NBC4/Marist Poll Maryland Likely Republican Primary Voters

April 2016

How the Survey was Conducted

Nature of the Sample: NBC4/Marist Maryland Poll of 2,913 Adults

This survey of 2,913 adults was conducted April 5th through April 9th, 2016 by The Marist Poll sponsored and funded in partnership with NBC4. Adults 18 years of age and older residing in the state of Maryland were contacted on landline or mobile numbers and 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 Maryland 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 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 ±1.8 percentage points. There are 2,563 registered voters. The results for this subset are statistically significant within ±1.9 percentage points. Among registered voters, 1,151 had a phone match in the voter file and 1,412 did not. The results for these subsets are statistically significant within ±2.9 percentage points and ±2.6 percentage points, respectively. There are 653 voters in the potential Republican primary electorate. The potential Republican primary electorate in Maryland includes all registered Republicans.   There are 1,357 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Maryland includes all registered Democrats.   The results for these subsets are statistically significant within ±3.8 percentage points and ±2.7 percentage points, respectively. There are 368 likely Republican primary voters and 775 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Maryland 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 ±5.1 percentage points and ±3.5 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Maryland

		Maryland Adults	Maryland Registered Voters
		Col %	Col %
Maryland Adults		100%	
Maryland Registered Voters		88%	100%
Maryland Potential Republican Electorate		22%	25%
Maryland Likely Republican Primary Voters		13%	14%
Maryland Potential Democratic Electorate		47%	53%
Maryland Likely Democratic Primary Voters		27%	30%
Party Registration	Democrat	n/a	55%
	Republican	n/a	26%
	Independent	n/a	18%
	Other	n/a	0%
Party Identification	Democrat	n/a	48%
	Republican	n/a	21%
	Independent	n/a	30%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	9%
	Liberal	n/a	24%
	Moderate	n/a	36%
	Conservative	n/a	23%
	Very conservative	n/a	8%
Tea Party Supporters		n/a	15%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	44%	41%
	45 or older	56%	59%
Age	18 to 29	21%	18%
	30 to 44	23%	22%
	45 to 59	28%	30%
	60 or older	27%	29%
Race	White	54%	56%
	African American	28%	27%
	Latino	7%	6%
	Other	10%	10%
Region	East	27%	27%
	Baltimore City and County	25%	25%
	DC Suburbs	32%	32%
	Central/West	16%	16%
Household Income	Less than $50,000	34%	31%
	$50,000 or more	66%	69%
Education	Not college graduate	52%	50%
	College graduate	48%	50%
Marital Status	Married	49%	51%
	Not married	51%	49%
Evangelical Christian	Yes	33%	33%
	No	67%	67%
White Evangelical Christians		12%	12%
Religiosity	Practice a Religion	51%	51%
	Does not Practice a Religion	49%	49%
U.S. Military Veteran	Yes	12%	13%
	No	88%	87%
Maryland Voter Registration List	Match	n/a	45%
	No Match	n/a	55%
Interview Type	Landline	52%	54%
	Cell Phone	48%	46%

NBC4/Marist Poll Maryland Adults. Interviews conducted April 5th through April 9th, 2016, n=2913 MOE +/- 1.8 percentage points. Maryland Registered Voters: n=2563 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Maryland

		Maryland Potential Republican Electorate	Maryland Likely Republican Primary Voters
		Col %	Col %
Maryland Potential Republican Electorate		100%	
Maryland Likely Republican Primary Voters		56%	100%
Party Registration	Republican	100%	100%
Party Identification	Democrat	3%	2%
	Republican	73%	75%
	Independent	23%	22%
	Other	1%	1%
Past Participation	Yes	83%	89%
	No	17%	11%
Political Ideology	Very liberal	2%	2%
	Liberal	5%	4%
	Moderate	32%	29%
	Conservative	44%	45%
	Very conservative	18%	20%
Tea Party Supporters		31%	34%
Gender	Men	54%	53%
	Women	46%	47%
Age	Under 45	34%	29%
	45 or older	66%	71%
Age	18 to 29	14%	10%
	30 to 44	20%	19%
	45 to 59	34%	37%
	60 or older	32%	34%
Race	White	86%	88%
	African American	3%	2%
	Latino	5%	5%
	Other	6%	5%
Region	East	41%	41%
	Baltimore City and County	17%	15%
	DC Suburbs	18%	15%
	Central/West	23%	29%
Household Income	Less than $50,000	28%	27%
	$50,000 or more	72%	73%
Education	Not college graduate	50%	48%
	College graduate	50%	52%
Marital Status	Married	62%	65%
	Not married	38%	35%
Evangelical Christian	Yes	36%	38%
	No	64%	62%
White Evangelical Christians		29%	31%
Religiosity	Practice a Religion	59%	61%
	Does not Practice a Religion	41%	39%
U.S. Military Veteran	Yes	18%	20%
	No	82%	80%
Maryland Voter Registration List	Match	50%	53%
	No Match	50%	47%
Interview Type	Landline	56%	60%
	Cell Phone	44%	40%

NBC4/Marist Poll Maryland Potential Republican Electorate. Interviews conducted April 5th through April 9th, 2016, n=653 MOE +/- 3.8 percentage points. Maryland Likely Republican Primary Voters: n=368 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.

