

NBC 4 NY/WSJ/Marist Poll
New York Likely Republican Primary Voters

April 2016

How the Survey was Conducted

Nature of the Sample: NBC 4 NY/WSJ/Marist New York Poll of 2,679 Adults

This survey of 2,679 adults was conducted April 10th through April 13th, 2016 by The Marist Poll sponsored and funded in partnership with NBC 4 New York and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of New York 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 New York from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of cell phone numbers from Survey Sampling International. Both samples were matched by telephone number to a voter registration list for the state. Voter information was appended to each matched case. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, and region except for race, which is from the 2010 census. Results are statistically significant within ± 1.9 percentage points. There are 2,260 registered voters. The results for this subset are statistically significant within ± 2.1 percentage points. There are 544 voters in the potential Republican primary electorate. The potential Republican primary electorate in New York includes all registered Republicans. There are 1,065 voters in the potential Democratic primary electorate. The potential Democratic primary electorate in New York includes all registered Democrats. The results for these subsets are statistically significant within ± 4.2 percentage points and ± 3.0 percentage points, respectively. There are 313 likely Republican primary voters and 591 likely Democratic primary voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 New York 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 ± 5.5 percentage points and ± 4.0 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

NBC 4 NY/WSJ/Marist Poll New York Tables of Likely Republican Primary Voters

Nature of the Sample - New York

		New York Adults	New York Registered Voters
		Col %	Col %
New York Adults		100%	
New York Registered Voters		84%	100%
New York Potential Republican Electorate		20%	24%
New York Likely Republican Primary Voters		12%	14%
New York Potential Democratic Electorate		40%	47%
New York Likely Democratic Primary Voters		22%	26%
Party Registration	Democrat	n/a	50%
	Republican	n/a	26%
	Independent	n/a	22%
	Other	n/a	3%
Party Identification	Democrat	n/a	43%
	Republican	n/a	21%
	Independent	n/a	33%
	Other	n/a	3%
Political Ideology	Very liberal	n/a	10%
	Liberal	n/a	26%
	Moderate	n/a	35%
	Conservative	n/a	23%
	Very conservative	n/a	6%
Tea Party Supporters		n/a	15%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	47%	41%
	45 or older	53%	59%
Age	18 to 29	22%	17%
	30 to 44	25%	24%
	45 to 59	27%	30%
	60 or older	25%	29%
Race	White	61%	68%
	African American	13%	12%
	Latino	16%	14%
	Other	9%	7%
Region	New York City	43%	34%
	Suburbs	21%	24%
	Upstate	36%	42%
Household Income	Less than \$50,000	44%	41%
	\$50,000 or more	56%	59%
Education	Not college graduate	53%	50%
	College graduate	47%	50%
Marital Status	Married	46%	50%
	Not married	54%	50%
Evangelical Christian	Yes	17%	16%
	No	83%	84%
White Evangelical Christians		6%	7%
Religiosity	Practice a Religion	43%	43%
	Does not Practice a Religion	57%	57%
Religion	Protestant	28%	28%
	Catholic	47%	48%
	Jewish	11%	11%
	No Religion	14%	13%
U.S. Military Veteran	Yes	9%	10%
	No	91%	90%
Union Household	Yes	23%	25%
	No	77%	75%
Interview Type	Landline	46%	49%
	Cell Phone	54%	51%

NBC 4 NY/WSJ/Marist Poll New York Adults. Interviews conducted April 10th through April 13th, 2016, n=2679 MOE +/- 1.9 percentage points.
 New York Registered Voters: n=2260 MOE +/- 2.1 percentage points. Totals may not add to 100% due to rounding.

Nature of the Sample - New York

		New York Potential Republican Electorate	New York Likely Republican Primary Voters
		Col %	Col %
New York Potential Republican Electorate		100%	
New York Likely Republican Primary Voters		56%	100%
Party Registration	Republican	100%	100%
Party Identification	Democrat	3%	2%
	Republican	70%	72%
	Independent	24%	22%
	Other	3%	4%
Past Participation	Yes	76%	83%
	No	24%	17%
Political Ideology	Very liberal	1%	1%
	Liberal	7%	7%
	Moderate	34%	32%
	Conservative	46%	47%
	Very conservative	13%	14%
Tea Party Supporters		27%	29%
Gender	Men	52%	52%
	Women	48%	48%
Age	Under 45	26%	23%
	45 or older	74%	77%
Age	18 to 29	10%	7%
	30 to 44	17%	16%
	45 to 59	37%	39%
	60 or older	36%	38%
Race	White	87%	89%
	African American	2%	2%
	Latino	6%	5%
	Other	5%	4%
Region	New York City	20%	13%
	Suburbs	29%	26%
	Upstate	51%	61%
Household Income	Less than \$50,000	34%	32%
	\$50,000 or more	66%	68%
Education	Not college graduate	53%	51%
	College graduate	47%	49%
Marital Status	Married	61%	63%
	Not married	39%	37%
Evangelical Christian	Yes	16%	17%
	No	84%	83%
White Evangelical Christians		12%	13%
Religiosity	Practice a Religion	54%	54%
	Does not Practice a Religion	46%	46%
Religion	Protestant	31%	34%
	Catholic	55%	56%
	Jewish	8%	6%
	No Religion	5%	4%
U.S. Military Veteran	Yes	13%	15%
	No	87%	85%
Union Household	Yes	24%	23%
	No	76%	77%
Interview Type	Landline	58%	57%
	Cell Phone	42%	43%

NBC 4 NY/WSJ/Marist Poll New York Potential Republican Electorate. Interviews conducted April 10th through April 13th, 2016, n=544 MOE +/- 4.2 percentage points. New York Likely Republican Primary Voters: n=313 MOE +/- 5.5 percentage points. Totals may not add to 100% due to rounding.

