

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Colorado Poll of 1,037 Adults**

This survey of 1,037 adults was conducted August 4<sup>th</sup> through August 10<sup>th</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 Colorado 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 Colorado 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. 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  $\pm 3.0$  percentage points. There are 899 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Colorado

		Colorado Adults	Colorado Registered Voters
		Col %	Col %
Colorado Adults		100%	
Colorado Registered Voters		87%	100%
Party Registration	Democrat	n/a	33%
	Republican	n/a	33%
	Independent	n/a	34%
	Other	n/a	1%
Party Identification	Democrat	n/a	31%
	Republican	n/a	25%
	Independent	n/a	42%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	8%
	Liberal	n/a	22%
	Moderate	n/a	39%
	Conservative	n/a	20%
	Very conservative	n/a	11%
Tea Party Supporters		n/a	19%
Gender	Men	50%	49%
	Women	50%	51%
Age	Under 45	51%	47%
	45 or older	49%	53%
Age	18 to 29	23%	20%
	30 to 44	27%	27%
	45 to 59	26%	28%
	60 or older	23%	26%
Race	White	74%	77%
	African American	3%	3%
	Latino	18%	15%
	Other	5%	5%
Region	East	17%	16%
	Denver-Eastern Suburbs	32%	32%
	Western Suburbs	19%	19%
	Southern Front Range	18%	19%
	Colorado Rockies	14%	14%
Household Income	Less than \$50,000	43%	39%
	\$50,000 or more	57%	61%
Education	Not college graduate	56%	53%
	College graduate	44%	47%
Race and Education	White - Not College Graduate	39%	39%
	White - College Graduate	36%	39%
	Non-White - Not College Graduate	17%	14%
	Non-White - College Graduate	9%	9%
Evangelical Christian	Yes	30%	30%
	No	70%	70%
White Evangelical Christians		20%	21%
U.S. Military Veteran	Yes	12%	13%
	No	88%	87%
Interview Type	Landline	31%	34%
	Cell Phone	69%	66%

NBC News/WSJ/Marist Poll Colorado Adults. Interviews conducted August 4th through August 10th, 2016, n=1037 MOE +/- 3.0 percentage points.  
 Colorado Registered Voters: n=899 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Colorado Adults		53%	39%	7%
Colorado Registered Voters		53%	40%	6%
Party Identification^	Democrat	94%	4%	2%
	Republican	10%	87%	3%
	Independent	50%	39%	11%
Political Ideology^	Very liberal-Liberal	90%	6%	4%
	Moderate	56%	35%	9%
	Conservative-Very conservative	13%	82%	6%
Tea Party Supporters^		21%	72%	7%
Region	East	51%	45%	5%
	Denver-Eastern Suburbs	66%	23%	11%
	Western Suburbs	62%	33%	5%
	Southern Front Range	32%	62%	6%
	Colorado Rockies	43%	50%	8%
Household Income	Less than \$50,000	56%	32%	12%
	\$50,000 or more	53%	43%	4%
Education	Not college graduate	49%	42%	10%
	College graduate	60%	36%	4%
Race	White	50%	44%	6%
	Latino	65%	24%	11%
Age	18 to 29	65%	22%	13%
	30 to 44	58%	35%	7%
	45 to 59	45%	50%	5%
	60 or older	45%	50%	5%
Age	Under 45	61%	29%	10%
	45 or older	45%	50%	5%
Gender	Men	50%	41%	9%
	Women	57%	38%	6%
White men		46%	47%	7%
White women		53%	42%	5%
Race and Education	White - Not College Graduate	42%	51%	7%
	White - College Graduate	59%	37%	4%
White Evangelical Christians		24%	72%	4%
U.S. Military Veteran	Yes	36%	59%	5%
	No	55%	37%	8%
Interview Type	Landline	47%	48%	5%
	Cell Phone	56%	35%	9%

NBC News/WSJ/Marist Poll Colorado Adults. Interviews conducted August 4th through August 10th, 2016, n=1037 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding. ^Colorado Registered Voters: n=899 MOE +/- 3.3 percentage points.

## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Registered Voters				
		If November's presidential election were held today, whom would you support if the candidates are:				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Colorado Registered Voters		46%	32%	14%	1%	6%
Definitely Vote in 2016 Election		49%	33%	10%	1%	6%
Party Identification	Democrat	91%	4%	3%	0%	3%
	Republican	7%	79%	6%	0%	8%
	Independent	38%	25%	26%	3%	8%
Political Ideology	Very liberal-Liberal	85%	6%	8%	0%	2%
	Moderate	43%	24%	23%	3%	8%
	Conservative-Very conservative	13%	69%	10%	0%	8%
Tea Party Supporters		16%	69%	10%	0%	5%
Region	East	42%	44%	8%	0%	5%
	Denver-Eastern Suburbs	60%	20%	14%	0%	5%
	Western Suburbs	55%	20%	17%	4%	5%
	Southern Front Range	28%	51%	12%	2%	7%
	Colorado Rockies	29%	39%	20%	2%	10%
Household Income	Less than \$50,000	47%	28%	15%	3%	6%
	\$50,000 or more	47%	34%	14%	1%	5%
Education	Not college graduate	39%	38%	15%	2%	6%
	College graduate	55%	25%	13%	1%	6%
Race	White	43%	34%	16%	1%	7%
	Latino	62%	25%	5%	2%	6%
Age	18 to 29	53%	23%	16%	6%	2%
	30 to 44	50%	23%	20%	0%	6%
	45 to 59	40%	40%	12%	0%	8%
	60 or older	42%	40%	9%	1%	8%
Age	Under 45	51%	23%	19%	3%	4%
	45 or older	41%	40%	10%	0%	8%
Gender	Men	42%	34%	17%	2%	5%
	Women	50%	31%	11%	1%	7%
White men		39%	35%	20%	2%	5%
White women		46%	33%	12%	1%	8%
Race and Education	White - Not College Graduate	32%	43%	18%	2%	6%
	White - College Graduate	55%	23%	14%	1%	7%
White Evangelical Christians		20%	61%	11%	1%	7%
U.S. Military Veteran	Yes	30%	43%	19%	3%	5%
	No	48%	30%	13%	1%	7%
Interview Type	Landline	39%	40%	14%	0%	7%
	Cell Phone	49%	29%	14%	2%	6%

NBC News/WSJ/Marist Poll Colorado Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=899 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Registered Voters					
		If November's presidential election were held today, whom would you support if the candidates are:					
		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 %
Colorado Registered Voters		41%	29%	15%	6%	1%	8%
Definitely Vote in 2016 Election		44%	30%	14%	4%	1%	7%
Party Identification	Democrat	87%	3%	2%	5%	0%	3%
	Republican	5%	75%	11%	1%	0%	7%
	Independent	30%	21%	27%	8%	2%	11%
Political Ideology	Very liberal-Liberal	75%	4%	5%	11%	0%	5%
	Moderate	38%	20%	27%	4%	1%	10%
	Conservative-Very conservative	11%	67%	10%	3%	1%	8%
Tea Party Supporters		18%	63%	10%	3%	0%	5%
Region	East	32%	39%	10%	6%	3%	9%
	Denver-Eastern Suburbs	54%	16%	14%	10%	1%	6%
	Western Suburbs	54%	18%	19%	3%	0%	6%
	Southern Front Range	25%	48%	16%	1%	1%	8%
	Colorado Rockies	26%	38%	18%	5%	1%	12%
Household Income	Less than \$50,000	40%	25%	17%	8%	2%	8%
	\$50,000 or more	42%	30%	16%	5%	0%	6%
Education	Not college graduate	34%	34%	17%	6%	1%	7%
	College graduate	49%	23%	13%	6%	1%	8%
Race	White	37%	31%	17%	6%	1%	9%
	Latino	57%	23%	11%	5%	1%	3%
Age	18 to 29	42%	17%	27%	11%	0%	4%
	30 to 44	43%	20%	20%	7%	1%	8%
	45 to 59	37%	36%	12%	4%	1%	10%
	60 or older	41%	40%	7%	3%	2%	8%
Age	Under 45	43%	19%	23%	9%	1%	6%
	45 or older	39%	38%	9%	3%	1%	9%
Gender	Men	39%	30%	18%	7%	0%	6%
	Women	43%	29%	13%	4%	2%	10%
White men		35%	31%	20%	7%	0%	7%
White women		39%	30%	14%	5%	2%	11%
Race and Education	White - Not College Graduate	26%	39%	18%	6%	2%	9%
	White - College Graduate	49%	21%	15%	6%	1%	9%
White Evangelical Christians		17%	59%	10%	1%	1%	11%
U.S. Military Veteran	Yes	26%	42%	17%	4%	0%	10%
	No	43%	27%	15%	6%	1%	7%
Interview Type	Landline	37%	37%	14%	2%	0%	9%
	Cell Phone	43%	25%	16%	7%	1%	7%

