

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

June 2016

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.

NBC News/WSJ/Marist Poll California Tables of Likely Democratic Primary Voters
 Nature of the Sample - California

		California Adults	California Registered Voters	California Likely Primary Voters
		Col %	Col %	Col %
California Adults		100%		
California Registered Voters		74%	100%	
California Likely Primary Voters		40%	54%	100%
California Potential Democratic Electorate		40%	54%	
California Likely Democratic Primary Voters		22%	31%	
Party Registration	Democrat	n/a	46%	49%
	Republican	n/a	27%	29%
	Independent	n/a	25%	21%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	43%	46%
	Republican	n/a	23%	24%
	Independent	n/a	32%	28%
	Other	n/a	1%	2%
Political Ideology	Very liberal	n/a	9%	11%
	Liberal	n/a	25%	25%
	Moderate	n/a	37%	35%
	Conservative	n/a	23%	23%
	Very conservative	n/a	6%	7%
Tea Party Supporters		n/a	19%	19%
Gender	Men	49%	48%	46%
	Women	51%	52%	54%
Age	Under 45	52%	44%	39%
	45 or older	48%	56%	61%
Age	18 to 29	24%	20%	16%
	30 to 44	27%	24%	24%
	45 to 59	26%	29%	31%
	60 or older	22%	27%	30%
Race	White	45%	53%	57%
	African American	6%	6%	6%
	Latino	33%	27%	24%
	Other	16%	14%	13%
Region	Coastal	10%	10%	12%
	Inland/Valley	18%	17%	19%
	Bay Area	17%	18%	19%
	Los Angeles County	27%	26%	22%
	Southern California	28%	28%	27%
Household Income	Less than \$50,000	42%	35%	34%
	\$50,000 or more	58%	65%	66%
Education	Not college graduate	57%	51%	48%
	College graduate	43%	49%	52%
Evangelical Christian	Yes	30%	29%	29%
	No	70%	71%	71%
White Evangelical Christians		11%	12%	14%
Interview Type	Landline	35%	40%	42%
	Cell Phone	65%	60%	58%

NBC News/WSJ/Marist Poll California Adults. Interviews conducted May 29th through May 31st, 2016, n=2485 MOE +/- 2.0 percentage points.

California Registered Voters: n=1833 MOE +/- 2.3 percentage points. California Likely Primary Voters: n=984 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll California Tables of Likely Democratic Primary Voters

Nature of the Sample - California

		California Potential Democratic Electorate	California Likely Democratic Primary Voters
		Col %	Col %
California Potential Democratic Electorate		100%	
California Likely Democratic Primary Voters		56%	100%
Party Registration	Democrat	82%	84%
	Independent	18%	16%
Party Identification	Democrat	73%	76%
	Republican	2%	1%
	Independent	25%	23%
	Other	1%	1%
Past Participation*	Yes	78%	85%
	No	22%	15%
Political Ideology	Very liberal	15%	17%
	Liberal	36%	37%
	Moderate	36%	35%
	Conservative	10%	9%
	Very conservative	2%	2%
Tea Party Supporters		9%	8%
Gender	Men	47%	46%
	Women	53%	54%
Age	Under 45	46%	42%
	45 or older	54%	58%
Age	18 to 29	24%	19%
	30 to 44	23%	23%
	45 to 59	28%	30%
	60 or older	26%	29%
Race	White	46%	49%
	African American	9%	9%
	Latino	31%	28%
	Other	14%	13%
Region	Coastal	11%	13%
	Inland/Valley	14%	15%
	Bay Area	22%	24%
	Los Angeles County	30%	27%
	Southern California	24%	21%
Household Income	Less than \$50,000	37%	36%
	\$50,000 or more	63%	64%
Education	Not college graduate	49%	46%
	College graduate	51%	54%
Evangelical Christian	Yes	22%	21%
	No	78%	79%
White Evangelical Christians		5%	6%
Interview Type	Landline	37%	39%
	Cell Phone	63%	61%

NBC News/WSJ/Marist Poll California Potential Democratic Electorate. Interviews conducted May 29th through May 31st, 2016, n=991 MOE +/- 3.1 percentage points. California Likely Democratic Primary Voters: n=557 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

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

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	California Likely Democratic Primary Voters	88%	7%	5%
Party Identification	Democrat	92%	4%	4%
	Independent	78%	16%	6%
Political Ideology	Very liberal	96%	2%	2%
	Liberal	94%	3%	3%
	Moderate	85%	10%	5%
Region	Coastal	83%	12%	5%
	Inland/Valley	84%	12%	4%
	Bay Area	92%	3%	4%
	Los Angeles County	89%	5%	5%
	Southern California	87%	8%	4%
Household Income	Less than \$50,000	84%	9%	7%
	\$50,000 or more	90%	7%	3%
Education	Not college graduate	85%	8%	7%
	College graduate	90%	7%	2%
Race	White	88%	8%	4%
	Latino	84%	9%	7%
Age	18 to 29	89%	6%	5%
	30 to 44	92%	4%	4%
	45 to 59	87%	8%	5%
	60 or older	85%	11%	4%
Age	Under 45	91%	5%	5%
	45 or older	86%	9%	5%
Gender	Men	88%	8%	4%
	Women	88%	7%	5%
Gender by age	Men under age 45	90%	5%	5%
	Men age 45 or older	86%	11%	2%
	Women under age 45	92%	4%	4%
	Women age 45 or older	86%	8%	6%
Interview Type	Landline	85%	8%	6%
	Cell Phone	90%	7%	3%

NBC News/WSJ/Marist Poll California Likely Democratic Primary Voters. Interviews conducted May 29th through May 31st, 2016, n=557 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll California Tables of Likely Democratic Primary Voters

Do you approve or disapprove of the job Jerry Brown is doing as governor?

