

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Texas Poll of 1,138 Adults**

This survey of 1,138 adults was conducted October 30<sup>th</sup> through November 1<sup>st</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 Texas 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 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. This landline sample was combined with respondents reached through random dialing of mobile phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. 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  $\pm 2.9$  percentage points. There are 943 registered voters. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. There are 679 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Presidential Election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within  $\pm 3.8$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Texas

		Texas Adults	Texas Registered Voters	Texas Likely Voters
		Col %	Col %	Col %
Texas Adults		100%		
Texas Registered Voters		83%	100%	
Texas Likely Voters		60%	72%	100%
Past Participation*	Yes	n/a	83%	87%
	No	n/a	17%	13%
Already Voted		n/a	45%	54%
Not Yet Voted		n/a	55%	46%
Party Identification	Democrat	n/a	30%	29%
	Republican	n/a	37%	41%
	Independent	n/a	32%	29%
	Other	n/a	1%	2%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	13%	12%
	Moderate	n/a	36%	35%
	Conservative	n/a	32%	34%
	Very conservative	n/a	14%	14%
Tea Party Supporters		n/a	24%	25%
Gender	Men	49%	47%	46%
	Women	51%	53%	54%
Age	Under 45	53%	47%	43%
	45 or older	47%	53%	57%
Age	18 to 29	24%	21%	17%
	30 to 44	28%	26%	26%
	45 to 59	24%	26%	28%
	60 or older	23%	26%	29%
Race	White	49%	55%	58%
	African American	11%	12%	12%
	Latino	34%	29%	25%
	Other	5%	5%	5%
White men		53%	59%	63%
Non-white men		47%	41%	37%
White women		52%	56%	60%
Non-white Women		48%	44%	40%
Region	East	13%	13%	15%
	Dallas/Ft. Worth Area	22%	22%	23%
	Houston Area	21%	21%	21%
	South Central	14%	15%	15%
	West	12%	12%	12%
	Latino Southwest	18%	17%	15%
Household Income	Less than \$50,000	49%	44%	41%
	\$50,000 or more	51%	56%	59%
Education	Not college graduate	64%	60%	57%
	College graduate	36%	40%	43%
Race and Education	White - Not College Graduate	28%	30%	31%
	White - College Graduate	22%	25%	28%
	Non-White - Not College Graduate	36%	30%	26%
	Non-White - College Graduate	14%	15%	15%
Evangelical Christian	Yes	49%	50%	51%
	No	51%	50%	49%
White Evangelical Christians		24%	28%	30%
U.S. Military Veteran	Yes	13%	14%	14%
	No	87%	86%	86%
Interview Type	Landline	29%	33%	35%
	Cell Phone	71%	67%	65%

NBC News/WSJ/Marist Poll Texas Adults. Interviews conducted October 30th through November 1st, 2016, n=1138 MOE +/- 2.9 percentage points. Texas Registered Voters: n=943 MOE +/- 3.2 percentage points. Texas Likely Voters: n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

\*\*Past participation refers to previous participation in a presidential election.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Texas Adults		49%	44%	7%
Texas Registered Voters		46%	48%	6%
Party Identification^	Democrat	90%	5%	5%
	Republican	4%	93%	2%
	Independent	56%	34%	10%
Political Ideology^	Very liberal-Liberal	82%	16%	3%
	Moderate	61%	29%	9%
	Conservative-Very conservative	20%	74%	5%
Tea Party Supporters^		23%	76%	1%
Region	East	37%	54%	9%
	Dallas/Ft. Worth Area	52%	42%	7%
	Houston Area	56%	38%	6%
	South Central	41%	49%	10%
	West	33%	63%	4%
	Latino Southwest	61%	30%	8%
Household Income	Less than \$50,000	59%	34%	7%
	\$50,000 or more	42%	51%	6%
Education	Not college graduate	51%	40%	9%
	College graduate	43%	52%	5%
Race	White	22%	71%	7%
	African American	87%	8%	6%
	Latino	74%	18%	8%
Age	18 to 29	68%	24%	8%
	30 to 44	49%	41%	10%
	45 to 59	43%	53%	4%
	60 or older	33%	60%	6%
	Under 45	57%	33%	9%
Age	45 or older	38%	57%	5%
	Gender	Men	44%	47%
	Women	53%	41%	6%
White Men		21%	72%	8%
White Women		24%	70%	6%
Race and Education	White - Not College Graduate	20%	71%	8%
	White - College Graduate	25%	70%	5%
White Evangelical Christians		12%	84%	4%
U.S. Military Veteran	Yes	38%	55%	7%
	No	50%	43%	7%
Interview Type	Landline	39%	54%	7%
	Cell Phone	53%	40%	8%

