

NBC News|SurveyMonkey Weekly Election Tracking Poll
Embargoed for release Tuesday, January 12, 2016 at 6:00AM

The NBC News|SurveyMonkey Weekly Election Tracking Poll tracks voter preferences and attitudes on a weekly basis throughout the 2016 election cycle. Results are released every Tuesday at 6:00AM and are among registered voters.

Results for the week of January 4, 2016 through January 10, 2016 are among a national sample of 9,746 adults aged 18 and over, including 8,655 registered voters (+/- 1.4%), 2852 registered Republican voters (+/- 2.4%) and 2619 registered Democratic voters (+/-2.4%). Complete error estimates can be found in the methodology section below.

TOPLINE RESULTS

Which one of the following issues matters MOST to you right now?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Foreign policy	5	6
The environment	8	8
Terrorism	23	23
Immigration	8	8
Health care	13	14
Jobs and the economy	28	27
Education	8	9
Other	5	5
No answer	1	1

Do you approve or disapprove of the way Barack Obama is handling his job as president?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Strongly approve	23	23
Somewhat approve	22	25
Somewhat disapprove	12	12
Strongly disapprove	42	40
No answer	1	1

Over the past week, did you follow news about candidates for the 2016 presidential election:

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Extremely closely	13	13
Very closely	26	23
Somewhat closely	37	37
Not so closely	17	17
Not at all closely	8	9
No answer	-	-

In politics today, do you consider yourself a Republican, Democrat, or Independent?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Republican	33	30
Democrat	32	34
Independent	34	34
No answer	2	2

As of today, do you lean more to the Republican Party or more to the Democratic Party? [AMONG IND OR DON'T KNOW FOR PARTY]

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Republican	36	37
Democrat	26	24
Neither	36	37
No answer	1	1

If the 2016 Republican presidential primary or caucus in your state were being held today, for whom would you vote? [AMONG REP & REP LEANERS]

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Jeb Bush	3	6
Ben Carson	9	9
Chris Christie	3	4
Ted Cruz	20	18
Carly Fiorina	2	3
Jim Gilmore	-	-
Mike Huckabee	2	2
John Kasich	2	2
Rand Paul	3	2
Marco Rubio	11	13
Rick Santorum	-	1
Donald Trump	38	35
Don't know	5	5
No answer	1	1

If the 2016 Democratic presidential primary or caucus in your state were being held today, for whom would you vote? [AMONG DEM & DEM LEANERS]

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Hillary Clinton	52	53
Martin O'Malley	2	2
Bernie Sanders	37	36
Don't know	8	8
No answer	1	1

And what are the chances that you will vote for the candidate you just selected in the Republican primary or caucus in your state? [AMONG REP & REP LEANERS WHO CHOSE A CANDIDATE]

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Absolutely certain I will vote for the candidate	40	38
Large chance I'll vote for the candidate	39	40
50-50 chance I'll vote for the candidate	18	20
Small chance I'll vote for the candidate	2	3
No answer	-	-

And what are the chances that you will vote for the candidate you just selected in the Democratic primary or caucus in your state? [AMONG DEM & DEM LEANERS WHO CHOSE A CANDIDATE]

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Absolutely certain I will vote for the candidate	51	48
Large chance I'll vote for the candidate	31	33
50-50 chance I'll vote for the candidate	15	15
Small chance I'll vote for the candidate	3	3
No answer	1	1

Which one of the following candidate qualities matters MOST in your decision for whom you are supporting for president in 2016?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Right experience	9	8
Shares my values	17	14
Cares about people like me	9	11
Is not a typical politician	11	10
Has the right temperament	3	2
Is a strong leader	18	19
Is honest and trustworthy	15	16
Willing to stand up for his/her principles, no matter what	19	18
No answer	1	1

People experience and participate in the ongoing election campaigns in various ways. Thinking carefully, which of the following applies to you over the past week? (Select all that apply.)

