

NBC News/WSJ/Marist Poll Tennessee Adults,  
Registered Voters, & Potential Electorates

February 2016

## How the Survey was Conducted

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### Nature of the Sample: NBC News/WSJ/Marist Tennessee Poll of 2,793 Adults

This survey of 2,793 adults was conducted February 22<sup>nd</sup> through February 25<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 Tennessee 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 Tennessee 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  $\pm 1.9$  percentage points. There are 2,167 registered voters. The results for this subset are statistically significant within  $\pm 2.1$  percentage points. Among registered voters, 752 had a phone match in the voter file and 1,415 did not. The results for these subsets are statistically significant within  $\pm 3.6$  percentage points and  $\pm 2.6$  percentage points, respectively. There are 1,153 voters in the potential Republican primary electorate. The potential Republican primary electorate in Tennessee 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 783 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in Tennessee 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  $\pm 2.9$  percentage points and  $\pm 3.5$  percentage points, respectively. There are 665 likely Republican primary voters and 405 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Tennessee 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  $\pm 3.8$  percentage points and  $\pm 4.9$  percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

| Nature of the Sample - Tennessee           |                              |                  |                             |
|--|------------------------------|------------------|-----------------------------|
|  |                              | Tennessee Adults | Tennessee Registered Voters |
|  |                              | Col %            | Col %                       |
| Tennessee Adults                           |                              | 100%             |                             |
| Tennessee Registered Voters                |                              | 78%              | 100%                        |
| Tennessee Potential Republican Electorate  |                              | 41%              | 53%                         |
| Tennessee Likely Republican Primary Voters |                              | 24%              | 31%                         |
| Tennessee Potential Democratic Electorate  |                              | 28%              | 36%                         |
| Tennessee Likely Democratic Primary Voters |                              | 14%              | 19%                         |
| Party Identification                       | Democrat                     | n/a              | 26%                         |
|  | Republican                   | n/a              | 36%                         |
|  | Independent                  | n/a              | 37%                         |
|  | Other                        | n/a              | 1%                          |
| Political Ideology                         | Very liberal                 | n/a              | 4%                          |
|  | Liberal                      | n/a              | 14%                         |
|  | Moderate                     | n/a              | 33%                         |
|  | Conservative                 | n/a              | 33%                         |
|  | Very conservative            | n/a              | 16%                         |
| Tea Party Supporters                       |                              | n/a              | 24%                         |
| Gender                                     | Men                          | 48%              | 46%                         |
|  | Women                        | 52%              | 54%                         |
| Age  | Under 45                     | 46%              | 40%                         |
|  | 45 or older                  | 54%              | 60%                         |
| Age  | 18 to 29                     | 21%              | 15%                         |
|  | 30 to 44                     | 25%              | 25%                         |
|  | 45 to 59                     | 27%              | 30%                         |
|  | 60 or older                  | 26%              | 30%                         |
| Race                                       | White                        | 78%              | 80%                         |
|  | African American             | 15%              | 14%                         |
|  | Latino                       | 4%               | 4%                          |
|  | Other                        | 2%               | 2%                          |
| Region                                     | East                         | 37%              | 37%                         |
|  | Nashville Area               | 23%              | 23%                         |
|  | Central                      | 20%              | 20%                         |
|  | Memphis/West                 | 20%              | 20%                         |
| Household Income                           | Less than \$50,000           | 56%              | 51%                         |
|  | \$50,000 or more             | 44%              | 49%                         |
| Education                                  | Not college graduate         | 70%              | 65%                         |
|  | College graduate             | 30%              | 35%                         |
| Marital Status                             | Married                      | 48%              | 54%                         |
|  | Not married                  | 52%              | 46%                         |
| Evangelical Christian                      | Yes                          | 58%              | 60%                         |
|  | No                           | 42%              | 40%                         |
| White Evangelical Christians               |                              | 44%              | 47%                         |
| Religiosity                                | Practice a Religion          | 60%              | 64%                         |
|  | Does not Practice a Religion | 40%              | 36%                         |
| U.S. Military Veteran                      | Yes                          | n/a              | 14%                         |
|  | No                           | n/a              | 86%                         |
| Tennessee Voter Registration List          | Match                        | 28%              | 35%                         |
|  | No Match                     | 72%              | 65%                         |
| Interview Type                             | Landline                     | 42%              | 47%                         |
|  | Cell Phone                   | 58%              | 53%                         |

NBC News/WSJ/Marist Poll Tennessee Adults. Interviews conducted February 22nd through February 25th, 2016, n=2793 MOE +/- 1.9 percentage points. Totals may not add to 100% due to rounding. Tennessee Registered Voters: n=2167 MOE +/- 2.1 percentage points.

