

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Arizona Poll of 1,102 Adults

This survey of 1,102 adults was conducted September 6th through September 8th, 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 Arizona 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 Arizona 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 ± 3.0 percentage points. There are 946 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 649 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 - Arizona

		Arizona Adults	Arizona Registered Voters	Arizona Likely Voters
		Col %	Col %	Col %
Arizona Adults		100%		
Arizona Registered Voters		86%	100%	
Arizona Likely Voters		59%	69%	100%
Party Registration	Democrat	n/a	30%	31%
	Republican	n/a	35%	38%
	Independent	n/a	34%	30%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	26%	26%
	Republican	n/a	30%	32%
	Independent	n/a	41%	37%
	Other	n/a	4%	4%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	17%	17%
	Moderate	n/a	41%	39%
	Conservative	n/a	25%	25%
	Very conservative	n/a	12%	13%
Tea Party Supporters		n/a	23%	23%
Gender	Men	49%	48%	48%
	Women	51%	52%	52%
Age	Under 45	48%	45%	39%
	45 or older	52%	55%	61%
Age	18 to 29	22%	19%	14%
	30 to 44	26%	26%	26%
	45 to 59	25%	26%	29%
	60 or older	26%	29%	32%
Race	White	63%	66%	70%
	African American	4%	4%	5%
	Latino	25%	22%	19%
	Other	8%	8%	7%
White Men	White men	64%	69%	72%
	Non-white men	36%	31%	28%
White Women	White women	73%	75%	77%
	Non-white women	27%	25%	23%
Region	Maricopa County (Phoenix)	59%	59%	60%
	Pima County (Tucson)	16%	16%	17%
	Rest of State	25%	25%	23%
Household Income	Less than \$50,000	51%	48%	45%
	\$50,000 or more	49%	52%	55%
Education	Not college graduate	60%	57%	54%
	College graduate	40%	43%	46%
Race and Education	White - Not College Graduate	35%	35%	36%
	White - College Graduate	29%	31%	34%
	Non-White - Not College Graduate	26%	22%	18%
	Non-White - College Graduate	11%	11%	12%
Evangelical Christian	Yes	33%	34%	33%
	No	67%	66%	67%
White Evangelical Christians		19%	20%	21%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	39%	42%	45%
	Cell Phone	61%	58%	55%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted September 6th through September 8th, 2016, n=1102 MOE +/- 3.0 percentage points. Arizona Registered Voters: n=946 MOE +/- 3.2 percentage points. Arizona Likely Voters: n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arizona Likely Voters		46%	50%	5%
Party Identification	Democrat	91%	7%	2%
	Republican	10%	84%	6%
	Independent	47%	47%	5%
Political Ideology	Very liberal-Liberal	83%	14%	3%
	Moderate	53%	41%	6%
	Conservative-Very conservative	15%	81%	4%
Tea Party Supporters		14%	85%	1%
Region	Maricopa County (Phoenix)	48%	48%	4%
	Pima County (Tucson)	43%	49%	8%
	Rest of State	41%	54%	6%
Household Income	Less than \$50,000	50%	46%	4%
	\$50,000 or more	46%	50%	4%
Education	Not college graduate	42%	52%	6%
	College graduate	50%	47%	3%
Race	White	39%	57%	4%
	Latino	60%	33%	7%
Age	18 to 29	61%	30%	9%
	30 to 44	47%	48%	5%
	45 to 59	40%	58%	2%
	60 or older	44%	51%	5%
Age	Under 45	51%	42%	7%
	45 or older	42%	54%	4%
Gender	Men	43%	51%	5%
	Women	48%	48%	4%
White Men	White men	36%	60%	4%
White Women	White women	42%	54%	4%
Race and Education	White - Not College Graduate	34%	61%	5%
