

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters

February 2016

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist South Carolina Poll of 2,567 Adults

This survey of 2,567 adults was conducted February 15th through February 17th, 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 South Carolina 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 South Carolina 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, and region except for race, which is from the 2010 census. Results are statistically significant within ± 1.9 percentage points. There are 2,282 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. Among registered voters, 823 had a phone match in the voter file and 1,459 did not. The results for these subsets are statistically significant within ± 3.4 percentage points and ± 2.6 percentage points, respectively. There are 1,227 voters in the potential Republican primary electorate. The potential Republican primary electorate in South Carolina 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 836 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in South Carolina 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 ± 2.8 percentage points and ± 3.4 percentage points, respectively. There are 722 likely Republican primary voters and 425 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 South Carolina 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 ± 3.6 percentage points and ± 4.8 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - South Carolina

		South Carolina Adults	South Carolina Registered Voters
		Col %	Col %
South Carolina Adults		100%	
South Carolina Registered Voters		89%	100%
South Carolina Potential Republican Electorate		48%	54%
South Carolina Likely Republican Primary Voters		28%	32%
South Carolina Potential Democratic Electorate		33%	37%
South Carolina Likely Democratic Primary Voters		17%	19%
Party Identification	Democrat	n/a	29%
	Republican	n/a	40%
	Independent	n/a	30%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	5%
	Liberal	n/a	12%
	Moderate	n/a	33%
	Conservative	n/a	34%
	Very conservative	n/a	16%
Tea Party Supporters		n/a	25%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	47%	44%
	45 or older	53%	56%
Age	18 to 29	22%	19%
	30 to 44	25%	25%
	45 to 59	26%	28%
	60 or older	26%	28%
Race	White	67%	68%
	African American	27%	27%
	Latino	4%	4%
	Other	2%	2%
Region	Upcountry	25%	25%
	Piedmont	13%	13%
	Central	26%	26%
	Pee Dee/Waccamaw	16%	16%
	Low Country	20%	20%
Household Income	Less than \$50,000	55%	53%
	\$50,000 or more	45%	47%
Education	Not college graduate	66%	64%
	College graduate	34%	36%
Marital Status	Married	50%	52%
	Not married	50%	48%
Evangelical Christian	Yes	57%	60%
	No	43%	40%
White Evangelical Christians		37%	38%
Religiosity	Practice a Religion	66%	69%
	Does not Practice a Religion	34%	31%
U.S. Military Veteran	Yes	15%	16%
	No	85%	84%
South Carolina Voter Registration List	Match	n/a	36%
	No Match	n/a	64%
Interview Type	Landline	46%	47%
	Cell Phone	54%	53%

NBC News/WSJ/Marist Poll South Carolina Adults. Interviews conducted February 15th through February 17th, 2016, n=2567 MOE +/- 1.9 percentage points. South Carolina Registered Voters: n=2282 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - South Carolina

		South Carolina Potential Democratic Electorate	South Carolina Likely Democratic Primary Voters
		Col %	Col %
South Carolina Potential Democratic Electorate		100%	
South Carolina Likely Democratic Primary Voters		51%	100%
Party Identification	Democrat	75%	79%
	Republican	1%	1%
	Independent	23%	20%
	Other	0%	0%
Past Participation*	Yes	74%	83%
	No	26%	17%
Political Ideology	Very liberal	10%	10%
	Liberal	25%	25%
	Moderate	41%	40%
	Conservative	15%	16%
	Very conservative	8%	9%
Tea Party Supporters		13%	13%
Gender	Men	40%	41%
	Women	60%	59%
Age	Under 45	45%	38%
	45 or older	55%	62%
Age	18 to 29	22%	16%
	30 to 44	23%	21%
	45 to 59	29%	32%
	60 or older	26%	30%
Race	White	36%	35%
	African American	59%	61%
	Latino	3%	3%
	Other	2%	2%
Region	Upcountry	21%	20%
	Piedmont	14%	12%
	Central	31%	31%
	Pee Dee/Waccamaw	15%	17%
	Low Country	19%	20%
Household Income	Less than \$50,000	66%	65%
	\$50,000 or more	34%	35%
Education	Not college graduate	69%	67%
	College graduate	31%	33%
Marital Status	Married	40%	41%
	Not married	60%	59%
Evangelical Christian	Yes	57%	57%
	No	43%	43%
White Evangelical Christians		14%	13%
Religiosity	Practice a Religion	68%	69%
	Does not Practice a Religion	32%	31%
U.S. Military Veteran	Yes	14%	16%
	No	86%	84%
South Carolina Voter Registration List	Match	35%	39%
	No Match	65%	61%
Interview Type	Landline	47%	51%
	Cell Phone	53%	49%