|  |                              | Nature of the Sample - Tennessee          |  |
|--|------------------------------|---|--|
|  |                              | Tennessee Potential Republican Electorate | Tennessee Likely Republican Primary Voters |
|  |                              | Col %                                     | Col %                                      |
| Tennessee Potential Republican Electorate  |                              | 100%                                      |  |
| Tennessee Likely Republican Primary Voters |                              | 58%                                       | 100%                                       |
| Party Identification                       | Democrat                     | 1%  | 1%   |
|  | Republican                   | 65%                                       | 69%  |
|  | Independent                  | 32%                                       | 28%  |
|  | Other                        | 2%  | 2%   |
| Past Participation*                        | Yes                          | 78%                                       | 86%  |
|  | No                           | 22%                                       | 14%  |
| Political Ideology                         | Very liberal                 | 1%  | 1%   |
|  | Liberal                      | 5%  | 4%   |
|  | Moderate                     | 26%                                       | 24%  |
|  | Conservative                 | 44%                                       | 45%  |
|  | Very conservative            | 24%                                       | 27%  |
| Tea Party Supporters                       |                              | 37%                                       | 40%  |
| Gender                                     | Men                          | 50%                                       | 50%  |
|  | Women                        | 50%                                       | 50%  |
| Age  | Under 45                     | 37%                                       | 32%  |
|  | 45 or older                  | 63%                                       | 68%  |
| Age  | 18 to 29                     | 12%                                       | 9%   |
|  | 30 to 44                     | 25%                                       | 23%  |
|  | 45 to 59                     | 32%                                       | 34%  |
|  | 60 or older                  | 31%                                       | 33%  |
| Race                                       | White                        | 92%                                       | 93%  |
|  | African American             | 3%  | 3%   |
|  | Latino                       | 3%  | 3%   |
|  | Other                        | 2%  | 2%   |
| Region                                     | East                         | 42%                                       | 44%  |
|  | Nashville Area               | 22%                                       | 23%  |
|  | Central                      | 20%                                       | 20%  |
|  | Memphis/West                 | 15%                                       | 14%  |
| Household Income                           | Less than \$50,000           | 43%                                       | 41%  |
|  | \$50,000 or more             | 57%                                       | 59%  |
| Education                                  | Not college graduate         | 65%                                       | 62%  |
|  | College graduate             | 35%                                       | 38%  |
| Marital Status                             | Married                      | 63%                                       | 66%  |
|  | Not married                  | 37%                                       | 34%  |
| Evangelical Christian                      | Yes                          | 71%                                       | 72%  |
|  | No                           | 29%                                       | 28%  |
| White Evangelical Christians               |                              | 63%                                       | 66%  |
| Religiosity                                | Practice a Religion          | 69%                                       | 71%  |
|  | Does not Practice a Religion | 31%                                       | 29%  |
| U.S. Military Veteran                      | Yes                          | 16%                                       | 17%  |
|  | No                           | 84%                                       | 83%  |
| Tennessee Voter Registration List          | Match                        | 35%                                       | 37%  |
|  | No Match                     | 65%                                       | 63%  |
| Interview Type                             | Landline                     | 47%                                       | 49%  |
|  | Cell Phone                   | 53%                                       | 51%  |

NBC News/WSJ/Marist Poll Tennessee Potential Republican Electorate. Interviews conducted February 22nd through February 25th, 2016, n=1153 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. Tennessee Likely Republican Primary Voters: n=665 MOE +/- 3.8 percentage points.

