

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist New Hampshire Poll of 2,059 Adults

This survey of 2,059 adults was conducted January 2nd through January 7th, 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 New Hampshire were interviewed in English by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of New Hampshire 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, race, and region. Results are statistically significant within ± 2.2 percentage points. There are 1,888 registered voters. The results for this subset are statistically significant within ± 2.3 percentage points. Among registered voters, 886 had a phone match in the voter file and 1,002 did not. The results for these subsets are statistically significant within ± 3.3 percentage points and ± 3.1 percentage points, respectively. There are 887 voters in the potential Republican primary electorate. The potential Republican primary electorate in New Hampshire includes unaffiliated voters who prefer to vote in the Republican presidential primary and registered Republicans without a primary preference. There are 690 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in New Hampshire includes unaffiliated voters who prefer to vote in the Democratic presidential primary and registered Democrats without a primary preference. The results for these subsets are statistically significant within ± 3.3 percentage points and ± 3.7 percentage points, respectively. There are 569 likely Republican primary voters and 425 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New Hampshire 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 ± 4.1 percentage points and ± 4.8 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - New Hampshire

		New Hampshire Adults	New Hampshire Registered Voters
		Col %	Col %
New Hampshire Adults		100%	
New Hampshire Registered Voters		92%	100%
New Hampshire Potential Republican Electorate		39%	47%
New Hampshire Likely Republican Primary Voters		28%	30%
New Hampshire Potential Democratic Electorate		34%	37%
New Hampshire Likely Democratic Primary Voters		21%	23%
Party Registration	Democrat	n/a	25%
	Republican	n/a	29%
	Independent	n/a	46%
	Other	n/a	<1%
Party Identification	Democrat	n/a	23%
	Republican	n/a	26%
	Independent	n/a	49%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	8%
	Liberal	n/a	19%
	Moderate	n/a	39%
	Conservative	n/a	25%
	Very conservative	n/a	8%
Tea Party Supporters		n/a	19%
Gender	Men	49%	49%
	Women	51%	51%
Age	Under 45	39%	37%
	45 or older	61%	63%
Age	18 to 29	18%	16%
	30 to 44	21%	21%
	45 to 59	31%	32%
	60 or older	30%	31%
Race	White	93%	94%
	African American	1%	1%
	Latino	2%	2%
	Other	4%	4%
Region	Hillsborough	30%	30%
	Rockingham	22%	23%
	Northern Counties	18%	17%
	Southern Counties	30%	30%
Household Income	Less than \$50,000	39%	38%
	\$50,000 or more	61%	62%
Education	Not college graduate	52%	49%
	College graduate	48%	51%
Marital Status	Married	55%	57%
	Not married	45%	43%
Evangelical Christian	Yes	15%	16%
	No	85%	84%
White Evangelical Christians		13%	13%
Religiosity	Practice a Religion	35%	37%
	Does not Practice a Religion	65%	63%
New Hampshire Voter Registration List	Match	n/a	47%
	No Match	n/a	53%
Interview Type	Landline	67%	68%
	Cell Phone	33%	32%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted January 2nd through January 7th, 2016, n=2059 MOE +/- 2.2 percentage points. Totals may not add to 100% due to rounding.

^New Hampshire Registered Voters: n=1888 MOE +/- 2.3 percentage points.

