

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

February 2016

How the Survey was Conducted

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

This survey of 2,793 adults was conducted February 22nd through February 25th, 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 ± 1.9 percentage points. There are 2,167 registered voters. The results for this subset are statistically significant within ± 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 ± 3.6 percentage points and ± 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 ± 2.9 percentage points and ± 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 ± 3.8 percentage points and ± 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.

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
Likely Republican Primary Voters	Tennessee Likely Republican Primary Voters	40%	22%	19%	9%	6%	1%	4%
Intensity of Support	Strongly support	50%	22%	15%	10%	4%		
	Somewhat support	36%	24%	29%	4%	7%		
Past Participation*	Yes	39%	22%	19%	9%	6%	1%	4%
	No	46%	20%	19%	6%	3%	0%	5%
Party Identification	Republican	41%	23%	20%	9%	3%	1%	4%
	Independent	38%	19%	19%	8%	11%	1%	4%
Political Ideology	Moderate	46%	7%	22%	7%	13%	0%	5%
	Conservative-Very conservative	36%	28%	19%	9%	3%	1%	4%
Political Ideology	Moderate	46%	7%	22%	7%	13%	0%	5%
	Conservative	40%	22%	21%	9%	5%	0%	4%
	Very conservative	30%	38%	17%	9%	1%	1%	3%
Tea Party Support	Tea Party Supporters	39%	32%	13%	9%	4%	1%	2%
Region	East	42%	18%	20%	10%	6%	1%	4%
	Nashville Area	38%	21%	23%	9%	5%	0%	3%
	Central	41%	28%	14%	7%	5%	1%	3%
	Memphis/West	35%	27%	19%	7%	4%		8%
Household Income	Less than \$50,000	43%	22%	16%	8%	5%	1%	5%
	\$50,000 or more	39%	20%	22%	9%	6%	0%	3%
Education	Not college graduate	45%	22%	15%	8%	5%	1%	5%
	College graduate	32%	22%	25%	10%	7%	1%	3%
Age	Under 45	37%	24%	17%	12%	5%	1%	4%
	45 or older	42%	20%	20%	7%	6%	1%	4%
Gender	Men	41%	21%	17%	9%	6%	1%	5%
	Women	39%	22%	21%	9%	5%	1%	3%
Marital Status	Married	37%	24%	21%	9%	5%	0%	4%
	Not married	47%	17%	16%	9%	6%	1%	4%
White Evangelical Christians	White Evangelical Christians	39%	24%	20%	8%	4%	1%	4%
Religiosity	Practice a Religion	35%	25%	20%	10%	5%	1%	5%
	Does not Practice a Religion	52%	15%	17%	6%	7%	1%	2%
U.S. Military Veteran	Yes	41%	20%	21%	7%	5%	2%	4%
	No	40%	22%	19%	9%	6%	0%	4%
State Voter Registration List	Match	39%	23%	19%	8%	5%	1%	4%
	No Match	40%	21%	19%	9%	6%	1%	4%
Interview Type	Landline	41%	22%	19%	7%	5%	1%	4%
	Cell Phone	39%	22%	19%	10%	6%	1%	3%