|  |                              | Nature of the Sample - Tennessee          |  |
|--|------------------------------|---|--|
|  |                              | Tennessee Potential Democratic Electorate | Tennessee Likely Democratic Primary Voters |
|  |                              | Col %                                     | Col %                                      |
| Tennessee Potential Democratic Electorate  |                              | 100%                                      |  |
| Tennessee Likely Democratic Primary Voters |                              | 52%                                       | 100%                                       |
| Party Identification                       | Democrat                     | 67%                                       | 72%  |
|  | Republican                   | 1%  | 1%   |
|  | Independent                  | 32%                                       | 27%  |
|  | Other                        | 0%  | 0%   |
| Past Participation*                        | Yes                          | 76%                                       | 86%  |
|  | No                           | 24%                                       | 14%  |
| Political Ideology                         | Very liberal                 | 10%                                       | 12%  |
|  | Liberal                      | 27%                                       | 29%  |
|  | Moderate                     | 43%                                       | 40%  |
|  | Conservative                 | 15%                                       | 14%  |
|  | Very conservative            | 5%  | 5%   |
| Tea Party Supporters                       |                              | 10%                                       | 8%   |
| Gender                                     | Men                          | 41%                                       | 38%  |
|  | Women                        | 59%                                       | 62%  |
| Age  | Under 45                     | 41%                                       | 34%  |
|  | 45 or older                  | 59%                                       | 66%  |
| Age  | 18 to 29                     | 19%                                       | 14%  |
|  | 30 to 44                     | 23%                                       | 21%  |
|  | 45 to 59                     | 29%                                       | 33%  |
|  | 60 or older                  | 30%                                       | 33%  |
| Race                                       | White                        | 62%                                       | 65%  |
|  | African American             | 30%                                       | 29%  |
|  | Latino                       | 5%  | 5%   |
|  | Other                        | 2%  | 2%   |
| Region                                     | East                         | 29%                                       | 31%  |
|  | Nashville Area               | 25%                                       | 25%  |
|  | Central                      | 19%                                       | 23%  |
|  | Memphis/West                 | 27%                                       | 21%  |
| Household Income                           | Less than \$50,000           | 58%                                       | 55%  |
|  | \$50,000 or more             | 42%                                       | 45%  |
| Education                                  | Not college graduate         | 62%                                       | 59%  |
|  | College graduate             | 38%                                       | 41%  |
| Marital Status                             | Married                      | 44%                                       | 47%  |
|  | Not married                  | 56%                                       | 53%  |
| Evangelical Christian                      | Yes                          | 49%                                       | 50%  |
|  | No                           | 51%                                       | 50%  |
| White Evangelical Christians               |                              | 25%                                       | 26%  |
| Religiosity                                | Practice a Religion          | 58%                                       | 60%  |
|  | Does not Practice a Religion | 42%                                       | 40%  |
| U.S. Military Veteran                      | Yes                          | 10%                                       | 10%  |
|  | No                           | 90%                                       | 90%  |
| Tennessee Voter Registration List          | Match                        | 37%                                       | 40%  |
|  | No Match                     | 63%                                       | 60%  |
| Interview Type                             | Landline                     | 47%                                       | 51%  |
|  | Cell Phone                   | 53%                                       | 49%  |

NBC News/WSJ/Marist Poll Tennessee Potential Democratic Electorate. Interviews conducted February 22nd through February 25th, 2016, n=783 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding. Tennessee Likely Democratic Primary Voters: n=405 MOE +/- 4.9 percentage points.

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

|                                 |   | Approve | Disapprove | Unsure |
|---------------------------------|---|---------|------------|--------|
| Adults                          | Tennessee Adults                          | 38%     | 54%        | 8%     |
| Registered Voters               | Tennessee Registered Voters               | 37%     | 57%        | 6%     |
| Potential Republican Electorate | Tennessee Potential Republican Electorate | 9%      | 88%        | 3%     |
| Potential Democratic Electorate | Tennessee Potential Democratic Electorate | 78%     | 16%        | 6%     |
| Party Identification            | Democrat                                  | 82%     | 13%        | 5%     |
|                                 | Republican                                | 7%      | 91%        | 2%     |
|                                 | Independent                               | 35%     | 57%        | 8%     |
| Political Ideology              | Very liberal-Liberal                      | 75%     | 20%        | 5%     |
|                                 | Moderate                                  | 47%     | 45%        | 8%     |
|                                 | Conservative-Very conservative            | 16%     | 81%        | 3%     |
| Tea Party Support               | Tea Party Supporters                      | 16%     | 83%        | 2%     |
| Region                          | East                                      | 31%     | 61%        | 8%     |
|                                 | Nashville Area                            | 41%     | 50%        | 9%     |
|                                 | Central                                   | 31%     | 61%        | 8%     |
|                                 | Memphis/West                              | 53%     | 40%        | 7%     |
| Household Income                | Less than \$50,000                        | 40%     | 51%        | 9%     |
|                                 | \$50,000 or more                          | 36%     | 59%        | 5%     |
| Education                       | Not college graduate                      | 34%     | 56%        | 10%    |
|                                 | College graduate                          | 44%     | 51%        | 5%     |
| Race                            | White                                     | 28%     | 64%        | 8%     |
|                                 | African American                          | 85%     | 9%         | 6%     |
|                                 | Latino                                    | 47%     | 42%        | 11%    |
| Age                             | 18 to 29                                  | 50%     | 40%        | 11%    |
|                                 | 30 to 44                                  | 34%     | 55%        | 11%    |
|                                 | 45 to 59                                  | 34%     | 60%        | 6%     |
|                                 | 60 or older                               | 35%     | 58%        | 7%     |
| Age                             | Under 45                                  | 41%     | 48%        | 11%    |
|                                 | 45 or older                               | 34%     | 59%        | 6%     |
| Gender                          | Men                                       | 35%     | 57%        | 8%     |
|                                 | Women                                     | 40%     | 51%        | 8%     |
| Marital Status                  | Married                                   | 29%     | 66%        | 5%     |
|                                 | Not married                               | 45%     | 44%        | 11%    |
| Religiosity                     | Practice a Religion                       | 35%     | 59%        | 6%     |
|                                 | Does not Practice a Religion              | 41%     | 48%        | 11%    |
| U.S. Military Veteran           | Yes                                       | 25%     | 66%        | 9%     |
|                                 | No  | 39%     | 53%        | 8%     |
| Interview Type                  | Landline                                  | 36%     | 56%        | 8%     |
|                                 | Cell Phone                                | 39%     | 53%        | 9%     |

