%	12%	1%	10%
	College graduate	27%	15%	13%	15%	15%	10%	1%	4%
Age	Under 45	25%	17%	12%	10%	14%	14%	0%	6%
	45 or older	23%	17%	14%	15%	13%	10%	1%	8%
Gender	Men	24%	18%	14%	13%	12%	13%	1%	5%
	Women	24%	16%	13%	13%	15%	10%	0%	10%
Marital Status	Married	26%	17%	12%	13%	13%	11%	1%	7%
	Not married	22%	17%	15%	13%	13%	12%	0%	8%
White Evangelical Christians	White Evangelical Christians	26%	18%	13%	12%	12%	12%	0%	7%
Religiosity	Practice a Religion	26%	19%	14%	12%	12%	10%	1%	6%
	Does not Practice a Religion	18%	11%	12%	17%	15%	14%	0%	11%
U.S. Military Veteran	Yes	17%	21%	16%	16%	13%	12%	1%	4%
	No	26%	16%	13%	12%	13%	11%	1%	8%
South Carolina Voter Registration List	Match	28%	16%	12%	15%	12%	9%	1%	9%
	No Match	22%	18%	14%	12%	14%	13%	1%	6%
Interview Type	Landline	26%	16%	12%	15%	13%	9%	1%	8%
	Cell Phone	22%	19%	15%	11%	13%	14%	0%	6%

NBC News/WSJ/Marist Poll South Carolina Likely Republican Primary Voters with a Candidate Preference. Interviews conducted February 15th through February 17th, 2016, n=622 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.