

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Arizona Poll of 1,102 Adults**

This survey of 1,102 adults was conducted September 6<sup>th</sup> through September 8<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 Arizona 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 Arizona 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. 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  $\pm 3.0$  percentage points. There are 946 registered voters. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. There are 649 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  $\pm 3.8$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Arizona

		Arizona Adults	Arizona Registered Voters	Arizona Likely Voters
		Col %	Col %	Col %
Arizona Adults		100%		
Arizona Registered Voters		86%	100%	
Arizona Likely Voters		59%	69%	100%
Party Registration	Democrat	n/a	30%	31%
	Republican	n/a	35%	38%
	Independent	n/a	34%	30%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	26%	26%
	Republican	n/a	30%	32%
	Independent	n/a	41%	37%
	Other	n/a	4%	4%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	17%	17%
	Moderate	n/a	41%	39%
	Conservative	n/a	25%	25%
	Very conservative	n/a	12%	13%
Tea Party Supporters		n/a	23%	23%
Gender	Men	49%	48%	48%
	Women	51%	52%	52%
Age	Under 45	48%	45%	39%
	45 or older	52%	55%	61%
Age	18 to 29	22%	19%	14%
	30 to 44	26%	26%	26%
	45 to 59	25%	26%	29%
	60 or older	26%	29%	32%
Race	White	63%	66%	70%
	African American	4%	4%	5%
	Latino	25%	22%	19%
	Other	8%	8%	7%
White Men	White men	64%	69%	72%
	Non-white men	36%	31%	28%
White Women	White women	73%	75%	77%
	Non-white women	27%	25%	23%
Region	Maricopa County (Phoenix)	59%	59%	60%
	Pima County (Tucson)	16%	16%	17%
	Rest of State	25%	25%	23%
Household Income	Less than \$50,000	51%	48%	45%
	\$50,000 or more	49%	52%	55%
Education	Not college graduate	60%	57%	54%
	College graduate	40%	43%	46%
Race and Education	White - Not College Graduate	35%	35%	36%
	White - College Graduate	29%	31%	34%
	Non-White - Not College Graduate	26%	22%	18%
	Non-White - College Graduate	11%	11%	12%
Evangelical Christian	Yes	33%	34%	33%
	No	67%	66%	67%
White Evangelical Christians		19%	20%	21%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	39%	42%	45%
	Cell Phone	61%	58%	55%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted September 6th through September 8th, 2016, n=1102 MOE +/- 3.0 percentage points. Arizona Registered Voters: n=946 MOE +/- 3.2 percentage points. Arizona Likely Voters: n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Arizona Adults		48%	44%	7%
Arizona Registered Voters		47%	47%	6%
Party Identification^	Democrat	89%	8%	3%
	Republican	11%	82%	8%
	Independent	48%	45%	7%
Political Ideology^	Very liberal-Liberal	81%	14%	5%
	Moderate	54%	39%	7%
	Conservative-Very conservative	17%	78%	5%
Tea Party Supporters^		17%	80%	2%
Region	Maricopa County (Phoenix)	51%	43%	6%
	Pima County (Tucson)	48%	41%	11%
	Rest of State	42%	50%	8%
Household Income	Less than \$50,000	53%	39%	8%
	\$50,000 or more	47%	48%	5%
Education	Not college graduate	47%	44%	9%
	College graduate	50%	45%	5%
Race	White	40%	54%	6%
	Latino	64%	27%	9%
Age	18 to 29	60%	27%	13%
	30 to 44	51%	41%	8%
	45 to 59	41%	55%	4%
	60 or older	44%	51%	6%
Age	Under 45	55%	35%	10%
	45 or older	43%	53%	5%
Gender	Men	47%	45%	8%
	Women	49%	43%	7%
White Men	White men	36%	58%	6%
White Women	White women	43%	50%	7%
Race and Education	White - Not College Graduate	35%	57%	8%
	White - College Graduate	45%	51%	4%
White Evangelical Christians		28%	66%	5%
U.S. Military Veteran	Yes	36%	57%	7%
	No	50%	42%	8%
Interview Type	Landline	43%	51%	6%
	Cell Phone	52%	40%	8%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted September 6th through September 8th, 2016, n=1102 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding. ^Arizona Registered Voters: n=946 MOE +/- 3.2 percentage points.

