

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Pennsylvania Poll of 1,128 Adults**

This survey of 1,128 adults was conducted October 3<sup>rd</sup> through October 6<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 Pennsylvania 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 Pennsylvania 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 mobile phone numbers from Survey Sampling International. 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, race and region. Results are statistically significant within  $\pm 2.9$  percentage points. There are 971 registered voters. The results for this subset are statistically significant within  $\pm 3.1$  percentage points. There are 709 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  $\pm 3.7$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

**Nature of the Sample - Pennsylvania**

		Pennsylvania Adults	Pennsylvania Registered Voters	Pennsylvania Likely Voters
		Col %	Col %	Col %
Pennsylvania Adults		100%		
Pennsylvania Registered Voters		86%	100%	
Pennsylvania Likely Voters		63%	73%	100%
Past Participation**	Yes	n/a	90%	94%
	No	n/a	10%	6%
Party Registration	Democrat	n/a	49%	50%
	Republican	n/a	37%	37%
	Independent	n/a	14%	12%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	41%	42%
	Republican	n/a	33%	33%
	Independent	n/a	25%	24%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	22%	22%
	Moderate	n/a	36%	35%
	Conservative	n/a	27%	27%
	Very conservative	n/a	9%	9%
Tea Party Supporters		n/a	18%	19%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	44%	42%	39%
	45 or older	56%	58%	61%
Age	18 to 29	20%	18%	15%
	30 to 44	24%	24%	24%
	45 to 59	28%	28%	30%
	60 or older	28%	30%	31%
Race	White	79%	80%	80%
	African American	10%	10%	10%
	Latino	4%	4%	4%
	Other	6%	6%	6%
White men		81%	82%	83%
Non-white men		19%	18%	17%
White women		87%	88%	88%
Non-white Women		13%	12%	12%
Region	Philadelphia	12%	12%	12%
	Philalddelphia Suburbs	19%	19%	22%
	Northeast	18%	18%	16%
	Central	23%	22%	22%
	West	28%	28%	28%
Household Income	Less than \$50,000	47%	45%	43%
	\$50,000 or more	53%	55%	57%
Education	Not college graduate	61%	57%	56%
	College graduate	39%	43%	44%
Race and Education	White - Not College Graduate	48%	45%	44%
	White - College Graduate	32%	35%	37%
	Non-White - Not College Graduate	13%	12%	12%
	Non-White - College Graduate	7%	8%	8%
Evangelical Christian	Yes	34%	33%	32%
	No	66%	67%	68%
White Evangelical Christians		24%	23%	23%
U.S. Military Veteran	Yes	10%	11%	11%
	No	90%	89%	89%
Interview Type	Landline	49%	51%	53%
	Cell Phone	51%	49%	47%

NBC News/WSJ/Marist Poll Pennsylvania Adults. Interviews conducted October 3rd through October 6th, 2016, n=1128 MOE +/- 2.9 percentage points. Pennsylvania Registered Voters: n=971 MOE +/- 3.1 percentage points. Pennsylvania Likely Voters: n=709 MOE +/- 3.7 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 Pennsylvania Adults and Registered Voter Tables

		Pennsylvania Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Pennsylvania Adults		52%	39%	9%
Pennsylvania Registered Voters		53%	40%	6%
Party Identification^	Democrat	91%	6%	2%
	Republican	8%	86%	6%
	Independent	52%	39%	9%
Political Ideology^	Very liberal-Liberal	87%	11%	2%
	Moderate	60%	31%	9%
	Conservative-Very conservative	22%	73%	5%
Tea Party Supporters^		27%	71%	3%
Region	Philadelphia	77%	17%	6%
	Philaladelphia Suburbs	60%	32%	8%
	Northeast	45%	50%	6%
	Central	43%	43%	14%
	West	47%	42%	10%
Household Income	Less than \$50,000	57%	36%	7%
	\$50,000 or more	50%	42%	8%
Education	Not college graduate	47%	43%	10%
	College graduate	61%	32%	7%
Race	White	46%	45%	9%
	African American	95%	2%	3%
Age	18 to 29	58%	29%	13%
	30 to 44	54%	37%	9%
	45 to 59	50%	40%	10%
	60 or older	49%	45%	6%
Age	Under 45	56%	34%	10%
	45 or older	49%	43%	8%
Gender	Men	49%	43%	9%
	Women	55%	35%	10%
White Men		39%	52%	9%
White Women		51%	39%	9%
Race and Education	White - Not College Graduate	38%	51%	11%
	White - College Graduate	58%	36%	6%
White Evangelical Christians		27%	61%	12%
U.S. Military Veteran	Yes	45%	50%	5%
	No	53%	38%	9%
Interview Type	Landline	48%	42%	10%
	Cell Phone	56%	35%	8%