NBC News/WSJ/Marist Poll South Carolina Potential Democratic Electorate. Interviews conducted February 15th through February 17th, 2016, n=836 MOE +/- 3.4 percentage points. South Carolina Likely Democratic Primary Voters: n=425 MOE +/- 4.8 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
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	89%	7%	4%
Intensity of Support	Strongly support	92%	5%	3%
	Somewhat support	85%	10%	5%
Party Identification	Democrat	92%	4%	4%
	Independent	82%	13%	5%
Political Ideology	Very liberal-Liberal	93%	5%	3%
	Moderate	89%	7%	4%
	Conservative-Very conservative	85%	10%	5%
Household Income	Less than \$50,000	90%	6%	4%
	\$50,000 or more	91%	6%	3%
Education	Not college graduate	88%	8%	5%
	College graduate	93%	5%	2%
Race	White	82%	12%	5%
	African American	94%	3%	3%
Age	Under 45	92%	3%	5%
	45 or older	88%	9%	3%
Race and Age	African American under 45	93%	1%	6%
	African American 45 or older	95%	3%	2%
Gender	Men	89%	7%	4%
	Women	90%	7%	4%
Marital Status	Married	91%	6%	3%
	Not married	89%	7%	5%
Religiosity	Practice a Religion	90%	5%	5%
	Does not Practice a Religion	88%	9%	3%
South Carolina Voter Registration List	Match	88%	8%	4%
	No Match	90%	6%	4%
Interview Type	Landline	89%	8%	3%
	Cell Phone	89%	6%	5%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters. Interviews conducted February 15th through February 17th, 2016, n=425 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

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

		Hillary Clinton	Bernie Sanders	Other	Undecided
Democratic Likely Voters	South Carolina Likely Democratic Primary Voters	60%	32%	0%	8%
Intensity of Support	Strongly support	68%	32%		
	Somewhat support	56%	44%		
Past Participation*	Yes	63%	28%	0%	8%
	No	44%	52%	0%	4%
Party Identification	Democrat	65%	26%	0%	9%
	Independent	42%	56%	0%	2%
Political Ideology	Very liberal-Liberal	57%	39%	1%	3%
	Moderate	58%	35%	0%	7%
	Conservative-Very conservative	64%	24%	0%	11%
Household Income	Less than \$50,000	60%	29%	1%	10%
	\$50,000 or more	61%	35%	0%	3%
Education	Not college graduate	60%	31%	1%	8%
	College graduate	58%	36%		6%
Race	White	46%	51%	0%	3%
	African American	68%	21%	1%	10%
Age	Under 45	43%	49%		8%
	45 or older	69%	23%	1%	7%
Race and Age	African American under 45	52%	35%		13%
	African American 45 or older	78%	12%	1%	9%
Gender	Men	55%	39%	1%	5%
	Women	63%	28%		9%
Marital Status	Married	59%	34%	1%	6%
	Not married	60%	32%		8%
Religiosity	Practice a Religion	64%	28%	0%	8%
	Does not Practice a Religion	50%	44%	0%	6%
South Carolina Voter Registration List	Match	65%	25%	0%	10%
	No Match	56%	37%	1%	6%
Interview Type	Landline	66%	24%	1%	10%
	Cell Phone	53%	41%	0%	5%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters. Interviews conducted February 15th through February 17th, 2016, n=425
MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

*Past Participation refers to participation in a previous South Carolina 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	South Carolina Likely Democratic Primary Voters with a Candidate Preference	69%	21%	9%	2%
Primary Support	Hillary Clinton	72%	18%	7%	2%
	Bernie Sanders	62%	25%	12%	1%
Party Identification	Democrat	70%	19%	9%	2%
	Independent	63%	28%	7%	1%
Political Ideology	Very liberal-Liberal	71%	19%	9%	1%
	Moderate	67%	26%	7%	1%
	Conservative-Very conservative	69%	18%	12%	2%
Household Income	Less than \$50,000	70%	19%	8%	2%
	\$50,000 or more	66%	24%	10%	1%
Education	Not college graduate	69%	20%	10%	1%
	College graduate	69%	25%	6%	0%
Race	White	68%	22%	8%	1%
	African American	70%	19%	9%	2%
Age	Under 45	55%	31%	12%	1%
	45 or older	77%	15%	6%	2%
Race and Age	African American under 45	47%	34%	16%	3%
	African American 45 or older	84%	10%	4%	2%
Gender	Men	67%	22%	10%	1%
	Women	70%	20%	7%	3%
Marital Status	Married	73%	19%	6%	2%
	Not married	66%	23%	10%	2%
South Carolina Voter Registration List	Match	78%	16%	5%	1%
	No Match	63%	24%	11%	2%
Interview Type	Landline	78%	16%	4%	1%
	Cell Phone	60%	25%	12%	3%
Religiosity	Practice a Religion	71%	18%	10%	1%
	Does not Practice a Religion	63%	28%	6%	2%

NBC News/WSJ/Marist Poll South Carolina Likely Democratic Primary Voters with a Candidate Preference including absentee. Interviews conducted February 15th through February 17th, 2016, n=366 MOE +/- 5.1 percentage points. Totals may not add to 100% due to rounding.