

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Arizona Poll of 1,120 Adults**

This survey of 1,120 adults was conducted October 30<sup>th</sup> through November 1<sup>st</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  $\pm 2.9$  percentage points. There are 948 registered voters. The results for this subset are statistically significant within  $\pm 3.2$  percentage points. There are 719 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 - Arizona

		Arizona Adults	Arizona Registered Voters	Arizona Likely Voters
		Col %	Col %	Col %
Arizona Adults		100%		
Arizona Registered Voters		85%	100%	
Arizona Likely Voters		64%	76%	100%
Past Participation*	Yes	n/a	84%	88%
	No	n/a	16%	12%
Already Voted		n/a	52%	58%
Not Yet Voted		n/a	48%	42%
Party Registration	Democrat	n/a	30%	31%
	Republican	n/a	35%	36%
	Independent	n/a	34%	32%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	28%	30%
	Republican	n/a	31%	32%
	Independent	n/a	39%	37%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	16%	16%
	Moderate	n/a	36%	36%
	Conservative	n/a	28%	28%
	Very conservative	n/a	13%	14%
Tea Party Supporters		n/a	21%	21%
Gender	Men	49%	49%	48%
	Women	51%	51%	52%
Age	Under 45	48%	44%	41%
	45 or older	52%	56%	59%
Age	18 to 29	22%	19%	16%
	30 to 44	26%	25%	25%
	45 to 59	24%	26%	27%
	60 or older	27%	30%	33%
Race	White	64%	67%	70%
	African American	3%	2%	2%
	Latino	25%	23%	21%
	Other	8%	7%	7%
White men		67%	71%	72%
Non-white men		33%	29%	28%
White women		71%	74%	77%
Non-white Women		29%	26%	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	50%	45%	43%
	\$50,000 or more	50%	55%	57%
Education	Not college graduate	61%	57%	55%
	College graduate	39%	43%	45%
Race and Education	White - Not College Graduate	35%	35%	36%
	White - College Graduate	29%	32%	34%
	Non-White - Not College Graduate	26%	23%	20%
	Non-White - College Graduate	10%	10%	11%
Evangelical Christian	Yes	33%	33%	33%
	No	67%	67%	67%
White Evangelical Christians		18%	20%	20%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	37%	41%	43%
	Cell Phone	63%	59%	57%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted October 30th through November 1st, 2016, n=1120 MOE +/- 2.9 percentage points. Arizona Registered Voters: n=948 MOE +/- 3.2 percentage points. Arizona Likely Voters: n=719 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 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		47%	45%	8%
Arizona Registered Voters		47%	47%	6%
Party Identification^	Democrat	86%	10%	3%
	Republican	11%	87%	3%
	Independent	49%	42%	9%
Political Ideology^	Very liberal-Liberal	80%	15%	5%
	Moderate	54%	38%	7%
	Conservative-Very conservative	21%	76%	2%
Tea Party Supporters^		25%	70%	5%
Region	Maricopa County (Phoenix)	49%	43%	8%
	Pima County (Tucson)	48%	44%	7%
	Rest of State	43%	49%	8%
Household Income	Less than \$50,000	54%	37%	9%
	\$50,000 or more	45%	50%	5%
Education	Not college graduate	48%	44%	8%
	College graduate	47%	46%	7%
Race	White	40%	54%	6%
	Latino	68%	24%	8%
Age	18 to 29	57%	29%	14%
	30 to 44	50%	41%	9%
	45 to 59	41%	53%	6%
	60 or older	42%	54%	3%
Age	Under 45	53%	36%	11%
	45 or older	42%	54%	5%
Gender	Men	46%	47%	6%
	Women	49%	42%	9%
White Men		38%	58%	4%
White Women		42%	51%	7%
Race and Education	White - Not College Graduate	36%	58%	6%
	White - College Graduate	46%	48%	5%
White Evangelical Christians		21%	78%	1%
U.S. Military Veteran	Yes	38%	59%	3%
	No	49%	42%	9%
Interview Type	Landline	43%	52%	4%
	Cell Phone	50%	40%	10%

