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

April 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Pennsylvania Poll of 3006 Adults

This survey of 3,006 adults was conducted April 18th through April 20th, 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 Pennsylvania 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 Pennsylvania 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. 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 2,606 registered voters. The results for this subset are statistically significant within ±1.9 percentage points. There are 1,001 voters in the potential Republican primary electorate. The potential Republican primary electorate in Pennsylvania includes all registered Republicans. There are 1,290 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Pennsylvania includes all registered Democrats.   The results for these subsets are statistically significant within ±3.1 percentage points and ±2.7 percentage points, respectively. There are 571 likely Republican primary voters and 734 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Pennsylvania 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 ±3.6 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Pennsylvania

		Pennsylvania Adults	Pennsylvania Registered Voters
		Col %	Col %
Pennsylvania Adults		100%	
Pennsylvania Registered Voters		87%	100%
Pennsylvania Potential Republican Electorate		33%	38%
Pennsylvania Republican Likely Voters		19%	22%
Pennsylvania Potential Democratic Electorate		43%	50%
Pennsylvania Democratic Likely Voters		24%	28%
Party Registration	Democrat	n/a	51%
	Republican	n/a	40%
	Independent	n/a	8%
	Other	n/a	1%
Party Identification	Democrat	n/a	42%
	Republican	n/a	31%
	Independent	n/a	25%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	21%
	Moderate	n/a	38%
	Conservative	n/a	26%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	19%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	43%	40%
	45 or older	57%	60%
Age	18 to 29	20%	16%
	30 to 44	23%	24%
	45 to 59	28%	30%
	60 or older	28%	30%
Race	White	79%	80%
	African American	10%	11%
	Latino	4%	4%
	Other	6%	5%
Region	Philadelphia	12%	13%
	Philaldelphia Suburbs	19%	19%
	Northeast	18%	18%
	Central	23%	22%
	West	28%	28%
Household Income	Less than $50,000	47%	44%
	$50,000 or more	53%	56%
Education	Not college graduate	62%	59%
	College graduate	38%	41%
Marital Status	Married	50%	53%
	Not married	50%	47%
Evangelical Christian	Yes	30%	29%
	No	70%	71%
White Evangelical Christians		21%	21%
Religiosity	Practice a Religion	49%	50%
	Does not Practice a Religion	51%	50%
U.S. Military Veteran	Yes	11%	12%
	No	89%	88%
Union Household	Yes	17%	18%
	No	83%	82%
Interview Type	Landline	49%	51%
	Cell Phone	51%	49%

NBC News/WSJ/Marist Poll Pennsylvania Adults. Interviews conducted April 18th through April 20th, 2016, n=3006 MOE +/- 1.8 percentage points.
Pennsylvania Registered Voters: n=2606 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - Pennsylvania

		Pennsylvania Potential Republican Electorate	Pennsylvania Likely Republican Primary Voters
		Col %	Col %
Pennsylvania Potential Republican Electorate		100%	
Party Registration	Republican	100%	100%
Party Identification	Democrat	3%	3%
	Republican	73%	76%
	Independent	21%	20%
	Other	2%	2%
Past Participation*	Yes	78%	86%
	No	22%	14%
Political Ideology	Very liberal	1%	0%
	Liberal	6%	5%
	Moderate	33%	32%
	Conservative	42%	42%
	Very conservative	18%	20%
Tea Party Supporters		32%	35%
Gender	Men	50%	50%
	Women	50%	50%
Age	Under 45	36%	32%
	45 or older	64%	68%
Age	18 to 29	13%	9%
	30 to 44	23%	23%
	45 to 59	35%	38%
	60 or older	29%	31%
Race	White	94%	96%
	African American	2%	1%
	Latino	1%	1%
	Other	4%	3%
Region	Philadelphia	4%	2%
	Philaldelphia Suburbs	20%	21%
	Northeast	19%	17%
	Central	29%	33%
	West	28%	27%
Household Income	Less than $50,000	39%	36%
	$50,000 or more	61%	64%
Education	Not college graduate	60%	58%
	College graduate	40%	42%
Marital Status	Married	61%	66%
	Not married	39%	34%
Evangelical Christian	Yes	39%	39%
	No	61%	61%
White Evangelical Christians		34%	35%
Religiosity	Practice a Religion	62%	63%
	Does not Practice a Religion	38%	37%
U.S. Military Veteran	Yes	14%	15%
	No	86%	85%
Union Household	Yes	17%	17%
	No	83%	83%
Interview Type	Landline	54%	57%
	Cell Phone	46%	43%

NBC News/WSJ/Marist Poll Pennsylvania Potential Republican Electorate. Interviews conducted April 18th through April 20th, 2016, n=1001 MOE +/- 3.1 percentage points. Pennsylvania Likely Republican Primary Voters: n=571 MOE +/- 4.1 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	Pennsylvania Likely Republican Primary Voters	45%	27%	24%	1%	3%
Intensity of Support	Strongly support	57%	24%	19%		
	Somewhat support	36%	33%	31%		
Party Identification	Republican	47%	28%	22%	0%	3%
	Independent	43%	23%	30%	1%	3%
Past Participation*	Yes	46%	26%	25%	1%	3%
	No	46%	29%	22%	1%	2%
Political Ideology	Moderate	44%	18%	36%	1%	2%
	Conservative-Very conservative	45%	32%	19%	0%	4%
Political Ideology	Moderate	44%	18%	36%	1%	2%
	Conservative	48%	26%	23%	0%	3%
	Very conservative	40%	46%	9%		5%
Tea Party Support	Tea Party Supporters	49%	34%	15%		2%
Region	Philaldelphia Suburbs	38%	25%	34%	1%	3%
	Northeast	52%	22%	23%	0%	3%
	Central	41%	29%	24%	1%	4%
	West	50%	28%	19%	0%	2%
Household Income	Less than $50,000	47%	29%	21%	1%	2%
	$50,000 or more	44%	29%	24%	1%	3%
Education	College graduate	37%	26%	34%	0%	3%
	Not college graduate	52%	28%	17%	1%	3%
Age	Under 45	41%	36%	21%		2%
	45 or older	48%	22%	26%	1%	4%
Gender	Men	52%	23%	22%	0%	3%
	Women	39%	30%	27%	1%	4%
Marital Status	Married	48%	25%	24%	1%	2%
	Not married	41%	30%	24%	1%	4%
White Evangelical Christians	White Evangelical Christians	40%	36%	20%		4%
Religiosity	Practice a Religion	40%	32%	24%	0%	3%
	Does not Practice a Religion	53%	19%	25%	1%	2%
U.S. Military Veteran	Yes	56%	23%	18%	0%	3%
	No	43%	28%	25%	1%	3%
Union Household	Yes	49%	24%	24%	1%	3%
	No	45%	28%	25%	1%	3%
Interview Type	Landline	45%	25%	25%	1%	4%
	Cell Phone	45%	28%	24%	0%	3%

