

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

February 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Tennessee Poll of 2,793 Adults

This survey of 2,793 adults was conducted February 22nd through February 25th, 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 Tennessee 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 Tennessee 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 ± 1.9 percentage points. There are 2,167 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. Among registered voters, 752 had a phone match in the voter file and 1,415 did not. The results for these subsets are statistically significant within ± 3.6 percentage points and ± 2.6 percentage points, respectively. There are 1,153 voters in the potential Republican primary electorate. The potential Republican primary electorate in Tennessee 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 783 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Tennessee 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 ± 2.9 percentage points and ± 3.5 percentage points, respectively. There are 665 likely Republican primary voters and 405 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Tennessee 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 ± 3.8 percentage points and ± 4.9 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

		Nature of the Sample - Tennessee	
		Tennessee Adults	Tennessee Registered Voters
		Col %	Col %
Tennessee Adults		100%	
Tennessee Registered Voters		78%	100%
Tennessee Potential Republican Electorate		41%	53%
Tennessee Likely Republican Primary Voters		24%	31%
Tennessee Potential Democratic Electorate		28%	36%
Tennessee Likely Democratic Primary Voters		14%	19%
Party Identification	Democrat	n/a	26%
	Republican	n/a	36%
	Independent	n/a	37%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	4%
	Liberal	n/a	14%
	Moderate	n/a	33%
	Conservative	n/a	33%
	Very conservative	n/a	16%
Tea Party Supporters		n/a	24%
Gender	Men	48%	46%
	Women	52%	54%
Age	Under 45	46%	40%
	45 or older	54%	60%
Age	18 to 29	21%	15%
	30 to 44	25%	25%
	45 to 59	27%	30%
	60 or older	26%	30%
Race	White	78%	80%
	African American	15%	14%
	Latino	4%	4%
	Other	2%	2%
Region	East	37%	37%
	Nashville Area	23%	23%
	Central	20%	20%
	Memphis/West	20%	20%
Household Income	Less than \$50,000	56%	51%
	\$50,000 or more	44%	49%
Education	Not college graduate	70%	65%
	College graduate	30%	35%
Marital Status	Married	48%	54%
	Not married	52%	46%
Evangelical Christian	Yes	58%	60%
	No	42%	40%
White Evangelical Christians		44%	47%
Religiosity	Practice a Religion	60%	64%
	Does not Practice a Religion	40%	36%
U.S. Military Veteran	Yes	n/a	14%
	No	n/a	86%
Tennessee Voter Registration List	Match	28%	35%
	No Match	72%	65%
Interview Type	Landline	42%	47%
	Cell Phone	58%	53%

NBC News/WSJ/Marist Poll Tennessee Adults. Interviews conducted February 22nd through February 25th, 2016, n=2793 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding. Tennessee Registered Voters: n=2167 MOE +/- 2.1 percentage points.

		Nature of the Sample - Tennessee	
		Tennessee Potential Democratic Electorate	Tennessee Likely Democratic Primary Voters
		Col %	Col %
Tennessee Potential Democratic Electorate		100%	
Tennessee Likely Democratic Primary Voters		52%	100%
Party Identification	Democrat	67%	72%
	Republican	1%	1%
	Independent	32%	27%
	Other	0%	0%
Past Participation*	Yes	76%	86%
	No	24%	14%
Political Ideology	Very liberal	10%	12%
	Liberal	27%	29%
	Moderate	43%	40%
	Conservative	15%	14%
	Very conservative	5%	5%
Tea Party Supporters		10%	8%
Gender	Men	41%	38%
	Women	59%	62%
Age	Under 45	41%	34%
	45 or older	59%	66%
Age	18 to 29	19%	14%
	30 to 44	23%	21%
	45 to 59	29%	33%
	60 or older	30%	33%
Race	White	62%	65%
	African American	30%	29%
	Latino	5%	5%
	Other	2%	2%
Region	East	29%	31%
	Nashville Area	25%	25%
	Central	19%	23%
	Memphis/West	27%	21%
Household Income	Less than \$50,000	58%	55%
	\$50,000 or more	42%	45%
Education	Not college graduate	62%	59%
	College graduate	38%	41%
Marital Status	Married	44%	47%
	Not married	56%	53%
Evangelical Christian	Yes	49%	50%
	No	51%	50%
White Evangelical Christians		25%	26%
Religiosity	Practice a Religion	58%	60%
	Does not Practice a Religion	42%	40%
U.S. Military Veteran	Yes	10%	10%
	No	90%	90%
Tennessee Voter Registration List	Match	37%	40%
	No Match	63%	60%
Interview Type	Landline	47%	51%
	Cell Phone	53%	49%

NBC News/WSJ/Marist Poll Tennessee Potential Democratic Electorate. Interviews conducted February 22nd through February 25th, 2016, n=783 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding. Tennessee Likely Democratic Primary Voters: n=405 MOE +/- 4.9 percentage points.

