

NBC 4 NY/WSJ/Marist Poll
New York Likely Democratic Primary Voters

April 2016

How the Survey was Conducted

Nature of the Sample: NBC 4 NY/WSJ/Marist New York Poll of 2,679 Adults

This survey of 2,679 adults was conducted April 10th through April 13th, 2016 by The Marist Poll sponsored and funded in partnership with NBC 4 New York and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of New York 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 New York 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 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. 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 2,260 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 544 voters in the potential Republican primary electorate. The potential Republican primary electorate in New York includes all registered Republicans. There are 1,065 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in New York includes all registered Democrats. The results for these subsets are statistically significant within ± 4.2 percentage points and ± 3.0 percentage points, respectively. There are 313 likely Republican primary voters and 591 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New York 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 ± 5.5 percentage points and ± 4.0 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC 4 NY/WSJ/Marist Poll New York Tables of Likely Democratic Primary Voters

Nature of the Sample - New York

		New York Adults	New York Registered Voters
		Col %	Col %
New York Adults		100%	
New York Registered Voters		84%	100%
New York Potential Republican Electorate		20%	24%
New York Likely Republican Primary Voters		12%	14%
New York Potential Democratic Electorate		40%	47%
New York Likely Democratic Primary Voters		22%	26%
Party Registration	Democrat	n/a	50%
	Republican	n/a	26%
	Independent	n/a	22%
	Other	n/a	3%
Party Identification	Democrat	n/a	43%
	Republican	n/a	21%
	Independent	n/a	33%
	Other	n/a	3%
Political Ideology	Very liberal	n/a	10%
	Liberal	n/a	26%
	Moderate	n/a	35%
	Conservative	n/a	23%
	Very conservative	n/a	6%
Tea Party Supporters		n/a	15%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	47%	41%
	45 or older	53%	59%
Age	18 to 29	22%	17%
	30 to 44	25%	24%
	45 to 59	27%	30%
	60 or older	25%	29%
Race	White	61%	68%
	African American	13%	12%
	Latino	16%	14%
	Other	9%	7%
Region	New York City	43%	34%
	Suburbs	21%	24%
	Upstate	36%	42%
Household Income	Less than \$50,000	44%	41%
	\$50,000 or more	56%	59%
Education	Not college graduate	53%	50%
	College graduate	47%	50%
Marital Status	Married	46%	50%
	Not married	54%	50%
Evangelical Christian	Yes	17%	16%
	No	83%	84%
White Evangelical Christians		6%	7%
Religiosity	Practice a Religion	43%	43%
	Does not Practice a Religion	57%	57%
Religion	Protestant	28%	28%
	Catholic	47%	48%
	Jewish	11%	11%
	No Religion	14%	13%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Union Household	Yes	23%	25%
	No	77%	75%
Interview Type	Landline	46%	49%
	Cell Phone	54%	51%

NBC 4 NY/WSJ/Marist Poll New York Adults. Interviews conducted April 10th through April 13th, 2016, n=2679 MOE +/- 1.9 percentage points.
 New York Registered Voters: n=2260 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - New York

		New York Potential Democratic Electorate	New York Likely Democratic Primary Voters
		Col %	Col %
New York Potential Democratic Electorate		100%	
New York Likely Democratic Primary Voters		55%	100%
Party Registration	Democrat	100%	100%
Party Identification	Democrat	78%	81%
	Republican	3%	2%
	Independent	18%	16%
	Other	1%	1%
Past Participation	Yes	76%	83%
	No	24%	17%
Political Ideology	Very liberal	16%	17%
	Liberal	37%	39%
	Moderate	33%	32%
	Conservative	10%	8%
	Very conservative	4%	4%
Tea Party Supporters		9%	7%
Gender	Men	42%	42%
	Women	58%	58%
Age	Under 45	44%	41%
	45 or older	56%	59%
Age	18 to 29	20%	17%
	30 to 44	25%	23%
	45 to 59	28%	29%
	60 or older	27%	30%
Race	White	52%	55%
	African American	20%	20%
	Latino	21%	19%
	Other	7%	7%
Region	New York City	54%	51%
	Suburbs	18%	18%
	Upstate	28%	31%
Household Income	Less than \$50,000	44%	41%
	\$50,000 or more	56%	59%
Education	Not college graduate	49%	45%
	College graduate	51%	55%
Marital Status	Married	45%	48%
	Not married	55%	52%
Evangelical Christian	Yes	18%	17%
	No	82%	83%
White Evangelical Christians		4%	4%
Religiosity	Practice a Religion	39%	38%
	Does not Practice a Religion	61%	62%
Religion	Protestant	28%	29%
	Catholic	42%	40%
	Jewish	16%	16%
	No Religion	14%	14%
U.S. Military Veteran	Yes	8%	8%
	No	92%	92%
Union Household	Yes	27%	28%
	No	73%	72%
Interview Type	Landline	47%	49%
	Cell Phone	53%	51%