NBC News/WSJ/Marist Poll Pennsylvania Adults. Interviews conducted October 3rd through October 6th, 2016, n=1128  
 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Pennsylvania Registered Voters: n=971 MOE +/- 3.1 percentage points.

NBC News/WSJ/Marist Poll Pennsylvania Adults and Registered Voter Tables

		Pennsylvania 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 %
Pennsylvania Registered Voters		50%	38%	8%	1%	3%
Past Participation*	Yes	49%	39%	7%	1%	3%
	No	61%	28%	9%	0%	3%
Intensity of Support	Strongly support	57%	43%	0%	0%	0%
	Somewhat support	56%	44%	0%	0%	0%
Party Identification	Democrat	91%	6%	1%	0%	2%
	Republican	8%	85%	4%	1%	2%
	Independent	42%	33%	18%	1%	6%
Political Ideology	Very liberal-Liberal	82%	9%	5%	1%	3%
	Moderate	56%	28%	10%	1%	5%
	Conservative-Very conservative	18%	71%	7%	1%	2%
Tea Party Supporters		18%	74%	5%	3%	1%
Region	Philadelphia	75%	21%	1%	0%	3%
	Philadelphia Suburbs	64%	28%	5%	0%	3%
	Northeast	40%	47%	7%	0%	6%
	Central	44%	43%	9%	2%	2%
	West	42%	43%	11%	1%	3%
Household Income	Less than \$50,000	54%	37%	7%	0%	2%
	\$50,000 or more	48%	40%	8%	1%	3%
Education	Not college graduate	45%	44%	7%	1%	3%
	College graduate	56%	31%	9%	1%	4%
Race	White	46%	43%	8%	1%	3%
	African American	86%	8%	0%	0%	5%
Age	18 to 29	53%	36%	8%	0%	3%
	30 to 44	49%	33%	10%	2%	5%
	45 to 59	48%	41%	7%	1%	3%
	60 or older	51%	41%	6%	0%	2%
Age	Under 45	51%	35%	9%	1%	4%
	45 or older	49%	41%	6%	1%	3%
Gender	Men	45%	42%	9%	1%	3%
	Women	55%	34%	7%	1%	4%
White Men		40%	49%	7%	1%	3%
White Women		52%	38%	8%	1%	2%
Race and Education	White - Not College Graduate	38%	51%	7%	1%	3%
	White - College Graduate	56%	32%	9%	1%	2%
White Evangelical Christians		26%	59%	10%	1%	4%
U.S. Military Veteran	Yes	37%	47%	11%	3%	3%
	No	52%	37%	7%	1%	3%
Interview Type	Landline	47%	42%	8%	1%	3%
	Cell Phone	53%	34%	8%	1%	4%

NBC News/WSJ/Marist Poll Pennsylvania Registered Voters. Interviews conducted October 3rd through October 6th, 2016, n=971 MOE +/- 3.1 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 Pennsylvania Adults and Registered Voter Tables

