

## 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 Likely Voter Tables

		Pennsylvania Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Pennsylvania Likely Voters		55%	41%	4%
Party Identification	Democrat	92%	6%	2%
	Republican	8%	87%	4%
	Independent	53%	41%	6%
Political Ideology	Very liberal-Liberal	88%	10%	2%
	Moderate	63%	30%	7%
	Conservative-Very conservative	21%	76%	3%
Tea Party Supporters		26%	73%	1%
Region	Philadelphia	78%	19%	3%
	Philaladelphia Suburbs	64%	30%	5%
	Northeast	42%	56%	2%
	Central	49%	44%	7%
	West	49%	47%	4%
Household Income	Less than \$50,000	58%	38%	4%
	\$50,000 or more	53%	43%	3%
Education	Not college graduate	49%	47%	4%
	College graduate	62%	33%	5%
Race	White	49%	47%	4%
	African American	96%	2%	2%
Age	18 to 29	62%	33%	5%
	30 to 44	59%	37%	4%
	45 to 59	52%	44%	4%
	60 or older	50%	45%	5%
Age	Under 45	60%	35%	5%
	45 or older	51%	45%	4%
Gender	Men	52%	45%	3%
	Women	57%	38%	5%
White Men		43%	53%	4%
White Women		54%	42%	4%
Race and Education	White - Not College Graduate	40%	56%	4%
	White - College Graduate	60%	36%	4%
White Evangelical Christians		28%	67%	4%
U.S. Military Veteran	Yes	47%	49%	3%
	No	56%	40%	5%
Interview Type	Landline	50%	45%	5%
	Cell Phone	60%	37%	4%

NBC News/WSJ/Marist Poll Pennsylvania Likely Voters. Interviews conducted October 3rd through October 6th, 2016, n=709 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania 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 %
Pennsylvania Likely Voters		51%	39%	6%	1%	3%
Intensity of Support	Strongly support	57%	43%	0%	1%	0%
	Somewhat support	57%	43%	0%	0%	0%
Party Identification	Democrat	91%	6%	1%	1%	2%
	Republican	8%	85%	4%	1%	2%
	Independent	43%	35%	15%	1%	6%
Political Ideology	Very liberal-Liberal	84%	9%	4%	1%	2%
	Moderate	59%	28%	8%	1%	5%
	Conservative-Very conservative	17%	74%	6%	1%	2%
Tea Party Supporters		18%	75%	3%	3%	1%
Region	Philadelphia	74%	21%	1%	0%	3%
	Philadelphia Suburbs	64%	28%	4%	1%	3%
	Northeast	39%	49%	6%	0%	6%
	Central	45%	43%	7%	2%	2%
	West	42%	45%	9%	1%	3%
Household Income	Less than \$50,000	55%	38%	5%	1%	2%
	\$50,000 or more	49%	39%	8%	1%	3%
Education	Not college graduate	45%	46%	6%	1%	3%
	College graduate	59%	30%	7%	1%	3%
Race	White	47%	44%	6%	1%	2%
	African American	88%	6%	0%	0%	6%
Age	18 to 29	54%	37%	6%	0%	3%
	30 to 44	51%	33%	9%	2%	4%
	45 to 59	48%	42%	6%	1%	3%
	60 or older	52%	41%	4%	0%	2%
Age	Under 45	52%	35%	8%	1%	4%
	45 or older	50%	41%	5%	1%	3%
Gender	Men	45%	43%	7%	1%	3%
	Women	56%	35%	6%	1%	3%
White Men		40%	49%	6%	1%	4%
White Women		52%	39%	7%	1%	1%
Race and Education	White - Not College Graduate	37%	53%	6%	1%	3%
	White - College Graduate	58%	32%	7%	1%	2%
White Evangelical Christians		26%	62%	7%	1%	4%
U.S. Military Veteran	Yes	37%	48%	9%	4%	3%
	No	53%	38%	6%	1%	3%
Interview Type	Landline	48%	42%	6%	1%	3%
	Cell Phone	54%	35%	6%	1%	3%

