

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Georgia Poll of 1,114 Adults**

This survey of 1,114 adults was conducted September 6<sup>th</sup> through September 8<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 Georgia 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 Georgia 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 913 registered voters. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. There are 625 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  $\pm 3.9$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Georgia

		Georgia Adults	Georgia Registered Voters	Georgia Likely Voters
		Col %	Col %	Col %
Georgia Adults		100%		
Georgia Registered Voters		82%	100%	
Georgia Likely Voters		56%	68%	100%
Party Identification	Democrat	n/a	34%	35%
	Republican	n/a	33%	35%
	Independent	n/a	32%	29%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	15%	14%
	Moderate	n/a	33%	32%
	Conservative	n/a	32%	32%
	Very conservative	n/a	15%	16%
Tea Party Supporters		n/a	25%	25%
Gender	Men	48%	48%	48%
	Women	52%	52%	52%
Age	Under 45	48%	43%	38%
	45 or older	52%	57%	62%
Age	18 to 29	22%	19%	14%
	30 to 44	26%	24%	25%
	45 to 59	26%	28%	30%
	60 or older	25%	28%	32%
Race	White	59%	62%	65%
	African American	29%	29%	27%
	Latino	7%	6%	5%
	Other	4%	4%	3%
White Men	White men	63%	65%	70%
	Non-white men	37%	35%	30%
White Women	White women	61%	63%	64%
	Non-white women	39%	37%	36%
Region	North	19%	18%	18%
	Atlanta Suburbs	24%	25%	26%
	Atlanta Metro	20%	20%	21%
	Central	19%	19%	19%
	Coastal/Southeast	18%	19%	17%
Household Income	Less than \$50,000	51%	47%	44%
	\$50,000 or more	49%	53%	56%
Education	Not college graduate	61%	58%	54%
	College graduate	39%	42%	46%
Race and Education	White - Not College Graduate	35%	34%	34%
	White - College Graduate	25%	28%	31%
	Non-White - Not College Graduate	26%	23%	19%
	Non-White - College Graduate	14%	15%	16%
Evangelical Christian	Yes	54%	56%	56%
	No	46%	44%	44%
White Evangelical Christians		31%	32%	33%
U.S. Military Veteran	Yes	13%	15%	16%
	No	87%	85%	84%
Interview Type	Landline	39%	43%	46%
	Cell Phone	61%	57%	54%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted September 6th through September 8th, 2016, n=1114 MOE +/- 2.9 percentage points. Georgia Registered Voters: n=913 MOE +/- 3.2 percentage points. Georgia Likely Voters: n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll Georgia Tables of Likely Voters

