

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Texas Poll of 1,138 Adults

This survey of 1,138 adults was conducted October 30th through November 1st, 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 Texas were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Texas 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 mobile phone numbers from Survey Sampling International. 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, and region, except for race, which is from the 2010 Census. Results are statistically significant within ± 2.9 percentage points. There are 943 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 679 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Presidential Election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.8 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Texas

		Texas Adults	Texas Registered Voters	Texas Likely Voters
		Col %	Col %	Col %
Texas Adults		100%		
Texas Registered Voters		83%	100%	
Texas Likely Voters		60%	72%	100%
Past Participation*	Yes	n/a	83%	87%
	No	n/a	17%	13%
Already Voted		n/a	45%	54%
Not Yet Voted		n/a	55%	46%
Party Identification	Democrat	n/a	30%	29%
	Republican	n/a	37%	41%
	Independent	n/a	32%	29%
	Other	n/a	1%	2%
Political Ideology	Very liberal	n/a	5%	5%
	Liberal	n/a	13%	12%
	Moderate	n/a	36%	35%
	Conservative	n/a	32%	34%
	Very conservative	n/a	14%	14%
Tea Party Supporters		n/a	24%	25%
Gender	Men	49%	47%	46%
	Women	51%	53%	54%
Age	Under 45	53%	47%	43%
	45 or older	47%	53%	57%
Age	18 to 29	24%	21%	17%
	30 to 44	28%	26%	26%
	45 to 59	24%	26%	28%
	60 or older	23%	26%	29%
Race	White	49%	55%	58%
	African American	11%	12%	12%
	Latino	34%	29%	25%
	Other	5%	5%	5%
White men		53%	59%	63%
Non-white men		47%	41%	37%
White women		52%	56%	60%
Non-white Women		48%	44%	40%
Region	East	13%	13%	15%
	Dallas/Ft. Worth Area	22%	22%	23%
	Houston Area	21%	21%	21%
	South Central	14%	15%	15%
	West	12%	12%	12%
	Latino Southwest	18%	17%	15%
Household Income	Less than \$50,000	49%	44%	41%
	\$50,000 or more	51%	56%	59%
Education	Not college graduate	64%	60%	57%
	College graduate	36%	40%	43%
Race and Education	White - Not College Graduate	28%	30%	31%
	White - College Graduate	22%	25%	28%
	Non-White - Not College Graduate	36%	30%	26%
	Non-White - College Graduate	14%	15%	15%
Evangelical Christian	Yes	49%	50%	51%
	No	51%	50%	49%
White Evangelical Christians		24%	28%	30%
U.S. Military Veteran	Yes	13%	14%	14%
	No	87%	86%	86%
Interview Type	Landline	29%	33%	35%
	Cell Phone	71%	67%	65%

NBC News/WSJ/Marist Poll Texas Adults. Interviews conducted October 30th through November 1st, 2016, n=1138 MOE +/- 2.9 percentage points. Texas Registered Voters: n=943 MOE +/- 3.2 percentage points. Texas Likely Voters: n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Texas Likely Voters		43%	51%	5%
Party Identification	Democrat	91%	5%	4%
	Republican	4%	94%	2%
	Independent	52%	38%	10%
Political Ideology	Very liberal-Liberal	84%	14%	2%
	Moderate	60%	32%	8%
	Conservative-Very conservative	17%	79%	4%
Tea Party Supporters		19%	81%	1%
Region	East	31%	63%	6%
	Dallas/Ft. Worth Area	48%	47%	5%
	Houston Area	52%	43%	5%
	South Central	38%	55%	7%
	West	26%	71%	3%
	Latino Southwest	57%	38%	5%
Household Income	Less than \$50,000	53%	42%	5%
	\$50,000 or more	40%	55%	5%
Education	Not college graduate	44%	50%	7%
	College graduate	42%	54%	4%
Race	White	22%	73%	6%
	African American	89%	7%	4%
	Latino	72%	23%	5%
Age	18 to 29	66%	29%	5%
	30 to 44	43%	49%	8%
	45 to 59	41%	56%	3%
	60 or older	30%	64%	6%
Age	Under 45	52%	41%	7%
	45 or older	36%	60%	4%
Gender	Men	37%	58%	5%
	Women	49%	46%	5%
White Men		20%	75%	5%
White Women		23%	71%	6%
Race and Education	White - Not College Graduate	20%	74%	6%
	White - College Graduate	24%	71%	5%
White Evangelical Christians		12%	85%	3%
U.S. Military Veteran	Yes	36%	58%	6%
	No	44%	51%	5%
Interview Type	Landline	36%	59%	5%
	Cell Phone	47%	48%	5%

