NBC News/WSJ/Marist Poll New Hampshire Likely Republican Primary Voters

February 2016

## How the Survey was Conducted

**Nature of the Sample: NBC News/WSJ/Marist New Hampshire Poll of 2,551 Adults**

This survey of 2,551 adults was conducted February 2nd and February 3rd, 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 ±1.9 percentage points. There are 2,232 registered voters.  The results for this subset are statistically significant within ±2.1 percentage points.  Among registered voters, 839 had a phone match in the voter file and 1,393 did not.  The results for these subsets are statistically significant within ±3.4 percentage points and ±2.6 percentage points, respectively. There are 989 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. The results for this subset are statistically significant within ±3.1 percentage points. There are 653 likely Republican primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New Hampshire Republican Presidential Primary based upon their chance of vote, interest in the election, and past election participation.  The results for this subset are statistically significant within ±3.8 percentage points. 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 | | 87% | 100% |
| New Hampshire Potential Republican Electorate | | 39% | 44% |
| New Hampshire Likely Republican Primary Voters | | 26% | 29% |
| Party Registration | Democrat | n/a | 26% |
| | Republican | n/a | 30% |
| | Independent | n/a | 44% |
| | Other | n/a | 0% |
| Party Identification | Democrat | n/a | 26% |
| | Republican | n/a | 26% |
| | Independent | n/a | 46% |
| | Other | n/a | 1% |
| Political Ideology | Very liberal | n/a | 7% |
| | Liberal | n/a | 20% |
| | Moderate | n/a | 39% |
| | Conservative | n/a | 25% |
| | Very conservative | n/a | 9% |
| Tea Party Supporters | | n/a | 19% |
| Gender | Men | 49% | 49% |
| | Women | 51% | 51% |
| Age | Under 45 | 42% | 38% |
| | 45 or older | 58% | 62% |
| Age | 18 to 29 | 19% | 16% |
| | 30 to 44 | 22% | 22% |
| | 45 to 59 | 31% | 32% |
| | 60 or older | 28% | 30% |
| Race | White | 93% | 94% |
| | African American | 1% | 1% |
| | Latino | 2% | 2% |
| | Other | 4% | 4% |
| Region | Hillsborough | 30% | 30% |
| | Rockingham | 22% | 22% |
| | Northern Counties | 18% | 18% |
| | Southern Counties | 30% | 30% |
| Household Income | Less than $50,000 | 40% | 37% |
| | $50,000 or more | 60% | 63% |
| Education | Not college graduate | 53% | 50% |
| | College graduate | 47% | 50% |
| Marital Status | Married | 54% | 58% |
| | Not married | 46% | 42% |
| Evangelical Christian | Yes | 13% | 12% |
| | No | 87% | 88% |
| White Evangelical Christians | | 11% | 11% |
| Religiosity | Practice a Religion | 34% | 36% |
| | Does not Practice a Religion | 66% | 64% |
| New Hampshire Voter Registration List | Match | 34% | 38% |
| | No Match | 66% | 62% |
| Interview Type | Landline | 55% | 58% |
| | Cell Phone | 45% | 42% |

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted February 2nd and February 3rd, 2016, n=2551 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.
New Hampshire Registered Voters: n=2232 MOE +/- 2.1 percentage points.

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**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 | | 66% | 100% |
| Party Registration | Republican | 66% | 67% |
| | Independent | 34% | 33% |
| Party Identification | Democrat | 2% | 1% |
| | Republican | 57% | 58% |
| | Independent | 40% | 39% |
| | Other | 2% | 2% |
| Past Participation* | Yes | 90% | 92% |
| | No | 10% | 8% |
| Political Ideology | Very liberal | 0% | 0% |
| | Liberal | 3% | 3% |
| | Moderate | 37% | 37% |
| | Conservative | 42% | 43% |
| | Very conservative | 17% | 18% |
| Tea Party Supporters | | 31% | 32% |
| Gender | Men | 55% | 54% |
| | Women | 45% | 46% |
| Age | Under 45 | 31% | 28% |
| | 45 or older | 69% | 72% |
| Age | 18 to 29 | 13% | 11% |
| | 30 to 44 | 18% | 17% |
| | 45 to 59 | 37% | 39% |
| | 60 or older | 32% | 33% |
| Race | White | 95% | 96% |
| | African American | 0% | 0% |
| | Latino | 2% | 2% |
| | Other | 2% | 2% |
| Region | Hillsborough | 31% | 31% |
| | Rockingham | 26% | 25% |
| | Northern Counties | 17% | 18% |
| | Southern Counties | 26% | 27% |
| Household Income | Less than $50,000 | 32% | 31% |
| | $50,000 or more | 68% | 69% |
| Education | Not college graduate | 53% | 52% |
| | College graduate | 47% | 48% |
| Marital Status | Married | 66% | 69% |
| | Not married | 34% | 31% |
| Evangelical Christian | Yes | 20% | 20% |
| | No | 80% | 80% |
| White Evangelical Christians | | 18% | 18% |
| Religiosity | Practice a Religion | 44% | 45% |
| | Does not Practice a Religion | 56% | 55% |
| New Hampshire Voter Registration List | Match | 41% | 43% |
| | No Match | 59% | 57% |
| Interview Type | Landline | 61% | 63% |
| | Cell Phone | 39% | 37% |

