

NBC News/WSJ/Marist Poll Texas Likely Republican Primary Voters

February 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Texas Poll of 2,435 Adults

This survey of 2,435 adults was conducted February 18th through February 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 Texas were 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 Texas 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 1,868 registered voters. The results for this subset are statistically significant within ± 2.3 percentage points. Among registered voters, 541 had a phone match in the voter file and 1,327 did not. The results for these subsets are statistically significant within ± 4.2 percentage points and ± 2.7 percentage points, respectively. There are 935 voters in the potential Republican primary electorate. The potential Republican primary electorate in Texas 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 746 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Texas 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 ± 3.2 percentage points and ± 3.6 percentage points, respectively. There are 537 likely Republican primary voters and 381 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Texas 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 ± 4.2 percentage points and ± 5.0 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Texas

		Texas Adults	Texas Registered Voters
		Col %	Col %
Texas Adults		100%	
Texas Registered Voters		77%	100%
Texas Potential Republican Electorate		38%	50%
Texas Likely Republican Primary Voters		22%	29%
Texas Potential Democratic Electorate		31%	40%
Texas Likely Democratic Primary Voters		16%	20%
Party Identification	Democrat	n/a	30%
	Republican	n/a	34%
	Independent	n/a	33%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	4%
	Liberal	n/a	16%
	Moderate	n/a	36%
	Conservative	n/a	30%
	Very conservative	n/a	14%
Tea Party Supporters		n/a	25%
Gender	Men	49%	46%
	Women	51%	54%
Age	Under 45	51%	45%
	45 or older	49%	55%
Age	18 to 29	23%	18%
	30 to 44	28%	27%
	45 to 59	27%	29%
	60 or older	22%	27%
Race	White	49%	55%
	African American	11%	11%
	Latino	34%	29%
	Other	5%	5%
Region	East	13%	13%
	Dallas/Ft. Worth Area	22%	22%
	Houston Area	21%	21%
	South Central	14%	14%
	West	12%	12%
	Latino Southwest	18%	18%
Household Income	Less than \$50,000	49%	43%
	\$50,000 or more	51%	57%
Education	Not college graduate	64%	59%
	College graduate	36%	41%
Marital Status	Married	46%	50%
	Not married	54%	50%
Evangelical Christian	Yes	46%	48%
	No	54%	52%
White Evangelical Christians		24%	26%
Religiosity	Practice a Religion	59%	61%
	Does not Practice a Religion	41%	39%
U.S. Military Veteran	Yes	12%	12%
	No	88%	88%
Texas Voter Registration List	Match	n/a	29%
	No Match	n/a	71%
Interview Type	Landline	37%	40%
	Cell Phone	63%	60%

NBC News/WSJ/Marist Poll Texas Adults. Interviews conducted February 18th through February 23rd, 2016, n=2435 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding. Texas Registered Voters: n=1868 MOE +/- 2.3 percentage points.

Nature of the Sample - Texas

		Texas Potential Republican Electorate	Texas Likely Republican Primary Voters
		Col %	Col %
Texas Potential Republican Electorate		100%	
Texas Likely Republican Primary Voters		57%	100%
Party Identification	Democrat	2%	1%
	Republican	66%	69%
	Independent	29%	27%
	Other	3%	3%
Past Participation	Yes	74%	85%
	No	26%	15%
Political Ideology	Very liberal	1%	1%
	Liberal	6%	4%
	Moderate	28%	26%
	Conservative	43%	43%
	Very conservative	23%	27%
Tea Party Supporters		37%	42%
Gender	Men	48%	51%
	Women	52%	49%
Age	Under 45	40%	34%
	45 or older	60%	66%
Age	18 to 29	14%	11%
	30 to 44	26%	23%
	45 to 59	31%	34%
	60 or older	29%	32%
Race	White	74%	80%
	African American	2%	2%
	Latino	19%	15%
	Other	4%	4%
Region	East	15%	22%
	Dallas/Ft. Worth Area	22%	17%
	Houston Area	21%	17%
	South Central	14%	15%
	West	16%	20%
	Latino Southwest	12%	8%
Household Income	Less than \$50,000	32%	30%
	\$50,000 or more	68%	70%
Education	Not college graduate	56%	55%
	College graduate	44%	45%
Marital Status	Married	62%	67%
	Not married	38%	33%
Evangelical Christian	Yes	56%	60%
	No	44%	40%
White Evangelical Christians		42%	48%
Religiosity	Practice a Religion	66%	67%
	Does not Practice a Religion	34%	33%
U.S. Military Veteran	Yes	15%	16%
	No	85%	84%
Texas Voter Registration List	Match	30%	31%
	No Match	70%	69%
Interview Type	Landline	39%	40%
	Cell Phone	61%	60%

