

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.

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

		Ohio Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Ohio Likely Voters		45%	49%	6%
Party Identification	Democrat	88%	9%	3%
	Republican	5%	90%	4%
	Independent	44%	46%	10%
Political Ideology	Very liberal-Liberal	83%	13%	4%
	Moderate	55%	37%	8%
	Conservative-Very conservative	17%	78%	5%
Tea Party Supporters		18%	78%	4%
Region	Cleveland Area	59%	37%	4%
	North	44%	50%	6%
	Ohio Valley & West	36%	60%	4%
	Columbus Area	52%	41%	6%
	Cincinnati/Dayton Area	39%	52%	9%
Household Income	Less than \$50,000	49%	44%	7%
	\$50,000 or more	44%	50%	5%
Education	Not college graduate	42%	52%	6%
	College graduate	50%	44%	6%
Race	White	39%	54%	6%
	African American	89%	8%	2%
Age	18 to 29	44%	45%	11%
	30 to 44	47%	46%	6%
	45 to 59	43%	49%	8%
	60 or older	46%	52%	2%
Age	Under 45	46%	46%	8%
	45 or older	44%	51%	5%
Gender	Men	38%	55%	7%
	Women	52%	43%	5%
White Men		33%	60%	7%
White Women		45%	49%	6%
Race and Education	White - Not College Graduate	33%	60%	7%
	White - College Graduate	49%	46%	5%
White Evangelical Christians		26%	68%	6%
U.S. Military Veteran	Yes	33%	63%	4%
	No	47%	47%	6%
Interview Type	Landline	45%	49%	6%
	Cell Phone	46%	48%	6%

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

		Ohio 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 %
Ohio Likely Voters		45%	45%	7%	1%	3%
Intensity of Support	Strongly support	49%	51%	0%	0%	0%
	Somewhat support	51%	49%	0%	0%	0%
Party Identification	Democrat	90%	5%	3%	0%	1%
	Republican	5%	86%	5%	1%	2%
	Independent	39%	45%	10%	1%	5%
Political Ideology	Very liberal-Liberal	78%	13%	5%	0%	3%
	Moderate	56%	32%	7%	1%	3%
	Conservative-Very conservative	17%	74%	6%	0%	2%
Tea Party Supporters		18%	79%	2%	0%	1%
Region	Cleveland Area	56%	34%	6%	0%	4%
	North	42%	48%	7%	1%	3%
	Ohio Valley & West	36%	57%	5%	1%	2%
	Columbus Area	53%	35%	7%	1%	4%
	Cincinnati/Dayton Area	40%	48%	9%	0%	2%
Household Income	Less than \$50,000	49%	39%	8%	1%	4%
	\$50,000 or more	43%	50%	5%	1%	1%
Education	Not college graduate	40%	50%	7%	0%	3%
	College graduate	51%	39%	6%	1%	3%
Race	White	38%	52%	7%	1%	3%
	African American	91%	4%	2%	0%	2%
Age	18 to 29	48%	38%	10%	2%	2%
	30 to 44	43%	44%	9%	0%	4%
	45 to 59	43%	47%	6%	0%	3%
	60 or older	46%	48%	4%	0%	2%
Age	Under 45	45%	42%	9%	1%	3%
	45 or older	44%	48%	5%	0%	3%
Gender	Men	38%	52%	7%	1%	3%
	Women	51%	39%	6%	0%	3%
White Men		32%	58%	7%	1%	2%
White Women		44%	46%	7%	0%	4%
Race and Education	White - Not College Graduate	31%	58%	7%	1%	3%
	White - College Graduate	48%	42%	6%	1%	3%
White Evangelical Christians		23%	67%	7%	0%	2%
U.S. Military Veteran	Yes	29%	63%	8%	0%	1%
	No	47%	43%	6%	1%	3%
Interview Type	Landline	47%	45%	5%	0%	2%
	Cell Phone	43%	45%	8%	1%	3%