NBC News/WSJ/Marist Poll Texas Adults. Interviews conducted October 30th through November 1st, 2016, n=1138 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Texas Registered Voters: n=943 MOE +/- 3.2 percentage points.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Registered Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Texas Registered Voters		43%	46%	5%	3%	2%
Past Participation*	Yes	40%	49%	6%	3%	3%
	No	59%	31%	3%	6%	0%
Intensity of Support	Strongly support	43%	55%	0%	2%	0%
	Somewhat support	55%	44%	0%	2%	0%
Already Voted		42%	51%	1%	5%	0%
Not Yet Voted		44%	42%	8%	2%	4%
Party Identification	Democrat	94%	4%	1%	1%	0%
	Republican	2%	89%	4%	2%	1%
	Independent	48%	34%	9%	6%	4%
Political Ideology	Very liberal-Liberal	79%	13%	3%	4%	0%
	Moderate	59%	29%	3%	4%	4%
	Conservative-Very conservative	19%	71%	7%	2%	1%
Tea Party Supporters		18%	74%	4%	4%	0%
Region	East	30%	61%	6%	2%	1%
	Dallas/Ft. Worth Area	49%	40%	4%	5%	2%
	Houston Area	49%	41%	2%	5%	2%
	South Central	38%	48%	8%	2%	3%
	West	27%	64%	5%	1%	3%
	Latino Southwest	55%	34%	8%	1%	2%
Household Income	Less than \$50,000	53%	39%	4%	2%	3%
	\$50,000 or more	40%	50%	5%	4%	2%
Education	Not college graduate	44%	45%	6%	3%	3%
	College graduate	41%	48%	5%	4%	2%
Race	White	21%	67%	6%	4%	2%
	African American	87%	7%	3%	0%	3%
	Latino	71%	20%	4%	3%	2%
Age	18 to 29	57%	29%	6%	7%	1%
	30 to 44	46%	42%	5%	5%	2%
	45 to 59	39%	51%	6%	0%	4%
	60 or older	32%	59%	5%	2%	2%
Age	Under 45	51%	36%	5%	6%	1%
	45 or older	36%	55%	5%	1%	3%
Gender	Men	37%	52%	6%	4%	2%
	Women	49%	41%	5%	3%	3%
White Men		18%	67%	7%	6%	1%
White Women		24%	66%	6%	2%	2%
Race and Education	White - Not College Graduate	18%	71%	6%	2%	2%
	White - College Graduate	26%	62%	7%	5%	1%
White Evangelical Christians		11%	80%	3%	3%	2%
U.S. Military Veteran	Yes	34%	56%	6%	1%	3%
	No	45%	44%	5%	4%	2%
Interview Type	Landline	36%	52%	8%	2%	2%
	Cell Phone	47%	43%	4%	4%	2%

NBC News/WSJ/Marist Poll Texas Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=943 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

\*\*Past participation refers to previous participation in a presidential election.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Registered Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Texas Registered Voters with a Candidate Preference		60%	36%	2%	3%
Candidate Support	Hillary Clinton	54%	41%	3%	2%
	Donald Trump	65%	31%	1%	3%
Party Identification	Democrat	66%	33%	1%	0%
	Republican	67%	30%	0%	2%
	Independent	43%	50%	4%	3%
Political Ideology	Very liberal-Liberal	57%	36%	2%	5%
	Moderate	53%	43%	4%	0%
	Conservative-Very conservative	66%	31%	1%	2%
Tea Party Supporters		70%	26%	2%	2%
Region	East	65%	32%	1%	2%
	Dallas/Ft. Worth Area	61%	31%	3%	4%
	Houston Area	52%	42%	1%	5%
	South Central	66%	33%	0%	0%
	West	57%	41%	1%	1%
	Latino Southwest	61%	35%	3%	1%
Household Income	Less than \$50,000	61%	35%	2%	2%
	\$50,000 or more	57%	39%	2%	1%
Education	Not college graduate	63%	33%	2%	2%
	College graduate	55%	40%	2%	3%
Race	White	60%	36%	2%	2%
	African American	62%	36%	0%	2%
	Latino	57%	38%	2%	3%
Age	18 to 29	41%	49%	4%	6%
	30 to 44	54%	46%	1%	0%
	45 to 59	69%	29%	1%	1%
	60 or older	73%	22%	1%	3%
Age	Under 45	48%	47%	2%	3%
	45 or older	71%	26%	1%	2%
Gender	Men	56%	38%	3%	3%
	Women	64%	33%	1%	2%
White Men		59%	36%	4%	2%
White Women		61%	36%	1%	2%
Race and Education	White - Not College Graduate	66%	32%	2%	1%
	White - College Graduate	53%	41%	3%	4%
White Evangelical Christians		63%	32%	2%	3%
U.S. Military Veteran	Yes	66%	31%	2%	2%
	No	59%	37%	2%	3%
Interview Type	Landline	71%	25%	1%	3%
	Cell Phone	55%	40%	2%	2%