		Georgia Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Georgia Likely Voters		45%	50%	5%
Party Identification	Democrat	92%	5%	4%
	Republican	4%	93%	3%
	Independent	44%	48%	8%
Political Ideology	Very liberal-Liberal	87%	7%	6%
	Moderate	58%	36%	6%
	Conservative-Very conservative	19%	77%	4%
Tea Party Supporters		17%	79%	4%
Region	North	40%	59%	1%
	Atlanta Suburbs	38%	58%	4%
	Atlanta Metro	66%	28%	6%
	Central	40%	52%	8%
	Coastal/Southeast	42%	52%	6%
Household Income	Less than \$50,000	52%	43%	6%
	\$50,000 or more	45%	52%	3%
Education	Not college graduate	42%	54%	5%
	College graduate	50%	45%	5%
Race	White	24%	70%	6%
	African American	95%	3%	2%
Age	18 to 29	51%	45%	5%
	30 to 44	49%	41%	10%
	45 to 59	45%	51%	4%
	60 or older	40%	58%	2%
Age	Under 45	50%	42%	8%
	45 or older	43%	54%	3%
Gender	Men	39%	57%	4%
	Women	51%	44%	6%
White Men	White men	21%	75%	4%
White Women	White women	27%	66%	8%
Race and Education	White - Not College Graduate	18%	77%	5%
	White - College Graduate	31%	62%	6%
White Evangelical Christians		12%	83%	5%
U.S. Military Veteran	Yes	36%	61%	4%
	No	47%	48%	5%
Interview Type	Landline	43%	53%	4%
	Cell Phone	47%	47%	5%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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 %
Georgia Likely Voters		43%	46%	7%	1%	2%
Intensity of Support	Strongly support	48%	52%	0%	0%	0%
	Somewhat support	46%	54%	0%	0%	0%
Party Identification	Democrat	91%	4%	3%	0%	2%
	Republican	4%	93%	3%	0%	1%
	Independent	39%	39%	17%	3%	3%
Political Ideology	Very liberal-Liberal	88%	6%	5%	1%	1%
	Moderate	55%	28%	14%	2%	1%
	Conservative-Very conservative	18%	75%	4%	0%	2%
Tea Party Supporters		19%	76%	3%	1%	1%
Region	North	32%	59%	5%	3%	2%
	Atlanta Suburbs	36%	51%	10%	1%	2%
	Atlanta Metro	66%	24%	9%	0%	1%
	Central	43%	50%	5%	0%	2%
	Coastal/Southeast	38%	52%	6%	1%	4%
Household Income	Less than \$50,000	51%	39%	8%	1%	1%
	\$50,000 or more	41%	49%	7%	1%	1%
Education	Not college graduate	40%	51%	6%	1%	2%
	College graduate	47%	42%	9%	1%	2%
Race	White	24%	65%	8%	1%	2%
	African American	89%	3%	5%	0%	3%
Age	18 to 29	41%	39%	12%	4%	3%
	30 to 44	49%	38%	11%	1%	0%
	45 to 59	43%	48%	7%	0%	2%
	60 or older	40%	54%	3%	0%	3%
Age	Under 45	46%	39%	12%	2%	1%
	45 or older	41%	51%	5%	0%	3%
Gender	Men	37%	50%	10%	1%	2%
	Women	48%	43%	5%	1%	3%
White Men	White men	20%	67%	10%	1%	1%
White Women	White women	28%	64%	5%	1%	2%
Race and Education	White - Not College Graduate	18%	72%	7%	1%	1%
	White - College Graduate	32%	57%	9%	1%	2%
White Evangelical Christians		13%	80%	5%	0%	2%
U.S. Military Veteran	Yes	31%	55%	10%	2%	2%
	No	45%	45%	7%	1%	2%
Interview Type	Landline	42%	50%	5%	1%	2%
	Cell Phone	44%	43%	9%	1%	2%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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 %
Georgia Likely Voters with a Candidate Preference		66%	28%	5%	1%
Candidate Support	Hillary Clinton	67%	27%	6%	1%
	Donald Trump	66%	29%	4%	1%
Party Identification	Democrat	77%	18%	4%	1%
	Republican	71%	25%	3%	1%
	Independent	44%	46%	10%	0%
Political Ideology	Very liberal-Liberal	70%	20%	9%	1%
	Moderate	57%	39%	3%	0%
	Conservative-Very conservative	70%	25%	4%	1%
Tea Party Supporters		71%	23%	6%	0%
Region	North	66%	29%	4%	1%
	Atlanta Suburbs	69%	26%	4%	1%
	Atlanta Metro	60%	38%	2%	0%
	Central	70%	20%	10%	1%
	Coastal/Southeast	67%	28%	5%	0%
Household Income	Less than \$50,000	68%	23%	7%	1%
	\$50,000 or more	65%	31%	3%	1%
Education	Not college graduate	67%	25%	7%	1%
	College graduate	65%	31%	3%	1%
Race	White	66%	29%	4%	1%
	African American	74%	22%	3%	1%
Age	Under 45	52%	39%	9%	0%
	45 or older	75%	21%	3%	1%
Gender	Men	65%	30%	4%	1%
	Women	68%	26%	5%	1%
White Men	White men	65%	31%	3%	1%
White Women	White women	66%	27%	6%	1%
Race and Education	White - Not College Graduate	67%	25%	7%	0%
	White - College Graduate	64%	33%	2%	1%
White Evangelical Christians		70%	25%	4%	0%
U.S. Military Veteran	Yes	75%	23%	1%	1%
	No	65%	29%	6%	1%
Interview Type	Landline	71%	25%	3%	1%
	Cell Phone	63%	30%	6%	1%