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

		Arizona Registered Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Arizona Registered Voters		41%	40%	13%	2%	4%
Intensity of Support	Strongly support	49%	51%	0%	0%	0%
	Somewhat support	56%	44%	0%	0%	0%
Party Identification	Democrat	91%	4%	3%	0%	2%
	Republican	11%	79%	6%	1%	3%
	Independent	35%	34%	21%	3%	6%
Political Ideology	Very liberal-Liberal	78%	11%	8%	1%	2%
	Moderate	42%	36%	13%	3%	6%
	Conservative-Very conservative	19%	63%	14%	2%	3%
Tea Party Supporters		16%	75%	6%	3%	1%
Region	Maricopa County (Phoenix)	43%	39%	11%	1%	6%
	Pima County (Tucson)	43%	39%	12%	2%	3%
	Rest of State	34%	44%	17%	4%	2%
Household Income	Less than \$50,000	47%	38%	11%	1%	3%
	\$50,000 or more	39%	42%	12%	3%	4%
Education	Not college graduate	39%	42%	13%	1%	6%
	College graduate	43%	38%	13%	3%	3%
Race	White	35%	48%	11%	2%	5%
	Latino	54%	26%	18%	0%	1%
Age	18 to 29	44%	32%	18%	0%	5%
	30 to 44	40%	36%	17%	4%	3%
	45 to 59	39%	47%	8%	3%	3%
	60 or older	41%	43%	10%	1%	6%
Age	Under 45	42%	35%	17%	2%	4%
	45 or older	40%	45%	9%	2%	4%
Gender	Men	36%	44%	15%	2%	3%
	Women	45%	37%	10%	2%	6%
White Men	White men	29%	53%	13%	3%	3%
White Women	White women	40%	44%	9%	1%	6%
Race and Education	White - Not College Graduate	30%	52%	10%	1%	6%
	White - College Graduate	40%	43%	12%	3%	3%
White Evangelical Christians		16%	64%	13%	0%	7%
U.S. Military Veteran	Yes	31%	52%	10%	2%	4%
	No	42%	38%	13%	2%	4%
Interview Type	Landline	40%	43%	11%	2%	3%
	Cell Phone	42%	38%	13%	2%	5%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=946 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Arizona 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 %
Arizona Registered Voters with a Candidate Preference		58%	34%	7%	1%
Candidate Support	Hillary Clinton	56%	37%	6%	1%
	Donald Trump	61%	30%	7%	2%
Party Identification	Democrat	67%	28%	5%	0%
	Republican	66%	28%	4%	2%
	Independent	44%	45%	10%	2%
Political Ideology	Very liberal-Liberal	61%	34%	5%	1%
	Moderate	48%	42%	9%	1%
	Conservative-Very conservative	67%	26%	5%	2%
Tea Party Supporters		69%	25%	5%	1%
Region	Maricopa County (Phoenix)	59%	33%	6%	2%
	Pima County (Tucson)	53%	42%	5%	1%
	Rest of State	61%	29%	9%	0%
Household Income	Less than \$50,000	54%	36%	9%	1%
	\$50,000 or more	60%	34%	5%	1%
Education	Not college graduate	56%	35%	7%	1%
	College graduate	61%	33%	5%	1%
Race	White	59%	35%	5%	1%
	Latino	51%	34%	12%	3%
Age	18 to 29	30%	46%	20%	3%
	30 to 44	53%	43%	3%	1%
	45 to 59	65%	31%	4%	0%
	60 or older	74%	21%	4%	1%
Age	Under 45	43%	44%	10%	2%
	45 or older	70%	26%	4%	1%
Gender	Men	56%	33%	8%	2%
	Women	61%	34%	5%	1%
White Men	White men	59%	34%	7%	1%
White Women	White women	60%	35%	4%	0%
Race and Education	White - Not College Graduate	60%	34%	6%	0%
	White - College Graduate	59%	35%	5%	1%
White Evangelical Christians		57%	34%	7%	1%
U.S. Military Veteran	Yes	66%	30%	4%	0%
	No	57%	35%	7%	2%
Interview Type	Landline	68%	26%	5%	1%
	Cell Phone	51%	39%	8%	2%