NBC News/WSJ/Marist Poll New Hampshire Potential Republican Electorate. Interviews conducted February 2nd and February 3rd, 2016, n=989 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.
New Hampshire Likely Republican Primary Voters: n=653 MOE +/- 3.8 percentage points.

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

| | | Donald Trump | Marco Rubio | Ted Cruz | John Kasich | Jeb Bush | Chris Christie | Ben Carson | Carly Fiorina | Other | Undecided |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican Likely Voters | New Hampshire Likely Republican Primary Voters | 30% | 17% | 15% | 10% | 9% | 4% | 4% | 2% | 1% | 7% |
| Intensity of Support | Strongly support | 38% | 15% | 19% | 10% | 7% | 4% | 4% | 3% | | 0% |
| | Somewhat support | 24% | 28% | 11% | 19% | 8% | 6% | 2% | 2% | | |
| | Might vote differently | 19% | 22% | 9% | 7% | 24% | 5% | 11% | 4% | | |
| Party Identification | Republican | 29% | 19% | 19% | 7% | 10% | 4% | 4% | 2% | 0% | 6% |
| | Independent | 31% | 16% | 11% | 14% | 8% | 4% | 4% | 3% | 2% | 7% |
| Ideology | Moderate | 29% | 19% | 6% | 18% | 13% | 6% | 2% | 2% | 2% | 4% |
| | Conservative | 32% | 19% | 13% | 7% | 7% | 5% | 5% | 3% | 1% | 9% |
| | Very conservative | 22% | 13% | 44% | 3% | 5% | 1% | 6% | 3% | 1% | 3% |
| Political Ideology | Moderate | 29% | 19% | 6% | 18% | 13% | 6% | 2% | 2% | 2% | 4% |
| | Conservative-Very conservative | 29% | 17% | 22% | 6% | 6% | 4% | 5% | 3% | 1% | 7% |
| Tea Party Support | Tea Party Supporters | 35% | 12% | 27% | 5% | 4% | 2% | 7% | 3% | 0% | 4% |
| Region | Hillsborough | 24% | 14% | 16% | 11% | 11% | 7% | 6% | 3% | 2% | 6% |
| | Rockingham | 29% | 21% | 20% | 8% | 7% | 4% | 2% | 2% | 0% | 5% |
| | Northern Counties | 33% | 17% | 14% | 9% | 8% | 2% | 3% | 3% | | 10% |
| | Southern Counties | 35% | 18% | 12% | 13% | 8% | 2% | 4% | 1% | 1% | 6% |
| Household Income | Less than $50,000 | 33% | 17% | 16% | 7% | 10% | 2% | 4% | 1% | 2% | 8% |
| | $50,000 or more | 31% | 20% | 13% | 11% | 9% | 6% | 3% | 2% | 1% | 5% |
| Education | Not college graduate | 35% | 16% | 19% | 5% | 9% | 3% | 3% | 2% | 1% | 8% |
| | College graduate | 23% | 20% | 12% | 16% | 8% | 6% | 5% | 3% | 1% | 6% |
| Age | 18 to 29 | 40% | 25% | 9% | 3% | 6% | 4% | 6% | | 2% | 5% |
| | 30 to 44 | 35% | 19% | 19% | 4% | 9% | 1% | 6% | | 2% | 5% |
| | 45 to 59 | 28% | 15% | 19% | 14% | 6% | 5% | 2% | 4% | 1% | 7% |
| | 60 or older | 26% | 18% | 10% | 12% | 13% | 5% | 4% | 3% | 1% | 8% |
| Age | Under 45 | 37% | 21% | 15% | 4% | 8% | 2% | 6% | | 2% | 5% |
| | 45 or older | 27% | 16% | 15% | 13% | 9% | 5% | 3% | 3% | 1% | 7% |
| Gender | Men | 34% | 15% | 16% | 9% | 7% | 5% | 4% | 3% | 1% | 6% |
| | Women | 25% | 20% | 14% | 12% | 11% | 3% | 4% | 2% | 1% | 8% |
| Marital Status | Married | 27% | 18% | 17% | 11% | 7% | 5% | 4% | 3% | 1% | 7% |
| | Not married | 35% | 17% | 11% | 9% | 12% | 3% | 4% | 1% | 2% | 5% |
| White Evangelical Christians | White Evangelical Christians | 24% | 19% | 20% | 7% | 9% | 4% | 7% | 2% | 2% | 5% |
| Religiosity | Practice a Religion | 22% | 19% | 19% | 12% | 8% | 4% | 5% | 3% | 2% | 7% |
| | Does not Practice a Religion | 37% | 17% | 12% | 10% | 9% | 5% | 4% | 2% | 1% | 4% |
| New Hampshire Voter Registration List | Match | 27% | 16% | 15% | 13% | 11% | 5% | 3% | 3% | 1% | 8% |
| | No Match | 32% | 19% | 16% | 9% | 7% | 4% | 5% | 2% | 1% | 6% |
| Interview Type | Landline | 27% | 14% | 17% | 12% | 10% | 5% | 3% | 3% | 1% | 8% |
| | Cell Phone | 33% | 23% | 13% | 7% | 7% | 3% | 5% | 2% | 2% | 5% |