		Pennsylvania 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 %
Pennsylvania Registered Voters with a Candidate Preference		67%	25%	6%	2%
Candidate Support	Hillary Clinton	68%	25%	6%	1%
	Donald Trump	66%	25%	5%	3%
Party Identification	Democrat	76%	19%	2%	2%
	Republican	69%	23%	6%	2%
	Independent	47%	37%	14%	1%
Political Ideology	Very liberal-Liberal	75%	21%	3%	1%
	Moderate	61%	31%	7%	1%
	Conservative-Very conservative	67%	22%	8%	4%
Tea Party Supporters		71%	23%	6%	1%
Region	Philadelphia	73%	26%	0%	1%
	Philaladelphia Suburbs	70%	24%	3%	2%
	Northeast	64%	25%	11%	0%
	Central	62%	27%	6%	5%
	West	69%	23%	7%	2%
Household Income	Less than \$50,000	65%	23%	9%	3%
	\$50,000 or more	68%	27%	4%	1%
Education	Not college graduate	70%	22%	6%	2%
	College graduate	64%	29%	6%	1%
Race	White	66%	26%	6%	2%
	African American	78%	14%	4%	4%
Age	18 to 29	48%	39%	12%	0%
	30 to 44	63%	26%	5%	5%
	45 to 59	71%	23%	5%	1%
	60 or older	78%	17%	2%	2%
Age	Under 45	56%	32%	9%	3%
	45 or older	75%	20%	4%	2%
Gender	Men	69%	23%	6%	2%
	Women	65%	27%	5%	2%
White Men		68%	22%	7%	2%
White Women		64%	29%	6%	1%
Race and Education	White - Not College Graduate	70%	22%	7%	1%
	White - College Graduate	62%	31%	6%	1%
White Evangelical Christians		66%	24%	5%	5%
U.S. Military Veteran	Yes	76%	18%	5%	2%
	No	66%	26%	6%	2%
Interview Type	Landline	77%	18%	3%	2%
	Cell Phone	57%	32%	8%	3%

NBC News/WSJ/Marist Poll Pennsylvania Registered Voters with a Candidate Preference. Interviews conducted October 3rd through October 6th, 2016, n=797 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Pennsylvania Adults and Registered Voter Tables

		Pennsylvania 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 %
Pennsylvania Registered Voters		48%	36%	7%	4%	2%	3%
Past Participation*	Yes	47%	38%	7%	4%	2%	3%
	No	55%	26%	8%	7%	0%	4%
Party Identification	Democrat	89%	5%	1%	3%	1%	1%
	Republican	7%	82%	5%	2%	1%	2%
	Independent	37%	31%	18%	6%	2%	6%
Political Ideology	Very liberal-Liberal	79%	9%	2%	6%	2%	2%
	Moderate	52%	28%	10%	4%	1%	4%
	Conservative-Very conservative	19%	66%	7%	3%	2%	3%
Tea Party Supporters		21%	70%	4%	3%	0%	2%
Region	Philadelphia	72%	22%	0%	3%	0%	3%
	Philadelphia Suburbs	61%	24%	7%	1%	2%	5%
	Northeast	39%	45%	7%	6%	1%	2%
	Central	42%	39%	7%	7%	2%	4%
	West	39%	43%	9%	3%	3%	3%
Household Income	Less than \$50,000	50%	35%	6%	5%	2%	3%
	\$50,000 or more	47%	38%	8%	3%	1%	3%
Education	Not college graduate	42%	42%	5%	5%	2%	4%
	College graduate	56%	28%	10%	3%	1%	3%
Race	White	43%	41%	7%	3%	2%	3%
	African American	91%	5%	0%	4%	0%	1%
Age	18 to 29	48%	30%	9%	10%	0%	2%
	30 to 44	45%	32%	7%	7%	4%	5%
	45 to 59	47%	40%	9%	2%	1%	2%
	60 or older	50%	41%	3%	0%	1%	4%
Age	Under 45	47%	31%	8%	8%	2%	4%
	45 or older	49%	40%	6%	1%	1%	3%
Gender	Men	43%	40%	6%	5%	2%	4%
	Women	52%	33%	7%	3%	2%	3%
White Men		38%	47%	6%	4%	2%	3%
White Women		48%	36%	8%	3%	2%	3%
Race and Education	White - Not College Graduate	35%	49%	5%	5%	2%	4%
	White - College Graduate	54%	30%	10%	1%	2%	2%
White Evangelical Christians		25%	58%	5%	3%	4%	5%
U.S. Military Veteran	Yes	36%	46%	5%	8%	0%	4%
	No	49%	35%	7%	4%	2%	3%
Interview Type	Landline	47%	40%	6%	2%	2%	3%
	Cell Phone	49%	32%	7%	6%	1%	4%

