

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

February 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC News/WSJ/Marist Georgia Poll of 2,437 Adults

This survey of 2,437 adults was conducted February 18<sup>th</sup> through February 23<sup>rd</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 Georgia were 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 Georgia 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. To increase coverage, this landline sample was supplemented by 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 and L2 for voter registration information. 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 1,938 registered voters. The results for this subset are statistically significant within  $\pm 2.2$  percentage points. Among registered voters, 615 had a phone match in the voter file and 1,323 did not. The results for these subsets are statistically significant within  $\pm 4.0$  percentage points and  $\pm 2.7$  percentage points, respectively. There are 914 voters in the potential Republican primary electorate. The potential Republican primary electorate in Georgia includes all voters who prefer to vote in the Republican presidential primary and those who identify as Republicans or Republican leaning independents without a primary preference. There are 840 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Georgia includes all voters who prefer to vote in the Democratic presidential primary and those who identify as Democrats or Democratic leaning independents without a primary preference. The results for these subsets are statistically significant within  $\pm 3.2$  percentage points and  $\pm 3.4$  percentage points, respectively. There are 543 likely Republican primary voters and 461 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Georgia 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  $\pm 4.2$  percentage points and  $\pm 4.6$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

## Nature of the Sample - Georgia

		Georgia Adults	Georgia Registered Voters
		Col %	Col %
Georgia Adults		100%	
Georgia Registered Voters		80%	100%
Georgia Potential Republican Electorate		37%	47%
Georgia Likely Republican Primary Voters		22%	28%
Georgia Potential Democratic Electorate		34%	43%
Georgia Likely Democratic Primary Voters		19%	24%
Party Identification	Democrat	n/a	34%
	Republican	n/a	33%
	Independent	n/a	32%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	18%
	Moderate	n/a	31%
	Conservative	n/a	30%
	Very conservative	n/a	15%
Tea Party Supporters		n/a	25%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	48%	43%
	45 or older	52%	57%
Age	18 to 29	22%	17%
	30 to 44	26%	26%
	45 to 59	27%	29%
	60 or older	24%	28%
Race	White	59%	61%
	African American	29%	29%
	Latino	7%	6%
	Other	5%	4%
Region	North	19%	20%
	Atlanta Suburbs	24%	25%
	Atlanta Metro	20%	20%
	Central	19%	18%
	Coastal-Southeast	18%	17%
Household Income	Less than \$50,000	50%	46%
	\$50,000 or more	50%	54%
Education	Not college graduate	63%	58%
	College graduate	37%	42%
Marital Status	Married	46%	49%
	Not married	54%	51%
Evangelical Christian	Yes	53%	55%
	No	47%	45%
White Evangelical Christians		29%	31%
Religiosity	Practice a Religion	63%	66%
	Does not Practice a Religion	37%	34%
U.S. Military Veteran	Yes	13%	14%
	No	87%	86%
Georgia Voter Registration List	Match	n/a	32%
	No Match	n/a	68%
Interview Type	Landline	38%	43%
	Cell Phone	62%	57%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted February 18th through February 23rd, 2016, n=2437 MOE +/- 2.0 percentage points. Totals may not add to 100% due to rounding. Georgia Registered Voters: n=1938 MOE +/- 2.2 percentage points.

## Nature of the Sample - Georgia

		Georgia Potential Democratic Electorate	Georgia Likely Democratic Primary Voters
		Col %	Col %
Georgia Potential Democratic Electorate		100%	
Georgia Likely Democratic Primary Voters		55%	100%
Party Identification	Democrat	73%	77%
	Republican	1%	1%
	Independent	25%	22%
	Other	1%	1%
Past Participation*	Yes	77%	84%
	No	23%	16%
Political Ideology	Very liberal	11%	12%
	Liberal	34%	35%
	Moderate	33%	32%
	Conservative	15%	14%
	Very conservative	7%	7%
Tea Party Supporters		12%	11%
Gender	Men	40%	39%
	Women	60%	61%
Age	Under 45	47%	43%
	45 or older	53%	57%
Age	18 to 29	19%	14%
	30 to 44	28%	29%
	45 to 59	28%	30%
	60 or older	25%	26%
Race	White	34%	34%
	African American	54%	55%
	Latino	7%	6%
	Other	5%	5%
Region	North	16%	13%
	Atlanta Suburbs	22%	22%
	Atlanta Metro	28%	32%
	Central	18%	18%
	Coastal-Southeast	16%	14%
Household Income	Less than \$50,000	53%	50%
	\$50,000 or more	47%	50%
Education	Not college graduate	59%	56%
	College graduate	41%	44%
Marital Status	Married	35%	38%
	Not married	65%	62%
Evangelical Christian	Yes	52%	52%
	No	48%	48%
White Evangelical Christians		11%	10%
Religiosity	Practice a Religion	63%	65%
	Does not Practice a Religion	37%	35%
U.S. Military Veteran	Yes	11%	12%
	No	89%	88%
Georgia Voter Registration List	Match	29%	32%
	No Match	71%	68%
Interview Type	Landline	42%	44%
	Cell Phone	58%	56%

NBC News/WSJ/Marist Poll Georgia Potential Democratic Electorate. Interviews conducted February 18th through February 23rd, 2016, n=840 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding. Georgia Likely Democratic Primary Voters: n=461 MOE +/- 4.6 percentage points.