NBC News/WSJ/Marist Poll Colorado Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=899 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Colorado Adults		35%	59%	6%
Colorado Registered Voters		36%	59%	5%
Party Identification^	Democrat	78%	16%	6%
	Republican	5%	94%	1%
	Independent	24%	69%	7%
Political Ideology^	Very liberal-Liberal	66%	28%	5%
	Moderate	32%	61%	7%
	Conservative-Very conservative	11%	88%	1%
Tea Party Supporters^		13%	84%	4%
Region	East	31%	61%	8%
	Denver-Eastern Suburbs	45%	45%	10%
	Western Suburbs	42%	56%	3%
	Southern Front Range	20%	76%	4%
	Colorado Rockies	29%	68%	3%
Household Income	Less than \$50,000	38%	54%	9%
	\$50,000 or more	33%	63%	4%
Education	Not college graduate	30%	63%	7%
	College graduate	42%	53%	5%
Race	White	32%	64%	4%
	Latino	45%	43%	12%
Age	18 to 29	33%	60%	7%
	30 to 44	34%	58%	9%
	45 to 59	35%	60%	5%
	60 or older	39%	57%	4%
Age	Under 45	33%	59%	8%
	45 or older	37%	59%	4%
Gender	Men	33%	61%	6%
	Women	37%	56%	6%
White men		29%	67%	4%
White women		35%	61%	4%
Race and Education	White - Not College Graduate	23%	72%	5%
	White - College Graduate	43%	54%	3%
White Evangelical Christians		14%	84%	3%
U.S. Military Veteran	Yes	22%	74%	4%
	No	37%	57%	7%
Interview Type	Landline	34%	60%	6%
	Cell Phone	35%	58%	6%

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NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Colorado Adults		25%	69%	6%
Colorado Registered Voters		26%	69%	5%
Party Identification^	Democrat	5%	92%	3%
	Republican	68%	24%	8%
	Independent	16%	79%	5%
Political Ideology^	Very liberal-Liberal	7%	91%	2%
	Moderate	17%	78%	5%
	Conservative-Very conservative	56%	37%	8%
Tea Party Supporters^		55%	37%	8%
Region	East	29%	64%	7%
	Denver-Eastern Suburbs	14%	79%	7%
	Western Suburbs	17%	79%	4%
	Southern Front Range	41%	50%	8%
	Colorado Rockies	35%	61%	4%
Household Income	Less than \$50,000	22%	70%	8%
	\$50,000 or more	26%	70%	4%
Education	Not college graduate	28%	64%	8%
	College graduate	20%	76%	3%
Race	White	27%	67%	6%
	Latino	17%	79%	4%
Age	18 to 29	14%	79%	7%
	30 to 44	19%	76%	5%
	45 to 59	32%	63%	5%
	60 or older	35%	58%	7%
Age	Under 45	17%	77%	6%
	45 or older	33%	61%	6%
Gender	Men	26%	68%	6%
	Women	24%	69%	7%
White men		29%	66%	4%
White women		26%	68%	7%
Race and Education	White - Not College Graduate	34%	58%	8%
	White - College Graduate	19%	78%	3%
White Evangelical Christians		47%	44%	9%
U.S. Military Veteran	Yes	35%	61%	4%
	No	23%	70%	6%
Interview Type	Landline	32%	61%	8%
	Cell Phone	22%	72%	6%

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## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Colorado Adults		32%	24%	15%	28%
Colorado Registered Voters		35%	25%	11%	29%
Party Identification <sup>^</sup>	Democrat	64%	8%	6%	22%
	Republican	17%	41%	16%	27%
	Independent	25%	28%	12%	35%
Political Ideology <sup>^</sup>	Very liberal-Liberal	57%	14%	8%	22%
	Moderate	34%	23%	9%	35%
	Conservative-Very conservative	17%	40%	16%	26%
Tea Party Supporters <sup>^</sup>		17%	45%	11%	27%
Region	East	27%	30%	17%	26%
	Denver-Eastern Suburbs	39%	20%	14%	27%
	Western Suburbs	37%	21%	13%	30%
	Southern Front Range	23%	32%	15%	29%
	Colorado Rockies	30%	23%	15%	32%
Household Income	Less than \$50,000	28%	19%	21%	33%
	\$50,000 or more	36%	30%	10%	24%
Education	Not college graduate	28%	27%	17%	28%
	College graduate	38%	21%	12%	29%
Race	White	32%	26%	13%	29%
	Latino	37%	19%	19%	25%
Age	18 to 29	33%	21%	18%	27%
	30 to 44	34%	26%	15%	26%
	45 to 59	30%	28%	12%	30%
	60 or older	34%	21%	14%	31%
Age	Under 45	33%	24%	16%	27%
	45 or older	32%	25%	13%	30%
Gender	Men	33%	27%	15%	25%
	Women	32%	22%	15%	32%
White men		33%	28%	14%	25%
White women		31%	23%	13%	32%
Race and Education	White - Not College Graduate	25%	29%	16%	30%
	White - College Graduate	40%	21%	11%	28%
White Evangelical Christians		22%	32%	16%	30%
U.S. Military Veteran	Yes	24%	30%	18%	28%
	No	33%	24%	14%	29%
Interview Type	Landline	32%	25%	10%	33%
	Cell Phone	33%	24%	17%	26%

NBC News/WSJ/Marist Poll Colorado Adults. Interviews conducted August 4th through August 10th, 2016, n=1037 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding. <sup>^</sup>Colorado Registered Voters: n=899 MOE +/- 3.3 percentage points.



## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Colorado Adults		29%	34%	14%	23%
Colorado Registered Voters		32%	35%	10%	23%
Party Identification <sup>^</sup>	Democrat	15%	54%	8%	23%
	Republican	66%	11%	8%	15%
	Independent	25%	35%	12%	28%
Political Ideology <sup>^</sup>	Very liberal-Liberal	10%	59%	9%	22%
	Moderate	29%	34%	9%	27%
	Conservative-Very conservative	58%	14%	11%	18%
Tea Party Supporters <sup>^</sup>		61%	14%	6%	19%
Region	East	23%	31%	21%	26%
	Denver-Eastern Suburbs	23%	40%	16%	22%
	Western Suburbs	25%	43%	9%	23%
	Southern Front Range	42%	23%	12%	22%
	Colorado Rockies	42%	24%	13%	21%
Household Income	Less than \$50,000	24%	28%	22%	26%
	\$50,000 or more	33%	40%	8%	20%
Education	Not college graduate	29%	27%	19%	25%
	College graduate	29%	43%	8%	19%
Race	White	31%	35%	12%	22%
	Latino	23%	30%	23%	25%
Age	18 to 29	19%	38%	20%	23%
	30 to 44	20%	42%	14%	24%
	45 to 59	38%	32%	10%	21%
	60 or older	40%	24%	14%	23%
Age	Under 45	20%	40%	17%	24%
	45 or older	39%	28%	12%	22%
Gender	Men	30%	35%	14%	20%
	Women	28%	33%	14%	25%
White men		32%	37%	12%	18%
White women		30%	33%	12%	26%
Race and Education	White - Not College Graduate	33%	26%	16%	25%
	White - College Graduate	29%	45%	7%	19%
White Evangelical Christians		49%	14%	14%	23%
U.S. Military Veteran	Yes	39%	29%	15%	17%
	No	28%	35%	14%	23%
Interview Type	Landline	39%	28%	9%	25%
	Cell Phone	25%	37%	17%	22%

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## NBC News/WSJ/Marist Poll Colorado Tables

		Colorado Registered Voters			
		2016 Colorado election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Michael Bennet, the Democrat	Darryl Glenn, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Colorado Registered Voters		53%	38%	2%	7%
Definitely Vote in 2016 Election		53%	40%	2%	6%
Party Identification	Democrat	90%	6%	0%	3%
	Republican	9%	88%	1%	2%
	Independent	54%	30%	4%	11%
Political Ideology	Very liberal-Liberal	90%	5%	2%	3%
	Moderate	53%	36%	1%	10%
	Conservative-Very conservative	19%	75%	1%	5%
Tea Party Supporters		24%	72%	0%	5%
Region	East	42%	44%	3%	10%
	Denver-Eastern Suburbs	68%	24%	1%	7%
	Western Suburbs	62%	31%	2%	5%
	Southern Front Range	37%	56%	1%	6%
	Colorado Rockies	42%	47%	3%	8%
Household Income	Less than \$50,000	60%	30%	2%	8%
	\$50,000 or more	51%	42%	2%	6%
Education	Not college graduate	49%	39%	2%	10%
	College graduate	59%	36%	1%	4%
Race	White	51%	40%	1%	8%
	Latino	66%	30%	2%	2%
Age	18 to 29	61%	27%	2%	10%
	30 to 44	60%	30%	1%	8%
	45 to 59	45%	47%	2%	5%
	60 or older	49%	43%	2%	6%
Age	Under 45	61%	29%	2%	9%
	45 or older	47%	45%	2%	5%
Gender	Men	53%	38%	3%	6%
	Women	54%	38%	1%	8%
White men		51%	40%	2%	7%
White women		51%	40%	1%	8%
Race and Education	White - Not College Graduate	42%	45%	2%	11%
	White - College Graduate	59%	36%	1%	4%
White Evangelical Christians		26%	65%	1%	8%
U.S. Military Veteran	Yes	36%	53%	5%	6%
	No	56%	35%	1%	7%
Interview Type	Landline	46%	46%	2%	7%
	Cell Phone	57%	34%	2%	7%

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