NBC News/WSJ/Marist Poll Arizona Adults. Interviews conducted October 30th through November 1st, 2016, n=1120 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Arizona Registered Voters: n=948 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 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 %
Arizona Registered Voters		41%	45%	6%	6%	2%
Past Participation*	Yes	40%	47%	6%	5%	2%
	No	47%	36%	10%	7%	0%
Intensity of Support	Strongly support	46%	50%	0%	4%	0%
	Somewhat support	44%	50%	0%	6%	0%
Already Voted		43%	47%	0%	9%	0%
Not Yet Voted		39%	43%	12%	2%	3%
Party Identification	Democrat	89%	6%	3%	1%	0%
	Republican	8%	85%	2%	4%	1%
	Independent	34%	40%	12%	11%	4%
Political Ideology	Very liberal-Liberal	82%	8%	6%	4%	0%
	Moderate	47%	36%	8%	7%	2%
	Conservative-Very conservative	14%	75%	4%	6%	1%
Tea Party Supporters		19%	75%	1%	4%	0%
Region	Maricopa County (Phoenix)	44%	41%	7%	6%	3%
	Pima County (Tucson)	46%	42%	5%	7%	0%
	Rest of State	33%	56%	6%	5%	0%
Household Income	Less than \$50,000	47%	40%	5%	6%	2%
	\$50,000 or more	40%	46%	8%	6%	1%
Education	Not college graduate	41%	47%	5%	7%	2%
	College graduate	43%	42%	9%	5%	2%
Race	White	33%	51%	8%	6%	2%
	Latino	66%	26%	4%	4%	0%
Age	18 to 29	43%	36%	12%	9%	0%
	30 to 44	42%	39%	10%	6%	3%
	45 to 59	37%	50%	4%	7%	2%
	60 or older	42%	53%	2%	2%	1%
Age	Under 45	42%	38%	11%	7%	2%
	45 or older	40%	51%	3%	5%	1%
Gender	Men	37%	47%	6%	8%	2%
	Women	45%	44%	7%	3%	1%
White Men		28%	53%	9%	9%	2%
White Women		38%	50%	8%	3%	1%
Race and Education	White - Not College Graduate	26%	59%	7%	7%	2%
	White - College Graduate	42%	43%	9%	5%	1%
White Evangelical Christians		13%	78%	5%	3%	1%
U.S. Military Veteran	Yes	33%	59%	3%	5%	1%
	No	43%	42%	7%	6%	2%
Interview Type	Landline	40%	48%	5%	6%	1%
	Cell Phone	42%	43%	8%	6%	2%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=948 MOE +/- 3.2 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 Arizona Tables of Adults and Registered Voters

		Arizona 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?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arizona Registered Voters with a Candidate Preference		60%	37%	2%	1%
Candidate Support	Hillary Clinton	61%	36%	1%	2%
	Donald Trump	60%	37%	3%	1%
Party Identification	Democrat	70%	29%	1%	0%
	Republican	66%	33%	1%	0%
	Independent	48%	46%	4%	2%
Political Ideology	Very liberal-Liberal	67%	33%	0%	0%
	Moderate	50%	48%	2%	1%
	Conservative-Very conservative	64%	32%	2%	2%
Tea Party Supporters		71%	27%	2%	0%
Region	Maricopa County (Phoenix)	59%	38%	1%	2%
	Pima County (Tucson)	54%	43%	2%	1%
	Rest of State	65%	32%	2%	0%
Household Income	Less than \$50,000	64%	32%	2%	1%
	\$50,000 or more	56%	42%	1%	1%
Education	Not college graduate	58%	39%	2%	1%
	College graduate	62%	36%	2%	1%
Race	White	64%	34%	1%	1%
	Latino	51%	43%	4%	3%
Age	18 to 29	39%	51%	9%	2%
	30 to 44	56%	43%	1%	0%
	45 to 59	62%	36%	0%	1%
	60 or older	73%	26%	0%	1%
Age	Under 45	49%	46%	4%	1%
	45 or older	68%	31%	0%	1%
Gender	Men	57%	39%	2%	1%
	Women	63%	35%	1%	1%
White Men		62%	37%	1%	0%
White Women		66%	32%	1%	1%
Race and Education	White - Not College Graduate	64%	35%	1%	0%
	White - College Graduate	64%	34%	1%	1%
White Evangelical Christians		69%	28%	2%	1%
U.S. Military Veteran	Yes	57%	42%	0%	1%
	No	61%	36%	2%	1%
Interview Type	Landline	66%	33%	1%	0%
	Cell Phone	56%	40%	3%	2%