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Donated money to a political party or candidate	7	7
Worked/volunteered for a political party or candidate	2	2
Talked to someone about a political party or candidate	48	46
Posted on social media (e.g. Facebook, Twitter) about a candidate	18	17
Received a phone call from a political campaign	11	11
Received a piece of mail from a political campaign	22	24
Received an email from a political campaign	27	28
Received a house visit from a political campaign	2	2
Saw an advertisement about a candidate on television	47	48
Saw an advertisement about a candidate on the internet	36	37
Attended a political rally or event for a party or candidate	3	3
I did not do, see, or receive anything from a party or candidate	20	18

In general, how would you describe your views on most political issues? Are you:

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Very conservative	12	12
Conservative	27	27
Moderate	38	38
Liberal	15	15
Very liberal	7	7
No answer	1	1

Are you:

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Male	47	47
Female	53	53

Age

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
18-24	8	8
25-34	15	15
35-44	16	16
45-54	19	19
55-64	19	19
65 and older	23	23

Are you:

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
White	74	74
Black	12	12
Hispanic	9	9
Other	5	5

How often do you attend religious or worship services, not including weddings and funerals?

	<u>1/4-10</u>
More than once a week	10
Once a week	24
Once or twice a month	10
A few times a year	16
Seldom	21
Never	17

Some people think of themselves as evangelical or born again Christians. Do you ever think of yourself in either of these ways?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Yes	28	28
No	71	71
No answer	1	1

Are you of Hispanic or Latino origin or descent, or not?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Yes	2	2
No	98	98

What is the last grade of school you completed?

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Did not complete high school	4	4
High school or G.E.D.	30	29
Associate's degree	9	9
Some college	22	22
College graduate	19	20
Post graduate degree	17	16

My total family income last year was:

	<u>1/4-1/10</u>	<u>12/28-1/3</u>
Under \$15,000	7	10
Between \$15,000 and \$29,999	11	13
Between \$30,000 and \$49,999	15	15
Between \$50,000 and \$74,999	18	18
Between \$75,000 and \$99,999	15	13
Between \$100,000 and \$150,000	16	15
Over \$150,000	12	11
No answer	6	6

METHODOLOGY

This SurveyMonkey Election Tracking data for the week of January 4, 2016 through January 10, 2016 was conducted online among a national sample of 9,746 adults aged 18 and over, including 8,655 who say they are registered to vote. Respondents for this survey were selected from the nearly three million people who take surveys on the SurveyMonkey platform each day. Data for this week has been weighted for age, race, sex, education, region, and voter registration status using the Census Bureau and Bureau of Labor Statistic's *Current Population Survey* to reflect the demographic composition of the United States.

Because the sample is based on those who initially self-selected for participation rather than a probability sample, no estimates of sampling error can be calculated. All surveys may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.

To assess the variability in the estimates and account for design effects, we create a bootstrap confidence interval to produce an error estimate. The bootstrap confidence interval for this survey is plus or minus 1.3 percentage points for the full sample and plus or minus 1.4 percentage points for registered voters.

To calculate the bootstrap confidence interval we use the weighted data to generate 5000 independent samples and calculate the 95% confidence intervals for the weighted average. When analyzing the survey results and their accuracy, this error estimate should be taken into consideration in much the same way that analysis of probability polls takes into account the margin of sampling error.

Group	Unweighted N	Plus or minus
Total sample	9746	1.3
Total RVs	8655	1.4
Republican RVs	2852	2.4
Democrat RVs	2619	2.4
18-24	604	4.9
25-34	1082	3.8
35-44	1390	3.3
45-54	2137	2.6
55-64	2525	2.4
65+	2008	2.8
White	7520	1.5
Black	733	4.5
Hispanic	779	4.5
Other	714	4.7
Clinton voters	2054	2.7
Sanders voters	1508	3.3
Trump voters	1500	3.3
Cruz voters	880	4.6
Rubio voters	587	5.1