NBC News/WSJ/Marist Poll Texas Registered Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=754 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Registered Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted [multi-candidate field]					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Texas Registered Voters		41%	45%	7%	3%	3%	2%
Past Participation*	Yes	38%	49%	6%	2%	3%	2%
	No	52%	27%	11%	6%	1%	3%
Already Voted		42%	51%	3%	1%	2%	0%
Not Yet Voted		39%	40%	10%	4%	3%	4%
Party Identification	Democrat	90%	3%	3%	1%	2%	1%
	Republican	3%	91%	2%	0%	3%	1%
	Independent	41%	31%	16%	6%	3%	4%
Political Ideology	Very liberal-Liberal	75%	13%	3%	6%	2%	1%
	Moderate	54%	29%	11%	3%	1%	2%
	Conservative-Very conservative	19%	70%	5%	0%	5%	2%
Tea Party Supporters		17%	73%	4%	1%	4%	0%
Region	East	27%	58%	8%	0%	2%	5%
	Dallas/Ft. Worth Area	46%	40%	9%	3%	3%	1%
	Houston Area	47%	41%	4%	3%	3%	2%
	South Central	37%	46%	6%	5%	2%	3%
	West	24%	65%	8%	2%	1%	1%
	Latino Southwest	51%	31%	6%	2%	6%	3%
Household Income	Less than \$50,000	49%	36%	7%	3%	2%	3%
	\$50,000 or more	38%	50%	7%	1%	3%	1%
Education	Not college graduate	41%	44%	6%	3%	3%	3%
	College graduate	41%	48%	7%	1%	2%	1%
Race	White	20%	66%	7%	2%	3%	2%
	African American	85%	5%	5%	1%	2%	2%
	Latino	66%	20%	6%	4%	2%	3%
Age	18 to 29	49%	26%	14%	7%	2%	2%
	30 to 44	45%	42%	5%	2%	5%	1%
	45 to 59	38%	50%	7%	2%	1%	2%
	60 or older	33%	60%	2%	0%	2%	3%
Age	Under 45	47%	35%	9%	4%	3%	2%
	45 or older	35%	55%	4%	1%	2%	3%
Gender	Men	33%	49%	8%	4%	4%	2%
	Women	48%	41%	6%	1%	2%	2%
White Men		17%	65%	10%	4%	3%	1%
White Women		23%	67%	5%	1%	3%	2%
Race and Education	White - Not College Graduate	17%	69%	6%	2%	4%	2%
	White - College Graduate	24%	63%	8%	2%	2%	1%
White Evangelical Christians		10%	81%	5%	0%	2%	2%
U.S. Military Veteran	Yes	32%	55%	7%	3%	2%	1%
	No	42%	43%	7%	3%	3%	2%
Interview Type	Landline	35%	52%	5%	1%	4%	3%
	Cell Phone	43%	42%	8%	3%	2%	2%

NBC News/WSJ/Marist Poll Texas Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=943 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

\*\*Past participation refers to previous participation in a presidential election.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Adults		35%	58%	6%
Texas Registered Voters		34%	61%	5%
Party Identification^	Democrat	78%	17%	5%
	Republican	3%	96%	1%
	Independent	31%	62%	8%
Political Ideology^	Very liberal-Liberal	69%	27%	4%
	Moderate	44%	50%	6%
	Conservative-Very conservative	15%	83%	2%
Tea Party Supporters^		16%	82%	2%
Region	East	29%	66%	5%
	Dallas/Ft. Worth Area	40%	57%	3%
	Houston Area	41%	53%	6%
	South Central	28%	65%	7%
	West	20%	75%	5%
	Latino Southwest	44%	44%	12%
Household Income	Less than \$50,000	42%	49%	9%
	\$50,000 or more	32%	66%	3%
Education	Not college graduate	35%	57%	8%
	College graduate	35%	62%	3%
Race	White	18%	78%	3%
	African American	64%	31%	5%
	Latino	54%	37%	9%
Age	18 to 29	33%	58%	9%
	30 to 44	41%	52%	7%
	45 to 59	35%	61%	4%
	60 or older	31%	64%	5%
Age	Under 45	37%	55%	8%
	45 or older	33%	63%	4%
Gender	Men	29%	65%	5%
	Women	41%	52%	7%
White Men		13%	83%	3%
White Women		23%	74%	4%
Race and Education	White - Not College Graduate	15%	81%	4%
	White - College Graduate	23%	75%	3%
White Evangelical Christians		10%	88%	3%
U.S. Military Veteran	Yes	27%	68%	5%
	No	37%	57%	6%
Interview Type	Landline	34%	61%	5%
	Cell Phone	36%	57%	7%