NBC News/WSJ/Marist Poll Tennessee Adults. Interviews conducted February 22nd through February 25th, 2016, n=2793 MOE +/- 1.9 percentage points. Tennessee Registered Voters: n=2167 MOE +/- 2.1 percentage points. Potential Republican Electorate: n=1153 MOE +/- 2.9 percentage points. Potential Democratic Electorate: n=783 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

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

|                                 |   | Donald Trump | Ted Cruz | Marco Rubio | Ben Carson | John Kasich | Other | Undecided |
|---------------------------------|---|--------------|----------|-------------|------------|-------------|-------|-----------|
| Potential Republican Electorate | Tennessee Potential Republican Electorate | 40%          | 21%      | 19%         | 9%         | 5%          | 1%    | 5%        |
| Intensity of Support            | Strongly support                          | 51%          | 21%      | 15%         | 10%        | 4%          |       |           |
|                                 | Somewhat support                          | 37%          | 23%      | 28%         | 5%         | 7%          |       |           |
|                                 | Might vote differently                    | 19%          | 23%      | 24%         | 19%        | 15%         |       |           |
| Party Identification            | Republican                                | 41%          | 22%      | 20%         | 9%         | 3%          | 1%    | 5%        |
|                                 | Independent                               | 38%          | 20%      | 17%         | 8%         | 10%         | 1%    | 7%        |
| Political Ideology              | Moderate                                  | 43%          | 9%       | 21%         | 8%         | 12%         | 0%    | 6%        |
|                                 | Conservative-Very conservative            | 36%          | 27%      | 19%         | 9%         | 3%          | 1%    | 5%        |
| Political Ideology              | Moderate                                  | 43%          | 9%       | 21%         | 8%         | 12%         | 0%    | 6%        |
|                                 | Conservative                              | 40%          | 21%      | 20%         | 10%        | 4%          | 0%    | 5%        |
|                                 | Very conservative                         | 30%          | 37%      | 17%         | 9%         | 2%          | 1%    | 4%        |
| Tea Party Support               | Tea Party Supporters                      | 40%          | 32%      | 13%         | 8%         | 4%          | 0%    | 3%        |
| Region                          | East                                      | 42%          | 19%      | 19%         | 9%         | 6%          | 1%    | 4%        |
|                                 | Nashville Area                            | 38%          | 18%      | 23%         | 11%        | 5%          | 0%    | 4%        |
|                                 | Central                                   | 41%          | 27%      | 13%         | 8%         | 4%          | 1%    | 5%        |
|                                 | Memphis/West                              | 34%          | 24%      | 20%         | 7%         | 5%          |       | 11%       |
| Household Income                | Less than \$50,000                        | 44%          | 22%      | 14%         | 8%         | 4%          | 1%    | 7%        |
|                                 | \$50,000 or more                          | 38%          | 20%      | 22%         | 10%        | 6%          | 0%    | 4%        |
| Education                       | Not college graduate                      | 44%          | 22%      | 15%         | 8%         | 4%          | 1%    | 6%        |
|                                 | College graduate                          | 33%          | 20%      | 25%         | 10%        | 7%          | 0%    | 4%        |
| Race                            | White                                     | 40%          | 21%      | 19%         | 8%         | 6%          | 1%    | 5%        |
|                                 | Non-white                                 | 37%          | 20%      | 13%         | 16%        | 3%          | 2%    | 7%        |
| Age                             | 18 to 29                                  | 38%          | 22%      | 15%         | 11%        | 7%          | 3%    | 4%        |
|                                 | 30 to 44                                  | 36%          | 24%      | 17%         | 13%        | 4%          |       | 6%        |
|                                 | 45 to 59                                  | 43%          | 21%      | 20%         | 7%         | 5%          | 1%    | 3%        |
|                                 | 60 or older                               | 41%          | 18%      | 21%         | 7%         | 6%          | 1%    | 7%        |
| Age                             | Under 45                                  | 37%          | 24%      | 16%         | 12%        | 5%          | 1%    | 6%        |
|                                 | 45 or older                               | 42%          | 20%      | 20%         | 7%         | 5%          | 1%    | 5%        |
| Gender                          | Men                                       | 41%          | 20%      | 17%         | 9%         | 6%          | 1%    | 6%        |
|                                 | Women                                     | 39%          | 22%      | 21%         | 9%         | 4%          | 1%    | 4%        |
| Marital Status                  | Married                                   | 37%          | 24%      | 20%         | 9%         | 5%          | 0%    | 5%        |
|                                 | Not married                               | 46%          | 17%      | 16%         | 9%         | 6%          | 1%    | 6%        |
| White Evangelical Christians    | White Evangelical Christians              | 39%          | 24%      | 19%         | 8%         | 4%          | 1%    | 5%        |
| Religiosity                     | Practice a Religion                       | 34%          | 25%      | 20%         | 10%        | 5%          | 1%    | 6%        |
|                                 | Does not Practice a Religion              | 53%          | 14%      | 17%         | 6%         | 6%          | 0%    | 3%        |
| U.S. Military Veteran           | No  | 40%          | 21%      | 18%         | 9%         | 5%          | 0%    | 5%        |
|                                 | Yes                                       | 40%          | 20%      | 21%         | 7%         | 5%          | 2%    | 5%        |
| Interview Type                  | Landline                                  | 40%          | 21%      | 19%         | 8%         | 5%          | 1%    | 6%        |
|                                 | Cell Phone                                | 40%          | 21%      | 19%         | 10%        | 6%          | 1%    | 4%        |