	White - College Graduate	45%	52%	3%
White Evangelical Christians		25%	72%	3%
U.S. Military Veteran	Yes	39%	57%	4%
	No	47%	48%	5%
Interview Type	Landline	42%	54%	4%
	Cell Phone	48%	46%	6%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Arizona Likely Voters		41%	42%	10%	2%	4%
Intensity of Support	Strongly support	48%	52%	0%	0%	0%
	Somewhat support	53%	47%	0%	0%	0%
Party Identification	Democrat	93%	4%	2%	0%	2%
	Republican	8%	82%	5%	1%	3%
	Independent	37%	35%	17%	4%	7%
Political Ideology	Very liberal-Liberal	80%	9%	7%	2%	2%
	Moderate	44%	37%	10%	3%	6%
	Conservative-Very conservative	16%	68%	11%	2%	3%
Tea Party Supporters		14%	79%	3%	3%	1%
Region	Maricopa County (Phoenix)	44%	40%	9%	1%	5%
	Pima County (Tucson)	42%	44%	9%	2%	3%
	Rest of State	35%	47%	12%	5%	2%
Household Income	Less than \$50,000	47%	39%	10%	1%	3%
	\$50,000 or more	40%	44%	9%	3%	4%
Education	Not college graduate	39%	46%	9%	1%	5%
	College graduate	44%	39%	11%	4%	3%
Race	White	36%	49%	9%	2%	4%
	Latino	55%	30%	14%	0%	1%
Age	18 to 29	47%	34%	14%	0%	6%
	30 to 44	42%	37%	13%	5%	3%
	45 to 59	39%	49%	6%	3%	3%
	60 or older	41%	44%	9%	1%	5%
Age	Under 45	44%	36%	13%	3%	4%
	45 or older	40%	46%	8%	2%	4%
Gender	Men	37%	46%	12%	3%	3%
	Women	45%	39%	8%	2%	5%
White Men	White men	31%	53%	11%	3%	2%
White Women	White women	40%	45%	8%	1%	6%
Race and Education	White - Not College Graduate	31%	54%	9%	1%	6%
	White - College Graduate	42%	43%	10%	3%	3%
White Evangelical Christians		14%	67%	12%	0%	7%
U.S. Military Veteran	Yes	33%	52%	8%	2%	4%
	No	43%	41%	10%	2%	4%
Interview Type	Landline	40%	45%	9%	2%	3%
	Cell Phone	42%	40%	10%	2%	5%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arizona Likely Voters with a Candidate Preference		63%	30%	5%	1%
Candidate Support	Hillary Clinton	62%	32%	5%	1%
	Donald Trump	65%	28%	4%	2%
Party Identification	Democrat	73%	24%	4%	0%
	Republican	69%	25%	3%	2%
	Independent	49%	42%	7%	2%
Political Ideology	Very liberal-Liberal	65%	30%	4%	1%
	Moderate	53%	39%	6%	1%
	Conservative-Very conservative	71%	22%	5%	2%
Tea Party Supporters		73%	22%	3%	1%
Region	Maricopa County (Phoenix)	64%	30%	4%	2%
	Pima County (Tucson)	57%	37%	5%	1%
	Rest of State	68%	26%	6%	0%
Household Income	Less than \$50,000	61%	32%	6%	1%
	\$50,000 or more	63%	31%	4%	1%
Education	Not college graduate	63%	30%	5%	2%
	College graduate	63%	31%	5%	1%
Race	White	63%	31%	5%	1%
	Latino	57%	32%	6%	4%
Age	Under 45	49%	40%	7%	3%
	45 or older	72%	25%	3%	1%
Gender	Men	60%	31%	7%	3%
	Women	67%	29%	3%	0%
White Men	White men	61%	31%	6%	1%
White Women	White women	65%	31%	4%	0%
Race and Education	White - Not College Graduate	67%	29%	5%	0%
	White - College Graduate	61%	33%	5%	1%
White Evangelical Christians		61%	30%	7%	2%
U.S. Military Veteran	Yes	67%	29%	3%	0%
	No	62%	31%	5%	2%
Interview Type	Landline	73%	23%	3%	1%
	Cell Phone	56%	36%	6%	2%

NBC News/WSJ/Marist Poll Arizona Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=515
MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate [multi-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 %
Arizona Likely Voters		38%	40%	12%	3%	1%	6%
Party Identification	Democrat	86%	3%	5%	4%	0%	2%
	Republican	7%	80%	6%	1%	1%	5%
	Independent	33%	30%	19%	5%	2%	11%
