

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

March 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC News/WSJ/Marist Michigan Poll of 2,570 Adults

This survey of 2,570 adults was conducted March 1<sup>st</sup> through March 3<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 Michigan 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 Michigan 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  $\pm 1.9$  percentage points. There are 2,229 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. There are 877 voters in the potential Republican primary electorate. The potential Republican primary electorate in Michigan 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 1,030 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Michigan 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  $\pm 3.3$  percentage points and  $\pm 3.1$  percentage points, respectively. There are 482 likely Republican primary voters and 546 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Michigan 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  $\pm 4.5$  percentage points and  $\pm 4.2$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

## Nature of the Sample - Michigan

		Michigan Adults	Michigan Registered Voters
		Col %	Col %
Michigan Adults		100%	
Michigan Registered Voters		87%	100%
Michigan Potential Republican Electorate		34%	39%
Michigan Likely Republican Primary Voters		19%	22%
Michigan Potential Democratic Electorate		40%	46%
Michigan Likely Democratic Primary Voters		21%	24%
Party Identification	Democrat	n/a	36%
	Republican	n/a	25%
	Independent	n/a	37%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	20%
	Moderate	n/a	36%
	Conservative	n/a	28%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	19%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	45%	41%
	45 or older	55%	59%
Age	18 to 29	20%	17%
	30 to 44	24%	24%
	45 to 59	29%	30%
	60 or older	27%	29%
Race	White	78%	79%
	African American	14%	14%
	Latino	3%	3%
	Other	5%	4%
Region	Wayne County Detroit	18%	18%
	Oakland and Macomb Counties	21%	22%
	Southeast	22%	22%
	Southwest	19%	19%
	North Central-Upper Peninsula	20%	19%
Household Income	Less than \$50,000	53%	50%
	\$50,000 or more	47%	50%
Education	Not college graduate	66%	63%
	College graduate	34%	37%
Marital Status	Married	47%	50%
	Not married	53%	50%
Evangelical Christian	Yes	37%	38%
	No	63%	62%
White Evangelical Christians		26%	27%
Religiosity	Practice a Religion	50%	52%
	Does not Practice a Religion	50%	48%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Interview Type	Landline	44%	47%
	Cell Phone	56%	53%

NBC News/WSJ/Marist Poll Michigan Adults. Interviews conducted March 1st through March 3rd, 2016, n=2570 MOE +/- 1.9 percentage points. Michigan Registered Voters: n=2229 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

## Nature of the Sample - Michigan

		Michigan Potential Democratic Electorate	Michigan Likely Democratic Primary Voters
		Col %	Col %
Michigan Potential Democratic Electorate		100%	
Michigan Likely Democratic Primary Voters		53%	100%
Party Identification	Democrat	72%	76%
	Republican	1%	1%
	Independent	26%	22%
	Other	1%	1%
Past Participation*	Yes	74%	84%
	No	26%	16%
Political Ideology	Very liberal	13%	14%
	Liberal	34%	36%
	Moderate	36%	33%
	Conservative	13%	13%
	Very conservative	4%	3%
Tea Party Supporters		8%	7%
Gender	Men	42%	40%
	Women	58%	60%
Age	Under 45	43%	37%
	45 or older	57%	63%
Age	18 to 29	19%	15%
	30 to 44	24%	23%
	45 to 59	29%	32%
	60 or older	27%	30%
Race	White	68%	65%
	African American	23%	28%
	Latino	4%	3%
	Other	5%	5%
Region	Wayne County Detroit	23%	27%
	Oakland and Macomb Counties	21%	24%
	Southeast	22%	21%
	Southwest	15%	12%
	North Central-Upper Peninsula	19%	15%
Household Income	Less than \$50,000	53%	52%
	\$50,000 or more	47%	48%
Education	Not college graduate	64%	62%
	College graduate	36%	38%
Marital Status	Married	44%	44%
	Not married	56%	56%
Evangelical Christian	Yes	30%	30%
	No	70%	70%
White Evangelical Christians		15%	13%
Religiosity	Practice a Religion	45%	47%
	Does not Practice a Religion	55%	53%
U.S. Military Veteran	Yes	7%	7%
	No	93%	93%
Interview Type	Landline	46%	50%
	Cell Phone	54%	50%

NBC News/WSJ/Marist Poll Michigan Potential Democratic Electorate. Interviews conducted March 1st through March 3rd, 2016, n=1030 MOE +/- 3.1 percentage points. Michigan Likely Democratic Primary Voters: n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

