

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Arizona Poll of 1,120 Adults**

This survey of 1,120 adults was conducted October 30<sup>th</sup> through November 1<sup>st</sup>, 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  $\pm 2.9$  percentage points. There are 948 registered voters. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. There are 719 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  $\pm 3.7$  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		85%	100%	
Arizona Likely Voters		64%	76%	100%
Past Participation*	Yes	n/a	84%	88%
	No	n/a	16%	12%
Already Voted		n/a	52%	58%
Not Yet Voted		n/a	48%	42%
Party Registration	Democrat	n/a	30%	31%
	Republican	n/a	35%	36%
	Independent	n/a	34%	32%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	28%	30%
	Republican	n/a	31%	32%
	Independent	n/a	39%	37%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	16%	16%
	Moderate	n/a	36%	36%
	Conservative	n/a	28%	28%
	Very conservative	n/a	13%	14%
Tea Party Supporters		n/a	21%	21%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	48%	44%	41%
	45 or older	52%	56%	59%
Age	18 to 29	22%	19%	16%
	30 to 44	26%	25%	25%
	45 to 59	24%	26%	27%
	60 or older	27%	30%	33%
Race	White	64%	67%	70%
	African American	3%	2%	2%
	Latino	25%	23%	21%
	Other	8%	7%	7%
White men		67%	71%	72%
Non-white men		33%	29%	28%
White women		71%	74%	77%
Non-white Women		29%	26%	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	50%	45%	43%
	\$50,000 or more	50%	55%	57%
Education	Not college graduate	61%	57%	55%
	College graduate	39%	43%	45%
Race and Education	White - Not College Graduate	35%	35%	36%
	White - College Graduate	29%	32%	34%
	Non-White - Not College Graduate	26%	23%	20%
	Non-White - College Graduate	10%	10%	11%
Evangelical Christian	Yes	33%	33%	33%
	No	67%	67%	67%
White Evangelical Christians		18%	20%	20%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	37%	41%	43%
	Cell Phone	63%	59%	57%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted October 30th through November 1st, 2016, n=1120 MOE +/- 2.9 percentage points. Arizona Registered Voters: n=948 MOE +/- 3.2 percentage points. Arizona Likely Voters: n=719 MOE +/- 3.7 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 Arizona Tables of Likely Voters