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

		Ohio 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 %
Ohio Likely Voters with a Candidate Preference		70%	25%	4%	1%
Candidate Support	Hillary Clinton	69%	26%	4%	1%
	Donald Trump	71%	24%	4%	1%
Party Identification	Democrat	79%	18%	2%	1%
	Republican	72%	24%	3%	0%
	Independent	53%	35%	10%	2%
Political Ideology	Very liberal-Liberal	78%	19%	2%	2%
	Moderate	59%	33%	7%	1%
	Conservative-Very conservative	71%	24%	4%	1%
Tea Party Supporters		77%	17%	5%	1%
Region	Cleveland Area	63%	31%	4%	1%
	North	73%	22%	5%	1%
	Ohio Valley & West	70%	25%	5%	0%
	Columbus Area	75%	21%	2%	2%
	Cincinnati/Dayton Area	66%	27%	5%	1%
Household Income	Less than \$50,000	67%	27%	4%	2%
	\$50,000 or more	70%	25%	4%	1%
Education	Not college graduate	71%	23%	4%	1%
	College graduate	67%	27%	4%	1%
Race	White	70%	26%	4%	1%
	African American	75%	21%	3%	2%
Age	18 to 29	50%	44%	6%	0%
	30 to 44	65%	27%	6%	2%
	45 to 59	74%	21%	4%	0%
	60 or older	77%	19%	3%	2%
Age	Under 45	59%	34%	6%	1%
	45 or older	76%	20%	3%	1%
Gender	Men	63%	29%	7%	1%
	Women	75%	21%	2%	1%
White Men		63%	30%	6%	1%
White Women		75%	22%	2%	1%
Race and Education	White - Not College Graduate	70%	25%	4%	1%
	White - College Graduate	69%	27%	4%	1%
White Evangelical Christians		71%	24%	4%	1%
Interview Type	Landline	74%	21%	3%	1%
	Cell Phone	66%	28%	5%	1%

NBC News/WSJ/Marist Poll Ohio Likely Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=620 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Ohio 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	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
Ohio Likely Voters		41%	42%	9%	4%	1%	3%
Party Identification	Democrat	86%	5%	3%	4%	0%	2%
	Republican	5%	82%	7%	2%	1%	3%
	Independent	32%	39%	18%	6%	2%	4%
Political Ideology	Very liberal-Liberal	73%	12%	7%	5%	1%	1%
	Moderate	51%	27%	14%	4%	2%	2%
	Conservative-Very conservative	16%	70%	8%	1%	1%	4%
Tea Party Supporters		15%	73%	9%	2%	0%	1%
Region	Cleveland Area	50%	33%	10%	3%	3%	2%
	North	40%	44%	7%	5%	1%	3%
	Ohio Valley & West	28%	54%	11%	3%	1%	2%
	Columbus Area	52%	32%	8%	3%	2%	3%
	Cincinnati/Dayton Area	39%	41%	12%	4%	1%	3%
Household Income	Less than \$50,000	43%	35%	11%	6%	1%	3%
	\$50,000 or more	41%	46%	7%	2%	1%	1%
Education	Not college graduate	36%	45%	10%	4%	1%	3%
	College graduate	49%	37%	8%	3%	1%	2%
Race	White	35%	48%	10%	3%	1%	3%
	African American	83%	4%	2%	5%	4%	1%
Age	18 to 29	38%	28%	25%	5%	3%	1%
	30 to 44	40%	40%	10%	5%	2%	3%
	45 to 59	39%	45%	8%	4%	1%	4%
	60 or older	46%	46%	3%	1%	1%	2%
Age	Under 45	39%	36%	16%	5%	2%	3%
	45 or older	42%	45%	6%	3%	1%	3%
Gender	Men	34%	49%	11%	3%	1%	2%
	Women	47%	36%	8%	4%	1%	3%
White Men		29%	55%	10%	3%	1%	2%
White Women		41%	41%	10%	4%	1%	4%
Race and Education	White - Not College Graduate	27%	53%	12%	4%	1%	3%
	White - College Graduate	47%	40%	8%	2%	1%	2%
White Evangelical Christians		22%	63%	11%	2%	0%	2%
U.S. Military Veteran	Yes	28%	62%	8%	1%	1%	1%
	No	43%	39%	10%	4%	1%	3%
Interview Type	Landline	45%	44%	5%	2%	2%	2%
	Cell Phone	38%	40%	13%	5%	1%	3%

