

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Georgia Poll of 1,120 Adults

This survey of 1,120 adults was conducted October 30th through November 1st, 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 ± 2.9 percentage points. There are 937 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 707 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 ± 3.7 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		84%	100%	
Georgia Likely Voters		63%	75%	100%
Past Participation*	Yes	n/a	87%	91%
	No	n/a	13%	9%
Already Voted		n/a	35%	40%
Not Yet Voted		n/a	65%	60%
Party Identification	Democrat	n/a	36%	36%
	Republican	n/a	32%	33%
	Independent	n/a	31%	29%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	8%	9%
	Liberal	n/a	17%	17%
	Moderate	n/a	32%	31%
	Conservative	n/a	29%	29%
	Very conservative	n/a	14%	15%
Tea Party Supporters		25%	25%	26%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	51%	46%	43%
	45 or older	49%	54%	57%
Age	18 to 29	22%	19%	15%
	30 to 44	28%	27%	28%
	45 to 59	25%	27%	29%
	60 or older	24%	27%	29%
Race	White	59%	61%	62%
	African American	29%	30%	29%
	Latino	7%	5%	5%
	Other	5%	4%	4%
White men		65%	67%	68%
Non-white men		35%	33%	32%
White women		60%	61%	62%
Non-white Women		40%	39%	38%
Region	North	19%	18%	18%
	Atlanta Suburbs	24%	25%	26%
	Atlanta Metro	20%	20%	20%
	Central	19%	19%	19%
	Coastal/Southeast	18%	18%	16%
Household Income	Less than \$50,000	51%	47%	46%
	\$50,000 or more	49%	53%	54%
Education	Not college graduate	62%	59%	56%
	College graduate	38%	41%	44%
Race and Education	White - Not College Graduate	35%	34%	33%
	White - College Graduate	24%	27%	29%
	Non-White - Not College Graduate	27%	25%	23%
	Non-White - College Graduate	14%	14%	15%
Evangelical Christian	Yes	53%	54%	55%
	No	47%	46%	45%
White Evangelical Christians		29%	30%	30%
U.S. Military Veteran	Yes	12%	13%	13%
	No	88%	87%	87%
Interview Type	Landline	36%	40%	41%
	Cell Phone	64%	60%	59%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted October 30th through November 1st, 2016, n=1120 MOE +/- 2.9 percentage points.