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	California Likely Democratic Primary Voters	77%	11%	12%
Party Identification	Democrat	81%	8%	11%
	Independent	65%	19%	16%
Political Ideology	Very liberal	86%	6%	9%
	Liberal	80%	8%	13%
	Moderate	76%	15%	9%
Region	Coastal	76%	9%	15%
	Inland/Valley	74%	16%	11%
	Bay Area	82%	9%	8%
	Los Angeles County	79%	10%	11%
	Southern California	71%	13%	16%
Household Income	Less than \$50,000	70%	13%	17%
	\$50,000 or more	81%	11%	8%
Education	Not college graduate	73%	11%	16%
	College graduate	80%	11%	9%
Race	White	81%	9%	9%
	Latino	72%	12%	16%
Age	18 to 29	65%	11%	24%
	30 to 44	71%	14%	14%
	45 to 59	83%	10%	7%
	60 or older	83%	10%	7%
Age	Under 45	68%	13%	19%
	45 or older	83%	10%	7%
Gender	Men	78%	12%	10%
	Women	76%	10%	14%
Gender by age	Men under age 45	72%	12%	16%
	Men age 45 or older	84%	11%	5%
	Women under age 45	64%	14%	22%
	Women age 45 or older	82%	9%	9%
Interview Type	Landline	82%	10%	9%
	Cell Phone	74%	12%	14%

NBC News/WSJ/Marist Poll California Likely Democratic Primary Voters. Interviews conducted May 29th through May 31st, 2016, n=557 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll California Tables of Likely Democratic Primary Voters
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	California Likely Democratic Primary Voters	49%	47%	1%	3%
Absentee Voting	Already Voted	58%	41%	1%	
Intensity of Support	Strongly support	50%	50%		
	Somewhat support	55%	45%		
Past Participation*	Yes	53%	42%	2%	3%
	No	28%	72%		0%
Party Identification	Democrat	57%	40%	1%	2%
	Independent	26%	68%	3%	3%
Political Ideology	Very liberal	42%	56%		2%
	Liberal	51%	45%	2%	2%
	Moderate	49%	47%	1%	4%
Region	Coastal	36%	58%	4%	2%
	Inland/Valley	44%	54%		1%
	Bay Area	56%	42%	0%	1%
	Los Angeles County	54%	40%	2%	4%
	Southern California	46%	49%	1%	4%
Household Income	Less than \$50,000	43%	55%	1%	2%
	\$50,000 or more	52%	44%	2%	2%
Education	Not college graduate	45%	50%	2%	3%
	College graduate	52%	45%	1%	2%
Race	White	51%	46%	0%	3%
	Latino	46%	49%	1%	3%
Age	18 to 29	19%	80%		1%
	30 to 44	40%	54%	4%	2%
	45 to 59	61%	35%	1%	3%
	60 or older	65%	32%	1%	3%
Age	Under 45	30%	66%	2%	2%
	45 or older	63%	33%	1%	3%
Gender	Men	43%	54%	1%	2%
	Women	54%	41%	2%	3%
Gender by age	Men under age 45	29%	69%	1%	2%
	Men age 45 or older	58%	39%	1%	2%
	Women under age 45	33%	62%	4%	1%
	Women age 45 or older	66%	29%	1%	3%
Interview Type	Landline	60%	35%	2%	4%
	Cell Phone	42%	55%	1%	2%

NBC News/WSJ/Marist Poll California Likely Democratic Primary Voters. Interviews conducted May 29th through May 31st, 2016, n=557 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous California Democratic Presidential Primary.

NBC News/WSJ/Marist Poll California Tables of Likely Democratic Primary Voters

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	California Likely Democratic Primary Voters with a Candidate Preference	72%	24%	4%	1%
Primary Support	Hillary Clinton	70%	26%	3%	1%
	Bernie Sanders	73%	21%	4%	1%
Party Identification	Democrat	73%	23%	3%	1%
	Independent	68%	26%	5%	0%
Political Ideology	Very liberal	81%	13%	6%	0%
	Liberal	72%	25%	2%	1%
	Moderate	69%	27%	4%	1%
Region	Inland/Valley	71%	24%	5%	0%
	Bay Area	68%	26%	4%	1%
	Los Angeles County	73%	25%	1%	1%
	Southern California	70%	22%	5%	2%
Household Income	Less than \$50,000	74%	20%	4%	2%
	\$50,000 or more	70%	26%	4%	1%
Education	Not college graduate	72%	23%	4%	1%
	College graduate	72%	24%	3%	1%
Race	White	75%	23%	1%	1%
	Latino	66%	29%	4%	2%
Age	18 to 29	68%	28%	4%	
	30 to 44	60%	31%	7%	2%
	45 to 59	77%	21%	2%	0%
	60 or older	78%	18%	2%	3%
Age	Under 45	64%	30%	5%	1%
	45 or older	77%	19%	2%	1%
Gender	Men	73%	23%	3%	1%
	Women	70%	24%	4%	2%
Gender by age	Men under age 45	67%	29%	4%	
	Men age 45 or older	80%	17%	2%	1%
	Women under age 45	61%	30%	7%	2%
	Women age 45 or older	76%	21%	2%	1%
Interview Type	Landline	74%	22%	3%	1%
	Cell Phone	71%	24%	4%	1%

NBC News/WSJ/Marist Poll California Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted May 29th through May 31st, 2016, n=513 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.