NBC News/WSJ/Marist Poll Tennessee Potential Republican Electorate. Interviews conducted February 22nd through February 25th, 2016, n=1153 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

**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 |
|---------------------------------|---|------------------|------------------|------------------------|--------|
| Potential Republican Electorate | Tennessee Potential Republican Electorate with a Candidate Preference | 60%              | 28%              | 10%                    | 1%     |
| Primary Support                 | Donald Trump  | 70%              | 24%              | 4%                     | 1%     |
|                                 | Ted Cruz  | 59%              | 29%              | 10%                    | 2%     |
|                                 | Marco Rubio   | 46%              | 41%              | 12%                    | 1%     |
|                                 | Ben Carson  | 62%              | 16%              | 20%                    | 3%     |
| Party Identification            | Republican  | 66%              | 24%              | 9%                     | 1%     |
|                                 | Independent   | 50%              | 37%              | 12%                    | 1%     |
| Political Ideology              | Moderate  | 47%              | 39%              | 12%                    | 1%     |
|                                 | Conservative-Very conservative  | 65%              | 24%              | 9%                     | 1%     |
| Political Ideology              | Moderate  | 47%              | 39%              | 12%                    | 1%     |
|                                 | Conservative  | 64%              | 26%              | 9%                     | 1%     |
|                                 | Very conservative   | 69%              | 20%              | 9%                     | 2%     |
| Tea Party Support               | Tea Party Supporters  | 67%              | 25%              | 7%                     | 1%     |
| Region                          | East  | 59%              | 27%              | 12%                    | 2%     |
|                                 | Nashville Area  | 59%              | 32%              | 8%                     | 1%     |
|                                 | Central   | 61%              | 27%              | 10%                    | 3%     |
|                                 | Memphis/West  | 66%              | 26%              | 8%                     |        |
| Household Income                | Less than \$50,000  | 59%              | 28%              | 11%                    | 2%     |
|                                 | \$50,000 or more  | 58%              | 30%              | 11%                    | 1%     |
| Education                       | Not college graduate  | 62%              | 26%              | 10%                    | 2%     |
|                                 | College graduate  | 56%              | 33%              | 11%                    | 0%     |
| Race                            | White   | 59%              | 29%              | 11%                    | 1%     |
|                                 | Non-white   | 69%              | 25%              | 4%                     | 2%     |
| Age                             | 18 to 29  | 54%              | 26%              | 16%                    | 4%     |
|                                 | 30 to 44  | 57%              | 35%              | 8%                     | 0%     |
|                                 | 45 to 59  | 60%              | 29%              | 10%                    | 1%     |
|                                 | 60 or older   | 66%              | 23%              | 9%                     | 2%     |
| Age                             | Under 45  | 56%              | 32%              | 11%                    | 1%     |
|                                 | 45 or older   | 63%              | 26%              | 9%                     | 1%     |
| Gender                          | Men   | 59%              | 29%              | 10%                    | 2%     |
|                                 | Women   | 62%              | 27%              | 10%                    | 1%     |
| Marital Status                  | Married   | 61%              | 29%              | 9%                     | 1%     |
|                                 | Not married   | 59%              | 27%              | 12%                    | 3%     |
| White Evangelical Christians    | White Evangelical Christians  | 61%              | 29%              | 9%                     | 1%     |
| Religiosity                     | Practice a Religion   | 61%              | 28%              | 10%                    | 1%     |
|                                 | Does not Practice a Religion  | 58%              | 30%              | 11%                    | 2%     |
| U.S. Military Veteran           | Yes   | 56%              | 34%              | 7%                     | 3%     |
|                                 | No  | 61%              | 27%              | 11%                    | 1%     |
| Interview Type                  | Cell Phone  | 58%              | 31%              | 10%                    | 1%     |
|                                 | Landline  | 63%              | 25%              | 10%                    | 2%     |

