

## How the Survey was Conducted

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

This survey of 1,129 adults was conducted October 10<sup>th</sup> through October 12<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 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  $\pm 2.9$  percentage points. There are 1,007 registered voters. The results for this subset are statistically significant within  $\pm 3.1$  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  $\pm 3.6$  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.

NBC News/WSJ/Marist Poll Ohio Tables of Adults and Registered Voters

		Ohio Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Ohio Adults		46%	46%	8%
Ohio Registered Voters		45%	48%	8%
Party Identification^	Democrat	88%	9%	4%
	Republican	6%	89%	5%
	Independent	45%	44%	11%
Political Ideology^	Very liberal-Liberal	80%	14%	6%
	Moderate	55%	37%	8%
	Conservative-Very conservative	19%	74%	6%
Tea Party Supporters^		19%	75%	6%
Region	Cleveland Area	61%	34%	6%
	North	45%	48%	7%
	Ohio Valley & West	37%	56%	7%
	Columbus Area	52%	39%	9%
	Cincinnati/Dayton Area	39%	49%	12%
Household Income	Less than \$50,000	51%	40%	9%
	\$50,000 or more	44%	51%	5%
Education	Not college graduate	44%	48%	8%
	College graduate	50%	43%	7%
Race	White	40%	53%	8%
	African American	87%	7%	6%
Age	18 to 29	47%	39%	15%
	30 to 44	48%	45%	7%
	45 to 59	44%	47%	9%
	60 or older	45%	52%	3%
Age	Under 45	47%	42%	11%
	45 or older	45%	49%	6%
Gender	Men	40%	52%	8%
	Women	52%	41%	8%
White Men		34%	58%	8%
White Women		44%	47%	8%
Race and Education	White - Not College Graduate	35%	56%	8%
	White - College Graduate	47%	46%	7%
White Evangelical Christians		28%	65%	7%
U.S. Military Veteran	Yes	33%	61%	5%
	No	48%	44%	8%
Interview Type	Landline	46%	47%	7%
	Cell Phone	46%	45%	9%

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

^Ohio Registered Voters: n=1007 MOE +/- 3.1 percentage points.

		Ohio Registered 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 %
Ohio Registered Voters		44%	44%	8%	1%	3%
Past Participation*	Yes	45%	43%	8%	1%	3%
	No	35%	53%	10%	0%	3%
Intensity of Support	Strongly support	49%	51%	0%	0%	0%
	Somewhat support	51%	49%	0%	0%	0%
Party Identification	Democrat	90%	5%	4%	1%	1%
	Republican	6%	85%	6%	1%	3%
	Independent	39%	42%	13%	0%	6%
Political Ideology	Very liberal-Liberal	76%	14%	7%	0%	3%
	Moderate	54%	32%	8%	1%	4%
	Conservative-Very conservative	19%	71%	7%	1%	3%
Tea Party Supporters		21%	74%	2%	0%	2%
Region	Cleveland Area	54%	36%	6%	0%	4%
	North	40%	47%	9%	0%	3%
	Ohio Valley & West	37%	52%	5%	2%	4%
	Columbus Area	53%	33%	8%	1%	4%
	Cincinnati/Dayton Area	41%	47%	11%	0%	2%
Household Income	Less than \$50,000	49%	36%	10%	1%	4%
	\$50,000 or more	42%	50%	6%	1%	1%
Education	Not college graduate	40%	47%	8%	1%	3%
	College graduate	50%	39%	7%	1%	3%
Race	White	37%	50%	8%	1%	3%
	African American	90%	4%	3%	0%	2%
Age	18 to 29	46%	39%	11%	1%	3%
	30 to 44	42%	42%	11%	1%	4%
	45 to 59	44%	45%	7%	0%	4%
	60 or older	45%	47%	5%	0%	2%
Age	Under 45	43%	41%	11%	1%	4%
	45 or older	45%	46%	6%	0%	3%
Gender	Men	38%	51%	8%	1%	3%
	Women	50%	38%	8%	0%	4%
White Men		31%	58%	8%	1%	2%
White Women		42%	44%	9%	1%	5%
Race and Education	White - Not College Graduate	31%	55%	9%	1%	4%
	White - College Graduate	47%	42%	7%	1%	3%
White Evangelical Christians		25%	65%	7%	1%	2%
U.S. Military Veteran	Yes	28%	61%	9%	0%	1%
	No	46%	41%	8%	1%	4%
Interview Type	Landline	47%	42%	7%	1%	3%
	Cell Phone	42%	45%	8%	1%	4%

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted October 10th through October 12th, 2016, n=1007 MOE +/- 3.1 percentage points.

