

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 946 Ohio Adults**

This survey of 946 adults was conducted June 17<sup>th</sup> through June 22<sup>nd</sup>, 2018 by The Marist Poll sponsored and funded in partnership with NBC News. Adults 18 years of age and older residing in the state of Ohio were contacted on landline or mobile numbers and interviewed in English by telephone using live interviewers. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of Ohio from Survey Sampling International. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers from ASDE Survey Sampler, Inc. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. Assistance was provided by Luce Research for data collection. The samples were then combined and balanced to reflect the 2016 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within  $\pm 4.0$  percentage points. There are 778 registered voters. The results for this subset are statistically significant within  $\pm 4.4$  percentage points. The error margin was 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		82%	100%
Ohio Election for U.S. Senate Persuadable Voters*		n/a	24%
Ohio Election for Governor Persuadable Voters*		n/a	25%
Party Identification	Democrat	n/a	34%
	Republican	n/a	32%
	Independent	n/a	34%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	18%
	Moderate	n/a	37%
	Conservative	n/a	27%
	Very conservative	n/a	11%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	44%	40%
	45 or older	56%	60%
Age	18 to 29	20%	15%
	30 to 44	24%	25%
	45 to 59	27%	30%
	60 or older	28%	30%
Race	White	81%	81%
	African American	11%	11%
	Latino	3%	3%
	Other	4%	4%
Region	Cleveland Area	16%	16%
	North	26%	25%
	Ohio Valley & West	22%	23%
	Columbus Area	17%	18%
	Cincinnati/Dayton Area	19%	19%
Household Income	Less than \$50,000	49%	47%
	\$50,000 or more	51%	53%
Education	Not college graduate	60%	56%
	College graduate	40%	44%
Race and Education	White - Not College Graduate	48%	44%
	White - College Graduate	34%	38%
	Non-White - Not College Graduate	12%	12%
	Non-White - College Graduate	6%	7%
Evangelical Christian	Yes	37%	37%
	No	63%	63%
White Evangelical Christians		26%	27%
Area Description	Big city	19%	18%
	Small city	19%	20%
	Suburban	30%	31%
	Small town	17%	16%
	Rural	15%	15%
Small city/Suburban Men		23%	24%
Other area Men		23%	23%
Small city/Suburban Women		26%	27%
Other area Women		29%	27%
Interview Type	Landline	41%	43%
	Cell Phone	59%	57%

NBC News/Marist Poll Ohio Adults. Interviews conducted June 17th through June 22nd, 2018, n=946 MOE +/- 4.0 percentage points. Ohio Registered Voters: n=778 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

\*Persuadable voters include those who are undecided before being asked if they lean toward a candidate and those who might vote differently on Election Day.

		Ohio Registered Voters			
		If November's election for U.S. Senate in Ohio were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Sherrrod Brown, the Democrat	Jim Renacci, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Ohio Registered Voters		51%	38%	1%	10%
Intensity of Support	Strongly support	65%	35%	0%	0%
	Somewhat support	50%	50%	0%	0%
Party Identification^	Democrat	91%	2%	0%	7%
	Republican	11%	83%	0%	6%
	Independent	51%	30%	3%	17%
Political Ideology^	Very liberal-Liberal	83%	8%	1%	8%
	Moderate	61%	28%	1%	10%
	Conservative-Very conservative	23%	68%	1%	8%
Trump Supporters		12%	80%	1%	7%
Region	Cleveland Area	59%	24%	2%	15%
	North	58%	30%	0%	11%
	Ohio Valley & West	41%	45%	2%	13%
	Columbus Area	51%	45%	0%	4%
	Cincinnati/Dayton Area	49%	42%	1%	8%
Household Income	Less than \$50,000	60%	28%	1%	11%
	\$50,000 or more	44%	47%	1%	8%
Education	Not college graduate	51%	37%	1%	11%
	College graduate	54%	38%	1%	7%
Race	White	46%	43%	1%	10%
	African American	84%	8%	1%	7%
Age	18 to 29	61%	21%	2%	16%
	30 to 44	44%	44%	1%	11%
	45 to 59	52%	39%	1%	8%
	60 or older	53%	38%	1%	8%
Age	Under 45	50%	35%	1%	13%
	45 or older	52%	39%	1%	8%
Gender	Men	44%	44%	1%	10%
	Women	57%	31%	1%	10%
Race and Education	White - Not College Graduate	42%	45%	1%	11%
	White - College Graduate	52%	41%	1%	7%
White Evangelical Christians		30%	59%	3%	8%
Area Description	Big city	67%	27%	1%	5%
	Small city	54%	37%	1%	9%
	Suburban	48%	38%	1%	13%
	Small town	50%	37%	0%	13%
	Rural	43%	51%	4%	2%
Small city/Suburban Men		42%	45%	1%	12%
Small city/Suburban Women		58%	31%	0%	11%
Interview Type	Landline	52%	36%	1%	10%
	Cell Phone	50%	39%	1%	10%