NBC News/WSJ/Marist Poll Tennessee Potential Republican Electorate with a Candidate Preference including absentee. Interviews conducted February 22nd through February 25th, 2016, n=994 MOE +/- 3.1 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]?

|                                 |   | Ted Cruz | Marco Rubio | Ben Carson | Donald Trump | John Kasich | Other | Undecided |
|---------------------------------|---|----------|-------------|------------|--------------|-------------|-------|-----------|
| Potential Republican Electorate | Tennessee Potential Republican Electorate with a Candidate Preference | 25%      | 22%         | 20%        | 12%          | 9%          | 1%    | 11%       |
| Primary Support                 | Donald Trump  | 28%      | 26%         | 20%        |              | 7%          | 2%    | 17%       |
|                                 | Ted Cruz  |          | 31%         | 29%        | 30%          | 4%          | 1%    | 5%        |
|                                 | Marco Rubio   | 38%      |             | 20%        | 13%          | 19%         |       | 10%       |
|                                 | Ben Carson  | 42%      | 17%         |            | 18%          | 15%         |       | 8%        |
| Party Identification            | Republican  | 27%      | 21%         | 19%        | 12%          | 9%          | 1%    | 11%       |
|                                 | Independent   | 21%      | 26%         | 22%        | 12%          | 9%          | 1%    | 9%        |
| Political Ideology              | Moderate  | 18%      | 28%         | 13%        | 11%          | 16%         | 0%    | 12%       |
|                                 | Conservative-Very conservative  | 27%      | 20%         | 22%        | 13%          | 7%          | 1%    | 10%       |
| Political Ideology              | Moderate  | 18%      | 28%         | 13%        | 11%          | 16%         | 0%    | 12%       |
|                                 | Conservative  | 27%      | 21%         | 20%        | 11%          | 8%          | 1%    | 12%       |
|                                 | Very conservative   | 28%      | 19%         | 24%        | 17%          | 6%          | 0%    | 6%        |
| Tea Party Support               | Tea Party Supporters  | 30%      | 23%         | 18%        | 17%          | 5%          |       | 7%        |
| Region                          | East  | 22%      | 24%         | 18%        | 10%          | 11%         | 2%    | 13%       |
|                                 | Nashville Area  | 31%      | 21%         | 19%        | 10%          | 10%         | 0%    | 9%        |
|                                 | Central   | 19%      | 23%         | 26%        | 16%          | 5%          |       | 11%       |
|                                 | Memphis/West  | 30%      | 19%         | 16%        | 16%          | 9%          |       | 9%        |
| Household Income                | Less than \$50,000  | 21%      | 26%         | 22%        | 10%          | 7%          | 2%    | 12%       |
|                                 | \$50,000 or more  | 29%      | 21%         | 18%        | 15%          | 10%         | 0%    | 8%        |
| Education                       | Not college graduate  | 25%      | 24%         | 21%        | 11%          | 6%          | 1%    | 12%       |
|                                 | College graduate  | 24%      | 20%         | 18%        | 14%          | 14%         | 1%    | 9%        |
| Age                             | 18 to 29  | 21%      | 26%         | 24%        | 16%          | 5%          |       | 8%        |
|                                 | 30 to 44  | 33%      | 14%         | 24%        | 12%          | 7%          | 2%    | 8%        |
|                                 | 45 to 59  | 22%      | 24%         | 18%        | 12%          | 10%         | 2%    | 11%       |
|                                 | 60 or older   | 20%      | 28%         | 14%        | 9%           | 14%         | 1%    | 16%       |
| Age                             | Under 45  | 29%      | 18%         | 24%        | 13%          | 6%          | 1%    | 8%        |
|                                 | 45 or older   | 21%      | 26%         | 16%        | 11%          | 11%         | 1%    | 13%       |
| Gender                          | Men   | 27%      | 22%         | 19%        | 15%          | 8%          | 2%    | 6%        |
|                                 | Women   | 22%      | 22%         | 20%        | 9%           | 10%         | 1%    | 16%       |
| Marital Status                  | Married   | 25%      | 21%         | 19%        | 14%          | 10%         | 1%    | 11%       |
|                                 | Not married   | 23%      | 25%         | 21%        | 9%           | 8%          | 2%    | 11%       |
| White Evangelical Christians    | White Evangelical Christians  | 24%      | 22%         | 22%        | 12%          | 9%          | 1%    | 10%       |
| Religiosity                     | Practice a Religion   | 25%      | 22%         | 20%        | 13%          | 9%          | 1%    | 10%       |
|                                 | Does not Practice a Religion  | 25%      | 23%         | 19%        | 11%          | 9%          | 1%    | 12%       |
| U.S. Military Veteran           | Yes   | 23%      | 27%         | 17%        | 11%          | 15%         | 0%    | 7%        |
|                                 | No  | 25%      | 22%         | 20%        | 12%          | 8%          | 1%    | 12%       |
| Interview Type                  | Cell Phone  | 26%      | 19%         | 23%        | 14%          | 8%          | 1%    | 8%        |
|                                 | Landline  | 22%      | 28%         | 14%        | 10%          | 10%         | 1%    | 15%       |

