

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist California Poll of 2,485 Adults

This survey of 2,485 adults was conducted May 29th through May 31st, 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 California 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 California 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 ± 2.0 percentage points. There are 1,833 registered voters. The results for this subset are statistically significant within ± 2.3 percentage points. There are 984 likely primary voters which includes all registered voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 California primary based upon their chance of vote, interest in the election, and past election participation. The results for these subsets are statistically significant within ± 3.1 percentage points. There are 991 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in California includes all registered Democrats and voters with no party preference who prefer to vote in the California Democratic presidential primary. The results for this subset are statistically significant within ± 3.1 percentage points. There are 557 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 California 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. The error margin was not adjusted for sample weights and increases for cross-tabulations.

