

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Ohio Poll of 1,129 Adults

This survey of 1,129 adults was conducted October 10th through October 12th, 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 ± 2.9 percentage points. There are 1,007 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 724 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 ± 3.6 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	Ohio Likely Voters
		Col %	Col %	Col %
Ohio Adults		100%		
Ohio Registered Voters		89%	100%	
Ohio Likely Voters		64%	72%	100%
Past Participation*	Yes	n/a	91%	95%
	No	n/a	9%	5%
Party Identification	Democrat	n/a	35%	36%
	Republican	n/a	35%	36%
	Independent	n/a	29%	27%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	6%	7%
	Liberal	n/a	18%	18%
	Moderate	n/a	30%	31%
	Conservative	n/a	34%	33%
	Very conservative	n/a	12%	12%
Tea Party Supporters		n/a	20%	20%
Gender	Men	48%	48%	48%
	Women	52%	52%	52%
Age	Under 45	45%	42%	39%
	45 or older	55%	58%	61%
Age	18 to 29	20%	17%	14%
	30 to 44	25%	25%	25%
	45 to 59	28%	30%	31%
	60 or older	26%	28%	30%
Race	White	84%	84%	85%
	African American	11%	12%	11%
	Latino	2%	2%	2%
	Other	3%	2%	2%
White men		87%	87%	88%
Non-white men		13%	13%	12%
White women		86%	86%	86%
Non-white Women		14%	14%	14%
Region	Cleveland Area	16%	16%	16%
	North	26%	26%	26%
	Ohio Valley & West	22%	21%	20%
	Columbus Area	17%	17%	17%
	Cincinnati/Dayton Area	19%	20%	20%
Household Income	Less than \$50,000	52%	50%	47%
	\$50,000 or more	48%	50%	53%
Education	Not college graduate	66%	63%	61%
	College graduate	34%	37%	39%
Race and Education	White - Not College Graduate	55%	52%	51%
	White - College Graduate	29%	32%	35%
	Non-White - Not College Graduate	12%	11%	11%
	Non-White - College Graduate	4%	4%	4%
Evangelical Christian	Yes	40%	40%	41%
	No	60%	60%	59%
White Evangelical Christians		31%	31%	32%
U.S. Military Veteran	Yes	13%	13%	14%
	No	87%	87%	86%
Interview Type	Landline	41%	42%	43%
	Cell Phone	59%	58%	57%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted October 10th through October 12th, 2016, n=1129 MOE +/- 2.9 percentage points. Ohio Registered Voters: n=1007 MOE +/- 3.1 percentage points. Ohio Likely Voters: n=724 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.