



2016 California GOP Presidential Primary Poll

To test the current candidates for the June 7th, 2016 California Republican Presidential Primary election, NSON Opinion Strategy, a national public opinion research firm, located in Salt Lake City, Utah was commissioned by Landslide Communications, Inc. to conduct a brief statewide poll.

Using professionally trained and experienced live interviewers, from its solely owned state of the art computer aided call center facility, located in Salt Lake City, Utah, NSON interviewed registered voters via telephone, over two days from Wednesday, March 9th to Thursday, the 10th, 2016.

A file comprised of registered California Republican voters most likely to turnout for the June 2016 Republican primary election was recommend by and procured from Political Data, Inc. for use as the sample frame. The file, based on their universe, 16P4, comprised registered voters having voted in at least 2 of the following past elections: 6/10, 6/12, 6/14 or 11/14, or registered since 6/12 and voted 6/14, or registered since 6/14 and voted 11/14, or any PAV (Permanent Absentee Voter) that voted 11/14, all voters had to have voted in 11/12 in 2014 or 2015, or Re-registered since 11/14.

The sample size was 407 interviews. The margin of error is estimated to be +/- 4.86%, at the 95% confidence level, statewide, for Registered Republican voters. The four California Board of Equalization Districts served as geographic quotas, dividing the statewide sample, proportionate to the percentages reflected in the acquired voter file as follows: District 1 - Inland (n=129), District 2 - Coastal

(n=92), District 3 – (LA) (n=63) and District 4 – Southern Tip (n=123). The margin of error in these sub samples is greater than the overall statewide sample size.

The brief questionnaire consisted of four questions: one screening question to confirm intention to vote in the June primary, a ballot question listing the remaining four candidates and two demographic questions, gender and age. Additional demographic classifications were appended from the voter file to each respondent interview for inclusion in final results tabulation.

First, the screening question to confirm intention to vote in the June primary was asked after an introduction.

The following statements were read to qualified respondents prior to asking the following questions and rotated closed-ended responses. The resulting response counts and percentages for each question are noted below:

“Now, I am going to read you a list of 4 possible candidates for the Republican nomination for President in California’s primary election.”

Q1. If the election were held today, whom would you vote for?

156	(38.3%)	Donald Trump, Real Estate Investor
91	(22.4%)	Ted Cruz, U.S. Senator from Texas
80	(19.7%)	John Kasich, Governor of Ohio
41	(10.1%)	Marco Rubio, U.S. Senator from Florida
39	(9.6%)	Undecided / No Opinion

Q3 Gender

193 (47.4%) Male

214 (52.6%) Female

Q4 Which of the following categories best describes your age?

14 (3.4%) 18 to 29

32 (7.9%) 30 to 44

54 (13.3%) 45 to 54

106 (26.0%) 55 to 64

136 (33.4%) 65 to 74

65 (16.0%) 75 or older

Ethnicity (from vote file)

14 (3.4%) Asian

20 (4.9%) Hispanic

373 (91.6%) Other

- Donald Trump is an overwhelming, top choice in the ballot question and leads in all demographic groups.
- Nearly all voters have made up their mind as to their choice for the election in June with less 10% remaining undecided.