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^Texas Registered Voters: n=943 MOE +/- 3.2 percentage points.

NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Adults		33%	61%	6%
Texas Registered Voters		35%	59%	6%
Party Identification^	Democrat	5%	91%	4%
	Republican	71%	24%	5%
	Independent	24%	70%	6%
Political Ideology^	Very liberal-Liberal	11%	87%	2%
	Moderate	23%	72%	5%
	Conservative-Very conservative	55%	39%	6%
Tea Party Supporters^		60%	34%	6%
Region	East	37%	55%	7%
	Dallas/Ft. Worth Area	29%	68%	3%
	Houston Area	28%	65%	7%
	South Central	36%	57%	7%
	West	52%	42%	7%
	Latino Southwest	24%	68%	8%
Household Income	Less than \$50,000	26%	65%	9%
	\$50,000 or more	37%	59%	4%
Education	Not college graduate	31%	61%	8%
	College graduate	37%	59%	4%
Race	White	49%	46%	5%
	African American	8%	85%	7%
	Latino	16%	77%	7%
Age	18 to 29	17%	78%	6%
	30 to 44	30%	63%	7%
	45 to 59	39%	55%	5%
	60 or older	48%	45%	7%
Age	Under 45	24%	70%	6%
	45 or older	43%	50%	6%
Gender	Men	36%	56%	8%
	Women	29%	66%	5%
White Men		50%	45%	5%
White Women		48%	47%	5%
Race and Education	White - Not College Graduate	53%	41%	7%
	White - College Graduate	45%	52%	3%
White Evangelical Christians		60%	34%	5%
U.S. Military Veteran	Yes	47%	47%	6%
	No	31%	63%	6%
Interview Type	Landline	42%	53%	5%
	Cell Phone	29%	64%	7%

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^Texas Registered Voters: n=943 MOE +/- 3.2 percentage points.



NBC News/WSJ/Marist Poll Texas Tables of Adults and Registered Voters

		Texas Adults		
		Overall, do you have a favorable or an unfavorable impression of Ted Cruz?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Adults		38%	44%	18%
Texas Registered Voters		40%	45%	15%
Party Identification^	Democrat	22%	61%	17%
	Republican	64%	27%	9%
	Independent	29%	53%	18%
Political Ideology^	Very liberal-Liberal	24%	63%	14%
	Moderate	28%	57%	16%
	Conservative-Very conservative	57%	31%	12%
Tea Party Supporters^		64%	27%	9%
Region	East	43%	39%	18%
	Dallas/Ft. Worth Area	37%	52%	11%
	Houston Area	37%	47%	16%
	South Central	39%	48%	13%
	West	42%	35%	23%
	Latino Southwest	34%	38%	28%
Household Income	Less than \$50,000	36%	43%	22%
	\$50,000 or more	39%	50%	11%
Education	Not college graduate	38%	41%	21%
	College graduate	39%	50%	11%
Race	White	47%	40%	13%
	African American	19%	63%	17%
	Latino	32%	45%	22%
Age	18 to 29	37%	42%	21%
	30 to 44	33%	48%	19%
	45 to 59	39%	45%	15%
	60 or older	44%	40%	16%
Age	Under 45	35%	45%	20%
	45 or older	42%	43%	16%
Gender	Men	39%	45%	16%
	Women	37%	43%	20%
White Men		47%	41%	13%
White Women		47%	39%	14%
Race and Education	White - Not College Graduate	48%	35%	18%
	White - College Graduate	46%	46%	8%
White Evangelical Christians		58%	28%	14%
U.S. Military Veteran	Yes	42%	44%	14%
	No	38%	44%	18%
Interview Type	Landline	40%	45%	15%
	Cell Phone	37%	44%	19%

NBC News/WSJ/Marist Poll Texas Adults. Interviews conducted October 30th through November 1st, 2016, n=1138 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Texas Registered Voters: n=943 MOE +/- 3.2 percentage points.