NBC News/WSJ/Marist Poll Texas Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Texas Likely Voters		41%	49%	4%	4%	2%
Intensity of Support	Strongly support	40%	57%	0%	3%	0%
	Somewhat support	52%	46%	0%	2%	0%
Past Participation*	Yes	39%	51%	4%	3%	2%
	No	53%	36%	2%	10%	0%
Already Voted		42%	52%	1%	5%	0%
Not Yet Voted		40%	46%	7%	2%	4%
Party Identification	Democrat	95%	3%	1%	1%	0%
	Republican	2%	90%	4%	3%	1%
	Independent	46%	36%	7%	8%	3%
Political Ideology	Very liberal-Liberal	81%	12%	3%	4%	0%
	Moderate	59%	31%	2%	5%	4%
	Conservative-Very conservative	16%	75%	6%	2%	1%
Tea Party Supporters		15%	77%	4%	4%	0%
Region	East	27%	65%	6%	2%	1%
	Dallas/Ft. Worth Area	49%	41%	2%	6%	2%
	Houston Area	48%	42%	2%	6%	2%
	South Central	38%	51%	6%	3%	2%
	West	24%	68%	4%	1%	3%
	Latino Southwest	52%	38%	6%	2%	2%
Household Income	Less than \$50,000	50%	43%	3%	2%	2%
	\$50,000 or more	39%	51%	4%	4%	2%
Education	Not college graduate	41%	50%	4%	3%	2%
	College graduate	41%	48%	4%	4%	2%
Race	White	21%	69%	5%	4%	1%
	African American	89%	7%	2%	0%	3%
	Latino	69%	23%	3%	4%	2%
Age	18 to 29	57%	30%	4%	9%	0%
	30 to 44	45%	43%	4%	6%	2%
	45 to 59	38%	54%	5%	0%	3%
	60 or older	31%	63%	3%	2%	2%
Age	Under 45	50%	38%	4%	7%	1%
	45 or older	35%	58%	4%	1%	2%
Gender	Men	35%	55%	4%	5%	1%
	Women	47%	44%	4%	3%	2%
White Men		18%	69%	6%	6%	1%
White Women		24%	68%	4%	2%	2%
Race and Education	White - Not College Graduate	18%	74%	4%	3%	1%
	White - College Graduate	25%	63%	6%	5%	1%
White Evangelical Christians		10%	83%	2%	3%	2%
U.S. Military Veteran	Yes	35%	58%	4%	2%	2%
	No	42%	48%	4%	4%	2%
Interview Type	Landline	35%	55%	6%	2%	2%
	Cell Phone	44%	46%	3%	4%	2%

NBC News/WSJ/Marist Poll Texas Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Texas Likely Voters with a Candidate Preference		63%	34%	1%	2%
Candidate Support	Hillary Clinton	57%	40%	2%	1%
	Donald Trump	67%	29%	1%	3%
Party Identification	Democrat	67%	32%	1%	0%
	Republican	69%	29%	0%	2%
	Independent	46%	49%	3%	2%
Political Ideology	Very liberal-Liberal	64%	32%	1%	3%
	Moderate	56%	40%	3%	0%
	Conservative-Very conservative	67%	31%	0%	2%
Tea Party Supporters		71%	25%	2%	2%
Region	East	67%	31%	1%	2%
	Dallas/Ft. Worth Area	64%	30%	3%	3%
	Houston Area	54%	42%	0%	4%
	South Central	68%	32%	0%	1%
	Latino Southwest	65%	32%	2%	1%
Household Income	Less than \$50,000	63%	33%	2%	3%
	\$50,000 or more	60%	38%	1%	1%
Education	Not college graduate	68%	29%	1%	2%
	College graduate	56%	40%	2%	3%
Race	White	62%	34%	1%	2%
	African American	67%	33%	0%	1%
	Latino	60%	37%	2%	2%
Age	18 to 29	46%	46%	4%	4%
	30 to 44	55%	44%	1%	0%
	45 to 59	69%	30%	0%	1%
	60 or older	74%	22%	1%	3%
Age	Under 45	51%	45%	2%	2%
	45 or older	71%	26%	1%	2%
Gender	Men	60%	35%	2%	2%
	Women	65%	33%	1%	2%
White Men		62%	34%	2%	2%
White Women		62%	35%	1%	2%
Race and Education	White - Not College Graduate	69%	29%	1%	1%
	White - College Graduate	54%	41%	2%	3%
White Evangelical Christians		65%	31%	1%	3%
Interview Type	Landline	73%	23%	1%	3%
	Cell Phone	57%	39%	2%	1%