NBC News/WSJ/Marist Poll Texas Potential Republican Electorate. Interviews conducted February 18th through February 23rd, 2016, n=935 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding. Texas Likely Republican Primary Voters: n=537 MOE +/- 4.2 percentage points.

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

		Ted Cruz	Donald Trump	Marco Rubio	Ben Carson	John Kasich	Other	Undecided
Republican Likely Voters	Texas Likely Republican Primary Voters	39%	26%	16%	8%	6%	0%	5%
Intensity of Support	Strongly support	45%	30%	11%	9%	5%	0%	0%
	Somewhat support	35%	27%	26%	5%	7%		
Past Participation*	Yes	40%	26%	15%	8%	6%	0%	5%
	No	33%	27%	20%	9%	5%		6%
Party Identification	Republican	40%	28%	15%	8%	5%	0%	4%
	Independent	36%	23%	20%	7%	9%	0%	6%
Political Ideology	Moderate	21%	32%	23%	5%	14%	0%	5%
	Conservative-Very conservative	47%	22%	14%	9%	3%	0%	4%
Political Ideology	Moderate	21%	32%	23%	5%	14%	0%	5%
	Conservative	40%	23%	16%	10%	5%	0%	6%
	Very conservative	57%	22%	10%	8%	1%	0%	2%
Tea Party Support	Tea Party Supporters	51%	26%	11%	7%	2%	0%	3%
Household Income	Less than \$50,000	41%	26%	13%	9%	5%	1%	5%
	\$50,000 or more	40%	26%	17%	8%	6%	0%	4%
Education	Not college graduate	42%	30%	13%	7%	3%	0%	5%
	College graduate	36%	21%	20%	9%	10%	0%	5%
Race	White	40%	26%	16%	7%	6%	0%	5%
	Latino	35%	28%	20%	7%	7%		3%
Age	Under 45	43%	27%	15%	7%	6%		3%
	45 or older	38%	26%	16%	8%	5%	0%	6%
Gender	Men	40%	27%	17%	5%	6%	0%	3%
	Women	38%	24%	15%	11%	5%	0%	6%
Marital Status	Married	42%	23%	16%	9%	6%	0%	5%
	Not married	36%	31%	17%	5%	6%	1%	4%
White Evangelical Christians	White Evangelical Christians	47%	24%	13%	9%	3%	0%	4%
Religiosity	Practice a Religion	44%	23%	16%	9%	4%	0%	4%
	Does not Practice a Religion	31%	32%	16%	5%	10%	1%	6%
U.S. Military Veteran	Yes	43%	24%	19%	7%	4%	0%	2%
	No	39%	26%	15%	8%	6%	0%	5%
State Voter Registration List	Match	39%	23%	16%	8%	7%	1%	6%
	No Match	40%	27%	16%	8%	5%	0%	4%
Interview Type	Landline	38%	25%	16%	7%	7%	1%	5%
	Cell Phone	40%	27%	16%	8%	5%	0%	4%