Nature of the Sample - New Hampshire

		New Hampshire Potential Republican Electorate	New Hampshire Likely Republican Primary Voters
		Col %	Col %
New Hampshire Potential Republican Electorate		100%	
New Hampshire Likely Republican Primary Voters		64%	100%
Party Registration	Republican	61%	62%
	Independent	39%	38%
Party Identification	Democrat	2%	2%
	Republican	53%	54%
	Independent	43%	42%
Past Participation*	Other	2%	2%
	Yes	89%	94%
	No	11%	6%
Political Ideology	Very liberal	2%	2%
	Liberal	5%	5%
	Moderate	39%	37%
	Conservative	38%	39%
	Very conservative	16%	17%
Tea Party Supporters		31%	32%
Gender	Men	55%	55%
	Women	45%	45%
Age	Under 45	33%	30%
	45 or older	67%	70%
Age	18 to 29	12%	9%
	30 to 44	21%	20%
	45 to 59	35%	37%
	60 or older	32%	33%
Race	White	94%	95%
	African American	0%	0%
	Latino	1%	1%
	Other	4%	4%
Region	Hillsborough	34%	31%
	Rockingham	25%	25%
	Northern Counties	17%	18%
	Southern Counties	25%	27%
Household Income	Less than \$50,000	30%	29%
	\$50,000 or more	70%	71%
Education	Not college graduate	48%	46%
	College graduate	52%	54%
Marital Status	Married	66%	68%
	Not married	34%	32%
Evangelical Christian	Yes	21%	20%
	No	79%	80%
White Evangelical Christians		18%	18%
Religiosity	Practice a Religion	43%	43%
	Does not Practice a Religion	57%	57%
New Hampshire Voter Registration List	Match	49%	51%
	No Match	51%	49%
Interview Type	Landline	70%	72%
	Cell Phone	30%	28%

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted January 2nd through January 7th, 2016, 2015, n=887 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Likely Republican Primary Voters: n=569 MOE +/- 4.1 percentage points.

Nature of the Sample - New Hampshire

		New Hampshire Potential Democratic Electorate	New Hampshire Likely Democratic Primary Voters
		Col %	Col %
New Hampshire Potential Democratic Electorate		100%	
New Hampshire Likely Democratic Primary Voters		62%	100%
Party Registration	Democrat	65%	66%
	Independent	35%	34%
Party Identification	Democrat	58%	61%
	Republican	1%	1%
	Independent	41%	38%
	Other	<1%	<1%
Past Participation*	Yes	83%	89%
	No	17%	11%
Political Ideology	Very liberal	18%	19%
	Liberal	37%	38%
	Moderate	33%	32%
	Conservative	10%	9%
	Very conservative	2%	2%
Tea Party Supporters		5%	4%
Gender	Men	41%	40%
	Women	59%	60%
Age	Under 45	36%	33%
	45 or older	64%	67%
Age	18 to 29	17%	16%
	30 to 44	19%	18%
	45 to 59	30%	32%
	60 or older	33%	35%
Race	White	93%	94%
	African American	1%	1%
	Latino	2%	2%
	Other	4%	3%
Region	Hillsborough	28%	28%
	Rockingham	19%	22%
	Northern Counties	19%	18%
	Southern Counties	35%	32%
Household Income	Less than \$50,000	42%	41%
	\$50,000 or more	58%	59%
Education	Not college graduate	44%	41%
	College graduate	56%	59%
Marital Status	Married	50%	52%
	Not married	50%	48%
Evangelical Christian	Yes	10%	10%
	No	90%	90%
White Evangelical Christians		100%	8%
Religiosity	Practice a Religion	33%	34%
	Does not Practice a Religion	67%	66%
New Hampshire Voter Registration List	Match	48%	49%
	No Match	52%	51%
Interview Type	Landline	69%	69%
	Cell Phone	31%	31%

NBC News/WSJ/Marist Poll New Hampshire Potential Democratic Electorate. Interviews conducted January 2nd through January 7th, 2016, 2015, n=690 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Likely Democratic Primary Voters: n=425 MOE +/- 4.8 percentage points.