NBC News/WSJ/Marist Poll Texas Likely Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=558 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted [multi-candidate field]					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Texas Likely Voters		40%	49%	6%	2%	2%	1%
Past Participation*	Yes	38%	51%	5%	2%	3%	1%
	No	49%	33%	11%	4%	0%	3%
Already Voted		42%	52%	3%	1%	2%	0%
Not Yet Voted		37%	46%	10%	3%	2%	3%
Party Identification	Democrat	93%	3%	2%	0%	1%	0%
	Republican	2%	91%	2%	0%	3%	1%
	Independent	42%	34%	15%	4%	2%	3%
Political Ideology	Very liberal-Liberal	78%	11%	2%	7%	2%	0%
	Moderate	55%	31%	11%	2%	1%	1%
	Conservative-Very conservative	16%	74%	4%	0%	4%	1%
Tea Party Supporters		15%	78%	4%	1%	3%	0%
Region	East	26%	62%	7%	0%	2%	3%
	Dallas/Ft. Worth Area	46%	41%	8%	2%	3%	0%
	Houston Area	47%	43%	4%	2%	3%	1%
	South Central	37%	50%	6%	4%	1%	1%
	West	23%	70%	5%	1%	1%	0%
	Latino Southwest	49%	37%	6%	2%	3%	3%
Household Income	Less than \$50,000	48%	41%	6%	3%	1%	2%
	\$50,000 or more	38%	52%	6%	1%	3%	1%
Education	Not college graduate	39%	49%	5%	2%	2%	2%
	College graduate	40%	48%	7%	2%	2%	1%
Race	White	20%	68%	6%	2%	3%	1%
	African American	88%	6%	2%	0%	1%	2%
	Latino	66%	24%	6%	2%	1%	2%
Age	18 to 29	51%	27%	14%	5%	2%	1%
	30 to 44	44%	45%	5%	2%	4%	1%
	45 to 59	37%	53%	6%	2%	1%	1%
	60 or older	31%	63%	2%	0%	1%	2%
Age	Under 45	47%	38%	9%	3%	3%	1%
	45 or older	34%	58%	4%	1%	1%	2%
Gender	Men	32%	53%	7%	3%	3%	1%
	Women	46%	45%	5%	1%	2%	1%
White Men		16%	67%	9%	3%	4%	1%
White Women		23%	69%	4%	1%	2%	1%
Race and Education	White - Not College Graduate	17%	72%	5%	2%	3%	1%
	White - College Graduate	23%	64%	8%	2%	2%	1%
White Evangelical Christians		9%	83%	5%	0%	1%	1%
U.S. Military Veteran	Yes	34%	56%	6%	1%	1%	1%
	No	41%	48%	6%	2%	3%	1%
Interview Type	Landline	35%	55%	4%	1%	3%	2%
	Cell Phone	42%	46%	7%	2%	2%	1%