NBC News/WSJ/Marist Poll Texas Likely Republican Primary Voters. Interviews conducted February 18th through February 23rd, 2016, n=537 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous Texas 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	Texas Likely Republican Primary Voters with a Candidate Preference	63%	25%	11%	1%
Primary Support	Ted Cruz	68%	21%	9%	2%
	Donald Trump	68%	25%	5%	1%
	Marco Rubio	40%	39%	20%	1%
Party Identification	Republican	64%	24%	10%	2%
	Independent	56%	30%	14%	1%
Political Ideology	Moderate	47%	37%	15%	1%
	Conservative-Very conservative	69%	20%	10%	1%
Political Ideology	Moderate	47%	37%	15%	1%
	Conservative	61%	25%	12%	2%
	Very conservative	82%	12%	6%	1%
Tea Party Support	Tea Party Supporters	73%	17%	9%	1%
Household Income	Less than \$50,000	67%	22%	10%	1%
	\$50,000 or more	60%	27%	12%	1%
Education	Not college graduate	63%	24%	11%	2%
	College graduate	61%	26%	11%	1%
Race	White	65%	23%	10%	1%
	Latino	49%	31%	18%	2%
Age	Under 45	53%	33%	14%	
	45 or older	68%	21%	9%	2%
Gender	Men	62%	25%	12%	1%
	Women	63%	25%	10%	2%
Marital Status	Married	64%	24%	10%	1%
	Not married	60%	27%	12%	1%
White Evangelical Christians	White Evangelical Christians	70%	20%	8%	2%
Religiosity	Practice a Religion	64%	23%	11%	1%
	Does not Practice a Religion	57%	30%	11%	2%
U.S. Military Veteran	Yes	61%	26%	13%	0%
	No	63%	25%	11%	2%
State Voter Registration List	Match	66%	24%	9%	1%
	No Match	61%	26%	12%	1%
Interview Type	Landline	66%	23%	9%	2%
	Cell Phone	60%	26%	12%	1%

NBC News/WSJ/Marist Poll Texas Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted February 18th through February 23rd, 2016, n=477 MOE +/- 4.5 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]?

		Marco Rubio	Ted Cruz	Donald Trump	Ben Carson	John Kasich	Other	Undecided
Republican Likely Voters	Texas Likely Republican Primary Voters with a Candidate Preference	27%	23%	15%	15%	8%	5%	7%
Primary Support	Ted Cruz	39%		28%	20%	3%	4%	7%
	Donald Trump	19%	41%		16%	10%	5%	8%
	Marco Rubio		51%	12%	10%	19%	5%	3%
Party Identification	Republican	29%	25%	16%	11%	7%	6%	6%
	Independent	25%	21%	12%	23%	11%	2%	6%
Political Ideology	Moderate	22%	24%	15%	12%	14%	9%	5%
	Conservative-Very conservative	29%	23%	16%	16%	7%	4%	6%
Political Ideology	Moderate	22%	24%	15%	12%	14%	9%	5%
	Conservative	28%	21%	19%	12%	10%	4%	6%
	Very conservative	30%	26%	12%	20%	1%	4%	7%
Tea Party Support	Tea Party Supporters	29%	26%	15%	17%	4%	3%	5%
Household Income	Less than \$50,000	28%	23%	19%	13%	5%	4%	7%
	\$50,000 or more	28%	23%	14%	14%	10%	5%	6%
Education	Not college graduate	26%	24%	16%	14%	6%	6%	7%
	College graduate	29%	22%	14%	15%	11%	5%	6%
Age	Under 45	26%	25%	18%	11%	9%	5%	6%
	45 or older	28%	23%	14%	16%	7%	5%	7%
Gender	Men	27%	23%	16%	15%	8%	4%	7%
	Women	28%	23%	14%	14%	8%	6%	6%
Marital Status	Married	29%	23%	15%	13%	8%	5%	7%
	Not married	24%	23%	15%	17%	7%	7%	6%
White Evangelical Christians	White Evangelical Christians	30%	20%	14%	19%	6%	5%	6%
Religiosity	Practice a Religion	30%	23%	14%	16%	7%	5%	5%
	Does not Practice a Religion	22%	22%	19%	12%	10%	6%	9%
State Voter Registration List	Match	31%	20%	14%	9%	9%	10%	6%
	No Match	26%	24%	16%	17%	8%	3%	7%
Interview Type	Landline	29%	20%	15%	12%	8%	9%	7%
	Cell Phone	26%	25%	16%	16%	8%	3%	6%

NBC News/WSJ/Marist Poll Texas Likely Republican Primary Voters with a Candidate Preference. Interviews conducted February 18th through February 23rd, 2016, n=412 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.