Political Ideology	Very liberal-Liberal	72%	10%	9%	4%	0%	5%
	Moderate	39%	30%	17%	4%	1%	8%
	Conservative-Very conservative	16%	67%	9%	2%	3%	5%
Tea Party Supporters		11%	77%	6%	2%	3%	1%
Region	Maricopa County (Phoenix)	41%	37%	11%	3%	1%	6%
	Pima County (Tucson)	36%	39%	11%	3%	2%	8%
	Rest of State	30%	46%	14%	3%	2%	5%
Household Income	Less than \$50,000	43%	36%	11%	3%	1%	6%
	\$50,000 or more	36%	40%	13%	4%	1%	4%
Education	Not college graduate	35%	43%	10%	3%	1%	8%
	College graduate	41%	35%	14%	3%	2%	5%
Race	White	33%	45%	11%	3%	2%	6%
	Latino	49%	28%	13%	4%	1%	5%
Age	18 to 29	30%	29%	19%	10%	1%	11%
	30 to 44	38%	32%	18%	3%	2%	8%
	45 to 59	38%	48%	8%	2%	1%	3%
	60 or older	41%	42%	6%	2%	2%	6%
Age	Under 45	35%	31%	18%	5%	1%	9%
	45 or older	39%	45%	7%	2%	1%	5%
Gender	Men	33%	43%	14%	4%	2%	4%
	Women	42%	37%	9%	3%	1%	8%
White Men	White men	27%	50%	15%	3%	2%	2%
White Women	White women	38%	41%	8%	3%	2%	9%
Race and Education	White - Not College Graduate	28%	51%	10%	4%	2%	5%
	White - College Graduate	39%	39%	12%	2%	2%	6%
White Evangelical Christians		10%	63%	12%	4%	3%	8%
U.S. Military Veteran	Yes	33%	49%	9%	2%	3%	5%
	No	38%	38%	12%	4%	1%	7%
Interview Type	Landline	38%	43%	10%	2%	1%	5%
	Cell Phone	37%	37%	13%	4%	1%	8%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Arizona Likely Voters		34%	61%	5%
Party Identification	Democrat	79%	17%	5%
	Republican	9%	90%	2%
	Independent	28%	65%	8%
Political Ideology	Very liberal-Liberal	61%	31%	8%
	Moderate	36%	59%	5%
	Conservative-Very conservative	16%	83%	2%
Tea Party Supporters		12%	87%	0%
Region	Maricopa County (Phoenix)	38%	59%	4%
	Pima County (Tucson)	27%	63%	9%
	Rest of State	30%	64%	6%
Household Income	Less than \$50,000	39%	54%	7%
	\$50,000 or more	32%	65%	3%
Education	Not college graduate	32%	61%	7%
	College graduate	36%	61%	3%
Race	White	31%	65%	4%
	Latino	41%	52%	8%
Age	18 to 29	28%	63%	9%
	30 to 44	29%	61%	10%
	45 to 59	32%	66%	2%
	60 or older	42%	54%	3%
Age	Under 45	29%	62%	9%
	45 or older	38%	60%	2%
Gender	Men	28%	66%	5%
	Women	39%	55%	5%
White Men	White men	25%	72%	3%
White Women	White women	37%	58%	5%
Race and Education	White - Not College Graduate	28%	67%	5%
	White - College Graduate	35%	63%	3%
White Evangelical Christians		12%	85%	2%
U.S. Military Veteran	Yes	29%	68%	2%
	No	35%	59%	6%
Interview Type	Landline	37%	59%	4%
	Cell Phone	32%	62%	6%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Arizona Likely Voters		35%	58%	7%
Party Identification	Democrat	5%	93%	2%
	Republican	68%	25%	7%
	Independent	26%	63%	11%
Political Ideology	Very liberal-Liberal	9%	84%	7%
	Moderate	29%	66%	5%
	Conservative-Very conservative	59%	35%	7%
Tea Party Supporters		73%	22%	4%
Region	Maricopa County (Phoenix)	32%	60%	8%
	Pima County (Tucson)	35%	59%	6%
	Rest of State	42%	51%	6%
Household Income	Less than \$50,000	32%	61%	7%
	\$50,000 or more	36%	58%	6%
Education	Not college graduate	39%	53%	8%
	College graduate	31%	63%	6%
Race	White	39%	55%	6%
	Latino	27%	66%	7%
Age	18 to 29	22%	63%	15%
	30 to 44	33%	63%	5%
	45 to 59	40%	54%	6%
Age	60 or older	38%	55%	7%
	Under 45	29%	63%	8%
Gender	45 or older	39%	55%	6%
	Men	41%	54%	6%
White Men	Women	30%	62%	8%
	White men	46%	49%	5%
White Women	White women	34%	60%	7%
Race and Education	White - Not College Graduate	47%	47%	6%