NBC News/WSJ/Marist Poll Arizona Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=728 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona Registered Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate [multi-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 %
Arizona Registered Voters		37%	37%	13%	4%	2%	7%
Party Identification	Democrat	84%	4%	5%	5%	0%	2%
	Republican	8%	77%	7%	2%	1%	6%
	Independent	31%	28%	21%	6%	4%	11%
Political Ideology	Very liberal-Liberal	69%	11%	10%	5%	0%	5%
	Moderate	36%	28%	19%	6%	2%	8%
	Conservative-Very conservative	18%	62%	9%	2%	3%	5%
Tea Party Supporters		11%	73%	6%	5%	4%	1%
Region	Maricopa County (Phoenix)	40%	36%	11%	4%	1%	7%
	Pima County (Tucson)	37%	33%	13%	4%	3%	10%
	Rest of State	28%	41%	17%	5%	3%	6%
Household Income	Less than \$50,000	41%	34%	12%	5%	1%	7%
	\$50,000 or more	36%	38%	15%	4%	2%	5%
Education	Not college graduate	34%	39%	12%	5%	3%	8%
	College graduate	40%	34%	15%	3%	2%	6%
Race	White	31%	44%	12%	4%	2%	6%
	Latino	46%	24%	14%	6%	3%	7%
Age	18 to 29	28%	26%	20%	13%	5%	9%
	30 to 44	37%	32%	19%	2%	2%	9%
	45 to 59	38%	46%	8%	3%	1%	3%
	60 or older	41%	41%	7%	2%	2%	7%
Age	Under 45	33%	29%	19%	7%	3%	9%
	45 or older	40%	43%	8%	3%	2%	5%
Gender	Men	32%	41%	15%	5%	3%	5%
	Women	41%	33%	11%	4%	1%	9%
White Men	White men	25%	50%	16%	3%	3%	3%
White Women	White women	36%	39%	9%	4%	2%	9%
Race and Education	White - Not College Graduate	26%	49%	12%	5%	2%	6%
	White - College Graduate	37%	39%	13%	2%	2%	7%
White Evangelical Christians		11%	60%	12%	5%	3%	9%
U.S. Military Veteran	Yes	31%	48%	11%	2%	3%	5%
	No	38%	35%	13%	5%	2%	8%
Interview Type	Landline	37%	40%	12%	4%	1%	6%
	Cell Phone	36%	35%	13%	5%	3%	8%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=946 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

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

		Arizona Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Arizona Adults		33%	60%	7%
Arizona Registered Voters		33%	61%	6%
Party Identification^	Democrat	74%	21%	5%
	Republican	10%	88%	2%
	Independent	26%	65%	9%
Political Ideology^	Very liberal-Liberal	58%	34%	9%
	Moderate	33%	62%	5%
	Conservative-Very conservative	18%	80%	3%
Tea Party Supporters^		12%	87%	1%
Region	Maricopa County (Phoenix)	37%	58%	5%
	Pima County (Tucson)	28%	61%	10%
	Rest of State	29%	64%	8%
Household Income	Less than \$50,000	37%	54%	9%
	\$50,000 or more	31%	66%	3%
Education	Not college graduate	32%	60%	9%
	College graduate	35%	61%	4%
Race	White	29%	66%	5%
	Latino	41%	50%	9%
Age	18 to 29	24%	67%	9%
	30 to 44	31%	57%	12%
	45 to 59	35%	63%	2%
	60 or older	41%	55%	4%
Age	Under 45	28%	62%	11%
	45 or older	38%	59%	3%
Gender	Men	29%	65%	6%
	Women	37%	56%	7%
White Men	White men	23%	74%	3%
White Women	White women	34%	59%	7%
Race and Education	White - Not College Graduate	26%	67%	7%
	White - College Graduate	34%	63%	3%
White Evangelical Christians		12%	86%	2%
U.S. Military Veteran	Yes	26%	72%	2%
	No	34%	58%	7%
Interview Type	Landline	36%	58%	6%
	Cell Phone	31%	61%	7%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted September 6th through September 8th, 2016, n=1102 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding. ^Arizona Registered Voters: n=946 MOE +/- 3.2 percentage points.

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

		Arizona Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Arizona Adults		31%	61%	8%
Arizona Registered Voters		32%	60%	8%
Party Identification^	Democrat	5%	93%	2%
	Republican	65%	28%	8%
	Independent	24%	64%	12%
Political Ideology^	Very liberal-Liberal	10%	83%	7%
	Moderate	27%	69%	4%
	Conservative-Very conservative	54%	38%	8%
Tea Party Supporters^		66%	29%	5%
Region	Maricopa County (Phoenix)	30%	61%	9%
	Pima County (Tucson)	27%	66%	7%
	Rest of State	36%	56%	8%
Household Income	Less than \$50,000	27%	65%	7%
	\$50,000 or more	33%	60%	7%
Education	Not college graduate	32%	58%	9%
	College graduate	29%	64%	7%
Race	White	38%	55%	7%
	Latino	20%	70%	10%
Age	18 to 29	20%	67%	12%
	30 to 44	29%	63%	8%
	45 to 59	38%	57%	5%
	60 or older	36%	56%	8%
Age	Under 45	25%	65%	10%
	45 or older	37%	57%	6%
Gender	Men	37%	56%	7%
	Women	26%	65%	9%
White Men	White men	47%	47%	6%
White Women	White women	30%	62%	8%
Race and Education	White - Not College Graduate	43%	50%	7%
	White - College Graduate	32%	61%	7%
White Evangelical Christians		52%	37%	11%
U.S. Military Veteran	Yes	44%	50%	6%
	No	29%	63%	9%
Interview Type	Landline	36%	57%	7%
	Cell Phone	28%	63%	9%