NBC News/WSJ/Marist Poll Pennsylvania Registered Voters. Interviews conducted October 3rd through October 6th, 2016, n=971 MOE +/- 3.1 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 Pennsylvania Adults and Registered Voter Tables

		Pennsylvania Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Pennsylvania Adults		42%	53%	5%
Pennsylvania Registered Voters		44%	52%	4%
Party Identification^	Democrat	83%	13%	5%
	Republican	8%	91%	1%
	Independent	30%	66%	4%
Political Ideology^	Very liberal-Liberal	75%	22%	3%
	Moderate	48%	48%	4%
	Conservative-Very conservative	16%	80%	5%
Tea Party Supporters^		22%	75%	3%
Region	Philadelphia	67%	27%	6%
	Philaladelphia Suburbs	48%	48%	4%
	Northeast	35%	62%	3%
	Central	34%	57%	9%
	West	38%	57%	5%
Household Income	Less than \$50,000	47%	47%	6%
	\$50,000 or more	40%	56%	3%
Education	Not college graduate	38%	56%	6%
	College graduate	49%	47%	3%
Race	White	36%	59%	5%
	African American	76%	15%	9%
Age	18 to 29	37%	57%	7%
	30 to 44	41%	52%	6%
	45 to 59	45%	51%	4%
	60 or older	44%	51%	5%
Age	Under 45	39%	54%	6%
	45 or older	44%	51%	4%
Gender	Men	36%	59%	4%
	Women	47%	46%	7%
White Men		30%	67%	3%
White Women		42%	52%	7%
Race and Education	White - Not College Graduate	30%	64%	6%
	White - College Graduate	46%	51%	3%
White Evangelical Christians		21%	72%	7%
U.S. Military Veteran	Yes	36%	58%	6%
	No	43%	52%	5%
Interview Type	Landline	42%	53%	6%
	Cell Phone	42%	53%	5%

NBC News/WSJ/Marist Poll Pennsylvania Adults. Interviews conducted October 3rd through October 6th, 2016, n=1128  
 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Pennsylvania Registered Voters: n=971 MOE +/- 3.1 percentage points.

NBC News/WSJ/Marist Poll Pennsylvania Adults and Registered Voter Tables

		Pennsylvania Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Pennsylvania Adults		31%	63%	7%
Pennsylvania Registered Voters		31%	64%	5%
Party Identification^	Democrat	7%	89%	3%
	Republican	65%	30%	5%
	Independent	27%	69%	4%
Political Ideology^	Very liberal-Liberal	11%	86%	3%
	Moderate	22%	72%	6%
	Conservative-Very conservative	55%	39%	5%
Tea Party Supporters^		64%	30%	6%
Region	Philadelphia	21%	73%	6%
	Philadelphia Suburbs	27%	66%	7%
	Northeast	35%	62%	3%
	Central	33%	57%	10%
	West	33%	60%	6%
Household Income	Less than \$50,000	31%	61%	8%
	\$50,000 or more	31%	65%	4%
Education	Not college graduate	36%	56%	8%
	College graduate	22%	73%	5%
Race	White	34%	60%	6%
	African American	10%	82%	8%
Age	18 to 29	29%	62%	8%
	30 to 44	28%	65%	7%
	45 to 59	31%	63%	6%
	60 or older	35%	60%	5%
Age	Under 45	28%	64%	8%
	45 or older	33%	62%	6%
Gender	Men	38%	57%	5%
	Women	24%	67%	8%
White Men		43%	53%	3%
White Women		27%	66%	8%
Race and Education	White - Not College Graduate	41%	51%	8%
	White - College Graduate	23%	74%	3%
White Evangelical Christians		47%	46%	8%
U.S. Military Veteran	Yes	44%	51%	5%
	No	29%	64%	7%
Interview Type	Landline	33%	61%	6%
	Cell Phone	29%	64%	7%

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MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Pennsylvania Registered Voters: n=971 MOE +/- 3.1 percentage points.