NBC News/Marist Poll Ohio Registered Voters. Interviews conducted June 17th through June 22nd, 2018, n=778 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

STSSN. NBC News/Marist Poll Ohio Tables June 17th through June 22nd, 2018

		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		50%	37%	10%	4%
Candidate Support	Sherrod Brown	55%	31%	11%	3%
	Jim Renacci	43%	45%	7%	5%
Party Identification^	Democrat	66%	25%	6%	2%
	Republican	49%	41%	7%	3%
	Independent	29%	47%	18%	6%
Political Ideology^	Very liberal-Liberal	58%	27%	11%	4%
	Moderate	42%	41%	14%	3%
	Conservative-Very conservative	54%	38%	5%	3%
Trump Supporters		44%	45%	7%	3%
Region	Cleveland Area	58%	34%	4%	4%
	North	52%	37%	9%	2%
	Ohio Valley & West	41%	45%	10%	5%
	Columbus Area	54%	36%	9%	1%
	Cincinnati/Dayton Area	50%	30%	15%	6%
Household Income	Less than \$50,000	41%	39%	16%	4%
	\$50,000 or more	55%	38%	5%	3%
Education	Not college graduate	44%	39%	12%	5%
	College graduate	59%	32%	7%	2%
Race	White	50%	37%	9%	4%
	African American	53%	29%	15%	2%
Age	18 to 29	21%	55%	24%	0%
	30 to 44	51%	40%	6%	3%
	45 to 59	50%	35%	8%	7%
	60 or older	62%	29%	7%	2%
Age	Under 45	40%	46%	13%	2%
	45 or older	56%	32%	8%	5%
Gender	Men	48%	42%	6%	3%
	Women	52%	31%	13%	4%
Race and Education	White - Not College Graduate	43%	40%	12%	5%
	White - College Graduate	59%	32%	6%	3%
White Evangelical Christians		49%	37%	10%	3%
Area Description	Big city	46%	38%	13%	2%
	Small city	52%	34%	9%	5%
	Suburban	54%	34%	9%	3%
	Small town	51%	35%	11%	3%
	Rural	49%	39%	7%	5%
Small city/Suburban Men		54%	41%	3%	2%
Small city/Suburban Women		52%	28%	14%	6%
Interview Type	Landline	57%	33%	5%	5%
	Cell Phone	46%	39%	13%	2%

NBC News/Marist Poll Ohio Registered Voters with a Candidate Preference. Interviews conducted June 17th through June 22nd, 2018, n=635 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

