

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

April 2016

## How the Survey was Conducted

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

This survey of 3,006 adults was conducted April 18<sup>th</sup> through April 20<sup>th</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 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  $\pm 1.8$  percentage points. There are 2,606 registered voters. The results for this subset are statistically significant within  $\pm 1.9$  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  $\pm 3.1$  percentage points and  $\pm 2.7$  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  $\pm 4.1$  percentage points and  $\pm 3.6$  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%
	Philadelphia 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 Democratic Electorate	Pennsylvania Likely Democratic Primary Voters
		Col %	Col %
Pennsylvania Potential Democratic Electorate		100%	
Party Registration	Democrat	100%	100%
Party Identification	Democrat	78%	81%
	Republican	3%	2%
	Independent	19%	17%
	Other	0%	0%
Past Participation*	Yes	85%	90%
	No	15%	10%
Political Ideology	Very liberal	12%	14%
	Liberal	32%	34%
	Moderate	41%	39%
	Conservative	12%	11%
	Very conservative	3%	3%
Tea Party Supporters		10%	8%
Gender	Men	43%	42%
	Women	57%	58%
Age	Under 45	40%	37%
	45 or older	60%	63%
Age	18 to 29	17%	15%
	30 to 44	23%	22%
	45 to 59	27%	27%
	60 or older	33%	36%
Race	White	72%	73%
	African American	18%	18%
	Latino	5%	4%
	Other	5%	5%
Region	Philadelphia	18%	19%
	Philadelphia Suburbs	20%	19%
	Northeast	16%	16%
	Central	17%	15%
	West	30%	31%
Household Income	Less than \$50,000	47%	45%
	\$50,000 or more	53%	55%
Education	Not college graduate	58%	54%
	College graduate	42%	46%
Marital Status	Married	48%	49%
	Not married	52%	51%
Evangelical Christian	Yes	24%	23%
	No	76%	77%
White Evangelical Christians		13%	12%
Religiosity	Practice a Religion	45%	45%
	Does not Practice a Religion	55%	55%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Union Household	Yes	20%	21%
	No	80%	79%
Interview Type	Landline	51%	53%
	Cell Phone	49%	47%

NBC News/WSJ/Marist Poll Pennsylvania Potential Democratic Electorate. Interviews conducted April 18th through April 20th, 2016, n=1290 MOE +/- 2.7 percentage points. Pennsylvania Likely Democratic Primary Voters: n=734 MOE +/- 3.6 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	Pennsylvania Likely Democratic Primary Voters	82%	15%	3%
Party Identification	Democrat	87%	11%	2%
	Independent	71%	25%	4%
Political Ideology	Very liberal-Liberal	91%	8%	1%
	Moderate	81%	16%	4%
	Conservative-Very conservative	59%	37%	4%
Political Ideology	Very liberal	88%	9%	2%
	Liberal	91%	8%	1%
	Moderate	81%	16%	4%
Region	Philadelphia	89%	8%	3%
	Philadelphia Suburbs	87%	11%	1%
	Northeast	75%	21%	5%
	Central	76%	19%	5%
	West	81%	17%	2%
Household Income	Less than \$50,000	80%	18%	2%
	\$50,000 or more	84%	13%	3%
Education	College graduate	89%	9%	2%
	Not college graduate	76%	21%	3%
Race	White	78%	19%	4%
	African American	98%	2%	
Age	18 to 29	93%	5%	2%
	30 to 44	87%	11%	2%
	45 to 59	76%	22%	3%
	60 or older	79%	18%	4%
Age	Under 45	89%	9%	2%
	45 or older	77%	19%	3%
Gender	Men	78%	18%	3%
	Women	85%	13%	2%
Gender by age	Men under age 45	87%	11%	3%
	Men age 45 or older	73%	23%	5%
	Women under age 45	93%	6%	1%
	Women age 45 or older	81%	17%	3%
Marital Status	Married	80%	16%	4%
	Not married	84%	14%	2%
Religiosity	Practice a Religion	81%	16%	4%
	Does not Practice a Religion	83%	15%	2%
U.S. Military Veteran	Yes	74%	22%	4%
	No	83%	14%	3%
Union Household	Yes	76%	21%	3%
	No	84%	13%	3%
Interview Type	Landline	80%	16%	4%
	Cell Phone	84%	14%	2%

NBC News/WSJ/Marist Poll Pennsylvania Likely Democratic Primary Voters. Interviews conducted April 18th through April 20th, n=734 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

\*Past Participation refers to participation in a previous Pennsylvania Democratic Presidential Primary.