NBC 4 NY/WSJ/Marist Poll New York Potential Democratic Electorate. Interviews conducted April 10th through April 13th, 2016, n=1065 MOE +/- 3.0 percentage points.
 New York Likely Democratic Primary Voters: n=591 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

2016 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	New York Likely Democratic Primary Voters	57%	40%	0%	3%
Intensity of Support	Strongly support	58%	42%		
	Somewhat support	57%	43%		
	Might vote differently	67%	33%		
Past Participation*	Yes	61%	35%	0%	3%
	No	36%	61%	0%	3%
Party Identification	Democrat	62%	36%	0%	2%
	Independent	37%	57%	2%	4%
Political Ideology	Very liberal-Liberal	54%	45%	0%	2%
	Moderate	58%	38%	1%	3%
Political Ideology	Very liberal	46%	53%		1%
	Liberal	57%	41%	0%	2%
	Moderate	58%	38%	1%	3%
Region	New York City	61%	35%	1%	3%
	Suburbs	60%	36%	0%	4%
	Upstate	49%	50%	0%	2%
Region	Downstate	60%	36%	1%	3%
	Upstate	49%	50%	0%	2%
Household Income	Less than \$50,000	52%	44%	0%	4%
	\$50,000 or more	61%	37%	1%	2%
Education	Not college graduate	54%	42%	0%	3%
	College graduate	58%	39%	1%	3%
Race	White	56%	41%	0%	3%
	Non-white	58%	39%	0%	3%
Age	18 to 29	23%	76%		2%
	30 to 44	57%	40%	1%	2%
	45 to 59	62%	35%	0%	3%
	60 or older	72%	23%	1%	4%
Age	Under 45	42%	55%	1%	2%
	45 or older	67%	29%	0%	4%
Gender	Men	53%	44%	1%	3%
	Women	60%	37%	0%	3%
Gender by age	Men under age 45	38%	59%	1%	2%
	Men age 45 or older	66%	30%	1%	3%
	Women under age 45	47%	51%		2%
	Women age 45 or older	67%	28%	0%	4%
Marital Status	Married	61%	35%	1%	3%
	Not married	52%	45%	0%	3%
Religiosity	Practice a Religion	64%	32%	1%	3%
	Does not Practice a Religion	52%	46%	0%	2%
Religion	Protestant	62%	35%	0%	3%
	Catholic	61%	36%	1%	2%
	Jewish	65%	32%		3%
Union Household	Yes	59%	36%	0%	4%
	No	56%	41%	1%	2%
Interview Type	Landline	64%	32%	1%	4%
	Cell Phone	50%	48%	0%	2%

NBC 4 NY/WSJ/Marist Poll New York Likely Democratic Primary Voters. Interviews conducted April 10th through April 13th, 2016, n=591 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous New York 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
Likely Democratic Primary Voters with a Candidate Preference	New York Likely Democratic Primary Voters with a Candidate Preference	72%	21%	6%	1%
Primary Support	Hillary Clinton	71%	20%	7%	1%
	Bernie Sanders	72%	22%	5%	1%
Party Identification	Democrat	75%	19%	5%	1%
	Independent	60%	31%	8%	1%
Political Ideology	Very liberal-Liberal	80%	15%	4%	0%
	Moderate	58%	32%	9%	1%
Political Ideology	Very liberal	90%	6%	4%	
	Liberal	76%	19%	4%	1%
	Moderate	58%	32%	9%	1%
Region	Downstate	73%	19%	6%	1%
	Upstate	68%	24%	7%	1%
Household Income	Less than \$50,000	72%	20%	7%	1%
	\$50,000 or more	71%	22%	6%	1%
Education	Not college graduate	71%	20%	7%	2%
	College graduate	72%	22%	5%	0%
Race	White	67%	24%	8%	1%
	Non-white	77%	17%	5%	1%
Age	18 to 29	73%	23%	3%	1%
	30 to 44	70%	23%	7%	
	45 to 59	67%	22%	9%	1%
	60 or older	76%	18%	4%	2%
Age	Under 45	71%	23%	5%	1%
	45 or older	72%	20%	7%	1%
Gender	Men	72%	18%	8%	1%
	Women	71%	23%	5%	1%
Gender by age	Men under age 45	74%	18%	8%	0%
	Men age 45 or older	70%	20%	9%	2%
	Women under age 45	69%	28%	3%	1%
	Women age 45 or older	73%	20%	6%	1%
Marital Status	Married	71%	20%	7%	1%
	Not married	72%	21%	5%	1%
Religiosity	Practice a Religion	65%	27%	7%	1%
	Does not Practice a Religion	76%	18%	6%	1%
Religion	Protestant	73%	21%	5%	1%
	Catholic	68%	24%	7%	1%
	Jewish	63%	28%	9%	
Union Household	Yes	71%	20%	8%	1%
	No	72%	22%	6%	1%
Interview Type	Landline	73%	21%	5%	1%
	Cell Phone	71%	21%	7%	1%

NBC 4 NY/WSJ/Marist Poll New York Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted April 10th through April 13th, 2016, n=545 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.