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

*Past Participation refers to participation in a previous Tennessee 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
Republican Likely Voters	Tennessee Likely Republican Primary Voters with a Candidate Preference	64%	25%	10%	1%
	Donald Trump	74%	21%	4%	1%
Primary Support	Ted Cruz	62%	27%	10%	0%
	Marco Rubio	49%	37%	13%	1%
Party Identification	Republican	67%	23%	9%	1%
	Independent	54%	32%	13%	1%
Political Ideology	Moderate	50%	35%	13%	1%
	Conservative-Very conservative	67%	23%	10%	1%
Political Ideology	Moderate	50%	35%	13%	1%
	Conservative	66%	24%	9%	1%
	Very conservative	69%	20%	10%	1%
Tea Party Support	Tea Party Supporters	69%	23%	7%	1%
Region	East	63%	23%	12%	1%
	Nashville Area	61%	31%	8%	1%
	Central	64%	24%	9%	2%
	Memphis/West	68%	23%	8%	
Household Income	Less than \$50,000	63%	25%	11%	1%
	\$50,000 or more	61%	27%	11%	1%
Education	Not college graduate	66%	23%	9%	1%
	College graduate	58%	30%	12%	0%
Age	Under 45	58%	28%	13%	1%
	45 or older	66%	24%	9%	1%
Gender	Men	62%	27%	10%	1%
	Women	66%	23%	10%	1%
Marital Status	Married	63%	27%	9%	1%
	Not married	64%	23%	12%	1%
White Evangelical Christians	White Evangelical Christians	64%	26%	9%	1%
Religiosity	Practice a Religion	64%	25%	10%	1%
	Does not Practice a Religion	62%	26%	11%	2%
U.S. Military Veteran	Yes	61%	30%	7%	2%
	No	64%	24%	11%	1%
State Voter Registration List	Match	69%	22%	8%	2%
	No Match	61%	27%	11%	1%
Interview Type	Landline	67%	23%	9%	1%
	Cell Phone	61%	27%	11%	1%

NBC News/WSJ/Marist Poll Tennessee Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted February 22nd through February 25th, 2016, n=582 MOE +/- 4.1 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
Republican Likely Voters	Tennessee Likely Republican Primary Voters with a Candidate Preference	25%	23%	18%	13%	9%	1%	11%
Primary Support	Donald Trump	30%	28%	16%		8%	2%	16%
	Ted Cruz		32%	29%	30%	3%	0%	5%
	Marco Rubio	39%		19%	12%	19%		10%
Party Identification	Republican	26%	21%	19%	13%	9%	1%	11%
	Independent	24%	26%	17%	13%	9%	1%	10%
Political Ideology	Moderate	19%	29%	11%	11%	17%	0%	13%
	Conservative-Very conservative	27%	21%	20%	14%	8%	1%	9%
Political Ideology	Moderate	19%	29%	11%	11%	17%	0%	13%
	Conservative	27%	21%	19%	11%	9%	1%	12%
	Very conservative	29%	20%	23%	18%	5%	0%	5%
Tea Party Support	Tea Party Supporters	31%	23%	16%	18%	5%		7%
Household Income	Less than \$50,000	24%	27%	19%	11%	7%	1%	11%
	\$50,000 or more	28%	21%	18%	15%	10%	1%	8%
Education	Not college graduate	27%	24%	19%	12%	6%	0%	12%
	College graduate	23%	21%	16%	15%	14%	2%	9%
Age	Under 45	32%	17%	21%	14%	7%	1%	8%
	45 or older	22%	26%	16%	12%	11%	1%	12%
Gender	Men	28%	23%	16%	16%	9%	1%	7%
	Women	23%	22%	20%	10%	10%	0%	15%
Marital Status	Married	26%	20%	18%	14%	11%	0%	11%
	Not married	25%	28%	19%	11%	7%	2%	10%
White Evangelical Christians	White Evangelical Christians	25%	22%	20%	13%	9%	1%	10%
Religiosity	Practice a Religion	25%	22%	19%	14%	9%	1%	9%
	Does not Practice a Religion	28%	24%	15%	11%	9%	1%	12%
U.S. Military Veteran	Yes	24%	25%	16%	12%	15%	1%	7%
	No	26%	22%	18%	13%	8%	1%	12%
State Voter Registration List	Match	21%	27%	13%	14%	9%	1%	15%
	No Match	28%	21%	20%	12%	9%	1%	9%
Interview Type	Landline	22%	28%	14%	11%	10%	1%	14%
	Cell Phone	28%	19%	21%	14%	9%	1%	8%

NBC News/WSJ/Marist Poll Tennessee Likely Republican Primary Voters with a Candidate Preference. Interviews conducted February 22nd through February 25th, 2016, n=456 MOE +/- 4.6 percentage points. Totals may not add to 100% due to rounding.