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

		Approve	Disapprove	Unsure
Likely Democratic Primary Voters	Michigan Likely Democratic Primary Voters	87%	8%	5%
Intensity of Support	Strongly support	91%	5%	4%
	Somewhat support	82%	14%	4%
Party Identification	Democrat	90%	6%	4%
	Independent	75%	16%	9%
Political Ideology	Very liberal-Liberal	91%	6%	3%
	Moderate	82%	10%	8%
	Conservative-Very conservative	84%	10%	5%
Household Income	Less than \$50,000	86%	7%	7%
	\$50,000 or more	87%	10%	3%
Education	Not college graduate	86%	9%	6%
	College graduate	89%	7%	4%
Race	White	82%	12%	6%
	African American	98%	1%	1%
Age	18 to 29	85%	7%	8%
	30 to 44	85%	8%	6%
	45 to 59	89%	9%	3%
	60 or older	87%	8%	5%
Age	Under 45	85%	8%	7%
	45 or older	88%	9%	4%
Gender	Men	84%	10%	6%
	Women	88%	7%	5%
Gender by age	Men under age 45	81%	9%	10%
	Men age 45 or older	89%	9%	3%
	Women under age 45	90%	6%	5%
	Women age 45 or older	88%	8%	4%
Marital Status	Married	87%	9%	4%
	Not married	87%	7%	6%
Religiosity	Practice a Religion	88%	7%	5%
	Does not Practice a Religion	86%	9%	6%
Interview Type	Landline	89%	7%	4%
	Cell Phone	84%	10%	6%
Political Ideology	Moderate	82%	10%	8%
	Liberal	90%	7%	4%
	Very liberal	95%	4%	2%

NBC News/WSJ/Marist Poll Michigan Likely Democratic Primary Voters. Interviews conducted March 1st through March 3rd, 2016, n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

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

		Hillary Clinton	Bernie Sanders	Uncommitted	Undecided
Likely Democratic Primary Voters	Michigan Likely Democratic Primary Voters	57%	40%	0%	3%
Intensity of Support	Strongly support	59%	41%		
	Somewhat support	58%	42%		
Past Participation*	Yes	61%	35%	0%	3%
	No	36%	62%	1%	1%
Party Identification	Democrat	63%	33%	0%	3%
	Independent	36%	60%		3%
Political Ideology	Very liberal-Liberal	50%	48%	0%	2%
	Moderate	59%	37%	1%	4%
	Conservative-Very conservative	67%	29%		5%
Political Ideology	Very liberal	40%	58%		2%
	Liberal	54%	44%	0%	1%
	Moderate	59%	37%	1%	4%
Household Income	Less than \$50,000	59%	38%	0%	3%
	\$50,000 or more	55%	44%	0%	1%
Education	Not college graduate	58%	39%	1%	3%
	College graduate	54%	43%		2%
Race	White	49%	48%	0%	3%
	African American	76%	21%	0%	2%
Age	18 to 29	27%	73%		0%
	30 to 44	46%	53%		1%
	45 to 59	64%	31%	0%	4%
	60 or older	72%	23%	1%	4%
Age	Under 45	39%	61%		1%
	45 or older	68%	27%	1%	4%
Gender	Men	51%	47%		2%
	Women	61%	36%	1%	3%
Gender by age	Men under age 45	34%	66%		0%
	Men age 45 or older	65%	31%		4%
	Women under age 45	40%	59%		1%
	Women age 45 or older	70%	25%	1%	4%
Marital Status	Married	58%	39%	0%	3%
	Not married	55%	42%	0%	3%
Religiosity	Practice a Religion	67%	28%	0%	4%
	Does not Practice a Religion	46%	52%	0%	1%
Interview Type	Landline	63%	33%	0%	3%
	Cell Phone	50%	47%	0%	2%

NBC News/WSJ/Marist Poll Michigan Likely Democratic Primary Voters. Interviews conducted March 1st through March 3rd, 2016, n=546 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*Past Participation refers to participation in a previous Michigan 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	Michigan Likely Democratic Primary Voters with a Candidate Preference	72%	22%	5%	1%
Primary Support	Hillary Clinton	74%	22%	4%	1%
	Bernie Sanders	71%	22%	6%	1%
Party Identification	Democrat	75%	21%	4%	1%
	Independent	67%	26%	7%	0%
Political Ideology	Very liberal-Liberal	78%	17%	4%	0%
	Moderate	64%	31%	5%	1%
	Conservative-Very conservative	72%	16%	9%	2%
Political Ideology	Very liberal	87%	11%	2%	
	Liberal	75%	20%	4%	1%
	Moderate	64%	31%	5%	1%
Household Income	Less than \$50,000	74%	20%	5%	1%
	\$50,000 or more	69%	25%	6%	0%
Education	Not college graduate	72%	22%	6%	1%
	College graduate	74%	22%	3%	1%
Race	White	71%	23%	5%	1%
	African American	79%	16%	5%	
Age	Under 45	68%	25%	6%	0%
	45 or older	74%	20%	4%	1%
Gender	Men	68%	28%	4%	0%
	Women	76%	18%	5%	1%
Gender by age	Men under age 45	69%	28%	3%	
	Men age 45 or older	69%	26%	5%	0%
	Women under age 45	71%	21%	9%	
	Women age 45 or older	77%	17%	4%	2%
Marital Status	Married	70%	23%	6%	1%
	Not married	75%	20%	4%	0%
Religiosity	Practice a Religion	73%	20%	7%	1%
	Does not Practice a Religion	73%	23%	4%	1%
Interview Type	Landline	74%	20%	4%	1%
	Cell Phone	70%	23%	6%	1%

NBC News/WSJ/Marist Poll Michigan Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted March 1st through March 3rd, 2016, n=485 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.