Georgia Registered Voters: n=937 MOE +/- 3.2 percentage points. Georgia Likely Voters: n=707 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 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		48%	47%	5%
Party Identification	Democrat	90%	8%	2%
	Republican	6%	91%	3%
	Independent	47%	44%	10%
Political Ideology	Very liberal-Liberal	84%	11%	5%
	Moderate	61%	32%	7%
	Conservative-Very conservative	17%	78%	4%
Tea Party Supporters		17%	81%	1%
Region	North	37%	58%	4%
	Atlanta Suburbs	46%	50%	5%
	Atlanta Metro	63%	30%	7%
	Central	40%	56%	4%
	Coastal/Southeast	53%	40%	7%
Household Income	Less than \$50,000	53%	40%	6%
	\$50,000 or more	48%	48%	4%
Education	Not college graduate	44%	50%	6%
	College graduate	52%	43%	5%
Race	White	30%	64%	6%
	African American	85%	11%	4%
Age	18 to 29	61%	28%	10%
	30 to 44	55%	42%	3%
	45 to 59	45%	50%	5%
	60 or older	37%	58%	5%
Age	Under 45	57%	37%	6%
	45 or older	41%	54%	5%
Gender	Men	44%	51%	5%
	Women	51%	43%	6%
White Men		30%	65%	5%
White Women		30%	63%	7%
Race and Education	White - Not College Graduate	22%	72%	6%
	White - College Graduate	40%	54%	6%
White Evangelical Christians		12%	82%	6%
U.S. Military Veteran	Yes	35%	63%	2%
	No	49%	45%	6%
Interview Type	Landline	44%	50%	6%
	Cell Phone	50%	45%	5%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Georgia 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 %
Georgia Likely Voters		46%	47%	3%	3%	1%
Intensity of Support	Strongly support	47%	52%	0%	1%	0%
	Somewhat support	52%	45%	0%	3%	0%
Already Voted		46%	48%	1%	5%	0%
Not Yet Voted		46%	47%	4%	2%	1%
Party Identification	Democrat	92%	6%	0%	2%	0%
	Republican	4%	93%	1%	1%	0%
	Independent	42%	44%	6%	7%	1%
Political Ideology	Very liberal-Liberal	80%	11%	4%	5%	0%
	Moderate	59%	32%	4%	4%	0%
	Conservative-Very conservative	17%	81%	1%	1%	0%
Tea Party Supporters		12%	86%	1%	1%	0%
Region	North	31%	64%	2%	3%	0%
	Atlanta Suburbs	45%	50%	2%	3%	0%
	Atlanta Metro	65%	26%	4%	5%	0%
	Central	37%	57%	3%	2%	1%
	Coastal/Southeast	50%	42%	5%	3%	1%
Household Income	Less than \$50,000	53%	40%	4%	2%	1%
	\$50,000 or more	44%	48%	2%	4%	0%
Education	Not college graduate	44%	51%	3%	2%	1%
	College graduate	48%	43%	3%	5%	0%
Race	White	27%	65%	4%	3%	0%
	African American	91%	6%	2%	1%	0%
Age	18 to 29	54%	35%	5%	6%	0%
	30 to 44	52%	40%	4%	4%	1%
	45 to 59	43%	52%	3%	2%	0%
	60 or older	38%	58%	1%	2%	1%
Age	Under 45	53%	38%	4%	5%	0%
	45 or older	40%	55%	2%	2%	1%
Gender	Men	40%	52%	3%	4%	0%
	Women	51%	43%	3%	2%	1%
White Men		28%	64%	4%	3%	0%
White Women		27%	66%	3%	3%	0%
Race and Education	White - Not College Graduate	21%	74%	3%	1%	1%
	White - College Graduate	34%	56%	4%	6%	0%
White Evangelical Christians		9%	86%	3%	2%	0%
U.S. Military Veteran	Yes	31%	63%	1%	3%	2%
	No	48%	45%	3%	3%	0%
Interview Type	Landline	44%	50%	1%	4%	1%
	Cell Phone	47%	46%	4%	3%	0%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Georgia 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 %
Georgia Likely Voters with a Candidate Preference		67%	30%	1%	1%
Candidate Support	Hillary Clinton	65%	33%	1%	1%
	Donald Trump	70%	27%	2%	1%
Party Identification	Democrat	75%	25%	0%	0%
	Republican	74%	25%	1%	0%
	Independent	46%	47%	4%	3%
Political Ideology	Very liberal-Liberal	71%	28%	1%	1%
	Moderate	54%	43%	3%	1%
	Conservative-Very conservative	73%	25%	1%	1%
Tea Party Supporters		77%	21%	1%	1%
Region	North	67%	32%	1%	1%
	Atlanta Suburbs	67%	29%	3%	1%
	Atlanta Metro	66%	32%	2%	1%
	Central	71%	28%	0%	1%
	Coastal/Southeast	65%	32%	2%	1%
Household Income	Less than \$50,000	69%	28%	2%	1%
	\$50,000 or more	64%	35%	1%	0%
Education	Not college graduate	68%	30%	2%	1%
	College graduate	66%	32%	1%	1%
Race	White	67%	31%	2%	1%
	African American	73%	27%	0%	0%
Age	18 to 29	49%	47%	4%	0%
	30 to 44	61%	37%	1%	1%
	45 to 59	73%	26%	1%	0%
	60 or older	78%	20%	1%	2%
Age	Under 45	57%	40%	2%	1%
	45 or older	75%	23%	1%	1%
Gender	Men	66%	31%	3%	1%
	Women	69%	30%	0%	0%
White Men		64%	32%	3%	1%
White Women		69%	30%	0%	0%
Race and Education	White - Not College Graduate	70%	27%	2%	1%
	White - College Graduate	62%	36%	1%	1%
White Evangelical Christians		71%	27%	1%	1%
Interview Type	Landline	71%	28%	1%	1%
	Cell Phone	65%	32%	2%	1%

NBC News/WSJ/Marist Poll Georgia Likely Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=612 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