Totals may not add to 100% due to rounding.

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

		Ohio Registered 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?			
		Might vote			
		Strongly support	Somewhat support	differently	Unsure
		Row %	Row %	Row %	Row %
Ohio Registered Voters with a Candidate Preference		66%	28%	4%	1%
Candidate Support	Hillary Clinton	66%	29%	4%	2%
	Donald Trump	67%	28%	4%	1%
Party Identification	Democrat	76%	21%	2%	1%
	Republican	69%	27%	3%	0%
	Independent	50%	38%	9%	2%
Political Ideology	Very liberal-Liberal	75%	21%	2%	2%
	Moderate	58%	35%	6%	1%
	Conservative-Very conservative	66%	29%	4%	1%
Tea Party Supporters		73%	21%	5%	1%
Region	Cleveland Area	58%	37%	4%	1%
	North	71%	24%	5%	1%
	Ohio Valley & West	67%	28%	5%	0%
	Columbus Area	72%	24%	1%	2%
	Cincinnati/Dayton Area	62%	31%	5%	1%
Household Income	Less than \$50,000	62%	32%	4%	2%
	\$50,000 or more	68%	27%	4%	0%
Education	Not college graduate	67%	28%	4%	1%
	College graduate	65%	29%	5%	1%
Race	White	67%	28%	4%	1%
	African American	69%	26%	2%	3%
Age	18 to 29	46%	49%	5%	0%
	30 to 44	62%	30%	5%	3%
	45 to 59	72%	23%	4%	0%
	60 or older	75%	20%	3%	2%
Age	Under 45	56%	38%	5%	2%
	45 or older	74%	22%	4%	1%
Gender	Men	61%	32%	7%	1%
	Women	72%	25%	2%	1%
White Men		61%	32%	6%	1%
White Women		73%	24%	2%	1%
Race and Education	White - Not College Graduate	67%	28%	4%	1%
	White - College Graduate	67%	28%	4%	1%
White Evangelical Christians		69%	26%	4%	1%
U.S. Military Veteran	Yes	73%	21%	4%	1%
	No	65%	29%	4%	1%
Interview Type	Landline	72%	23%	3%	2%
	Cell Phone	63%	32%	5%	1%

NBC News/WSJ/Marist Poll Ohio Registered Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=837 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		Ohio Registered 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	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Ohio Registered Voters		40%	40%	10%	4%	2%	3%
Past Participation*	Yes	41%	40%	9%	4%	2%	3%
	No	28%	41%	13%	9%	5%	4%
Party Identification	Democrat	85%	5%	4%	4%	0%	2%
	Republican	5%	81%	7%	2%	1%	3%
	Independent	32%	36%	18%	6%	4%	4%
Political Ideology	Very liberal-Liberal	71%	13%	7%	6%	2%	2%
	Moderate	49%	27%	14%	5%	2%	3%
	Conservative-Very conservative	18%	66%	9%	2%	1%	4%
Tea Party Supporters		16%	69%	9%	4%	0%	1%
Region	Cleveland Area	47%	34%	10%	3%	3%	3%
	North	39%	43%	7%	5%	3%	3%
	Ohio Valley & West	29%	50%	11%	4%	3%	3%
	Columbus Area	53%	32%	7%	3%	1%	4%
	Cincinnati/Dayton Area	38%	40%	13%	4%	2%	3%
Household Income	Less than \$50,000	43%	33%	11%	7%	3%	4%
	\$50,000 or more	40%	47%	8%	2%	2%	2%
Education	Not college graduate	36%	43%	10%	5%	3%	3%
	College graduate	48%	37%	8%	3%	1%	3%
Race	White	34%	46%	10%	4%	2%	3%
	African American	81%	4%	3%	5%	5%	1%
Age	18 to 29	36%	30%	21%	7%	5%	2%
	30 to 44	39%	39%	11%	5%	2%	3%
	45 to 59	39%	42%	8%	4%	2%	4%
	60 or older	46%	46%	3%	2%	1%	3%
Age	Under 45	38%	35%	15%	6%	3%	3%
	45 or older	42%	44%	6%	3%	1%	4%
Gender	Men	33%	47%	11%	3%	2%	3%
	Women	47%	34%	8%	5%	3%	3%
White Men		28%	54%	11%	3%	2%	2%
White Women		40%	40%	10%	4%	2%	4%
Race and Education	White - Not College Graduate	27%	50%	12%	5%	3%	4%
	White - College Graduate	46%	40%	8%	3%	1%	2%
White Evangelical Christians		24%	60%	10%	2%	1%	2%
U.S. Military Veteran	Yes	28%	60%	8%	1%	1%	2%
	No	42%	37%	10%	5%	3%	3%
Interview Type	Landline	45%	42%	6%	2%	3%	2%
	Cell Phone	37%	39%	12%	6%	2%	4%