NBC 4 NY/WSJ/Marist Poll New York Tables of Likely Republican Primary Voters

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

		Donald Trump	John Kasich	Ted Cruz	Other	Undecided
Likely Republican Primary Voters	New York Likely Republican Primary Voters	54%	25%	16%	1%	4%
Intensity of Support	Strongly support	63%	21%	16%		
	Somewhat support	54%	27%	19%		
Party Identification	Republican	55%	22%	17%	1%	4%
Past Participation*	Yes	54%	24%	16%	1%	4%
Political Ideology	Moderate	54%	35%	7%	1%	2%
	Conservative-Very conservative	55%	17%	23%	1%	4%
Political Ideology	Moderate	54%	35%	7%	1%	2%
	Conservative	56%	19%	19%	1%	5%
Tea Party Support	Tea Party Supporters	63%	9%	25%	0%	3%
Region	Downstate	58%	24%	15%	1%	2%
	Upstate	52%	25%	17%	1%	5%
Household Income	Less than \$50,000	51%	20%	22%	3%	4%
	\$50,000 or more	55%	28%	14%	1%	3%
Education	Not college graduate	59%	18%	19%	1%	3%
	College graduate	48%	32%	14%	2%	5%
Age	Under 45	50%	25%	20%	1%	4%
	45 or older	56%	25%	15%	1%	4%
Gender	Men	55%	26%	16%	1%	3%
	Women	53%	23%	17%	2%	5%
Marital Status	Married	54%	27%	14%	1%	4%
	Not married	55%	21%	19%	2%	3%
Religiosity	Practice a Religion	50%	25%	18%	3%	4%
	Does not Practice a Religion	58%	24%	15%		3%
Religion	Protestant	45%	30%	20%	1%	4%
	Catholic	63%	21%	12%	1%	4%
U.S. Military Veteran	No	54%	23%	17%	1%	4%
Union Household	Yes	62%	19%	17%		2%
	No	52%	26%	17%	2%	4%
Interview Type	Landline	51%	26%	18%	2%	3%
	Cell Phone	58%	23%	15%	0%	4%

NBC 4 NY/WSJ/Marist Poll New York Likely Republican Primary Voters. Interviews conducted April 10th through April 13th, 2016, n=313 MOE +/- 5.5 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
Likely Republican Primary Voters with a Candidate Preference	New York Likely Republican Primary Voters with a Candidate Preference	64%	26%	9%	1%
Primary Support	Donald Trump	70%	25%	4%	1%
	John Kasich	55%	28%	17%	0%
Party Identification	Republican	71%	22%	7%	0%
Political Ideology	Moderate	61%	32%	6%	1%
	Conservative-Very conservative	68%	25%	7%	1%
Tea Party Support	Tea Party Supporters	75%	17%	8%	0%
Region	Downstate	69%	25%	6%	0%
	Upstate	62%	27%	10%	1%
Household Income	Less than \$50,000	72%	19%	8%	2%
	\$50,000 or more	62%	29%	8%	0%
Education	Not college graduate	68%	22%	9%	1%
	College graduate	59%	31%	9%	1%
Gender	Men	66%	26%	7%	1%
	Women	63%	26%	10%	1%
Marital Status	Married	63%	29%	8%	1%
	Not married	67%	21%	11%	1%
Religiosity	Practice a Religion	60%	30%	10%	1%
	Does not Practice a Religion	68%	23%	8%	1%
Religion	Protestant	59%	30%	9%	2%
	Catholic	65%	27%	8%	0%
Interview Type	Landline	65%	24%	10%	0%
	Cell Phone	63%	29%	6%	1%

NBC NY 4/WSJ/Marist Poll New York Likely Republican Primary Voters with a Candidate Preference including absentee. Interviews conducted April 10th through April 13th, 2016, n=286 MOE +/- 5.8 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]?

		John Kasich	Ted Cruz	Donald Trump	Other	Undecided
Likely Republican Primary Voters with a Candidate Preference	New York Likely Republican Primary Voters with a Candidate Preference	37%	30%	14%	2%	16%
Primary Support	Donald Trump	48%	32%		4%	17%
	John Kasich		52%	31%	1%	16%
Party Identification	Republican	38%	29%	15%	2%	16%
Political Ideology	Moderate	34%	34%	15%	2%	15%
	Conservative-Very conservative	38%	28%	16%	3%	16%
Tea Party Support	Tea Party Supporters	36%	31%	16%	3%	14%
Region	Downstate	40%	26%	12%	3%	19%
	Upstate	35%	33%	16%	2%	15%
Household Income	Less than \$50,000	38%	30%	14%	5%	14%
	\$50,000 or more	38%	32%	17%	2%	11%
Education	Not college graduate	38%	26%	15%	4%	17%
	College graduate	35%	35%	15%	1%	15%
Gender	Men	33%	33%	15%	1%	18%
	Women	41%	27%	14%	4%	15%
Marital Status	Married	35%	31%	14%	3%	16%
	Not married	40%	29%	15%	1%	15%
Religiosity	Practice a Religion	38%	29%	14%	3%	16%
	Does not Practice a Religion	36%	32%	15%	2%	15%
Religion	Protestant	32%	38%	18%	1%	12%
	Catholic	41%	27%	11%	3%	17%
Interview Type	Landline	36%	27%	16%	3%	18%
	Cell Phone	38%	35%	13%	1%	13%

NBC NY 4/WSJ/Marist Poll New York Likely Republican Primary Voters with a Candidate Preference. Interviews conducted April 10th through April 13th, 2016, n=279 MOE +/- 5.9 percentage points. Totals may not add to 100% due to rounding.