Nature of the Sample: NBC News/WSJ/Marist Ohio Poll of 1,024 Adults

This survey of 1,024 adults was conducted July 5th through July 10th, 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 Ohio 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 Ohio 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 ±3.1 percentage points. There are 848 registered voters. The results for this subset are statistically significant within ±3.4 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Ohio

		Ohio Adults	Ohio Registered Voters
		Col %	Col %
Ohio Adults		100%	
Ohio Registered Voters		83%	100%
Party Identification^	Democrat	n/a	33%
	Republican	n/a	25%
	Independent	n/a	41%
	Other	n/a	1%
Political Ideology^	Very liberal	n/a	7%
	Liberal	n/a	17%
	Moderate	n/a	40%
	Conservative	n/a	25%
	Very conservative	n/a	11%
Tea Party Supporters^		n/a	20%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	45%	41%
	45 or older	55%	59%
Age	18 to 29	20%	18%
	30 to 44	24%	23%
	45 to 59	29%	30%
	60 or older	27%	29%
Race	White	84%	84%
	African American	11%	11%
	Latino	2%	1%
	Other	3%	3%
Region	Cleveland Area	16%	17%
	North	26%	26%
	Ohio Valley & West	22%	21%
	Columbus Area	17%	17%
	Cincinnati/Dayton Area	19%	19%
Household Income	Less than $50,000	51%	47%
	$50,000 or more	49%	53%
Education	Not college graduate	66%	63%
	College graduate	34%	37%
Evangelical Christian	Yes	40%	39%
	No	60%	61%
White Evangelical Christians		30%	29%
Interview Type	Landline	39%	42%
	Cell Phone	61%	58%

		Ohio Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Ohio Adults		44%	44%	12%
Ohio Registered Voters		44%	46%	9%
Party Identification^	Democrat	84%	9%	7%
	Republican	5%	88%	6%
	Independent	38%	49%	12%
Political Ideology^	Very liberal-Liberal	80%	12%	8%
	Moderate	48%	40%	12%
	Conservative-Very conservative	19%	77%	4%
Tea Party Supporters^		18%	77%	5%
Region	Cleveland Area	63%	29%	9%
	North	45%	42%	12%
	Ohio Valley & West	30%	56%	14%
	Columbus Area	43%	45%	13%
	Cincinnati/Dayton Area	45%	44%	11%
Household Income	Less than $50,000	47%	38%	15%
	$50,000 or more	44%	47%	9%
Education	Not college graduate	40%	47%	14%
	College graduate	52%	40%	8%
Race	White	37%	50%	13%
	African American	90%	3%	7%
Age	18 to 29	49%	28%	22%
	30 to 44	51%	38%	11%
	45 to 59	43%	49%	8%
	60 or older	37%	55%	8%
Age	Under 45	50%	34%	16%
	45 or older	40%	52%	8%
Gender	Men	40%	50%	10%
	Women	48%	39%	13%
Interview Type	Landline	39%	52%	9%
	Cell Phone	48%	39%	14%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted July 5th through July 10th, 2016, n=1024 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^Ohio Registered Voters: n=848 MOE +/- 3.4 percentage points.