NBC News/WSJ/Marist Poll Tennessee Potential Republican Electorate with a Candidate Preference. Interviews conducted February 22nd through February 25th, 2016, n=807 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

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

|                                 |   | Hillary Clinton | Bernie Sanders | Other | Undecided |
|---------------------------------|---|-----------------|----------------|-------|-----------|
| Potential Democratic Electorate | Tennessee Potential Democratic Electorate | 57%             | 36%            | 0%    | 7%        |
| Intensity of Support            | Strongly support                          | 64%             | 36%            |       |           |
|                                 | Somewhat support                          | 57%             | 43%            |       |           |
|                                 | Might vote differently                    | 46%             | 54%            |       |           |
| Party Identification            | Democrat                                  | 64%             | 29%            | 0%    | 6%        |
|                                 | Independent                               | 42%             | 51%            | 0%    | 7%        |
| Political Ideology              | Very liberal-Liberal                      | 53%             | 44%            |       | 3%        |
|                                 | Moderate                                  | 57%             | 35%            | 1%    | 7%        |
|                                 | Conservative-Very conservative            | 66%             | 24%            | 0%    | 10%       |
| Region                          | East                                      | 51%             | 44%            | 1%    | 4%        |
|                                 | Nashville Area                            | 55%             | 41%            |       | 4%        |
|                                 | Central                                   | 56%             | 34%            |       | 10%       |
|                                 | Memphis/West                              | 65%             | 25%            | 0%    | 9%        |
| Household Income                | Less than \$50,000                        | 53%             | 40%            | 0%    | 6%        |
|                                 | \$50,000 or more                          | 56%             | 37%            |       | 7%        |
| Education                       | Not college graduate                      | 58%             | 34%            | 1%    | 7%        |
|                                 | College graduate                          | 54%             | 40%            |       | 6%        |
| Age                             | 18 to 29                                  | 30%             | 66%            |       | 4%        |
|                                 | 30 to 44                                  | 45%             | 49%            |       | 7%        |
|                                 | 45 to 59                                  | 67%             | 26%            | 1%    | 6%        |
|                                 | 60 or older                               | 72%             | 19%            | 0%    | 8%        |
| Race                            | White                                     | 48%             | 46%            | 0%    | 6%        |
|                                 | African American                          | 78%             | 15%            | 0%    | 7%        |
| Age                             | Under 45                                  | 38%             | 57%            |       | 6%        |
|                                 | 45 or older                               | 70%             | 23%            | 1%    | 7%        |
| Gender                          | Men                                       | 48%             | 45%            | 0%    | 7%        |
|                                 | Women                                     | 63%             | 30%            | 0%    | 7%        |
| Gender by age                   | Men under age 45                          | 30%             | 63%            |       | 7%        |
|                                 | Men age 45 or older                       | 66%             | 27%            | 0%    | 7%        |
|                                 | Women under age 45                        | 45%             | 51%            |       | 4%        |
|                                 | Women age 45 or older                     | 72%             | 20%            | 1%    | 7%        |
| Marital Status                  | Married                                   | 55%             | 36%            | 0%    | 9%        |
|                                 | Not married                               | 58%             | 37%            | 0%    | 5%        |
| Religiosity                     | Practice a Religion                       | 69%             | 23%            | 0%    | 8%        |
|                                 | Does not Practice a Religion              | 42%             | 54%            | 0%    | 4%        |
| U.S. Military Veteran           | Yes                                       | 52%             | 37%            |       | 11%       |
|                                 | No  | 57%             | 36%            | 0%    | 6%        |
| Interview Type                  | Landline                                  | 67%             | 26%            |       | 7%        |
|                                 | Cell Phone                                | 48%             | 45%            | 1%    | 6%        |

