

NBC News/WSJ/Marist Poll California  
Likely Primary Voters  
U.S. Senate Open Primary

June 2016

## How the Survey was Conducted

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

This survey of 2,485 adults was conducted May 29<sup>th</sup> through May 31<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 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  $\pm 2.0$  percentage points. There are 1,833 registered voters. The results for this subset are statistically significant within  $\pm 2.3$  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  $\pm 3.1$  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  $\pm 3.1$  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  $\pm 4.2$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

## 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.

## 2016 California primary for U.S. Senate including those who are undecided yet leaning towards a candidate or voted absentee

		Kamala Harris, a Democrat	Loretta Sanchez, a Democrat	Tom Del Beccaro, a Republican	Ron Unz, a Republican	Duf Sundheim, a Republican	Other	Undecided
Likely Primary Voters	California Likely Primary Voters	37%	19%	8%	5%	5%	3%	24%
Absentee Voting	Already Voted	49%	21%	11%	5%	10%	4%	
Party Identification	Democrat	58%	26%	1%	1%	0%	1%	13%
	Republican	9%	4%	21%	11%	16%	3%	36%
	Independent	25%	18%	9%	8%	3%	5%	33%
Political Ideology	Very liberal-Liberal	57%	21%	2%	2%	0%	2%	16%
	Moderate	36%	20%	7%	5%	3%	3%	26%
	Conservative-Very conservative	13%	13%	17%	10%	13%	4%	31%
Tea Party Support	Tea Party Supporters	15%	8%	22%	10%	11%	4%	30%
Region	Coastal	37%	17%	9%	4%	7%	3%	23%
	Inland/Valley	28%	18%	8%	9%	5%	5%	27%
	Bay Area	54%	13%	5%	2%	2%	3%	21%
	Los Angeles County	38%	24%	6%	4%	3%	3%	21%
	Southern California	29%	19%	11%	6%	6%	1%	28%
Household Income	Less than \$50,000	34%	26%	6%	4%	5%	3%	22%
	\$50,000 or more	40%	16%	9%	6%	4%	2%	22%
Education	Not college graduate	26%	24%	8%	6%	6%	3%	26%
	College graduate	47%	13%	7%	5%	4%	2%	22%
Race	White	40%	11%	9%	6%	5%	3%	25%
	Latino	21%	40%	7%	5%	5%	2%	21%
Age	18 to 29	20%	34%	7%	3%	2%	3%	31%
	30 to 44	34%	16%	8%	6%	6%	3%	27%
	45 to 59	44%	14%	8%	7%	3%	4%	21%
	60 or older	40%	18%	7%	4%	7%	2%	21%
Age	Under 45	29%	23%	8%	5%	4%	3%	29%
	45 or older	42%	16%	8%	5%	5%	3%	21%
Gender	Men	36%	20%	9%	5%	5%	3%	22%
	Women	38%	18%	7%	5%	4%	2%	26%
Interview Type	Landline	41%	15%	8%	5%	6%	2%	22%
	Cell Phone	34%	21%	7%	5%	4%	3%	26%

NBC News/WSJ/Marist Poll Likely Primary Voters. Interviews conducted May 29th through May 31st, 2016, n=984 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**2016 California primary for U.S. Senate including those who are undecided yet leaning towards a candidate or voted absentee [if undecided/other: Would you be more likely to vote for a Democrat or Republican?]**

		Kamala Harris, a..	Loretta Sanche..	Tom Del Beccaro..	Ron Unz, a Repub..	Duf Sund heim, a ..	Und/ Other L..	Und/ Other L..	Other	Undecid..
Likely Primary Voters	California Likely Primary Voters	37%	19%	8%	5%	5%	11%	11%	1%	4%
Absentee Voting	Already Voted	49%	21%	11%	5%	10%			4%	
Party Identification	Democrat	58%	26%	1%	1%	0%	12%	1%	0%	1%
	Republican	9%	4%	21%	11%	16%	1%	35%	1%	2%
	Independent	25%	18%	9%	8%	3%	17%	10%	2%	9%
Political Ideology	Very liberal-Liberal	57%	21%	2%	2%	0%	14%	1%	1%	2%
	Moderate	36%	20%	7%	5%	3%	13%	9%	1%	6%
	Conservative-Very conservative	13%	13%	17%	10%	13%	3%	27%	2%	2%
Tea Party Support	Tea Party Supporters	15%	8%	22%	10%	11%	6%	24%	1%	4%
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	45 to 59	44%	14%	8%	7%	3%	8%	13%	2%	2%
	60 or older	40%	18%	7%	4%	7%	6%	13%	1%	3%
Age	Under 45	29%	23%	8%	5%	4%	16%	9%	1%	5%
	45 or older	42%	16%	8%	5%	5%	7%	13%	1%	3%
Gender	Men	36%	20%	9%	5%	5%	9%	11%	1%	4%
	Women	38%	18%	7%	5%	4%	12%	12%	1%	4%
Interview Type	Landline	41%	15%	8%	5%	6%	8%	12%	1%	3%
	Cell Phone	34%	21%	7%	5%	4%	13%	11%	1%	4%

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