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

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Tennessee Likely Democratic Primary Voters	81%	13%	6%
Party Identification	Democrat	85%	10%	5%
	Independent	72%	22%	6%
Political Ideology	Very liberal-Liberal	88%	9%	3%
	Moderate	79%	13%	8%
	Conservative-Very conservative	72%	22%	6%
Region	East	72%	20%	8%
	Nashville Area	90%	6%	5%
	Central	81%	14%	5%
	Memphis/West	86%	11%	3%
Household Income	Less than \$50,000	75%	18%	7%
	\$50,000 or more	89%	7%	4%
Education	Not college graduate	76%	16%	8%
	College graduate	91%	8%	2%
Race	White	77%	16%	7%
	African American	94%	3%	3%
Age	Under 45	84%	10%	6%
	45 or older	80%	15%	6%
Gender	Men	78%	15%	7%
	Women	83%	12%	5%
Gender by age	Women under age 45	84%	11%	5%
	Women age 45 or older	82%	13%	5%
Marital Status	Married	83%	12%	5%
	Not married	80%	13%	6%
Religiosity	Practice a Religion	80%	14%	6%
	Does not Practice a Religion	84%	11%	5%
State Voter Registration List	Match	83%	11%	6%
	No Match	80%	14%	6%
Interview Type	Landline	83%	11%	6%
	Cell Phone	80%	15%	5%

NBC News/WSJ/Marist Poll Tennessee Likely Democratic Primary Voters. Interviews conducted February 22nd through February 25th, 2016, n=405 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

2016 Tennessee 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	Tennessee Likely Democratic Primary Voters	60%	34%	0%	6%
Intensity of Support	Strongly support	66%	34%		
	Somewhat support	58%	42%		
Party Identification	Democrat	66%	27%	0%	6%
	Independent	43%	51%	0%	6%
Political Ideology	Very liberal-Liberal	54%	44%		2%
	Moderate	63%	30%	0%	7%
	Conservative-Very conservative	68%	20%	0%	11%
Region	East	56%	40%	1%	4%
	Nashville Area	59%	37%		4%
	Central	56%	35%		9%
	Memphis/West	70%	22%	0%	8%
Household Income	Less than \$50,000	56%	37%	0%	6%
	\$50,000 or more	59%	36%		6%
Education	Not college graduate	62%	31%	0%	7%
	College graduate	56%	39%		5%
Race	White	51%	44%	0%	5%
	African American	80%	12%	0%	7%
Age	Under 45	37%	58%		5%
	45 or older	71%	22%	0%	6%
Gender	Men	51%	43%	0%	5%
	Women	65%	28%	0%	6%
Gender by age	Women under age 45	43%	52%		5%
	Women age 45 or older	74%	18%	0%	7%
Marital Status	Married	58%	34%	0%	8%
	Not married	60%	35%	0%	5%
Religiosity	Practice a Religion	71%	21%	0%	7%
	Does not Practice a Religion	43%	53%	0%	4%
State Voter Registration List	Match	70%	23%	0%	7%
	No Match	53%	41%	0%	6%
Interview Type	Landline	70%	24%		5%
	Cell Phone	49%	44%	0%	7%

NBC News/WSJ/Marist Poll Tennessee Likely Democratic Primary Voters. Interviews conducted February 22nd through February 25th, 2016, n=405 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous Tennessee 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	Tennessee Likely Democratic Primary Voters with a Candidate Preference	69%	22%	7%	2%
Primary Support	Hillary Clinton	72%	20%	5%	2%
	Bernie Sanders	65%	25%	8%	2%
Party Identification	Democrat	73%	19%	5%	3%
	Independent	59%	29%	11%	1%
Political Ideology	Very liberal-Liberal	78%	18%	4%	0%
	Moderate	63%	26%	7%	3%
Household Income	Less than \$50,000	71%	20%	7%	3%
	\$50,000 or more	66%	26%	7%	0%
Education	Not college graduate	67%	23%	8%	2%
	College graduate	73%	21%	4%	1%
Race	White	66%	25%	7%	2%
	African American	74%	16%	6%	4%
Age	Under 45	71%	20%	7%	2%
	45 or older	69%	23%	6%	2%
Gender	Men	67%	23%	7%	3%
	Women	71%	21%	6%	2%
Marital Status	Married	68%	24%	7%	1%
	Not married	71%	21%	6%	2%
State Voter Registration List	Match	74%	20%	3%	3%
	No Match	67%	23%	8%	1%
Interview Type	Landline	71%	22%	4%	2%
	Cell Phone	68%	22%	9%	2%
Religiosity	Practice a Religion	67%	23%	8%	1%
	Does not Practice a Religion	71%	21%	5%	2%

NBC News/WSJ/Marist Poll Tennessee Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted February 22nd through February 25th, 2016, n=349 MOE +/- 5.2 percentage points. Totals may not add to 100% due to rounding.