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

		Georgia 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	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Likely Voters		44%	45%	8%	2%	1%
Already Voted		46%	48%	4%	2%	0%
Not Yet Voted		43%	44%	10%	2%	1%
Party Identification	Democrat	91%	4%	3%	0%	1%
	Republican	4%	93%	3%	0%	0%
	Independent	34%	40%	20%	4%	1%
Political Ideology	Very liberal-Liberal	80%	8%	8%	4%	0%
	Moderate	53%	29%	16%	2%	1%
	Conservative-Very conservative	16%	80%	3%	1%	0%
Tea Party Supporters		11%	84%	5%	0%	0%
Region	North	30%	58%	11%	0%	0%
	Atlanta Suburbs	43%	48%	7%	1%	1%
	Atlanta Metro	61%	27%	8%	3%	1%
	Central	37%	54%	5%	2%	2%
	Coastal/Southeast	45%	40%	9%	5%	1%
Household Income	Less than \$50,000	51%	37%	8%	3%	1%
	\$50,000 or more	41%	48%	9%	2%	1%
Education	Not college graduate	42%	49%	8%	1%	1%
	College graduate	46%	41%	9%	3%	1%
Race	White	25%	63%	9%	2%	0%
	African American	89%	5%	4%	1%	0%
Age	18 to 29	46%	30%	22%	2%	0%
	30 to 44	50%	37%	9%	4%	1%
	45 to 59	41%	51%	5%	1%	1%
	60 or older	39%	57%	2%	0%	1%
Age	Under 45	48%	35%	13%	3%	0%
	45 or older	40%	54%	4%	1%	1%
Gender	Men	37%	49%	11%	3%	0%
	Women	50%	42%	6%	1%	1%
White Men		24%	62%	11%	3%	0%
White Women		26%	65%	7%	1%	1%
Race and Education	White - Not College Graduate	17%	73%	8%	2%	1%
	White - College Graduate	34%	53%	11%	2%	0%
White Evangelical Christians		10%	83%	5%	0%	1%
U.S. Military Veteran	Yes	27%	64%	7%	1%	1%
	No	46%	43%	8%	2%	1%
Interview Type	Landline	43%	49%	6%	1%	1%
	Cell Phone	44%	43%	10%	3%	0%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding. Green Party candidate Jill Stein has write-in status.

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

		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%	58%	4%
Party Identification	Democrat	81%	13%	6%
	Republican	3%	96%	1%
	Independent	26%	70%	5%
Political Ideology	Very liberal-Liberal	73%	24%	3%
	Moderate	41%	52%	7%
	Conservative-Very conservative	14%	84%	2%
Tea Party Supporters		11%	88%	1%
Region	North	25%	73%	3%
	Atlanta Suburbs	37%	60%	4%
	Atlanta Metro	53%	40%	7%
	Central	31%	66%	3%
	Coastal/Southeast	41%	54%	5%
Household Income	Less than \$50,000	45%	50%	5%
	\$50,000 or more	35%	62%	3%
Education	Not college graduate	37%	60%	3%
	College graduate	39%	56%	5%
Race	White	21%	76%	3%
	African American	77%	17%	6%
Age	18 to 29	39%	58%	3%
	30 to 44	40%	57%	3%
	45 to 59	37%	57%	6%
	60 or older	35%	60%	5%
Age	Under 45	40%	57%	3%
	45 or older	36%	59%	5%
Gender	Men	32%	64%	4%
	Women	43%	53%	4%
White Men		19%	79%	2%
White Women		22%	74%	4%
Race and Education	White - Not College Graduate	13%	84%	3%
	White - College Graduate	29%	68%	3%
White Evangelical Christians		8%	89%	3%
U.S. Military Veteran	Yes	23%	68%	9%
	No	40%	57%	3%
Interview Type	Landline	38%	57%	5%
	Cell Phone	38%	59%	3%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		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		37%	59%	3%
Party Identification	Democrat	5%	92%	3%
	Republican	79%	18%	2%
	Independent	29%	67%	4%
Political Ideology	Very liberal-Liberal	9%	86%	5%
	Moderate	22%	75%	3%
	Conservative-Very conservative	67%	31%	3%
Tea Party Supporters		75%	24%	1%
Region	North	49%	48%	2%
	Atlanta Suburbs	42%	55%	3%
	Atlanta Metro	19%	78%	3%
	Central	42%	53%	4%
	Coastal/Southeast	36%	59%	6%
Household Income	Less than \$50,000	32%	63%	5%
	\$50,000 or more	39%	59%	1%
Education	Not college graduate	41%	54%	5%
	College graduate	33%	66%	1%
Race	White	51%	45%	3%
	African American	6%	91%	3%
Age	18 to 29	26%	71%	2%
	30 to 44	29%	69%	1%
	45 to 59	41%	54%	5%
	60 or older	49%	47%	5%
Age	Under 45	28%	70%	2%
	45 or older	45%	50%	5%
Gender	Men	41%	56%	3%
	Women	34%	62%	4%
White Men		49%	49%	1%
White Women		53%	42%	5%
Race and Education	White - Not College Graduate	59%	35%	6%
	White - College Graduate	42%	57%	1%
White Evangelical Christians		70%	25%	4%
U.S. Military Veteran	Yes	50%	44%	6%
	No	35%	62%	3%
Interview Type	Landline	40%	56%	4%
	Cell Phone	36%	61%	3%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Georgia Likely Voters				
		2016 Georgia election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted				
		Jim Barksdale, the Democrat	Johnny Isakson, the Republican	Allen Buckley, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Likely Voters		37%	48%	7%	3%	5%
Intensity of Support	Strongly support	39%	57%	3%	0%	0%
	Somewhat support	40%	48%	11%	0%	0%
	Might vote differently	40%	43%	18%	0%	0%
Already Voted		38%	53%	4%	4%	0%
Not Yet Voted		36%	44%	9%	2%	9%
Candidate Support	Hillary Clinton	75%	12%	4%	2%	6%
	Donald Trump	3%	87%	5%	2%	3%
	Other	30%	31%	30%	4%	6%
Party Identification	Democrat	78%	11%	3%	2%	5%
	Republican	2%	90%	3%	2%	3%
	Independent	30%	45%	14%	4%	7%
Political Ideology	Very liberal-Liberal	71%	14%	6%	5%	4%
	Moderate	43%	39%	8%	2%	8%
	Conservative-Very conservative	14%	75%	6%	2%	3%
Tea Party Supporters		12%	76%	7%	2%	3%
Region	North	28%	58%	7%	2%	5%
	Atlanta Suburbs	37%	55%	4%	2%	2%
	Atlanta Metro	48%	33%	10%	3%	5%
	Central	26%	52%	9%	2%	10%
	Coastal/Southeast	46%	37%	7%	6%	5%
Household Income	Less than \$50,000	44%	36%	9%	4%	7%
	\$50,000 or more	34%	54%	7%	2%	3%
Education	Not college graduate	35%	47%	7%	3%	8%
	College graduate	40%	49%	6%	3%	2%
Race	White	22%	66%	6%	3%	4%
	African American	72%	10%	7%	3%	8%
Age	18 to 29	36%	32%	11%	9%	12%
	30 to 44	45%	39%	11%	1%	4%
	45 to 59	36%	53%	5%	2%	4%
	60 or older	31%	60%	3%	2%	4%
Age	Under 45	42%	36%	11%	4%	7%
	45 or older	34%	56%	4%	2%	4%
Gender	Men	28%	52%	10%	4%	6%
	Women	45%	44%	4%	2%	5%
White Men		19%	65%	9%	3%	4%
White Women		25%	66%	2%	2%	4%
Race and Education	White - Not College Graduate	16%	69%	5%	3%	7%
	White - College Graduate	30%	62%	6%	2%	0%
White Evangelical Christians		9%	80%	5%	2%	4%
U.S. Military Veteran	Yes	23%	56%	8%	8%	5%
	No	39%	47%	7%	2%	5%
Interview Type	Landline	36%	52%	4%	2%	5%
	Cell Phone	38%	44%	9%	3%	6%