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		Arizona Registered Voters			
		2016 Arizona election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Ann Kirkpatrick, the Democrat	John McCain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Arizona Registered Voters		38%	57%	1%	5%
Intensity of Support	Strongly support	42%	58%	0%	0%
	Somewhat support	39%	61%	0%	0%
	Might vote differently	31%	69%	0%	0%
Party Identification	Democrat	73%	25%	0%	2%
	Republican	9%	85%	1%	5%
	Independent	38%	55%	1%	5%
Political Ideology	Very liberal-Liberal	75%	22%	1%	2%
	Moderate	42%	54%	0%	4%
	Conservative-Very conservative	11%	82%	1%	6%
Tea Party Supporters		14%	78%	3%	5%
Region	Maricopa County (Phoenix)	38%	58%	1%	3%
	Pima County (Tucson)	44%	48%	1%	8%
	Rest of State	32%	61%	2%	5%
Household Income	Less than \$50,000	35%	61%	1%	4%
	\$50,000 or more	41%	55%	1%	4%
Education	Not college graduate	35%	58%	1%	6%
	College graduate	41%	56%	1%	3%
Race	White	35%	60%	1%	5%
	Latino	45%	50%	1%	5%
Age	18 to 29	37%	53%	0%	10%
	30 to 44	39%	58%	0%	4%
	45 to 59	34%	63%	2%	2%
	60 or older	40%	55%	1%	5%
Age	Under 45	38%	56%	0%	6%
	45 or older	37%	59%	1%	3%
Gender	Men	34%	59%	1%	6%
	Women	41%	55%	1%	4%
White Men	White men	32%	62%	1%	5%
White Women	White women	37%	58%	0%	4%
Race and Education	White - Not College Graduate	33%	60%	0%	7%
	White - College Graduate	38%	60%	1%	2%
White Evangelical Christians		22%	73%	0%	5%
U.S. Military Veteran	Yes	28%	66%	1%	5%
	No	39%	55%	1%	5%
Interview Type	Landline	37%	56%	2%	5%
	Cell Phone	38%	58%	0%	4%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=946 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Arizona 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 %
Arizona Registered Voters with a Candidate Preference		51%	38%	9%	2%
Candidate Support	Ann Kirkpatrick	54%	37%	7%	3%
	John McCain	50%	39%	11%	1%
Party Identification	Democrat	61%	28%	8%	3%
	Republican	54%	38%	7%	1%
	Independent	44%	43%	12%	1%
Political Ideology	Very liberal-Liberal	55%	41%	3%	2%
	Moderate	53%	33%	11%	2%
	Conservative-Very conservative	47%	41%	11%	1%
Tea Party Supporters		52%	41%	6%	1%
Region	Maricopa County (Phoenix)	50%	41%	8%	1%
	Pima County (Tucson)	54%	31%	10%	5%
	Rest of State	52%	35%	12%	0%
Household Income	Less than \$50,000	51%	38%	10%	1%
	\$50,000 or more	50%	41%	9%	1%
Education	Not college graduate	49%	38%	11%	2%
	College graduate	54%	39%	7%	1%
Race	White	54%	38%	7%	1%
	Latino	46%	37%	14%	3%
Age	18 to 29	31%	46%	19%	5%
	30 to 44	46%	43%	10%	1%
	45 to 59	57%	36%	7%	1%
	60 or older	63%	31%	6%	1%
Age	Under 45	40%	44%	13%	2%
	45 or older	60%	33%	6%	1%
Gender	Men	47%	42%	10%	1%
	Women	55%	35%	9%	2%
White Men	White men	47%	46%	7%	1%
White Women	White women	60%	32%	8%	1%
Race and Education	White - Not College Graduate	54%	38%	7%	1%
	White - College Graduate	55%	38%	7%	0%
White Evangelical Christians		54%	35%	10%	1%
U.S. Military Veteran	Yes	59%	34%	7%	0%
	No	50%	39%	10%	2%
Interview Type	Landline	59%	32%	9%	0%
	Cell Phone	46%	42%	9%	2%

NBC News/WSJ/Marist Poll Arizona Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=846 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.