**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 | New Hampshire Likely Republican Primary Voters with a Candidate Preference | 67% | 20% | 11% | 1% |
| Primary Support | Donald Trump | 78% | 15% | 6% | 0% |
| | Marco Rubio | 54% | 32% | 13% | 1% |
| | Ted Cruz | 76% | 14% | 6% | 5% |
| Party Identification | Republican | 74% | 16% | 10% | 1% |
| | Independent | 57% | 27% | 13% | 2% |
| Ideology | Moderate | 54% | 32% | 13% | 1% |
| | Conservative | 72% | 16% | 11% | 1% |
| | Very conservative | 81% | 9% | 10% | 0% |
| Political Ideology | Moderate | 54% | 32% | 13% | 1% |
| | Conservative-Very conservative | 75% | 14% | 10% | 1% |
| Tea Party Support | Tea Party Supporters | 72% | 13% | 13% | 2% |
| Region | Hillsborough | 65% | 21% | 12% | 2% |
| | Rockingham | 72% | 17% | 10% | 1% |
| | Northern Counties | 73% | 18% | 8% | 0% |
| | Southern Counties | 61% | 25% | 12% | 2% |
| Household Income | Less than $50,000 | 72% | 17% | 10% | 1% |
| | $50,000 or more | 65% | 22% | 12% | 1% |
| Education | Not college graduate | 71% | 19% | 9% | 1% |
| | College graduate | 63% | 22% | 13% | 1% |
| Age | Under 45 | 63% | 19% | 18% | 1% |
| | 45 or older | 69% | 22% | 8% | 1% |
| Gender | Men | 65% | 24% | 11% | 1% |
| | Women | 70% | 17% | 11% | 2% |
| Marital Status | Married | 68% | 20% | 11% | 1% |
| | Not married | 66% | 21% | 12% | 1% |
| White Evangelical Christians | White Evangelical Christians | 74% | 13% | 10% | 2% |
| Religiosity | Practice a Religion | 67% | 20% | 11% | 2% |
| | Does not Practice a Religion | 67% | 21% | 12% | 0% |
| New Hampshire Voter Registration List | Match | 71% | 19% | 10% | 0% |
| | No Match | 65% | 22% | 12% | 2% |
| Interview Type | Landline | 70% | 19% | 11% | 1% |
| | Cell Phone | 63% | 23% | 12% | 2% |

NBC News/WSJ/Marist Poll New Hampshire Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted February 2nd through February 3rd, 2016, n=584 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire February 2016