	White - College Graduate	32%	62%	6%
White Evangelical Christians		53%	37%	10%
U.S. Military Veteran	Yes	47%	47%	5%
	No	33%	60%	8%
Interview Type	Landline	38%	56%	6%
	Cell Phone	33%	59%	8%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		Arizona Likely Voters			
		2016 Arizona election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Ann Kirkpatrick, the Democrat	John McCain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Arizona Likely Voters		38%	57%	1%	4%
Intensity of Support	Strongly support	43%	57%	0%	0%
	Somewhat support	39%	61%	0%	0%
Party Identification	Democrat	73%	25%	0%	2%
	Republican	9%	84%	1%	5%
	Independent	41%	53%	2%	4%
Political Ideology	Very liberal-Liberal	78%	20%	1%	1%
	Moderate	44%	52%	0%	4%
	Conservative-Very conservative	10%	83%	2%	5%
Tea Party Supporters		12%	81%	3%	4%
Region	Maricopa County (Phoenix)	39%	57%	1%	3%
	Pima County (Tucson)	44%	48%	1%	7%
	Rest of State	33%	61%	2%	4%
Household Income	Less than \$50,000	35%	60%	1%	3%
	\$50,000 or more	42%	55%	1%	3%
Education	Not college graduate	35%	58%	1%	6%
	College graduate	42%	55%	1%	2%
Race	White	37%	58%	1%	4%
	Latino	43%	52%	1%	4%
Age	18 to 29	40%	51%	0%	9%
	30 to 44	40%	56%	0%	4%
	45 to 59	33%	63%	2%	1%
	60 or older	41%	54%	1%	5%
Age	Under 45	40%	54%	0%	6%
	45 or older	37%	59%	1%	3%
Gender	Men	36%	58%	1%	5%
	Women	41%	55%	1%	3%
White Men	White men	35%	59%	1%	5%
White Women	White women	39%	57%	0%	3%
Race and Education	White - Not College Graduate	35%	58%	0%	7%
	White - College Graduate	40%	58%	1%	1%
White Evangelical Christians		23%	73%	0%	4%
U.S. Military Veteran	Yes	29%	66%	1%	4%
	No	40%	54%	1%	4%
Interview Type	Landline	38%	55%	2%	5%
	Cell Phone	39%	57%	0%	4%

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		Arizona Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arizona Likely Voters with a Candidate Preference		53%	37%	8%	1%
Candidate Support	Ann Kirkpatrick	56%	36%	6%	2%
	John McCain	51%	38%	10%	1%
Party Identification	Democrat	67%	25%	6%	3%
	Republican	53%	39%	7%	1%
	Independent	46%	43%	10%	1%
Political Ideology	Very liberal-Liberal	58%	37%	3%	1%
	Moderate	56%	32%	10%	2%
	Conservative-Very conservative	47%	42%	10%	1%
Tea Party Supporters		49%	44%	6%	1%
Region	Maricopa County (Phoenix)	54%	39%	7%	1%
	Pima County (Tucson)	53%	33%	10%	4%
	Rest of State	52%	36%	11%	0%
Household Income	Less than \$50,000	54%	37%	8%	1%
	\$50,000 or more	51%	40%	8%	1%
Education	Not college graduate	53%	36%	9%	2%
	College graduate	54%	39%	7%	1%
Race	White	56%	36%	7%	1%
	Latino	48%	37%	12%	4%
Age	18 to 29	34%	44%	15%	6%
	30 to 44	46%	44%	10%	1%
	45 to 59	57%	35%	7%	1%
	60 or older	63%	30%	6%	1%
Age	Under 45	42%	44%	12%	2%
	45 or older	60%	33%	6%	1%
Gender	Men	49%	41%	9%	1%
	Women	57%	34%	8%	2%
White Men	White men	48%	45%	6%	1%
White Women	White women	62%	30%	8%	1%
Race and Education	White - Not College Graduate	57%	36%	6%	1%
	White - College Graduate	56%	37%	7%	0%
White Evangelical Christians		54%	35%	9%	1%
U.S. Military Veteran	Yes	59%	34%	7%	0%
	No	52%	38%	8%	2%
Interview Type	Landline	60%	31%	9%	0%
	Cell Phone	48%	42%	8%	2%

NBC News/WSJ/Marist Poll Arizona Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=590
MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.