NBC News/WSJ/Marist Poll Georgia Likely Voters. Interviews conducted October 30th through November 1st, 2016, n=707 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

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

		Georgia 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 %
Georgia Likely Voters with a Candidate Preference		53%	39%	6%	2%
Candidate Support	Jim Barksdale	52%	40%	6%	2%
	Johnny Isakson	58%	36%	5%	1%
Party Identification	Democrat	54%	41%	3%	2%
	Republican	66%	32%	2%	1%
	Independent	36%	50%	14%	0%
Political Ideology	Very liberal-Liberal	55%	35%	7%	2%
	Moderate	41%	49%	9%	1%
	Conservative-Very conservative	59%	36%	3%	1%
Tea Party Supporters		65%	31%	4%	1%
Region	North	55%	34%	8%	2%
	Atlanta Suburbs	53%	39%	6%	2%
	Atlanta Metro	53%	42%	5%	0%
	Central	59%	35%	5%	1%
	Coastal/Southeast	45%	47%	5%	4%
Household Income	Less than \$50,000	52%	39%	7%	2%
	\$50,000 or more	53%	41%	5%	1%
Education	Not college graduate	55%	37%	5%	2%
	College graduate	50%	42%	6%	1%
Race	White	56%	38%	5%	1%
	African American	49%	42%	6%	2%
Age	18 to 29	28%	55%	14%	4%
	30 to 44	47%	44%	8%	2%
	45 to 59	58%	37%	3%	2%
	60 or older	65%	32%	3%	0%
Age	Under 45	41%	47%	9%	2%
	45 or older	62%	34%	3%	1%
Gender	Men	49%	43%	6%	1%
	Women	56%	36%	6%	2%
White Men		51%	42%	6%	1%
White Women		60%	33%	5%	1%
Race and Education	White - Not College Graduate	61%	34%	5%	1%
	White - College Graduate	50%	42%	6%	2%
White Evangelical Christians		60%	34%	4%	1%
Interview Type	Landline	62%	33%	4%	1%
	Cell Phone	47%	44%	7%	2%

NBC News/WSJ/Marist Poll Georgia Likely Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=600 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.