NBC News/WSJ/Marist Poll Georgia Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=531 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Likely Voters		42%	44%	10%	1%	3%
Party Identification	Democrat	91%	3%	3%	1%	1%
	Republican	3%	90%	5%	0%	2%
	Independent	34%	33%	25%	2%	6%
Political Ideology	Very liberal-Liberal	88%	4%	6%	1%	1%
	Moderate	51%	27%	19%	1%	3%
	Conservative-Very conservative	18%	72%	7%	1%	3%
Tea Party Supporters		18%	74%	5%	1%	1%
Region	North	31%	56%	11%	0%	2%
	Atlanta Suburbs	36%	48%	11%	1%	4%
	Atlanta Metro	64%	22%	9%	1%	3%
	Central	40%	46%	9%	1%	4%
	Coastal/Southeast	36%	49%	11%	1%	3%
Household Income	Less than \$50,000	47%	37%	13%	1%	2%
	\$50,000 or more	41%	45%	11%	0%	2%
Education	Not college graduate	37%	48%	11%	1%	3%
	College graduate	47%	39%	9%	1%	3%
Race	White	23%	62%	11%	1%	3%
	African American	90%	2%	5%	1%	2%
Age	18 to 29	38%	33%	25%	1%	4%
	30 to 44	49%	36%	13%	0%	2%
	45 to 59	41%	44%	9%	1%	4%
	60 or older	39%	54%	4%	1%	2%
Age	Under 45	45%	35%	17%	1%	3%
	45 or older	40%	49%	6%	1%	3%
Gender	Men	36%	47%	13%	1%	3%
	Women	47%	41%	8%	1%	4%
White Men	White men	20%	64%	12%	2%	2%
White Women	White women	26%	59%	11%	0%	4%
Race and Education	White - Not College Graduate	17%	69%	11%	1%	2%
	White - College Graduate	30%	53%	11%	1%	4%
White Evangelical Christians		14%	77%	5%	0%	4%
U.S. Military Veteran	Yes	29%	51%	18%	1%	2%
	No	44%	43%	9%	1%	3%
Interview Type	Landline	42%	47%	6%	1%	3%
	Cell Phone	42%	41%	14%	1%	3%

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		Georgia Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Georgia Likely Voters		38%	59%	4%
Party Identification	Democrat	83%	10%	7%
	Republican	3%	96%	1%
	Independent	30%	67%	4%
Political Ideology	Very liberal-Liberal	77%	19%	5%
	Moderate	45%	49%	5%
	Conservative-Very conservative	17%	82%	1%
Tea Party Supporters		19%	80%	1%
Region	North	28%	68%	4%
	Atlanta Suburbs	29%	66%	5%
	Atlanta Metro	57%	39%	4%
	Central	35%	61%	4%
	Coastal/Southeast	40%	58%	2%
Household Income	Less than \$50,000	43%	52%	5%
	\$50,000 or more	37%	61%	2%
Education	Not college graduate	35%	61%	4%
	College graduate	41%	56%	3%
Race	White	20%	77%	2%
	African American	81%	11%	7%
Age	18 to 29	34%	62%	4%
	30 to 44	41%	57%	2%
	45 to 59	38%	57%	5%
	60 or older	37%	60%	4%
Age	Under 45	39%	59%	3%
	45 or older	37%	58%	5%
Gender	Men	31%	66%	3%
	Women	43%	52%	5%
White Men	White men	16%	82%	2%
White Women	White women	25%	72%	3%
Race and Education	White - Not College Graduate	15%	83%	2%
	White - College Graduate	27%	71%	2%
White Evangelical Christians		13%	85%	3%
U.S. Military Veteran	Yes	27%	72%	1%
	No	39%	56%	4%
Interview Type	Landline	37%	58%	5%
	Cell Phone	38%	59%	3%

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		Georgia Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Georgia Likely Voters		39%	54%	6%
Party Identification	Democrat	5%	90%	5%
	Republican	77%	17%	6%
	Independent	33%	60%	7%
Political Ideology	Very liberal-Liberal	6%	89%	6%
	Moderate	23%	72%	4%
	Conservative-Very conservative	64%	29%	7%
Tea Party Supporters		64%	30%	6%
Region	North	48%	45%	6%
	Atlanta Suburbs	42%	53%	5%
	Atlanta Metro	22%	76%	2%
	Central	42%	48%	10%
	Coastal/Southeast	44%	47%	8%
Household Income	Less than \$50,000	35%	59%	6%
	\$50,000 or more	43%	53%	4%
Education	Not college graduate	45%	48%	7%
	College graduate	34%	62%	5%
Race	White	55%	39%	6%
	African American	3%	90%	7%
Age	18 to 29	32%	63%	5%
	30 to 44	37%	61%	2%
	45 to 59	38%	53%	8%
	60 or older	45%	47%	8%
Age	Under 45	35%	62%	3%
	45 or older	42%	50%	8%
Gender	Men	44%	51%	5%
	Women	35%	57%	8%
White Men	White men	59%	37%	4%
White Women	White women	51%	41%	8%
Race and Education	White - Not College Graduate	62%	30%	8%
	White - College Graduate	46%	49%	5%
White Evangelical Christians		67%	26%	7%
U.S. Military Veteran	Yes	49%	47%	4%
	No	38%	56%	7%
Interview Type	Landline	40%	51%	8%
	Cell Phone	39%	57%	5%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.