NBC News/WSJ/Marist Poll Pennsylvania Adults and Registered Voter Tables

		Pennsylvania Registered Voters			
		2016 Pennsylvania election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Katie McGinty, the Democrat	Pat Toomey, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Pennsylvania Registered Voters		46%	44%	3%	7%
Past Participation*	Yes	46%	44%	2%	7%
	No	44%	44%	4%	8%
Intensity of Support	Strongly support	52%	48%	0%	0%
	Somewhat support	51%	49%	0%	0%
	Might vote differently	42%	58%	0%	0%
Party Identification	Democrat	83%	10%	2%	5%
	Republican	7%	87%	3%	4%
	Independent	40%	44%	4%	12%
Political Ideology	Very liberal-Liberal	78%	13%	2%	7%
	Moderate	50%	40%	3%	8%
	Conservative-Very conservative	18%	73%	3%	6%
Tea Party Supporters		18%	76%	2%	4%
Region	Philadelphia	64%	22%	1%	13%
	Philaladelphia Suburbs	53%	41%	1%	5%
	Northeast	38%	50%	3%	10%
	Central	39%	51%	4%	6%
	West	44%	46%	3%	6%
Household Income	Less than \$50,000	49%	40%	4%	7%
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Education	Not college graduate	44%	45%	2%	8%
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Age	Under 45	46%	44%	3%	8%
	45 or older	46%	45%	2%	7%
Gender	Men	42%	48%	3%	7%
	Women	49%	41%	2%	8%
White Men		36%	56%	2%	7%
White Women		46%	45%	3%	7%
Race and Education	White - Not College Graduate	36%	54%	2%	8%
	White - College Graduate	48%	44%	3%	5%
White Evangelical Christians		29%	64%	1%	5%
U.S. Military Veteran	Yes	41%	47%	3%	9%
	No	47%	44%	3%	7%
Interview Type	Landline	46%	45%	3%	6%
	Cell Phone	46%	43%	2%	9%

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

NBC News/WSJ/Marist Poll Pennsylvania Adults and Registered Voter Tables

		Pennsylvania 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 differently			Unsure
		Strongly support	Somewhat support		
		Row %	Row %	Row %	Row %
Pennsylvania Registered Voters with a Candidate Preference		46%	41%	12%	1%
Candidate Support	Katie McGinty	47%	41%	10%	2%
	Pat Toomey	44%	41%	14%	1%
Party Identification	Democrat	52%	38%	9%	1%
	Republican	51%	39%	9%	2%
	Independent	33%	46%	19%	2%
Political Ideology	Very liberal-Liberal	55%	34%	8%	3%
	Moderate	34%	50%	16%	1%
	Conservative-Very conservative	51%	38%	11%	0%
Tea Party Supporters		53%	37%	10%	0%
Region	Philadelphia	48%	38%	9%	4%
	Philadelphia Suburbs	49%	39%	12%	0%
	Northeast	46%	43%	9%	2%
	Central	46%	38%	15%	1%
	West	43%	44%	12%	2%
Household Income	Less than \$50,000	44%	37%	16%	3%
	\$50,000 or more	47%	45%	8%	0%
Education	Not college graduate	47%	39%	12%	3%
	College graduate	45%	43%	12%	0%
Race	White	46%	42%	11%	1%
	African American	45%	26%	23%	5%
Age	18 to 29	34%	48%	17%	0%
	30 to 44	37%	44%	16%	3%
	45 to 59	46%	44%	10%	1%
	60 or older	60%	31%	7%	2%
Age	Under 45	36%	46%	17%	1%
	45 or older	53%	37%	8%	1%
Gender	Men	47%	41%	11%	0%
	Women	45%	40%	13%	2%
White Men		47%	42%	10%	1%
White Women		45%	42%	12%	2%
Race and Education	White - Not College Graduate	45%	42%	11%	2%
	White - College Graduate	47%	42%	11%	0%
White Evangelical Christians		50%	38%	9%	3%
U.S. Military Veteran	Yes	58%	33%	8%	1%
	No	44%	42%	12%	2%
Interview Type	Landline	52%	36%	11%	1%
	Cell Phone	40%	45%	13%	2%

NBC News/WSJ/Marist Poll Pennsylvania Registered Voters with a Candidate Preference. Interviews conducted October 3rd through October 6th, 2016, n=795 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.