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

		Ohio Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Likely Voters		37%	59%	4%
Party Identification	Democrat	79%	16%	5%
	Republican	5%	93%	1%
	Independent	25%	69%	6%
Political Ideology	Very liberal-Liberal	68%	29%	2%
	Moderate	42%	51%	7%
	Conservative-Very conservative	16%	81%	3%
Tea Party Supporters		12%	85%	3%
Region	Cleveland Area	49%	46%	5%
	North	33%	61%	6%
	Ohio Valley & West	28%	69%	2%
	Columbus Area	45%	52%	3%
	Cincinnati/Dayton Area	34%	62%	5%
Household Income	Less than \$50,000	40%	55%	5%
	\$50,000 or more	36%	60%	3%
Education	Not college graduate	34%	61%	5%
	College graduate	40%	56%	4%
Race	White	32%	65%	3%
	African American	77%	12%	11%
Age	18 to 29	31%	63%	6%
	30 to 44	32%	63%	5%
	45 to 59	37%	59%	4%
	60 or older	43%	54%	3%
Age	Under 45	31%	63%	6%
	45 or older	40%	57%	3%
Gender	Men	30%	66%	3%
	Women	43%	52%	5%
White Men		26%	71%	3%
White Women		37%	59%	4%
Race and Education	White - Not College Graduate	27%	70%	3%
	White - College Graduate	40%	57%	3%
White Evangelical Christians		20%	76%	4%
U.S. Military Veteran	Yes	25%	71%	4%
	No	39%	57%	4%
Interview Type	Landline	40%	56%	4%
	Cell Phone	35%	61%	4%

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

		Ohio Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Likely Voters		35%	61%	5%
Party Identification	Democrat	5%	92%	3%
	Republican	68%	27%	5%
	Independent	32%	63%	5%
Political Ideology	Very liberal-Liberal	10%	88%	2%
	Moderate	24%	71%	5%
	Conservative-Very conservative	57%	37%	6%
Tea Party Supporters		68%	29%	2%
Region	Cleveland Area	23%	71%	6%
	North	37%	59%	4%
	Ohio Valley & West	51%	47%	2%
	Columbus Area	26%	67%	6%
	Cincinnati/Dayton Area	32%	63%	5%
Household Income	Less than \$50,000	31%	65%	4%
	\$50,000 or more	37%	59%	4%
Education	Not college graduate	39%	56%	5%
	College graduate	28%	69%	4%
Race	White	39%	57%	4%
	African American	6%	86%	8%
Age	18 to 29	31%	65%	4%
	30 to 44	35%	58%	7%
	45 to 59	34%	61%	4%
	60 or older	37%	60%	3%
Age	Under 45	33%	61%	6%
	45 or older	36%	61%	4%
Gender	Men	40%	55%	5%
	Women	30%	66%	4%
White Men		44%	51%	5%
White Women		34%	62%	3%
Race and Education	White - Not College Graduate	45%	51%	4%
	White - College Graduate	29%	67%	4%
White Evangelical Christians		53%	42%	5%
U.S. Military Veteran	Yes	49%	47%	3%
	No	32%	63%	5%
Interview Type	Landline	36%	59%	5%
	Cell Phone	34%	62%	4%