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

		New Hampshire Likely Democratic Primary Voters				
		2016 New Hampshire Democratic presidential primary including those who are undecided yet leaning toward a candidate				
		Bernie Sanders	Hillary Clinton	Martin O'Malley	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		50%	46%	1%	<1%	3%
Intensity of Support	Strongly support	51%	47%	1%	0%	0%
	Somewhat support	47%	52%	1%	0%	0%
Party Identification	Democrat	38%	56%	2%	0%	3%
	Independent	68%	30%	1%	1%	2%
Political Ideology	Very liberal-Liberal	52%	44%	2%	0%	3%
	Moderate	49%	46%	1%	0%	4%
Obama Approval Rating	Approve	48%	47%	1%	0%	3%
	Disapprove	61%	32%	2%	3%	2%
Region	Hillsborough	43%	50%	1%	1%	6%
	Rockingham	44%	49%	4%	0%	3%
	Northern Counties	60%	39%	0%	0%	2%
	Southern Counties	54%	43%	1%	0%	2%
Household Income	Less than \$50,000	52%	45%	1%	0%	2%
	\$50,000 or more	50%	46%	2%	0%	2%
Education	Not college graduate	52%	44%	1%	0%	3%
	College graduate	48%	46%	2%	0%	3%
Age	Under 45	66%	33%	0%	0%	1%
	45 or older	42%	51%	2%	0%	4%
Gender	Men	55%	39%	2%	0%	3%
	Women	46%	50%	1%	0%	3%
Marital Status	Married	49%	44%	2%	0%	5%
	Not married	50%	47%	1%	0%	1%
Religiosity	Practice a Religion	44%	50%	1%	0%	5%
	Does not Practice a Religion	53%	43%	1%	0%	2%
New Hampshire Voter Registration List	Match	47%	46%	2%	0%	5%
	No Match	52%	45%	1%	0%	2%
Interview Type	Landline	48%	46%	2%	0%	4%
	Cell Phone	53%	44%	1%	0%	1%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters. Interviews conducted January 2nd through January 7th, 2016, n=425 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

New Hampshire Likely Democratic Primary Voters with a Candidate Preference					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Primary Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters with a Candidate Preference		76%	17%	6%	<1%
Clinton Supporters		77%	19%	4%	0%
Sanders Supporters		76%	16%	8%	1%
Party Identification	Democrat	80%	15%	5%	0%
	Independent	71%	21%	7%	1%
Political Ideology	Very liberal-Liberal	79%	15%	6%	0%
	Moderate	73%	21%	6%	1%
Region	Hillsborough	69%	24%	7%	0%
	Rockingham	74%	18%	8%	0%
	Northern Counties	84%	13%	2%	1%
	Southern Counties	78%	14%	7%	0%
Household Income	Less than \$50,000	76%	17%	6%	1%
	\$50,000 or more	77%	17%	6%	0%
Education	Not college graduate	77%	15%	7%	1%
	College graduate	75%	19%	6%	0%
Age	Under 45	77%	17%	6%	0%
	45 or older	75%	18%	6%	1%
Gender	Men	74%	20%	6%	0%
	Women	78%	16%	6%	0%
Marital Status	Married	77%	16%	7%	0%
	Not married	75%	19%	6%	0%
Religiosity	Practice a Religion	73%	19%	7%	1%
	Does not Practice a Religion	77%	17%	6%	0%
New Hampshire Voter Registration List	Match	73%	20%	6%	0%
	No Match	79%	15%	6%	0%
Interview Type	Landline	75%	19%	6%	1%
	Cell Phone	79%	14%	7%	0%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters with a Candidate Preference. Interviews conducted January 2nd through January 7th, 2016, n=396 MOE +/- 4.9 percentage points.
Totals may not add to 100% due to rounding.