NBC News/WSJ/Marist Poll Texas Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Likely Voters		33%	63%	4%
Party Identification	Democrat	80%	16%	4%
	Republican	3%	97%	1%
	Independent	31%	63%	7%
Political Ideology	Very liberal-Liberal	72%	25%	4%
	Moderate	45%	50%	5%
	Conservative-Very conservative	12%	86%	2%
Tea Party Supporters		13%	86%	1%
Region	East	24%	74%	2%
	Dallas/Ft. Worth Area	38%	60%	2%
	Houston Area	44%	53%	4%
	South Central	30%	66%	4%
	West	18%	79%	4%
	Latino Southwest	36%	55%	9%
Household Income	Less than \$50,000	38%	56%	7%
	\$50,000 or more	33%	65%	2%
Education	Not college graduate	32%	63%	5%
	College graduate	35%	63%	2%
Race	White	18%	79%	3%
	African American	71%	27%	2%
	Latino	54%	39%	7%
Age	18 to 29	34%	61%	6%
	30 to 44	38%	58%	4%
	45 to 59	33%	65%	2%
	60 or older	29%	67%	4%
Age	Under 45	36%	59%	5%
	45 or older	31%	66%	3%
Gender	Men	27%	71%	3%
	Women	39%	56%	5%
White Men		14%	84%	2%
White Women		22%	75%	3%
Race and Education	White - Not College Graduate	14%	82%	3%
	White - College Graduate	22%	75%	2%
White Evangelical Christians		9%	89%	2%
U.S. Military Veteran	Yes	26%	70%	4%
	No	34%	62%	4%
Interview Type	Landline	31%	65%	4%
	Cell Phone	34%	62%	4%

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NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Likely Voters		38%	56%	6%
Party Identification	Democrat	5%	91%	4%
	Republican	72%	23%	5%
	Independent	26%	68%	5%
Political Ideology	Very liberal-Liberal	9%	89%	2%
	Moderate	24%	72%	4%
	Conservative-Very conservative	58%	35%	7%
Tea Party Supporters		63%	31%	6%
Region	East	45%	48%	6%
	Dallas/Ft. Worth Area	33%	64%	2%
	Houston Area	31%	64%	5%
	South Central	41%	50%	8%
	West	58%	35%	7%
	Latino Southwest	30%	63%	8%
	Household Income	Less than \$50,000	34%	58%
	\$50,000 or more	39%	57%	4%
Education	Not college graduate	39%	53%	8%
	College graduate	38%	59%	3%
Race	White	52%	43%	5%
	African American	10%	86%	4%
	Latino	18%	75%	7%
Age	18 to 29	17%	78%	5%
	30 to 44	35%	60%	6%
	45 to 59	42%	52%	6%
	60 or older	52%	42%	7%
Age	Under 45	28%	67%	5%
	45 or older	47%	47%	6%
Gender	Men	43%	51%	7%
	Women	34%	61%	5%
White Men		52%	42%	6%
White Women		51%	44%	5%
Race and Education	White - Not College Graduate	58%	35%	7%
	White - College Graduate	45%	52%	3%
White Evangelical Christians		64%	31%	6%
U.S. Military Veteran	Yes	50%	45%	5%
	No	36%	58%	6%
Interview Type	Landline	45%	50%	5%
	Cell Phone	35%	59%	6%

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NBC News/WSJ/Marist Poll Texas Tables of Likely Voters

		Texas Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Ted Cruz?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Texas Likely Voters		41%	46%	12%
Party Identification	Democrat	20%	65%	15%
	Republican	64%	27%	9%
	Independent	31%	56%	13%
Political Ideology	Very liberal-Liberal	20%	69%	10%
	Moderate	29%	59%	12%
	Conservative-Very conservative	59%	30%	11%
Tea Party Supporters		67%	25%	7%
Region	East	49%	38%	13%
	Dallas/Ft. Worth Area	40%	51%	9%
	Houston Area	37%	52%	11%
	South Central	42%	49%	9%
	West	44%	36%	20%
	Latino Southwest	40%	44%	16%
Household Income	Less than \$50,000	41%	43%	16%
	\$50,000 or more	40%	52%	8%
Education	Not college graduate	43%	42%	15%
	College graduate	40%	52%	9%
Race	White	49%	40%	11%
	African American	17%	69%	14%
	Latino	37%	51%	12%
Age	18 to 29	38%	48%	14%
	30 to 44	40%	49%	12%
	45 to 59	39%	49%	12%
	60 or older	47%	40%	12%
Age	Under 45	39%	48%	13%
	45 or older	43%	45%	12%
Gender	Men	44%	45%	11%
	Women	39%	47%	14%
White Men		49%	41%	11%
White Women		50%	39%	11%
Race and Education	White - Not College Graduate	52%	34%	14%
	White - College Graduate	47%	45%	8%
White Evangelical Christians		59%	28%	13%
U.S. Military Veteran	Yes	44%	47%	9%
	No	41%	46%	13%
Interview Type	Landline	43%	45%	12%
	Cell Phone	40%	47%	13%

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