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

		Ohio Likely 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 Likely Voters		37%	55%	3%	5%
Intensity of Support	Strongly support	35%	65%	0%	0%
	Somewhat support	41%	59%	0%	0%
Party Identification	Democrat	74%	21%	2%	3%
	Republican	6%	89%	2%	3%
	Independent	31%	55%	4%	10%
Political Ideology	Very liberal-Liberal	69%	22%	1%	8%
	Moderate	41%	51%	3%	5%
	Conservative-Very conservative	15%	78%	2%	4%
Tea Party Supporters		16%	76%	5%	3%
Region	Cleveland Area	47%	46%	1%	5%
	North	39%	54%	1%	6%
	Ohio Valley & West	30%	62%	5%	3%
	Columbus Area	40%	48%	4%	8%
	Cincinnati/Dayton Area	30%	62%	2%	6%
Household Income	Less than \$50,000	44%	48%	3%	5%
	\$50,000 or more	34%	59%	3%	5%
Education	Not college graduate	36%	55%	3%	6%
	College graduate	39%	55%	2%	5%
Race	White	33%	60%	2%	5%
	African American	69%	22%	3%	6%
Age	18 to 29	39%	46%	6%	9%
	30 to 44	41%	49%	3%	6%
	45 to 59	32%	61%	3%	4%
	60 or older	38%	58%	1%	4%
Age	Under 45	40%	48%	4%	7%
	45 or older	35%	59%	2%	4%
Gender	Men	32%	59%	5%	4%
	Women	41%	51%	1%	7%
White Men		29%	65%	3%	3%
White Women		36%	56%	1%	7%
Race and Education	White - Not College Graduate	30%	62%	3%	5%
	White - College Graduate	37%	57%	1%	5%
White Evangelical Christians		21%	74%	2%	4%
U.S. Military Veteran	Yes	25%	62%	7%	7%
	No	39%	54%	2%	5%
Interview Type	Landline	37%	56%	3%	5%
	Cell Phone	37%	54%	3%	6%

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

		Ohio 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 %
Ohio Likely Voters with a Candidate Preference		53%	35%	10%	2%
Candidate Support	Ted Strickland	48%	36%	13%	3%
	Rob Portman	57%	35%	8%	1%
Party Identification	Democrat	54%	34%	10%	3%
	Republican	66%	30%	3%	1%
	Independent	36%	43%	21%	0%
Political Ideology	Very liberal-Liberal	50%	40%	9%	1%
	Moderate	39%	45%	13%	3%
	Conservative-Very conservative	62%	29%	8%	1%
Tea Party Supporters		64%	31%	5%	0%
Region	Cleveland Area	51%	33%	12%	3%
	North	46%	41%	11%	1%
	Ohio Valley & West	61%	28%	10%	0%
	Columbus Area	53%	37%	7%	2%
	Cincinnati/Dayton Area	56%	35%	7%	2%
Household Income	Less than \$50,000	53%	32%	12%	3%
	\$50,000 or more	53%	38%	8%	0%
Education	Not college graduate	53%	34%	10%	3%
	College graduate	53%	37%	9%	0%
Age	18 to 29	43%	43%	14%	0%
	30 to 44	41%	39%	17%	3%
	45 to 59	55%	37%	7%	1%
	60 or older	65%	27%	6%	2%
Age	Under 45	42%	41%	16%	2%
	45 or older	60%	32%	6%	2%
Gender	Men	51%	36%	12%	1%
	Women	55%	35%	8%	2%
White Men		52%	36%	10%	1%
White Women		58%	33%	8%	2%
Race and Education	White - Not College Graduate	55%	34%	9%	2%
	White - College Graduate	55%	35%	10%	0%
White Evangelical Christians		60%	31%	6%	2%
Interview Type	Landline	63%	28%	6%	2%
	Cell Phone	45%	41%	12%	1%

NBC News/WSJ/Marist Poll Ohio Likely Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=631 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.