NBC News/WSJ/Marist Poll Pennsylvania Likely Republican Primary Voters. Interviews conducted April 18th through April 20th, n=571 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.
*Past Participation refers to participation in a previous Pennsylvania 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
Likely Republican Primary Voters	Pennsylvania Likely Republican Primary Voters with a Candidate Preference	60%	30%	9%	0%
Primary Support	Donald Trump	72%	23%	4%	0%
	Ted Cruz	52%	36%	11%	1%
	John Kasich	47%	38%	15%	0%
Party Identification	Republican	63%	29%	8%	0%
	Independent	53%	35%	13%	0%
Political Ideology	Moderate	51%	36%	12%	0%
	Conservative-Very conservative	66%	27%	7%	0%
Political Ideology	Moderate	51%	36%	12%	0%
	Conservative	60%	33%	6%	0%
	Very conservative	77%	14%	8%	0%
Tea Party Support	Tea Party Supporters	70%	22%	7%	0%
Region	Philaldelphia Suburbs	59%	33%	8%	1%
	Northeast	65%	28%	7%	0%
	Central	56%	35%	9%	0%
	West	63%	26%	11%	0%
Household Income	Less than $50,000	63%	23%	13%	1%
	$50,000 or more	59%	34%	7%	0%
Education	College graduate	57%	35%	8%	0%
	Not college graduate	63%	27%	9%	1%
Age	Under 45	50%	39%	10%	
	45 or older	65%	26%	8%	0%
Gender	Men	62%	30%	8%	0%
	Women	59%	31%	10%	0%
Marital Status	Married	61%	32%	7%	0%
	Not married	59%	28%	13%	1%
Religiosity	Practice a Religion	59%	33%	8%	0%
	Does not Practice a Religion	62%	28%	10%	0%
White Evangelical Christians	White Evangelical Christians	61%	31%	8%	0%
U.S. Military Veteran	Yes	60%	28%	11%	1%
	No	61%	31%	8%	0%
Union Household	Yes	59%	32%	9%	
	No	61%	30%	9%	0%
Interview Type	Landline	62%	29%	8%	0%
	Cell Phone	58%	32%	10%	0%

NBC News/WSJ/Marist Poll Pennsylvania Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted April 18th through April 20th, n=521 MOE +/- 4.3 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	Pennsylvania Likely Republican Primary Voters with a Candidate Preference	40%	30%	18%	2%	10%
Primary Support	Donald Trump	50%	35%		2%	13%
	Ted Cruz	60%		36%	0%	4%
	John Kasich		53%	31%	4%	12%
Party Identification	Republican	43%	29%	18%	1%	9%
	Independent	34%	30%	18%	5%	13%
Political Ideology	Moderate	42%	34%	10%	3%	10%
	Conservative-Very conservative	40%	27%	22%	1%	10%
Political Ideology	Moderate	42%	34%	10%	3%	10%
	Conservative	41%	29%	19%	1%	9%
	Very conservative	37%	22%	29%	2%	11%
Tea Party Support	Tea Party Supporters	35%	31%	21%	2%	10%
Region	Philadelphia Suburbs	40%	26%	17%	1%	15%
	Northeast	38%	32%	16%	4%	10%
	Central	40%	32%	19%	2%	8%
	West	43%	28%	18%	2%	9%
Household Income	Less than $50,000	41%	31%	14%	3%	11%
	$50,000 or more	41%	28%	20%	2%	8%
Education	College graduate	40%	28%	20%	2%	10%
	Not college graduate	41%	31%	16%	1%	10%
Age	Under 45	41%	34%	19%	1%	6%
	45 or older	40%	28%	17%	3%	12%
Gender	Men	36%	33%	20%	2%	9%
	Women	45%	26%	15%	2%	12%
Marital Status	Married	40%	29%	17%	2%	12%
	Not married	42%	32%	18%	1%	7%
Religiosity	Practice a Religion	42%	29%	18%	2%	10%
	Does not Practice a Religion	40%	31%	17%	3%	9%
White Evangelical Christians	White Evangelical Christians	43%	30%	18%	2%	7%
U.S. Military Veteran	Yes	40%	34%	15%	3%	8%
	No	41%	29%	18%	2%	10%
Union Household	Yes	38%	33%	14%	2%	13%
	No	41%	29%	19%	2%	9%
Interview Type	Landline	40%	27%	16%	3%	14%
	Cell Phone	41%	32%	20%	1%	6%

NBC News/WSJ/Marist Poll Pennsylvania Likely Republican Primary Voters with a Candidate Preference. Interviews conducted April 18th through April 20th, n=512 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.