		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		45%	50%	5%
Party Identification	Democrat	87%	10%	3%
	Republican	8%	90%	2%
	Independent	47%	46%	8%
Political Ideology	Very liberal-Liberal	81%	15%	4%
	Moderate	53%	41%	7%
	Conservative-Very conservative	19%	80%	2%
Tea Party Supporters		22%	73%	5%
Region	Maricopa County (Phoenix)	47%	48%	5%
	Pima County (Tucson)	50%	48%	3%
	Rest of State	39%	54%	7%
Household Income	Less than \$50,000	52%	45%	4%
	\$50,000 or more	45%	51%	4%
Education	Not college graduate	45%	51%	4%
	College graduate	46%	47%	6%
Race	White	41%	56%	3%
	Latino	65%	30%	5%
Age	18 to 29	55%	37%	9%
	30 to 44	50%	44%	6%
	45 to 59	39%	56%	5%
	60 or older	42%	55%	3%
Age	Under 45	52%	41%	7%
	45 or older	41%	55%	4%
Gender	Men	43%	53%	4%
	Women	48%	46%	6%
White Men		38%	60%	2%
White Women		43%	53%	5%
Race and Education	White - Not College Graduate	36%	62%	2%
	White - College Graduate	46%	50%	4%
White Evangelical Christians		19%	81%	1%
U.S. Military Veteran	Yes	36%	60%	3%
	No	47%	48%	5%
Interview Type	Landline	42%	55%	3%
	Cell Phone	48%	45%	6%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=719 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona 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 %
Arizona Likely Voters		41%	46%	6%	6%	2%
Intensity of Support	Strongly support	45%	51%	0%	4%	0%
	Somewhat support	42%	51%	0%	7%	0%
Past Participation*	Yes	40%	48%	5%	6%	2%
	No	48%	36%	9%	7%	0%
Already Voted		44%	47%	0%	9%	0%
Not Yet Voted		37%	45%	12%	2%	3%
Party Identification	Democrat	90%	6%	3%	1%	0%
	Republican	6%	87%	2%	4%	1%
	Independent	32%	42%	11%	11%	4%
Political Ideology	Very liberal-Liberal	84%	7%	5%	4%	0%
	Moderate	46%	37%	8%	8%	2%
	Conservative-Very conservative	13%	77%	4%	5%	1%
Tea Party Supporters		18%	77%	1%	4%	0%
Region	Maricopa County (Phoenix)	43%	43%	7%	6%	2%
	Pima County (Tucson)	44%	45%	3%	8%	0%
	Rest of State	33%	56%	5%	6%	0%
Household Income	Less than \$50,000	46%	42%	3%	6%	2%
	\$50,000 or more	40%	46%	7%	6%	1%
Education	Not college graduate	40%	48%	4%	7%	1%
	College graduate	43%	43%	8%	5%	2%
Race	White	34%	52%	7%	6%	2%
	Latino	66%	26%	5%	4%	0%
Age	18 to 29	44%	35%	11%	10%	0%
	30 to 44	40%	40%	10%	6%	3%
	45 to 59	37%	51%	3%	7%	2%
	60 or older	43%	53%	2%	2%	0%
Age	Under 45	42%	38%	10%	8%	2%
	45 or older	40%	52%	2%	5%	1%
Gender	Men	36%	48%	5%	8%	2%
	Women	45%	44%	6%	4%	1%
White Men		29%	54%	6%	9%	2%
White Women		39%	50%	7%	3%	1%
Race and Education	White - Not College Graduate	27%	60%	5%	7%	2%
	White - College Graduate	43%	43%	8%	5%	2%
White Evangelical Christians		12%	81%	4%	3%	1%
U.S. Military Veteran	Yes	33%	59%	2%	6%	1%
	No	42%	44%	6%	6%	2%
Interview Type	Landline	39%	50%	4%	7%	1%
	Cell Phone	42%	44%	7%	5%	2%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=719 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona 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 %
Arizona Likely Voters with a Candidate Preference		62%	36%	1%	1%
Candidate Support	Hillary Clinton	63%	35%	1%	1%
	Donald Trump	62%	36%	2%	1%
Party Identification	Democrat	70%	29%	1%	0%
	Republican	68%	31%	0%	0%
	Independent	50%	45%	3%	2%
Political Ideology	Very liberal-Liberal	70%	30%	0%	0%
	Moderate	51%	46%	2%	1%
	Conservative-Very conservative	66%	32%	1%	2%
Tea Party Supporters		72%	27%	1%	0%
Region	Maricopa County (Phoenix)	61%	37%	1%	1%
	Pima County (Tucson)	56%	40%	2%	1%
	Rest of State	69%	30%	1%	0%
Household Income	Less than \$50,000	67%	30%	2%	2%
	\$50,000 or more	57%	41%	1%	1%
Education	Not college graduate	60%	38%	1%	1%
	College graduate	63%	35%	1%	1%
Race	White	65%	33%	1%	1%
	Latino	51%	43%	3%	3%
Age	18 to 29	42%	49%	7%	3%
	30 to 44	56%	43%	1%	0%
	45 to 59	63%	36%	0%	1%
	60 or older	73%	26%	0%	1%
Age	Under 45	51%	45%	3%	1%
	45 or older	69%	30%	0%	1%
Gender	Men	60%	38%	1%	1%
	Women	63%	34%	1%	1%
White Men		64%	35%	0%	1%
White Women		67%	32%	1%	1%
Race and Education	White - Not College Graduate	65%	34%	0%	0%
	White - College Graduate	65%	33%	1%	1%
White Evangelical Christians		69%	28%	2%	1%
Interview Type	Landline	67%	32%	1%	0%
	Cell Phone	58%	39%	2%	2%