New Hampshire Likely Democratic Primary Voters												
Which one of the following issues is most important to you for the 2016 presidential election?												
		Job creation and economic growth	Health care	Climate change	National security and terrorism	The deficit and government spending	Immigration	Religious and moral values	All equally	None of these	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		30%	23%	16%	16%	5%	2%	2%	2%	<1%	2%	1%
Party Identification	Democrat	32%	22%	18%	14%	5%	2%	1%	3%	0%	3%	0%
	Independent	27%	25%	13%	19%	6%	3%	2%	2%	0%	2%	2%
Political Ideology	Very liberal-Liberal	30%	24%	21%	13%	4%	2%	0%	2%	0%	3%	1%
	Moderate	30%	23%	10%	22%	6%	2%	2%	3%	0%	1%	1%
Household Income	Less than \$50,000	29%	25%	17%	17%	4%	1%	2%	3%	0%	2%	0%
	\$50,000 or more	31%	20%	17%	15%	6%	3%	2%	2%	0%	3%	1%
Education	Not college graduate	24%	26%	15%	19%	6%	2%	3%	3%	0%	1%	0%
	College graduate	34%	21%	17%	14%	5%	2%	1%	2%	0%	3%	1%
Age	Under 45	33%	24%	17%	14%	7%	1%	1%	0%	0%	2%	1%
	45 or older	28%	23%	16%	17%	5%	3%	2%	3%	0%	3%	1%
Gender	Men	31%	18%	14%	17%	8%	2%	3%	3%	1%	3%	1%
	Women	29%	26%	18%	16%	4%	2%	1%	2%	0%	2%	1%
Marital Status	Married	30%	24%	15%	15%	7%	2%	1%	2%	0%	2%	1%
	Not married	30%	22%	18%	17%	4%	2%	3%	3%	0%	2%	0%
Religiosity	Practice a Religion	34%	21%	16%	15%	5%	2%	3%	3%	1%	1%	0%
	Does not Practice a Religion	28%	24%	16%	17%	5%	2%	1%	2%	0%	3%	1%
Interview Type	Landline	30%	24%	18%	14%	5%	2%	2%	3%	0%	2%	0%
	Cell Phone	30%	22%	13%	21%	6%	3%	1%	2%	0%	3%	1%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters. Interviews conducted January 2nd through January 7th, 2016, n=425 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose making laws covering the sale of firearms more strict?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		88%	11%	1%
Party Identification	Democrat	93%	7%	0%
	Independent	81%	17%	2%
Political Ideology	Very liberal-Liberal	93%	7%	0%
	Moderate	87%	11%	2%
Household Income	Less than \$50,000	84%	15%	1%
	\$50,000 or more	92%	8%	0%
Education	Not college graduate	82%	18%	1%
	College graduate	93%	6%	1%
Age	Under 45	81%	18%	1%
	45 or older	92%	7%	1%
Gender	Men	85%	14%	1%
	Women	90%	9%	1%
Marital Status	Married	91%	9%	0%
	Not married	86%	12%	2%
Religiosity	Practice a Religion	86%	12%	2%
	Does not Practice a Religion	89%	10%	0%
Interview Type	Landline	90%	9%	1%
	Cell Phone	85%	15%	0%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=308 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose free trade with foreign countries?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		74%	17%	9%
Party Identification	Democrat	74%	14%	11%
	Independent	73%	22%	6%
Political Ideology	Very liberal-Liberal	74%	16%	10%
	Moderate	75%	16%	9%
Household Income	Less than \$50,000	69%	22%	9%
	\$50,000 or more	79%	15%	7%
Education	Not college graduate	72%	21%	7%
	College graduate	75%	14%	10%
Age	Under 45	78%	18%	3%
	45 or older	71%	16%	13%
Gender	Men	77%	16%	7%
	Women	72%	18%	11%
Marital Status	Married	73%	15%	11%
	Not married	74%	18%	7%
Religiosity	Practice a Religion	69%	19%	11%
	Does not Practice a Religion	77%	16%	8%
Interview Type	Landline	74%	16%	10%
	Cell Phone	74%	18%	8%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=308 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose immigration policies which include a pathway to citizenship for undocumented or illegal immigrants?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		81%	15%	3%
Party Identification	Democrat	83%	15%	3%
	Independent	80%	15%	5%
Political Ideology	Very liberal-Liberal	87%	10%	3%
	Moderate	80%	15%	5%
Household Income	Less than \$50,000	82%	15%	3%
	\$50,000 or more	83%	15%	2%
Education	Not college graduate	71%	24%	4%
	College graduate	89%	9%	3%
Age	Under 45	83%	13%	4%
	45 or older	80%	17%	3%