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

		Donald Trump	Ted Cruz	John Kasich	Other	Undecided
Likely Republican Primary Voters	Maryland Likely Republican Primary Voters	41%	29%	24%	1%	6%
Intensity of Support	Strongly support	55%	26%	19%		
	Somewhat support	36%	35%	30%		
Party Identification	Republican	44%	31%	19%	0%	6%
	Independent	32%	21%	41%	2%	5%
Political Ideology	Moderate	32%	19%	43%	1%	5%
	Conservative-Very conservative	44%	35%	15%	1%	6%
Political Ideology	Moderate	32%	19%	43%	1%	5%
	Conservative	46%	30%	18%		6%
	Very conservative	40%	45%	8%	2%	6%
Tea Party Support	Tea Party Supporters	50%	42%	6%		1%
Household Income	Less than $50,000	49%	26%	18%	1%	6%
	$50,000 or more	41%	28%	27%		4%
Education	College graduate	33%	29%	30%	1%	6%
	Not college graduate	49%	29%	18%		4%
Age	Under 45	43%	29%	25%	1%	2%
	45 or older	40%	29%	24%	0%	7%
Gender	Men	45%	26%	25%	1%	4%
	Women	36%	32%	24%	1%	7%
Marital Status	Married	38%	29%	26%	1%	5%
	Not married	45%	28%	20%	1%	6%
White Evangelical Christians	White Evangelical Christians	38%	38%	16%	1%	7%
Religiosity	Practice a Religion	35%	34%	24%	1%	6%
	Does not Practice a Religion	51%	20%	25%		4%
U.S. Military Veteran	Yes	44%	29%	24%		3%
	No	40%	29%	24%	1%	6%
State Voter Registration List	Match	38%	32%	23%	1%	7%
	No Match	44%	26%	25%	1%	4%
Interview Type	Landline	39%	30%	23%	1%	8%
	Cell Phone	43%	26%	26%	1%	3%

NBC4/Marist Poll Maryland Likely Republican Primary Voters. Interviews conducted April 5th through April 9th, 2016, n=368 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.

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 Republican Primary Voters with a Candidate Preference	Maryland Likely Republican Primary Voters with a Candidate Preference	58%	33%	7%	1%
Primary Support	Donald Trump	71%	27%	2%	0%
	Ted Cruz	51%	39%	9%	2%
	John Kasich	44%	40%	14%	2%
Party Identification	Republican	59%	33%	6%	1%
	Independent	56%	33%	10%	1%
Political Ideology	Moderate	50%	42%	7%	1%
	Conservative-Very conservative	63%	30%	6%	1%
Tea Party Support	Tea Party Supporters	74%	21%	4%	1%
Household Income	Less than $50,000	69%	24%	4%	3%
	$50,000 or more	56%	36%	7%	1%
Education	College graduate	55%	37%	7%	1%
	Not college graduate	63%	30%	7%	1%
Age	Under 45	43%	46%	10%	2%
	45 or older	65%	28%	6%	1%
Gender	Men	59%	33%	6%	1%
	Women	58%	34%	7%	1%
Marital Status	Married	57%	34%	8%	1%
	Not married	61%	32%	5%	1%
Religiosity	Practice a Religion	59%	34%	6%	1%
	Does not Practice a Religion	57%	33%	9%	1%
White Evangelical Christians	White Evangelical Christians	63%	30%	6%	1%
Interview Type	Landline	65%	29%	5%	2%
	Cell Phone	49%	40%	10%	1%

NBC4/Marist Poll Maryland Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted April 5th through April 9th, 2016 n=323 MOE +/- 5.5 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]?

		John Kasich	Ted Cruz	Donald Trump	Other	Undecided
Likely Republican Primary Voters with a Candidate Preference	Maryland Likely Republican Primary Voters with a Candidate Preference	35%	34%	17%	2%	13%
Primary Support	Donald Trump	42%	43%		2%	13%
	Ted Cruz	53%		39%	1%	7%
	John Kasich		60%	19%	2%	19%
Party Identification	Republican	37%	33%	18%	1%	11%
	Independent	28%	35%	14%	3%	20%
Political Ideology	Moderate	32%	38%	13%	1%	17%
	Conservative-Very conservative	36%	32%	19%	2%	11%
Tea Party Support	Tea Party Supporters	36%	34%	19%	2%	9%
Household Income	Less than $50,000	36%	39%	12%	1%	11%
	$50,000 or more	33%	36%	18%	1%	11%
Education	College graduate	34%	38%	16%	2%	10%
	Not college graduate	35%	31%	17%	1%	16%
Age	Under 45	30%	43%	17%	2%	8%
	45 or older	37%	31%	16%	1%	14%
Gender	Men	31%	37%	19%	2%	11%
	Women	39%	31%	14%	1%	14%
Marital Status	Married	35%	32%	18%	1%	13%
	Not married	34%	40%	13%	2%	11%
Religiosity	Practice a Religion	36%	35%	17%	2%	10%
	Does not Practice a Religion	32%	35%	16%	2%	15%
White Evangelical Christians	White Evangelical Christians	36%	32%	19%		13%
Interview Type	Landline	38%	29%	15%	1%	16%
	Cell Phone	30%	42%	18%	2%	8%

NBC4/Marist Poll Maryland Maryland Likely Republican Primary Voters with a Candidate Preference. Interviews conducted April 5th through April 9th, 2016, n=320 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.