**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 | Chris Christie | Donald Trump | Jeb Bush | Carly Fiorina | John Kasich | Ben Carson | Other | Undecided |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Republican Likely Voters | New Hampshire Likely Republican Primary Voters with a Candidate Preference | 20% | 16% | 11% | 10% | 9% | 8% | 8% | 7% | 5% | 7% |
| Primary Support | Donald Trump | 22% | 25% | 9% | | 7% | 6% | 5% | 10% | 7% | 8% |
| | Marco Rubio | | 26% | 19% | 12% | 8% | 10% | 13% | 6% | 2% | 3% |
| | Ted Cruz | 38% | | 1% | 25% | 1% | 12% | 1% | 9% | 5% | 7% |
| Party Identification | Republican | 25% | 18% | 8% | 12% | 8% | 9% | 8% | 5% | 3% | 5% |
| | Independent | 13% | 14% | 14% | 7% | 10% | 8% | 9% | 9% | 8% | 9% |
| Ideology | Moderate | 17% | 11% | 13% | 7% | 15% | 6% | 12% | 6% | 5% | 10% |
| | Conservative | 22% | 20% | 12% | 9% | 7% | 9% | 7% | 5% | 3% | 5% |
| | Very conservative | 19% | 20% | 5% | 16% | 1% | 13% | 3% | 9% | 7% | 8% |
| Political Ideology | Moderate | 17% | 11% | 13% | 7% | 15% | 6% | 12% | 6% | 5% | 10% |
| | Conservative-Very conservative | 21% | 20% | 10% | 11% | 6% | 10% | 6% | 6% | 4% | 6% |
| Tea Party Support | Tea Party Supporters | 23% | 28% | 5% | 12% | 3% | 7% | 5% | 6% | 6% | 5% |
| Region | Hillsborough | 22% | 15% | 7% | 14% | 9% | 5% | 10% | 5% | 5% | 9% |
| | Rockingham | 18% | 18% | 14% | 13% | 7% | 4% | 6% | 11% | 3% | 6% |
| | Northern Counties | 20% | 16% | 11% | 7% | 11% | 7% | 5% | 8% | 5% | 9% |
| | Southern Counties | 18% | 16% | 11% | 4% | 10% | 15% | 10% | 4% | 6% | 6% |
| Household Income | Less than $50,000 | 17% | 19% | 8% | 10% | 9% | 7% | 6% | 9% | 6% | 10% |
| | $50,000 or more | 21% | 17% | 11% | 10% | 10% | 9% | 9% | 5% | 4% | 5% |
| Education | Not college graduate | 20% | 16% | 8% | 11% | 6% | 8% | 7% | 10% | 5% | 8% |
| | College graduate | 19% | 16% | 13% | 7% | 12% | 9% | 10% | 3% | 5% | 6% |
| Age | Under 45 | 16% | 16% | 6% | 10% | 7% | 9% | 11% | 11% | 8% | 7% |
| | 45 or older | 21% | 16% | 13% | 10% | 10% | 8% | 7% | 5% | 3% | 7% |
| Gender | Men | 17% | 18% | 10% | 12% | 8% | 7% | 8% | 6% | 5% | 7% |
| | Women | 23% | 14% | 11% | 7% | 10% | 9% | 8% | 8% | 4% | 7% |
| Marital Status | Married | 21% | 18% | 10% | 10% | 9% | 8% | 8% | 6% | 3% | 7% |
| | Not married | 17% | 13% | 12% | 8% | 8% | 9% | 9% | 8% | 8% | 8% |
| White Evangelical Christians | White Evangelical Christians | 18% | 25% | 7% | 9% | 12% | 7% | 4% | 11% | 3% | 5% |
| Religiosity | Practice a Religion | 23% | 16% | 11% | 7% | 11% | 9% | 5% | 7% | 5% | 5% |
| | Does not Practice a Religion | 17% | 17% | 11% | 11% | 8% | 8% | 10% | 6% | 5% | 8% |
| New Hampshire Voter Registration List | Match | 20% | 15% | 12% | 9% | 11% | 9% | 7% | 6% | 3% | 9% |
| | No Match | 20% | 17% | 9% | 10% | 8% | 8% | 9% | 7% | 7% | 6% |
| Interview Type | Landline | 19% | 14% | 12% | 10% | 11% | 8% | 8% | 6% | 4% | 7% |
| | Cell Phone | 20% | 20% | 8% | 9% | 6% | 8% | 9% | 8% | 5% | 7% |

NBC News/WSJ/Marist Poll New Hampshire Likely Republican Primary Voters with Candidate Preference: Interviews conducted February 2nd through February 3rd, 2016, n= 558 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.