NBC News/WSJ/Marist Poll Arizona Likely Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=590 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona 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 %
Arizona Likely Voters		40%	45%	9%	3%	2%	1%
Past Participation*	Yes	39%	47%	9%	3%	1%	1%
	No	46%	36%	11%	4%	2%	1%
Already Voted		44%	47%	6%	2%	2%	0%
Not Yet Voted		35%	44%	13%	5%	2%	1%
Party Identification	Democrat	86%	6%	3%	4%	0%	0%
	Republican	7%	86%	4%	0%	2%	1%
	Independent	33%	40%	18%	6%	2%	1%
Political Ideology	Very liberal-Liberal	80%	7%	4%	9%	0%	0%
	Moderate	44%	35%	15%	3%	2%	1%
	Conservative-Very conservative	13%	76%	7%	1%	2%	0%
Tea Party Supporters		15%	76%	2%	7%	0%	0%
Region	Maricopa County (Phoenix)	42%	42%	11%	3%	1%	1%
	Pima County (Tucson)	44%	43%	11%	1%	2%	0%
	Rest of State	32%	56%	4%	5%	3%	0%
Household Income	Less than \$50,000	45%	41%	5%	5%	2%	1%
	\$50,000 or more	39%	45%	12%	1%	1%	1%
Education	Not college graduate	38%	48%	7%	4%	2%	0%
	College graduate	42%	42%	12%	2%	1%	1%
Race	White	34%	51%	9%	3%	2%	0%
	Latino	59%	24%	12%	4%	1%	0%
Age	18 to 29	42%	32%	13%	10%	2%	0%
	30 to 44	39%	39%	18%	3%	0%	2%
	45 to 59	36%	51%	7%	3%	2%	1%
	60 or older	42%	53%	2%	1%	2%	0%
Age	Under 45	40%	36%	16%	6%	1%	1%
	45 or older	39%	52%	4%	2%	2%	0%
Gender	Men	37%	47%	11%	2%	2%	1%
	Women	43%	44%	8%	4%	1%	0%
White Men		30%	54%	11%	3%	2%	0%
White Women		38%	49%	8%	3%	1%	1%
Race and Education	White - Not College Graduate	27%	60%	7%	4%	2%	0%
	White - College Graduate	43%	41%	12%	2%	1%	1%
White Evangelical Christians		12%	81%	3%	1%	2%	0%
U.S. Military Veteran	Yes	30%	58%	8%	4%	1%	0%
	No	42%	43%	9%	3%	2%	1%
Interview Type	Landline	39%	49%	6%	4%	2%	1%
	Cell Phone	40%	43%	12%	4%	1%	0%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=719 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		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		37%	61%	3%
Party Identification	Democrat	82%	15%	3%
	Republican	5%	95%	0%
	Independent	30%	67%	3%
Political Ideology	Very liberal-Liberal	73%	27%	0%
	Moderate	39%	58%	3%
	Conservative-Very conservative	15%	84%	1%
Tea Party Supporters		18%	79%	2%
Region	Maricopa County (Phoenix)	37%	60%	3%
	Pima County (Tucson)	39%	59%	1%
	Rest of State	35%	63%	2%
Household Income	Less than \$50,000	43%	56%	2%
	\$50,000 or more	36%	62%	2%
Education	Not college graduate	35%	63%	2%
	College graduate	39%	58%	3%
Race	White	31%	67%	2%
	Latino	56%	42%	1%
Age	18 to 29	33%	67%	0%
	30 to 44	38%	55%	7%
	45 to 59	35%	65%	0%
	60 or older	39%	59%	2%
Age	Under 45	36%	60%	4%
	45 or older	37%	62%	1%
Gender	Men	33%	65%	2%
	Women	40%	57%	3%
White Men		26%	72%	2%
White Women		36%	62%	2%
Race and Education	White - Not College Graduate	25%	73%	2%
	White - College Graduate	39%	59%	2%
White Evangelical Christians		14%	85%	1%
U.S. Military Veteran	Yes	32%	67%	1%
	No	38%	60%	3%
Interview Type	Landline	37%	61%	2%
	Cell Phone	37%	61%	3%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=719 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		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		34%	59%	6%
Party Identification	Democrat	7%	91%	2%
	Republican	70%	22%	7%
	Independent	27%	68%	5%
Political Ideology	Very liberal-Liberal	7%	90%	2%
	Moderate	26%	70%	5%
	Conservative-Very conservative	58%	34%	8%
Tea Party Supporters		62%	33%	6%
Region	Maricopa County (Phoenix)	33%	61%	6%
	Pima County (Tucson)	29%	61%	10%
	Rest of State	41%	55%	4%
Household Income	Less than \$50,000	32%	63%	5%
	\$50,000 or more	33%	62%	5%
Education	Not college graduate	38%	57%	6%
	College graduate	30%	64%	7%
Race	White	38%	56%	6%
	Latino	25%	73%	2%
Age	18 to 29	20%	75%	5%
	30 to 44	30%	61%	9%
	45 to 59	36%	59%	5%
	60 or older	43%	51%	5%
Age	Under 45	26%	66%	8%
	45 or older	40%	55%	5%
Gender	Men	36%	57%	7%
	Women	33%	61%	6%
White Men		40%	54%	7%
White Women		37%	58%	5%
Race and Education	White - Not College Graduate	45%	50%	6%
	White - College Graduate	30%	64%	6%
White Evangelical Christians		57%	35%	8%
U.S. Military Veteran	Yes	43%	48%	9%
	No	33%	62%	6%
Interview Type	Landline	38%	56%	6%
	Cell Phone	32%	62%	6%