Gender	Men	84%	11%	5%
	Women	80%	18%	2%
Marital Status	Married	81%	15%	4%
	Not married	82%	16%	3%
Religiosity	Practice a Religion	76%	18%	5%
	Does not Practice a Religion	84%	13%	2%
Interview Type	Landline	79%	17%	4%
	Cell Phone	86%	13%	2%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=308 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose sending U.S. combat troops to Iraq and Syria to fight ISIS?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		30%	61%	9%
Party Identification	Democrat	30%	61%	9%
	Independent	30%	60%	10%
Political Ideology	Very liberal-Liberal	24%	65%	11%
	Moderate	35%	58%	8%
Household Income	Less than \$50,000	24%	66%	10%
	\$50,000 or more	35%	60%	5%
Education	Not college graduate	37%	57%	6%
	College graduate	25%	64%	11%
Age	Under 45	40%	51%	8%
	45 or older	25%	66%	9%
Gender	Men	32%	60%	7%
	Women	28%	61%	10%
Marital Status	Married	29%	62%	9%
	Not married	31%	60%	9%
Religiosity	Practice a Religion	32%	58%	10%
	Does not Practice a Religion	29%	62%	9%
Interview Type	Landline	26%	64%	10%
	Cell Phone	39%	55%	7%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=308 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose same-sex marriage, that is, allowing gay or lesbian couples to legally marry?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		93%	5%	2%
Party Identification	Democrat	93%	5%	3%
	Independent	93%	6%	2%
Political Ideology	Very liberal-Liberal	97%	2%	2%
	Moderate	89%	9%	2%
Household Income	Less than \$50,000	93%	5%	3%
	\$50,000 or more	93%	5%	2%
Education	Not college graduate	91%	6%	4%
	College graduate	94%	4%	1%
Age	Under 45	96%	3%	1%
	45 or older	91%	6%	3%
Gender	Men	90%	6%	4%
	Women	95%	4%	1%
Marital Status	Married	93%	5%	2%
	Not married	93%	5%	2%
Religiosity	Practice a Religion	87%	9%	3%
	Does not Practice a Religion	95%	3%	2%
Interview Type	Landline	91%	6%	3%
	Cell Phone	97%	3%	0%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=301 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose the government taking action to combat climate change?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		90%	7%	2%
Party Identification	Democrat	93%	7%	1%
	Independent	87%	8%	5%
Political Ideology	Very liberal-Liberal	94%	5%	1%
	Moderate	88%	8%	4%
Household Income	Less than \$50,000	90%	8%	2%
	\$50,000 or more	91%	7%	2%
Education	Not college graduate	87%	10%	2%
	College graduate	92%	5%	2%
Age	Under 45	91%	6%	3%
	45 or older	90%	8%	2%
Gender	Men	91%	8%	2%
	Women	90%	7%	3%
Marital Status	Married	90%	8%	3%
	Not married	91%	7%	2%
Religiosity	Practice a Religion	88%	8%	4%
	Does not Practice a Religion	91%	7%	2%
Interview Type	Landline	89%	8%	3%
	Cell Phone	94%	5%	1%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=301 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely Democratic Primary Voters		
		Do you support or oppose banning Muslims from entering the United States?		
		Support	Oppose	Unsure
		Row %	Row %	Row %
New Hampshire Likely Democratic Primary Voters		10%	88%	2%
Party Identification	Democrat	9%	89%	3%
	Independent	12%	87%	1%
Political Ideology	Very liberal-Liberal	5%	95%	0%
	Moderate	14%	83%	3%
Household Income	Less than \$50,000	13%	85%	2%
	\$50,000 or more	9%	90%	1%
Education	Not college graduate	16%	80%	4%
	College graduate	6%	93%	1%
Age	Under 45	10%	90%	0%
	45 or older	10%	87%	3%
Gender	Men	12%	86%	2%
	Women	8%	89%	2%
Marital Status	Married	11%	87%	1%
	Not married	8%	89%	3%
Religiosity	Practice a Religion	12%	86%	2%
	Does not Practice a Religion	9%	89%	2%
Interview Type	Landline	10%	88%	2%
	Cell Phone	9%	89%	2%

NBC News/WSJ/Marist Poll New Hampshire Likely Democratic Primary Voters Split Sample. Interviews conducted January 2nd through January 7th, 2016, n=301 MOE +/- 5.6 percentage points. Totals may not add to 100% due to rounding.