NBC News/WSJ/Marist Poll Pennsylvania Likely Voters. Interviews conducted October 3rd through October 6th, 2016, n=709 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania 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 %
Pennsylvania Likely Voters with a Candidate Preference		72%	22%	5%	2%
Candidate Support	Hillary Clinton	72%	22%	5%	1%
	Donald Trump	71%	22%	5%	2%
Party Identification	Democrat	80%	17%	1%	2%
	Republican	74%	19%	5%	1%
	Independent	50%	36%	12%	1%
Political Ideology	Very liberal-Liberal	79%	18%	2%	1%
	Moderate	65%	29%	6%	0%
	Conservative-Very conservative	72%	19%	6%	3%
Tea Party Supporters		74%	20%	4%	1%
Region	Philadelphia	76%	22%	0%	1%
	Philadelphia Suburbs	73%	23%	3%	1%
	Northeast	70%	21%	9%	0%
	Central	67%	24%	5%	4%
	West	73%	21%	5%	1%
Household Income	Less than \$50,000	72%	19%	7%	2%
	\$50,000 or more	72%	24%	3%	1%
Education	Not college graduate	76%	18%	4%	2%
	College graduate	67%	27%	5%	1%
Age	18 to 29	59%	32%	9%	0%
	30 to 44	70%	23%	4%	3%
	45 to 59	72%	22%	5%	2%
	60 or older	80%	17%	2%	2%
Age	Under 45	65%	27%	6%	2%
	45 or older	76%	19%	4%	2%
Gender	Men	74%	20%	5%	2%
	Women	70%	24%	4%	2%
White Men		72%	20%	6%	2%
White Women		69%	26%	5%	1%
Race and Education	White - Not College Graduate	75%	18%	5%	1%
	White - College Graduate	65%	28%	5%	1%
White Evangelical Christians		71%	21%	4%	3%
Interview Type	Landline	79%	17%	3%	1%
	Cell Phone	64%	27%	6%	2%

NBC News/WSJ/Marist Poll Pennsylvania Likely Voters with a Candidate Preference. Interviews conducted October 3rd through October 6th, 2016, n=596 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania 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 %
Pennsylvania Likely Voters		49%	37%	6%	4%	1%	3%
Party Identification	Democrat	90%	5%	1%	3%	0%	1%
	Republican	7%	83%	5%	2%	1%	2%
	Independent	37%	33%	16%	6%	3%	5%
Political Ideology	Very liberal-Liberal	81%	9%	2%	6%	1%	1%
	Moderate	55%	28%	9%	4%	1%	3%
	Conservative-Very conservative	17%	69%	6%	2%	2%	4%
Tea Party Supporters		20%	72%	4%	3%	0%	1%
Region	Philadelphia	71%	22%	0%	3%	0%	3%
	Philalddelphia Suburbs	61%	25%	7%	1%	2%	4%
	Northeast	38%	46%	7%	6%	1%	2%
	Central	43%	40%	7%	6%	1%	3%
	West	40%	45%	7%	3%	3%	2%
Household Income	Less than \$50,000	51%	36%	5%	5%	1%	2%
	\$50,000 or more	49%	37%	7%	3%	1%	3%
Education	Not college graduate	42%	44%	4%	5%	1%	3%
	College graduate	57%	28%	9%	2%	1%	2%
Race	White	44%	42%	7%	3%	2%	3%
	African American	89%	5%	0%	4%	0%	1%
Age	18 to 29	49%	31%	9%	11%	0%	1%
	30 to 44	48%	33%	6%	7%	3%	4%
	45 to 59	47%	40%	8%	2%	1%	2%
	60 or older	51%	41%	3%	0%	1%	4%
Age	Under 45	48%	32%	7%	8%	2%	3%
	45 or older	49%	41%	5%	1%	1%	3%
Gender	Men	44%	41%	5%	5%	1%	3%
	Women	53%	33%	7%	3%	1%	3%
White Men		39%	47%	6%	3%	2%	3%
White Women		49%	37%	8%	2%	2%	3%
Race and Education	White - Not College Graduate	34%	51%	5%	4%	1%	4%
	White - College Graduate	56%	30%	9%	1%	1%	2%
White Evangelical Christians		25%	61%	5%	4%	3%	4%
U.S. Military Veteran	Yes	36%	47%	4%	8%	0%	4%
	No	50%	36%	6%	3%	1%	3%
Interview Type	Landline	47%	40%	6%	3%	1%	3%
	Cell Phone	50%	33%	7%	5%	1%	3%