		Georgia Likely Voters			
		2016 Georgia election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Jim Barksdale, the Democrat	Johnny Isakson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Georgia Likely Voters		38%	53%	1%	9%
Intensity of Support	Strongly support	41%	59%	0%	0%
	Somewhat support	39%	61%	0%	0%
Party Identification	Democrat	82%	11%	0%	7%
	Republican	3%	95%	0%	3%
	Independent	32%	49%	1%	18%
Political Ideology	Very liberal-Liberal	80%	13%	0%	7%
	Moderate	46%	41%	0%	13%
	Conservative-Very conservative	17%	78%	0%	5%
Tea Party Supporters		16%	76%	2%	6%
Region	North	30%	60%	0%	10%
	Atlanta Suburbs	33%	59%	1%	7%
	Atlanta Metro	58%	35%	1%	6%
	Central	32%	59%	1%	8%
	Coastal/Southeast	37%	48%	0%	15%
Household Income	Less than \$50,000	43%	46%	0%	10%
	\$50,000 or more	38%	55%	1%	6%
Education	Not college graduate	36%	54%	0%	10%
	College graduate	42%	51%	1%	7%
Race	White	22%	69%	1%	8%
	African American	77%	14%	0%	9%
Age	18 to 29	39%	42%	2%	17%
	30 to 44	44%	45%	1%	11%
	45 to 59	38%	54%	0%	7%
	60 or older	34%	61%	0%	5%
Age	Under 45	42%	44%	1%	13%
	45 or older	36%	58%	0%	6%
Gender	Men	34%	59%	1%	6%
	Women	42%	47%	0%	11%
White Men	White men	21%	73%	2%	5%
White Women	White women	23%	66%	0%	11%
Race and Education	White - Not College Graduate	17%	73%	1%	9%
	White - College Graduate	28%	64%	1%	6%
White Evangelical Christians		14%	79%	0%	7%
U.S. Military Veteran	Yes	30%	62%	2%	6%
	No	40%	51%	0%	9%
Interview Type	Landline	38%	56%	0%	6%
	Cell Phone	38%	50%	1%	11%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted September 6th through September 8th, 2016, n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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 %
Georgia Likely Voters with a Candidate Preference		59%	30%	10%	1%
Candidate Support	Johnny Isakson	58%	29%	11%	2%
	Jim Barksdale	59%	32%	9%	0%
Party Identification	Democrat	62%	24%	12%	2%
	Republican	65%	29%	5%	0%
	Independent	44%	41%	14%	0%
Political Ideology	Very liberal-Liberal	61%	25%	11%	2%
	Moderate	53%	34%	11%	1%
	Conservative-Very conservative	61%	31%	8%	0%
Tea Party Supporters		62%	31%	7%	0%
Region	North	58%	33%	7%	2%
	Atlanta Suburbs	59%	34%	6%	0%
	Atlanta Metro	60%	28%	10%	1%
	Central	55%	27%	17%	0%
	Coastal/Southeast	61%	26%	11%	2%
Household Income	Less than \$50,000	56%	29%	13%	2%
	\$50,000 or more	58%	32%	8%	1%
Education	Not college graduate	55%	34%	10%	1%
	College graduate	64%	26%	9%	1%
Race	White	60%	33%	6%	1%
	African American	61%	22%	15%	2%
Age	Under 45	44%	41%	14%	1%
	45 or older	66%	25%	8%	1%
Gender	Men	56%	35%	8%	1%
	Women	61%	26%	12%	1%
White Men	White men	58%	36%	5%	1%
White Women	White women	61%	31%	8%	0%
Race and Education	White - Not College Graduate	55%	38%	7%	1%
	White - College Graduate	65%	29%	6%	0%
White Evangelical Christians		60%	33%	6%	1%
U.S. Military Veteran	Yes	67%	24%	8%	1%
	No	57%	32%	10%	1%
Interview Type	Landline	62%	29%	8%	1%
	Cell Phone	56%	32%	12%	1%

NBC News/WSJ/Marist Poll Georgia Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=529 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.