

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

February 2016

How the Survey was Conducted

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

This survey of 2,437 adults was conducted February 18th through February 23rd, 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 ± 2.0 percentage points. There are 1,938 registered voters. The results for this subset are statistically significant within ± 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 ± 4.0 percentage points and ± 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 ± 3.2 percentage points and ± 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 ± 4.2 percentage points and ± 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 Republican Electorate	Georgia Likely Republican Primary Voters
		Col %	Col %
Georgia Potential Republican Electorate		100%	
Georgia Likely Republican Primary Voters		59%	100%
Party Identification	Democrat	2%	2%
	Republican	66%	69%
	Independent	30%	27%
	Other	2%	2%
Past Participation*	Yes	81%	87%
	No	19%	13%
Political Ideology	Very liberal	2%	2%
	Liberal	4%	4%
	Moderate	25%	23%
	Conservative	44%	45%
	Very conservative	24%	26%
Tea Party Supporters		40%	44%
Gender	Men	52%	52%
	Women	48%	48%
Age	Under 45	37%	32%
	45 or older	63%	68%
Age	18 to 29	14%	9%
	30 to 44	24%	22%
	45 to 59	32%	35%
	60 or older	31%	34%
Race	White	87%	90%
	African American	6%	4%
	Latino	4%	4%
	Other	3%	2%
Region	North	24%	24%
	Atlanta Suburbs	27%	31%
	Atlanta Metro	13%	11%
	Central	18%	18%
	Coastal-Southeast	18%	15%
Household Income	Less than \$50,000	38%	34%
	\$50,000 or more	62%	66%
Education	Not college graduate	56%	54%
	College graduate	44%	46%
Marital Status	Married	64%	69%
	Not married	36%	31%
Evangelical Christian	Yes	60%	62%
	No	40%	38%
White Evangelical Christians		52%	55%
Religiosity	Practice a Religion	71%	71%
	Does not Practice a Religion	29%	29%
U.S. Military Veteran	Yes	17%	18%
	No	83%	82%
Georgia Voter Registration List	Match	35%	39%
	No Match	65%	61%
Interview Type	Landline	45%	48%
	Cell Phone	55%	52%

NBC News/WSJ/Marist Poll Georgia Potential Republican Electorate. Interviews conducted February 18th through February 23rd, 2016, n=914 MOE +/- 2.8 percentage points. Totals may not add to 100% due to rounding. Georgia Likely Republican Primary Voters: n=543 MOE +/- 4.2 percentage points.

2016 Georgia Republican presidential primary including those who are undecided yet leaning toward a candidate or voted absentee

		Donald Trump	Ted Cruz	Marco Rubio	Ben Carson	John Kasich	Other	Undecided
Likely Republican Primary Voters	Georgia Likely Republican Primary Voters	30%	23%	23%	9%	9%	0%	6%
Intensity of Support	Strongly support	40%	25%	20%	10%	6%		0%
	Somewhat support	27%	22%	32%	6%	12%	0%	
	Might vote differently	15%	29%	27%	14%	15%		
Past Participation*	Yes	31%	22%	23%	8%	9%	0%	7%
	No	29%	30%	17%	12%	9%	2%	2%
Party Identification	Republican	33%	23%	23%	9%	6%	0%	6%
	Independent	25%	22%	20%	10%	16%	1%	6%
Political Ideology	Moderate	26%	12%	22%	8%	24%	1%	6%
	Conservative-Very conservative	30%	27%	24%	9%	3%	0%	6%
Political Ideology	Moderate	26%	12%	22%	8%	24%	1%	6%
	Conservative	32%	24%	25%	7%	4%	0%	8%
	Very conservative	26%	33%	21%	13%	3%		4%
Tea Party Support	Tea Party Supporters	31%	35%	18%	8%	3%	0%	5%
Household Income	Less than \$50,000	37%	22%	19%	12%	4%	1%	6%
	\$50,000 or more	28%	25%	23%	8%	11%	0%	5%
Education	Not college graduate	36%	25%	19%	9%	5%	0%	6%
	College graduate	24%	21%	27%	10%	13%	0%	5%
Age	Under 45	27%	27%	20%	13%	8%		5%
	45 or older	32%	21%	23%	7%	9%	1%	6%
Gender	Men	29%	26%	20%	8%	12%	0%	4%
	Women	32%	19%	25%	10%	5%	1%	8%
Marital Status	Married	30%	24%	24%	7%	8%	0%	7%
	Not married	30%	22%	20%	13%	11%	1%	3%
White Evangelical Christians	White Evangelical Christians	33%	25%	22%	11%	3%		6%
Religiosity	Practice a Religion	27%	26%	24%	10%	6%	0%	7%
	Does not Practice a Religion	38%	17%	21%	7%	14%	0%	4%
U.S. Military Veteran	Yes	30%	27%	21%	3%	12%	1%	6%
	No	30%	22%	23%	10%	8%	0%	6%
State Voter Registration List	Match	34%	19%	23%	5%	10%	1%	8%
	No Match	28%	26%	22%	11%	8%	0%	4%
Interview Type	Landline	32%	19%	22%	7%	11%	1%	8%
	Cell Phone	28%	26%	23%	11%	7%	0%	4%