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

		Hillary Clinton	Bernie Sanders	Other	Undecided
Likely Democratic Primary Voters	Pennsylvania Likely Democratic Primary Voters	55%	40%	0%	4%
Intensity of Support	Strongly support	59%	41%		
	Somewhat support	54%	46%		
Past Participation*	Yes	58%	37%	0%	5%
	No	28%	70%		2%
Party Identification	Democrat	60%	36%	0%	4%
	Independent	39%	55%	2%	4%
Political Ideology	Very liberal-Liberal	53%	46%	0%	1%
	Moderate	56%	37%	0%	6%
	Conservative-Very conservative	59%	36%	1%	4%
Political Ideology	Very liberal	41%	58%	1%	0%
	Liberal	58%	41%		2%
	Moderate	56%	37%	0%	6%
Region	Philadelphia	66%	28%		6%
	Philaladelphia Suburbs	54%	41%		5%
	Northeast	54%	41%	0%	5%
	Central	53%	46%		1%
	West	51%	43%	1%	4%
Household Income	Less than \$50,000	57%	39%	0%	4%
	\$50,000 or more	54%	41%	0%	4%
Education	College graduate	51%	45%	1%	4%
	Not college graduate	58%	37%	0%	4%
Race	White	54%	41%	0%	5%
	African American	67%	29%		4%
Age	18 to 29	24%	73%		3%
	30 to 44	47%	51%		2%
	45 to 59	64%	29%	1%	6%
	60 or older	67%	27%	1%	5%
Age	Under 45	37%	60%		2%
	45 or older	66%	28%	1%	5%
Gender	Men	45%	49%	1%	5%
	Women	62%	34%	0%	4%
Gender by age	Men under age 45	28%	69%		4%
	Men age 45 or older	58%	35%	1%	5%
	Women under age 45	45%	54%		1%
	Women age 45 or older	70%	24%	0%	5%
Marital Status	Married	60%	35%	0%	5%
	Not married	50%	47%	0%	3%
Religiosity	Practice a Religion	59%	34%	1%	6%
	Does not Practice a Religion	51%	46%	0%	2%
U.S. Military Veteran	Yes	59%	37%	0%	4%
	No	55%	41%	0%	4%
Union Household	Yes	52%	44%	0%	4%
	No	55%	40%	0%	4%
Interview Type	Landline	62%	32%	0%	5%
	Cell Phone	47%	49%	0%	4%

NBC News/WSJ/Marist Poll Pennsylvania Likely Democratic Primary Voters. Interviews conducted April 18th through April 20th, n=734 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

\*Past Participation refers to participation in a previous Pennsylvania 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
Likely Democratic Primary Voters	Pennsylvania Likely Democratic Primary Voters with a Candidate Preference	70%	22%	7%	1%
Primary Support	Hillary Clinton	71%	21%	8%	1%
	Bernie Sanders	68%	24%	7%	1%
Party Identification	Democrat	73%	19%	7%	1%
	Independent	59%	31%	9%	1%
Political Ideology	Very liberal-Liberal	79%	17%	4%	0%
	Moderate	61%	28%	9%	1%
	Conservative-Very conservative	56%	27%	14%	3%
Political Ideology	Very liberal	93%	5%	2%	0%
	Liberal	74%	21%	4%	0%
	Moderate	61%	28%	9%	1%
Household Income	Less than \$50,000	73%	18%	7%	1%
	\$50,000 or more	67%	25%	8%	0%
Education	College graduate	72%	23%	5%	0%
	Not college graduate	69%	21%	9%	1%
Race	White	69%	24%	7%	1%
	African American	72%	19%	9%	1%
Age	18 to 29	75%	21%	4%	
	30 to 44	64%	25%	12%	
	45 to 59	69%	24%	6%	0%
	60 or older	72%	19%	7%	2%
Age	Under 45	68%	23%	9%	
	45 or older	71%	21%	7%	1%
Gender	Men	64%	27%	9%	1%
	Women	74%	19%	6%	1%
Gender by age	Men under age 45	64%	28%	8%	
	Men age 45 or older	65%	27%	7%	1%
	Women under age 45	73%	19%	8%	
	Women age 45 or older	74%	18%	6%	2%
Marital Status	Married	66%	25%	7%	1%
	Not married	73%	19%	7%	1%
Religiosity	Practice a Religion	69%	22%	8%	1%
	Does not Practice a Religion	71%	22%	7%	0%
U.S. Military Veteran	Yes	66%	22%	11%	2%
	No	70%	22%	7%	1%
Union Household	Yes	65%	28%	6%	1%
	No	72%	20%	8%	1%
Interview Type	Landline	68%	24%	7%	1%
	Cell Phone	71%	20%	8%	0%

NBC News/WSJ/Marist Poll Pennsylvania Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted April 18th through April 20th, n=662 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.