NBC News/WSJ/Marist Poll Tennessee Potential Democratic Electorate. Interviews conducted February 22nd through February 25th, 2016, n=783 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

## Would you say you strongly support &lt;candidate&gt;, somewhat support &lt;candidate&gt;, or do you think you might vote differently on Primary Day?

|                                 |   | Strongly support | Somewhat support | Might vote differently | Unsure |
|---------------------------------|---|------------------|------------------|------------------------|--------|
| Potential Democratic Electorate | Tennessee Potential Democratic Electorate with a Candidate Preference | 62%              | 27%              | 9%                     | 2%     |
| Primary Support                 | Hillary Clinton   | 66%              | 25%              | 7%                     | 3%     |
|                                 | Bernie Sanders  | 56%              | 29%              | 13%                    | 2%     |
| Party Identification            | Democrat  | 67%              | 22%              | 8%                     | 3%     |
|                                 | Independent   | 52%              | 35%              | 12%                    | 1%     |
| Political Ideology              | Very liberal-Liberal  | 72%              | 21%              | 6%                     | 1%     |
|                                 | Moderate  | 54%              | 33%              | 10%                    | 3%     |
|                                 | Conservative-Very conservative  | 57%              | 25%              | 15%                    | 2%     |
| Region                          | East  | 58%              | 29%              | 11%                    | 2%     |
|                                 | Nashville Area  | 60%              | 30%              | 9%                     | 2%     |
|                                 | Central   | 68%              | 21%              | 8%                     | 4%     |
|                                 | Memphis/West  | 64%              | 24%              | 9%                     | 3%     |
| Household Income                | Less than \$50,000  | 60%              | 26%              | 10%                    | 3%     |
|                                 | \$50,000 or more  | 62%              | 29%              | 9%                     | 1%     |
| Education                       | Not college graduate  | 59%              | 27%              | 12%                    | 2%     |
|                                 | College graduate  | 67%              | 26%              | 5%                     | 1%     |
| Race                            | White   | 59%              | 30%              | 9%                     | 2%     |
|                                 | African American  | 66%              | 22%              | 8%                     | 3%     |
| Age                             | 18 to 29  | 57%              | 35%              | 8%                     |        |
|                                 | 30 to 44  | 62%              | 22%              | 13%                    | 3%     |
|                                 | 45 to 59  | 59%              | 30%              | 8%                     | 3%     |
|                                 | 60 or older   | 69%              | 20%              | 8%                     | 2%     |
| Age                             | Under 45  | 60%              | 28%              | 10%                    | 2%     |
|                                 | 45 or older   | 64%              | 25%              | 8%                     | 2%     |
| Gender                          | Men   | 58%              | 29%              | 10%                    | 3%     |
|                                 | Women   | 65%              | 25%              | 8%                     | 2%     |
| Marital Status                  | Married   | 62%              | 28%              | 9%                     | 1%     |
|                                 | Not married   | 62%              | 26%              | 9%                     | 3%     |
| Religiosity                     | Practice a Religion   | 61%              | 27%              | 10%                    | 2%     |
|                                 | Does not Practice a Religion  | 63%              | 26%              | 8%                     | 3%     |
| Interview Type                  | Landline  | 66%              | 25%              | 6%                     | 3%     |
|                                 | Cell Phone  | 58%              | 28%              | 12%                    | 2%     |

NBC News/WSJ/Marist Poll Tennessee Potential Democratic Electorate with a Candidate Preference including absentee. Interviews conducted February 22nd through February 25th, 2016, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.