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

		Arizona Likely Voters			
		2016 Arizona election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Ann Kirkpatrick, the Democrat	John McCain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Arizona Likely Voters		39%	55%	5%	2%
Intensity of Support	Strongly support	40%	60%	0%	0%
	Somewhat support	43%	57%	0%	0%
Past Participation*	Yes	39%	55%	4%	2%
	No	37%	50%	8%	4%
Already Voted		42%	52%	5%	0%
Not Yet Voted		34%	57%	4%	5%
Candidate Support	Hillary Clinton	74%	22%	0%	3%
	Donald Trump	11%	80%	8%	1%
	Other	33%	62%	5%	0%
Party Identification	Democrat	82%	15%	1%	2%
	Republican	11%	82%	6%	0%
	Independent	29%	62%	5%	3%
Political Ideology	Very liberal-Liberal	73%	23%	2%	2%
	Moderate	46%	49%	3%	2%
	Conservative-Very conservative	15%	76%	8%	1%
Tea Party Supporters		21%	68%	10%	1%
Region	Maricopa County (Phoenix)	38%	55%	5%	2%
	Pima County (Tucson)	46%	48%	3%	2%
	Rest of State	34%	59%	5%	1%
Household Income	Less than \$50,000	41%	48%	7%	4%
	\$50,000 or more	38%	58%	3%	0%
Education	Not college graduate	38%	55%	4%	3%
	College graduate	41%	53%	5%	1%
Race	White	35%	59%	5%	2%
	Latino	53%	38%	6%	3%
Age	18 to 29	32%	58%	8%	2%
	30 to 44	38%	56%	2%	4%
	45 to 59	41%	52%	6%	1%
	60 or older	41%	54%	4%	1%
Age	Under 45	36%	57%	4%	3%
	45 or older	41%	53%	5%	1%
Gender	Men	35%	56%	5%	3%
	Women	42%	53%	4%	1%
White Men		32%	61%	4%	2%
White Women		37%	57%	5%	1%
Race and Education	White - Not College Graduate	30%	63%	5%	2%
	White - College Graduate	41%	54%	4%	2%
White Evangelical Christians		16%	77%	5%	1%
U.S. Military Veteran	Yes	34%	58%	6%	2%
	No	40%	54%	4%	2%
Interview Type	Landline	38%	54%	4%	4%
	Cell Phone	40%	55%	5%	1%

NBC News/WSJ/Marist Poll Arizona Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=719 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona 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 %
Arizona Likely Voters with a Candidate Preference		47%	48%	3%	2%
Candidate Support	Ann Kirkpatrick	45%	50%	4%	1%
	John McCain	49%	47%	3%	2%
Party Identification	Democrat	52%	43%	3%	1%
	Republican	55%	43%	2%	0%
	Independent	37%	55%	4%	3%
Political Ideology	Very liberal-Liberal	50%	46%	3%	0%
	Moderate	44%	49%	4%	2%
	Conservative-Very conservative	48%	48%	2%	2%
Tea Party Supporters		45%	53%	1%	2%
Region	Maricopa County (Phoenix)	44%	51%	3%	2%
	Pima County (Tucson)	50%	44%	4%	2%
	Rest of State	52%	44%	3%	0%
Household Income	Less than \$50,000	49%	46%	3%	2%
	\$50,000 or more	45%	51%	3%	2%
Education	Not college graduate	45%	48%	4%	3%
	College graduate	48%	48%	3%	1%
Race	White	47%	48%	4%	1%
	Latino	48%	47%	3%	3%
Age	18 to 29	32%	58%	7%	3%
	30 to 44	44%	48%	5%	3%
	45 to 59	50%	46%	2%	1%
	60 or older	54%	45%	1%	1%
Age	Under 45	39%	52%	6%	3%
	45 or older	52%	45%	2%	1%
Gender	Men	46%	50%	3%	1%
	Women	48%	46%	4%	2%
White Men		46%	50%	3%	0%
White Women		48%	47%	4%	2%
Race and Education	White - Not College Graduate	47%	47%	5%	2%
	White - College Graduate	46%	51%	2%	0%
White Evangelical Christians		48%	48%	2%	3%
Interview Type	Landline	53%	46%	1%	1%
	Cell Phone	43%	49%	5%	2%

NBC News/WSJ/Marist Poll Arizona Likely Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=636 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.