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

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

		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		35%	59%	6%
Ohio Registered Voters		36%	59%	4%
Party Identification^	Democrat	78%	17%	5%
	Republican	6%	93%	1%
	Independent	26%	67%	7%
Political Ideology^	Very liberal-Liberal	65%	32%	3%
	Moderate	41%	52%	7%
	Conservative-Very conservative	17%	79%	3%
Tea Party Supporters^		14%	82%	4%
Region	Cleveland Area	46%	47%	7%
	North	31%	61%	8%
	Ohio Valley & West	28%	67%	5%
	Columbus Area	44%	53%	3%
	Cincinnati/Dayton Area	33%	61%	6%
Household Income	Less than \$50,000	38%	55%	7%
	\$50,000 or more	35%	61%	4%
Education	Not college graduate	33%	60%	7%
	College graduate	40%	56%	4%
Race	White	30%	65%	5%
	African American	71%	17%	12%
Age	18 to 29	28%	63%	9%
	30 to 44	29%	63%	8%
	45 to 59	39%	57%	4%
	60 or older	42%	54%	4%
Age	Under 45	29%	63%	8%
	45 or older	40%	56%	4%
Gender	Men	29%	65%	6%
	Women	42%	53%	6%
White Men		24%	70%	6%
White Women		36%	59%	4%
Race and Education	White - Not College Graduate	26%	68%	6%
	White - College Graduate	39%	59%	3%
White Evangelical Christians		21%	73%	6%
U.S. Military Veteran	Yes	25%	71%	3%
	No	37%	57%	6%
Interview Type	Landline	38%	56%	5%
	Cell Phone	33%	60%	6%

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

^Ohio Registered Voters: n=1007 MOE +/- 3.1 percentage points.

		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		32%	63%	5%
Ohio Registered Voters		33%	62%	5%
Party Identification^	Democrat	5%	92%	4%
	Republican	66%	28%	6%
	Independent	29%	67%	4%
Political Ideology^	Very liberal-Liberal	10%	88%	2%
	Moderate	24%	72%	4%
	Conservative-Very conservative	53%	41%	6%
Tea Party Supporters^		64%	33%	2%
Region	Cleveland Area	22%	72%	6%
	North	33%	61%	6%
	Ohio Valley & West	44%	53%	3%
	Columbus Area	25%	69%	6%
	Cincinnati/Dayton Area	29%	65%	6%
Household Income	Less than \$50,000	27%	68%	5%
	\$50,000 or more	36%	59%	5%
Education	Not college graduate	34%	60%	6%
	College graduate	27%	69%	5%
Race	White	35%	59%	5%
	African American	6%	86%	8%
Age	18 to 29	26%	68%	6%
	30 to 44	33%	61%	7%
	45 to 59	32%	63%	5%
	60 or older	34%	61%	4%
Age	Under 45	30%	64%	6%
	45 or older	33%	62%	5%
Gender	Men	37%	56%	6%
	Women	26%	69%	4%
White Men		41%	53%	7%
White Women		31%	65%	4%
Race and Education	White - Not College Graduate	39%	55%	5%
	White - College Graduate	28%	67%	5%
White Evangelical Christians		47%	47%	6%
U.S. Military Veteran	Yes	46%	50%	4%
	No	29%	65%	6%
Interview Type	Landline	32%	62%	6%
	Cell Phone	31%	64%	5%

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

^Ohio Registered Voters: n=1007 MOE +/- 3.1 percentage points.