NBC News/WSJ/Marist Poll Pennsylvania Likely Voters. Interviews conducted October 3rd through October 6th, 2016, n=709 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Pennsylvania Likely Voters		46%	51%	3%
Party Identification	Democrat	84%	12%	5%
	Republican	8%	91%	1%
	Independent	32%	65%	4%
Political Ideology	Very liberal-Liberal	77%	20%	2%
	Moderate	50%	46%	4%
	Conservative-Very conservative	15%	81%	4%
Tea Party Supporters		22%	77%	2%
Region	Philadelphia	68%	29%	3%
	Philadelphia Suburbs	53%	43%	4%
	Northeast	35%	63%	2%
	Central	41%	53%	5%
	West	39%	58%	3%
Household Income	Less than \$50,000	51%	46%	3%
	\$50,000 or more	43%	54%	3%
Education	Not college graduate	41%	55%	4%
	College graduate	52%	46%	2%
Race	White	40%	57%	3%
	African American	82%	9%	9%
Age	18 to 29	47%	48%	4%
	30 to 44	45%	52%	4%
	45 to 59	45%	54%	1%
	60 or older	46%	49%	5%
Age	Under 45	46%	50%	4%
	45 or older	46%	51%	3%
Gender	Men	41%	56%	3%
	Women	49%	47%	4%
White Men		35%	63%	2%
White Women		45%	52%	3%
Race and Education	White - Not College Graduate	33%	63%	3%
	White - College Graduate	49%	49%	2%
White Evangelical Christians		23%	73%	4%
U.S. Military Veteran	Yes	39%	56%	5%
	No	46%	50%	3%
Interview Type	Landline	43%	53%	4%
	Cell Phone	48%	49%	3%

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NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Pennsylvania Likely Voters		32%	64%	4%
Party Identification	Democrat	7%	90%	3%
	Republican	67%	29%	4%
	Independent	30%	66%	4%
Political Ideology	Very liberal-Liberal	11%	86%	2%
	Moderate	22%	73%	5%
	Conservative-Very conservative	59%	37%	5%
Tea Party Supporters		66%	30%	4%
Region	Philadelphia	23%	72%	4%
	Philadelphia Suburbs	24%	70%	6%
	Northeast	38%	60%	1%
	Central	36%	59%	5%
	West	35%	61%	4%
Household Income	Less than \$50,000	33%	62%	4%
	\$50,000 or more	32%	65%	3%
Education	Not college graduate	40%	55%	4%
	College graduate	22%	74%	4%
Race	White	35%	62%	3%
	African American	10%	82%	8%
Age	18 to 29	29%	68%	3%
	30 to 44	29%	66%	5%
	45 to 59	32%	64%	5%
	60 or older	36%	60%	4%
Age	Under 45	29%	66%	5%
	45 or older	34%	62%	4%
Gender	Men	38%	59%	2%
	Women	26%	68%	6%
White Men		42%	56%	1%
White Women		29%	66%	5%
Race and Education	White - Not College Graduate	45%	51%	4%
	White - College Graduate	23%	75%	2%
White Evangelical Christians		52%	44%	4%
U.S. Military Veteran	Yes	46%	52%	2%
	No	30%	65%	5%
Interview Type	Landline	35%	61%	4%
	Cell Phone	29%	67%	4%