NBC News/WSJ/Marist Poll Georgia Likely Republican Primary Voters. Interviews conducted February 18th through February 23rd, 2016, n=543 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous Georgia Republican 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
Republican Likely Voters	Georgia Likely Republican Primary Voters with a Candidate Preference	58%	28%	13%	1%
	Donald Trump	70%	23%	6%	1%
Primary Support	Ted Cruz	58%	25%	15%	1%
	Marco Rubio	47%	38%	14%	1%
Party Identification	Republican	63%	23%	12%	1%
	Independent	44%	40%	16%	0%
Political Ideology	Moderate	44%	39%	16%	0%
	Conservative-Very conservative	61%	25%	12%	1%
Political Ideology	Moderate	44%	39%	16%	0%
	Conservative	60%	27%	12%	1%
	Very conservative	63%	22%	13%	2%
Tea Party Support	Tea Party Supporters	68%	20%	12%	1%
Household Income	Less than \$50,000	62%	24%	13%	1%
	\$50,000 or more	56%	30%	13%	1%
Education	Not college graduate	62%	22%	15%	1%
	College graduate	54%	35%	10%	1%
Age	Under 45	55%	28%	16%	1%
	45 or older	59%	29%	11%	1%
Gender	Men	59%	27%	13%	1%
	Women	57%	30%	13%	1%
Marital Status	Married	58%	29%	12%	1%
	Not married	58%	28%	13%	0%
White Evangelical Christians	White Evangelical Christians	62%	25%	12%	1%
Religiosity	Practice a Religion	57%	29%	14%	1%
	Does not Practice a Religion	60%	28%	11%	1%
U.S. Military Veteran	Yes	69%	20%	10%	0%
	No	55%	30%	13%	1%
State Voter Registration List	Match	58%	28%	13%	1%
	No Match	58%	29%	13%	1%
Interview Type	Landline	61%	27%	11%	1%
	Cell Phone	55%	30%	14%	1%

NBC News/WSJ/Marist Poll Georgia Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted February 18th through February 23rd, 2016, n=472 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

Who is your second choice for the 2016 Republican presidential primary [including those who are undecided yet leaning toward a candidate]?

		Marco Rubio	Ted Cruz	Donald Trump	Ben Carson	John Kasich	Other	Undecided
Republican Likely Voters	Georgia Likely Republican Primary Voters with a Candidate Preference	26%	21%	15%	14%	13%	4%	8%
Primary Support	Donald Trump	30%	30%		17%	7%	3%	14%
	Ted Cruz	41%		29%	20%	7%	1%	2%
	Marco Rubio		30%	19%	12%	33%	4%	2%
Party Identification	Republican	25%	23%	14%	13%	14%	3%	8%
	Independent	28%	15%	14%	18%	13%	4%	7%
Political Ideology	Moderate	34%	11%	11%	10%	20%	5%	8%
	Conservative-Very conservative	24%	24%	16%	16%	11%	3%	6%
Political Ideology	Moderate	34%	11%	11%	10%	20%	5%	8%
	Conservative	22%	22%	16%	16%	14%	4%	5%
	Very conservative	27%	27%	16%	15%	6%	2%	7%
Tea Party Support	Tea Party Supporters	29%	23%	18%	13%	8%	3%	6%
Household Income	Less than \$50,000	25%	24%	12%	11%	12%	6%	10%
	\$50,000 or more	28%	16%	17%	16%	15%	2%	5%
Education	Not college graduate	26%	22%	16%	15%	10%	3%	8%
	College graduate	25%	18%	14%	14%	18%	3%	7%
Age	Under 45	24%	21%	17%	15%	16%	1%	6%
	45 or older	27%	20%	13%	14%	12%	5%	9%
Gender	Men	27%	19%	17%	14%	14%	3%	5%
	Women	25%	22%	12%	15%	13%	4%	10%
Marital Status	Married	25%	18%	16%	16%	14%	3%	7%
	Not married	28%	24%	12%	11%	12%	4%	9%
White Evangelical Christians	White Evangelical Christians	24%	25%	14%	17%	10%	4%	7%
Religiosity	Practice a Religion	24%	22%	16%	16%	12%	3%	7%
	Does not Practice a Religion	30%	16%	12%	10%	17%	4%	11%
U.S. Military Veteran	Yes	34%	10%	11%	20%	16%	3%	6%
	No	24%	23%	16%	13%	13%	4%	8%
State Voter Registration List	Match	29%	19%	12%	13%	12%	6%	10%
	No Match	24%	21%	16%	15%	14%	2%	6%
Interview Type	Landline	29%	18%	12%	12%	12%	6%	10%
	Cell Phone	23%	23%	17%	16%	15%	2%	5%

NBC News/WSJ/Marist Poll Georgia Likely Republican Primary Voters with a Candidate Preference. Interviews conducted February 18th through February 23rd, 2016, n=434 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.