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

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Georgia Likely Democratic Primary Voters	90%	6%	3%
Intensity of Support	Strongly support	94%	4%	2%
	Somewhat support	85%	11%	3%
Party Identification	Democrat	94%	4%	2%
	Independent	81%	13%	6%
Political Ideology	Very liberal-Liberal	93%	4%	3%
	Moderate	89%	9%	2%
	Conservative-Very conservative	87%	8%	4%
Household Income	Less than \$50,000	89%	7%	3%
	\$50,000 or more	92%	6%	2%
Education	Not college graduate	89%	7%	4%
	College graduate	92%	6%	2%
Race	White	80%	15%	5%
	African American	96%	2%	2%
Age	Under 45	94%	3%	3%
	45 or older	88%	9%	3%
Race and Age	African American under 45	97%	2%	2%
	African American 45 or older	96%	2%	2%
Gender	Men	91%	6%	2%
	Women	90%	7%	3%
Gender by age	Men under age 45	93%	3%	4%
	Men age 45 or older	89%	9%	1%
	Women under age 45	94%	3%	3%
	Women age 45 or older	87%	9%	4%
Marital Status	Married	91%	7%	1%
	Not married	90%	6%	4%
Religiosity	Practice a Religion	90%	7%	3%
	Does not Practice a Religion	91%	6%	4%
State Voter Registration List	Match	90%	8%	2%
	No Match	91%	6%	3%
Interview Type	Landline	89%	7%	4%
	Cell Phone	92%	6%	2%

NBC News/WSJ/Marist Poll Georgia Likely Democratic Primary Voters. Interviews conducted February 18th through February 23rd, 2016, n=461 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

## 2016 Georgia 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	Georgia Likely Democratic Primary Voters	64%	30%	0%	5%
Intensity of Support	Strongly support	75%	25%		
	Somewhat support	53%	47%		
Past Participation*	Yes	69%	25%	0%	6%
	No	43%	53%		4%
Party Identification	Democrat	72%	22%	0%	5%
	Independent	36%	58%		5%
Political Ideology	Very liberal-Liberal	64%	32%		4%
	Moderate	55%	38%	1%	6%
	Conservative-Very conservative	77%	15%		8%
Household Income	Less than \$50,000	65%	28%		6%
	\$50,000 or more	62%	33%	0%	5%
Education	Not college graduate	64%	30%		6%
	College graduate	64%	31%	0%	4%
Race	White	50%	47%	0%	2%
	African American	73%	19%		8%
Age	Under 45	51%	45%		4%
	45 or older	75%	18%	0%	6%
Race and Age	African American under 45	63%	29%		8%
	African American 45 or older	81%	11%		8%
Gender	Men	61%	36%	0%	2%
	Women	66%	26%		7%
Gender by age	Men under age 45	47%	51%		2%
	Men age 45 or older	73%	24%	1%	3%
	Women under age 45	52%	42%		6%
	Women age 45 or older	76%	15%		8%
Marital Status	Married	69%	25%	0%	6%
	Not married	61%	33%		5%
Religiosity	Practice a Religion	72%	22%	0%	6%
	Does not Practice a Religion	49%	47%		4%
State Voter Registration List	Match	71%	21%		9%
	No Match	62%	34%	0%	4%
Interview Type	Landline	73%	20%		7%
	Cell Phone	57%	38%	0%	4%

NBC News/WSJ/Marist Poll Georgia Likely Democratic Primary Voters. Interviews conducted February 18th through February 23rd, 2016, n=461 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.

\*Past Participation refers to participation in a previous Georgia 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
Democratic Likely Voters	Georgia Likely Democratic Primary Voters with a Candidate Preference	65%	25%	9%	0%
Primary Support	Hillary Clinton	72%	20%	8%	0%
	Bernie Sanders	51%	37%	12%	0%
Party Identification	Democrat	70%	21%	9%	0%
	Independent	49%	40%	11%	0%
Political Ideology	Very liberal-Liberal	71%	23%	6%	
	Moderate	53%	34%	12%	0%
	Conservative-Very conservative	68%	20%	10%	2%
Household Income	Less than \$50,000	67%	22%	11%	0%
	\$50,000 or more	64%	29%	7%	0%
Education	Not college graduate	67%	23%	10%	1%
	College graduate	63%	28%	9%	0%
Race	White	61%	30%	9%	0%
	African American	69%	21%	10%	0%
Age	Under 45	59%	32%	9%	
	45 or older	70%	20%	9%	1%
Race and Age	African American under 45	62%	28%	9%	
	African American 45 or older	75%	15%	10%	1%
Gender	Men	66%	26%	8%	
	Women	65%	25%	10%	1%
Gender by age	Men under age 45	62%	29%	9%	
	Men age 45 or older	70%	23%	7%	
	Women under age 45	57%	34%	9%	
	Women age 45 or older	70%	19%	11%	1%
Marital Status	Married	65%	25%	10%	0%
	Not married	65%	26%	9%	0%
State Voter Registration List	Match	72%	21%	7%	0%
	No Match	63%	27%	10%	0%
Interview Type	Landline	68%	22%	9%	0%
	Cell Phone	63%	27%	9%	0%
Religiosity	Practice a Religion	65%	25%	9%	0%
	Does not Practice a Religion	65%	26%	9%	0%

NBC News/WSJ/Marist Poll Georgia Likely Democratic Primary Voters with a Candidate Preference. Interviews conducted February 18th through February 23rd, 2016, n=413 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.