		Ohio Registered Voters			
		2016 Ohio election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Ted Strickland, the Democrat	Rob Portman, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Ohio Registered Voters		36%	54%	3%	6%
Past Participation*	Yes	37%	54%	3%	5%
	No	26%	57%	2%	14%
Intensity of Support	Strongly support	36%	64%	0%	0%
	Somewhat support	39%	61%	0%	0%
	Might vote differently	51%	49%	0%	0%
Party Identification	Democrat	72%	22%	2%	3%
	Republican	6%	89%	2%	3%
	Independent	31%	54%	4%	11%
Political Ideology	Very liberal-Liberal	67%	23%	2%	9%
	Moderate	41%	51%	3%	5%
	Conservative-Very conservative	15%	77%	2%	5%
Tea Party Supporters		18%	74%	4%	3%
Region	Cleveland Area	44%	48%	2%	6%
	North	38%	54%	1%	7%
	Ohio Valley & West	31%	59%	6%	4%
	Columbus Area	39%	48%	5%	8%
	Cincinnati/Dayton Area	30%	61%	2%	6%
Household Income	Less than \$50,000	43%	48%	3%	6%
	\$50,000 or more	33%	59%	3%	6%
Education	Not college graduate	36%	54%	3%	6%
	College graduate	38%	55%	2%	5%
Race	White	33%	60%	2%	5%
	African American	62%	24%	5%	9%
Age	18 to 29	39%	46%	4%	11%
	30 to 44	39%	50%	4%	7%
	45 to 59	33%	59%	4%	4%
	60 or older	36%	59%	1%	4%
Age	Under 45	39%	48%	4%	9%
	45 or older	34%	59%	2%	4%
Gender	Men	31%	60%	5%	5%
	Women	41%	50%	1%	8%
White Men		28%	66%	3%	3%
White Women		37%	55%	1%	7%
Race and Education	White - Not College Graduate	30%	61%	3%	6%
	White - College Graduate	36%	58%	1%	5%
White Evangelical Christians		22%	72%	2%	4%
U.S. Military Veteran	Yes	25%	61%	7%	7%
	No	38%	54%	2%	6%
Interview Type	Landline	37%	55%	3%	5%
	Cell Phone	36%	54%	3%	7%

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

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

		Ohio Registered 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 %
Ohio Registered Voters with a Candidate Preference		51%	37%	11%	2%
Candidate Support	Ted Strickland	46%	37%	14%	3%
	Rob Portman	53%	37%	9%	1%
Party Identification	Democrat	53%	35%	10%	3%
	Republican	63%	32%	4%	1%
	Independent	35%	42%	22%	0%
Political Ideology	Very liberal-Liberal	47%	41%	11%	1%
	Moderate	38%	45%	14%	3%
	Conservative-Very conservative	59%	31%	9%	1%
Tea Party Supporters		63%	31%	6%	0%
Region	Cleveland Area	47%	36%	14%	3%
	North	44%	43%	12%	2%
	Ohio Valley & West	60%	29%	10%	0%
	Columbus Area	50%	40%	8%	2%
	Cincinnati/Dayton Area	54%	36%	9%	2%
Household Income	Less than \$50,000	49%	34%	14%	3%
	\$50,000 or more	52%	40%	8%	0%
Education	Not college graduate	50%	36%	12%	2%
	College graduate	51%	39%	10%	0%
Race	White	53%	36%	10%	2%
	African American	45%	39%	13%	2%
Age	18 to 29	39%	44%	17%	0%
	30 to 44	40%	42%	16%	2%
	45 to 59	52%	39%	7%	1%
	60 or older	63%	28%	7%	2%
Age	Under 45	40%	43%	16%	1%
	45 or older	58%	33%	7%	2%
Gender	Men	48%	38%	12%	1%
	Women	53%	36%	10%	2%
White Men		50%	38%	10%	1%
White Women		55%	33%	10%	2%
Race and Education	White - Not College Graduate	52%	35%	10%	2%
	White - College Graduate	53%	37%	10%	0%
White Evangelical Christians		58%	32%	8%	2%
U.S. Military Veteran	Yes	52%	34%	10%	4%
	No	50%	38%	11%	1%
Interview Type	Landline	60%	30%	8%	2%
	Cell Phone	44%	42%	13%	1%

NBC News/WSJ/Marist Poll Ohio Registered Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=864 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.