**GVWLNS. NBC News/Marist Poll Ohio Tables June 17th through June 22nd, 2018**

		Ohio Registered Voters			
		If November's election for governor in Ohio were held today, whom would you support if the candidates are [including those who are undecided yet leaning toward a candidate]:			
		Richard Cordray, the Democrat	Mike DeWine, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Ohio Registered Voters		42%	46%	2%	11%
Intensity of Support	Strongly support	52%	48%	0%	0%
	Somewhat support	42%	58%	0%	0%
	Might vote differently	48%	52%	0%	0%
Party Identification^	Democrat	80%	12%	0%	8%
	Republican	9%	85%	2%	5%
	Independent	37%	42%	2%	19%
Political Ideology^	Very liberal-Liberal	78%	13%	2%	7%
	Moderate	46%	42%	1%	11%
	Conservative-Very conservative	18%	74%	2%	6%
Trump Supporters		9%	83%	2%	7%
Region	Cleveland Area	47%	36%	1%	16%
	North	46%	43%	0%	11%
	Ohio Valley & West	33%	53%	1%	13%
	Columbus Area	43%	51%	1%	5%
	Cincinnati/Dayton Area	43%	43%	4%	9%
Household Income	Less than \$50,000	46%	38%	2%	14%
	\$50,000 or more	40%	54%	1%	5%
Education	Not college graduate	39%	47%	1%	13%
	College graduate	48%	45%	2%	5%
Race	White	38%	50%	2%	10%
	African American	62%	23%	1%	14%
Age	18 to 29	47%	34%	2%	17%
	30 to 44	43%	46%	1%	9%
	45 to 59	40%	49%	1%	10%
	60 or older	42%	47%	2%	9%
Age	Under 45	44%	42%	1%	12%
	45 or older	41%	48%	2%	9%
Gender	Men	37%	53%	2%	8%
	Women	47%	39%	1%	13%
Race and Education	White - Not College Graduate	33%	53%	1%	13%
	White - College Graduate	46%	48%	3%	3%
White Evangelical Christians		22%	67%	3%	8%
Area Description	Big city	53%	36%	1%	9%
	Small city	43%	46%	2%	9%
	Suburban	42%	45%	0%	13%
	Small town	41%	48%	1%	10%
	Rural	35%	57%	4%	3%
Small city/Suburban Men		31%	59%	1%	9%
Small city/Suburban Women		52%	33%	1%	14%
Interview Type	Landline	42%	46%	1%	10%
	Cell Phone	42%	45%	2%	11%

NBC News/Marist Poll Ohio Registered Voters. Interviews conducted June 17th through June 22nd, 2018, n=778 MOE +/- 4.4 percentage points. Totals may not add to 100% due to rounding.

STSGV. NBC News/Marist Poll Ohio Tables June 17th through June 22nd, 2018

		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		48%	37%	13%	2%
Candidate Support	Richard Cordray	52%	33%	13%	2%
	Mike DeWine	44%	42%	13%	2%
Party Identification^	Democrat	58%	33%	7%	2%
	Republican	51%	41%	7%	1%
	Independent	32%	39%	27%	2%
Political Ideology^	Very liberal-Liberal	50%	31%	16%	4%
	Moderate	40%	41%	17%	1%
	Conservative-Very conservative	53%	39%	7%	1%
Trump Supporters		44%	44%	11%	1%
Region	Cleveland Area	41%	40%	14%	4%
	North	51%	35%	11%	3%
	Ohio Valley & West	48%	36%	15%	1%
	Columbus Area	47%	39%	14%	0%
	Cincinnati/Dayton Area	48%	38%	11%	2%
Household Income	Less than \$50,000	46%	35%	16%	3%
	\$50,000 or more	45%	42%	12%	1%
Education	Not college graduate	48%	35%	14%	3%
	College graduate	48%	40%	12%	0%
Race	White	46%	38%	14%	2%
	African American	60%	33%	7%	0%
Age	18 to 29	30%	41%	29%	0%
	30 to 44	44%	46%	9%	1%
	45 to 59	48%	35%	15%	3%
	60 or older	57%	32%	9%	3%
Age	Under 45	39%	44%	16%	1%
	45 or older	53%	33%	12%	3%
Gender	Men	46%	41%	11%	2%
	Women	49%	34%	16%	2%
Race and Education	White - Not College Graduate	47%	33%	16%	4%
	White - College Graduate	46%	42%	12%	1%
White Evangelical Christians		49%	35%	14%	2%
Area Description	Big city	49%	33%	17%	1%
	Small city	49%	36%	12%	2%
	Suburban	47%	42%	10%	2%
	Small town	44%	42%	12%	2%
	Rural	48%	33%	18%	2%
Small city/Suburban Men		45%	46%	7%	2%
Small city/Suburban Women		51%	33%	15%	2%
Interview Type	Landline	55%	33%	9%	3%
	Cell Phone	42%	40%	17%	1%

NBC News/Marist Poll Ohio Registered Voters with a Candidate Preference. Interviews conducted June 17th through June 22nd, 2018, n=649 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.