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NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania Likely 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 Likely Voters		48%	44%	2%	6%
Intensity of Support	Strongly support	53%	47%	0%	0%
	Somewhat support	53%	47%	0%	0%
	Might vote differently	40%	60%	0%	0%
Party Identification	Democrat	85%	9%	2%	5%
	Republican	7%	87%	2%	4%
	Independent	42%	45%	3%	10%
Political Ideology	Very liberal-Liberal	80%	12%	2%	6%
	Moderate	53%	38%	2%	6%
	Conservative-Very conservative	17%	74%	3%	6%
Tea Party Supporters		18%	76%	2%	3%
Region	Philadelphia	64%	22%	1%	13%
	Philadelphia Suburbs	54%	40%	1%	5%
	Northeast	38%	52%	2%	8%
	Central	42%	51%	4%	4%
	West	46%	46%	3%	6%
Household Income	Less than \$50,000	52%	39%	3%	6%
	\$50,000 or more	45%	48%	2%	5%
Education	Not college graduate	46%	46%	2%	7%
	College graduate	50%	41%	3%	6%
Race	White	43%	49%	2%	6%
	African American	80%	12%	0%	8%
Age	18 to 29	53%	43%	2%	3%
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	45 to 59	47%	48%	1%	5%
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	45 or older	47%	45%	2%	6%
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	Women	52%	39%	2%	7%
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Race and Education	White - Not College Graduate	37%	54%	2%	7%
	White - College Graduate	50%	43%	3%	5%
White Evangelical Christians		29%	66%	1%	4%
U.S. Military Veteran	Yes	42%	47%	3%	8%
	No	49%	43%	2%	6%
Interview Type	Landline	47%	45%	2%	5%
	Cell Phone	48%	42%	2%	8%

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NBC News/WSJ/Marist Poll Pennsylvania Likely Voter Tables

		Pennsylvania 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?			
				Might vote differently	Unsure
		Strongly support	Somewhat support		
		Row %	Row %	Row %	Row %
Pennsylvania Likely Voters with a Candidate Preference		48%	39%	11%	1%
Candidate Support	Katie McGinty	49%	40%	9%	2%
	Pat Toomey	47%	38%	14%	1%
Party Identification	Democrat	55%	36%	8%	1%
	Republican	52%	38%	9%	1%
	Independent	34%	45%	19%	2%
Political Ideology	Very liberal-Liberal	57%	32%	7%	3%
	Moderate	36%	48%	16%	1%
	Conservative-Very conservative	53%	37%	10%	0%
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Region	Philadelphia Suburbs	51%	39%	11%	0%
	Northeast	46%	43%	9%	1%
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Household Income	Less than \$50,000	48%	35%	15%	3%
	\$50,000 or more	48%	44%	8%	0%
Education	Not college graduate	50%	37%	11%	2%
	College graduate	46%	42%	12%	0%
Age	18 to 29	39%	45%	16%	0%
	30 to 44	39%	42%	17%	2%
	45 to 59	47%	43%	10%	0%
	60 or older	62%	31%	6%	2%
Age	Under 45	39%	43%	17%	1%
	45 or older	54%	37%	8%	1%
Gender	Men	50%	40%	10%	0%
	Women	47%	39%	12%	2%
White Men		49%	41%	9%	0%
White Women		47%	40%	12%	1%
Race and Education	White - Not College Graduate	48%	39%	11%	2%
	White - College Graduate	47%	43%	10%	0%
White Evangelical Christians		52%	36%	9%	2%
Interview Type	Landline	53%	36%	10%	1%
	Cell Phone	43%	43%	13%	1%

NBC News/WSJ/Marist Poll Pennsylvania Likely Voters with a Candidate Preference. Interviews conducted October 3rd through October 6th, 2016, n=592 MOE +/- 4.0 percentage points. Totals may not add to 100% due to rounding.