		Hillary Clinton, the Democrat	Donald Trump, the Republican	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Ohio Registered Voters		39%	39%	9%	2%	10%
Definitely Vote in 2016 Election		44%	41%	6%	2%	7%
Party Identification	Democrat	83%	6%	4%	1%	6%
	Republican	3%	80%	5%	3%	9%
	Independent	30%	38%	17%	3%	13%
Political Ideology	Very liberal-Liberal	72%	7%	8%	1%	11%
	Moderate	42%	34%	11%	1%	11%
	Conservative-Very conservative	18%	65%	6%	3%	8%
Tea Party Supporters		14%	73%	5%	2%	6%
Region	Cleveland Area	54%	30%	6%	0%	9%
	North	35%	43%	9%	2%	11%
	Ohio Valley & West	29%	47%	9%	2%	12%
	Columbus Area	44%	33%	12%	3%	8%
	Cincinnati/Dayton Area	41%	35%	10%	3%	11%
Household Income	Less than $50,000	48%	31%	9%	2%	10%
	$50,000 or more	37%	44%	9%	2%	8%
Education	Not college graduate	36%	43%	9%	2%	10%
	College graduate	44%	31%	10%	3%	12%
Race	White	33%	43%	10%	2%	11%
	African American	88%	0%	4%	1%	6%
Age	18 to 29	38%	33%	12%	3%	14%
	30 to 44	40%	37%	11%	2%	11%
	45 to 59	42%	41%	7%	3%	7%
	60 or older	38%	42%	10%	1%	9%
Age	Under 45	39%	35%	11%	2%	12%
	45 or older	40%	42%	8%	2%	8%
Gender	Men	32%	47%	10%	3%	8%
	Women	47%	31%	9%	2%	12%
Race and Education	White - Not College Graduate	30%	49%	9%	2%	10%
	White - College Graduate	39%	34%	11%	3%	13%
Interview Type	Landline	37%	40%	11%	2%	11%
	Cell Phone	41%	38%	9%	2%	10%

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted July 5th through July 10th, 2016, n=848 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		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 %
Ohio Registered Voters		38%	35%	9%	3%	3%	12%
Definitely Vote in 2016 Election		41%	37%	9%	3%	3%	7%
Party Identification	Democrat	80%	6%	4%	1%	2%	6%
	Republican	4%	75%	8%	0%	2%	11%
	Independent	26%	32%	14%	6%	5%	16%
Political Ideology	Very liberal-Liberal	70%	8%	4%	8%	2%	8%
	Moderate	40%	28%	13%	2%	4%	13%
	Conservative-Very conservative	17%	61%	10%	1%	2%	10%
Tea Party Supporters		15%	66%	12%	1%	1%	5%
Region	Cleveland Area	60%	26%	4%	1%	0%	8%
	North	34%	38%	8%	3%	4%	14%
	Ohio Valley & West	27%	44%	7%	3%	4%	14%
	Columbus Area	39%	32%	16%	5%	3%	6%
	Cincinnati/Dayton Area	37%	30%	11%	4%	4%	14%
Household Income	Less than $50,000	47%	28%	7%	5%	3%	10%
	$50,000 or more	35%	40%	12%	3%	4%	7%
Education	Not college graduate	34%	38%	8%	3%	4%	13%
	College graduate	43%	31%	11%	3%	3%	9%
Race	White	32%	39%	10%	3%	3%	13%
	African American	91%	0%	2%	4%	0%	3%
Age	18 to 29	31%	26%	9%	8%	4%	21%
	30 to 44	37%	31%	14%	5%	4%	9%
	45 to 59	42%	37%	12%	1%	3%	5%
	60 or older	40%	41%	4%	1%	2%	12%
Age	Under 45	34%	29%	12%	6%	4%	15%
	45 or older	41%	39%	8%	1%	2%	9%
Gender	Men	30%	42%	11%	3%	4%	10%
	Women	45%	29%	8%	3%	2%	14%
Race and Education	White - Not College Graduate	27%	43%	9%	3%	4%	14%
	White - College Graduate	39%	34%	12%	3%	3%	9%
Interview Type	Landline	36%	36%	10%	2%	2%	13%
	Cell Phone	39%	34%	9%	4%	4%	11%

Ohio Registered Voters

If November's presidential election were held today, whom would you support if the candidates are:

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted July 5th through July 10th, 2016, n=848 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		Ohio Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Adults		33%	60%	7%
Ohio Registered Voters		33%	62%	5%
Party Identification^	Democrat	69%	24%	7%
	Republican	3%	97%	0%
	Independent	24%	69%	7%
Political Ideology^	Very liberal-Liberal	66%	31%	3%
	Moderate	32%	61%	7%
	Conservative-Very conservative	15%	83%	2%
Tea Party Supporters^		13%	82%	4%
Region	Cleveland Area	48%	47%	5%
	North	38%	55%	8%
	Ohio Valley & West	21%	69%	10%
	Columbus Area	29%	64%	7%
	Cincinnati/Dayton Area	31%	64%	5%
Household Income	Less than $50,000	39%	51%	11%
	$50,000 or more	29%	68%	3%
Education	Not college graduate	30%	61%	9%
	College graduate	38%	59%	3%
Race	White	27%	66%	7%
	African American	72%	20%	8%
Age	18 to 29	33%	54%	13%
	30 to 44	29%	65%	7%
	45 to 59	33%	62%	5%
	60 or older	36%	59%	5%
Age	Under 45	31%	60%	9%
	45 or older	35%	61%	5%
Gender	Men	28%	67%	5%
	Women	37%	54%	9%
Interview Type	Landline	33%	62%	5%
	Cell Phone	33%	59%	8%

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		Ohio Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Adults		30%	61%	9%
Ohio Registered Voters		32%	61%	8%
Party Identification^	Democrat	7%	90%	3%
	Republican	62%	30%	8%
	Independent	31%	59%	10%
Political Ideology^	Very liberal-Liberal	10%	88%	2%
	Moderate	26%	66%	7%
	Conservative-Very conservative	52%	39%	9%
Tea Party Supporters^		60%	32%	8%
Region	Cleveland Area	30%	66%	4%
	North	31%	60%	9%
	Ohio Valley & West	37%	51%	12%
	Columbus Area	28%	63%	9%
	Cincinnati/Dayton Area	24%	68%	8%
Household Income	Less than $50,000	28%	61%	10%
	$50,000 or more	30%	63%	6%
Education	Not college graduate	35%	55%	11%
	College graduate	21%	73%	6%
Race	White	33%	57%	10%
	African American	12%	87%	1%
Age	18 to 29	30%	61%	9%
	30 to 44	28%	65%	7%
	45 to 59	29%	62%	9%
	60 or older	34%	56%	9%
Age	Under 45	29%	63%	8%
	45 or older	32%	59%	9%
Gender	Men	37%	55%	8%
	Women	24%	67%	9%
Interview Type	Landline	32%	59%	9%
	Cell Phone	29%	62%	9%

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		Ohio Registered Voters			
		2016 Ohio election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Ted Strickland, the Democrat	Rob Portman, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Ohio Registered Voters		44%	44%	2%	10%
Definitely Vote in 2016 Election		46%	46%	1%	7%
Party Identification	Democrat	79%	11%	1%	9%
	Republican	11%	82%	3%	4%
	Independent	38%	46%	3%	13%
Political Ideology	Very liberal-Liberal	79%	13%	1%	7%
	Moderate	50%	39%	3%	8%
	Conservative-Very conservative	18%	71%	2%	9%
Tea Party Supporters		20%	70%	4%	6%
Region	Cleveland Area	53%	32%	3%	12%
	North	44%	40%	3%	14%
	Ohio Valley & West	36%	52%	3%	9%
	Columbus Area	45%	45%	2%	8%
	Cincinnati/Dayton Area	44%	48%	2%	7%
Household Income	Less than $50,000	51%	37%	3%	10%
	$50,000 or more	43%	49%	1%	6%
Education	Not college graduate	42%	44%	3%	11%
	College graduate	48%	44%	1%	7%
Race	White	40%	48%	3%	10%
	African American	77%	14%	0%	9%
Age	18 to 29	50%	27%	5%	19%
	30 to 44	51%	39%	2%	8%
	45 to 59	43%	49%	2%	7%
	60 or older	36%	52%	2%	10%
Age	Under 45	50%	34%	3%	12%
	45 or older	40%	50%	2%	8%
Gender	Men	39%	49%	3%	10%
	Women	48%	39%	2%	11%
Race and Education	White - Not College Graduate	38%	47%	3%	12%
	White - College Graduate	44%	49%	1%	7%
Interview Type	Landline	39%	48%	2%	10%
	Cell Phone	47%	40%	2%	10%

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