NBC News/WSJ/Marist Poll Arizona Registered Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=767 MOE +/- 3.5 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 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 %
Arizona Registered Voters		39%	44%	10%	4%	2%	1%
Past Participation*	Yes	38%	46%	10%	4%	2%	1%
	No	43%	37%	11%	5%	3%	1%
Already Voted		43%	47%	6%	2%	2%	0%
Not Yet Voted		35%	41%	14%	6%	2%	2%
Party Identification	Democrat	85%	6%	4%	4%	0%	1%
	Republican	8%	84%	5%	1%	2%	1%
	Independent	32%	39%	18%	6%	3%	1%
Political Ideology	Very liberal-Liberal	78%	8%	4%	9%	0%	0%
	Moderate	44%	34%	15%	4%	2%	1%
	Conservative-Very conservative	13%	74%	7%	2%	3%	0%
Tea Party Supporters		16%	75%	2%	7%	0%	0%
Region	Maricopa County (Phoenix)	41%	41%	11%	4%	2%	1%
	Pima County (Tucson)	45%	40%	12%	0%	2%	0%
	Rest of State	31%	56%	4%	6%	3%	1%
Household Income	Less than \$50,000	44%	39%	7%	6%	3%	1%
	\$50,000 or more	39%	45%	13%	1%	1%	1%
Education	Not college graduate	38%	46%	7%	5%	2%	1%
	College graduate	41%	41%	13%	3%	1%	1%
Race	White	33%	51%	10%	3%	2%	1%
	Latino	59%	25%	11%	4%	1%	0%
Age	18 to 29	40%	34%	13%	10%	4%	0%
	30 to 44	39%	37%	18%	4%	0%	2%
	45 to 59	36%	50%	8%	3%	2%	1%
	60 or older	42%	53%	2%	1%	2%	0%
Age	Under 45	39%	36%	16%	6%	2%	1%
	45 or older	39%	51%	5%	2%	2%	1%
Gender	Men	36%	46%	11%	3%	3%	1%
	Women	43%	43%	8%	4%	2%	0%
White Men		29%	53%	12%	4%	3%	0%
White Women		37%	49%	9%	3%	1%	1%
Race and Education	White - Not College Graduate	26%	59%	8%	4%	2%	0%
	White - College Graduate	42%	41%	12%	3%	1%	1%
White Evangelical Christians		13%	80%	3%	2%	2%	0%
U.S. Military Veteran	Yes	30%	57%	8%	5%	1%	0%
	No	41%	42%	10%	4%	2%	1%
Interview Type	Landline	39%	48%	6%	3%	3%	1%
	Cell Phone	39%	42%	12%	4%	2%	0%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=948 MOE +/- 3.2 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 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		36%	60%	4%
Arizona Registered Voters		36%	62%	3%
Party Identification^	Democrat	81%	16%	3%
	Republican	6%	94%	0%
	Independent	30%	68%	3%
Political Ideology^	Very liberal-Liberal	69%	30%	1%
	Moderate	39%	58%	3%
	Conservative-Very conservative	15%	84%	1%
Tea Party Supporters^		20%	78%	3%
Region	Maricopa County (Phoenix)	37%	59%	4%
	Pima County (Tucson)	39%	56%	4%
	Rest of State	31%	66%	3%
Household Income	Less than \$50,000	41%	56%	4%
	\$50,000 or more	34%	64%	2%
Education	Not college graduate	34%	62%	4%
	College graduate	38%	59%	3%
Race	White	29%	68%	3%
	Latino	53%	44%	2%
Age	18 to 29	29%	67%	4%
	30 to 44	39%	54%	7%
	45 to 59	35%	64%	1%
	60 or older	38%	59%	3%
Age	Under 45	35%	60%	6%
	45 or older	37%	61%	2%
Gender	Men	34%	63%	3%
	Women	38%	57%	5%
White Men		24%	74%	2%
White Women		33%	63%	5%
Race and Education	White - Not College Graduate	22%	73%	5%
	White - College Graduate	38%	60%	2%
White Evangelical Christians		15%	84%	2%
U.S. Military Veteran	Yes	30%	69%	1%
	No	37%	59%	4%
Interview Type	Landline	36%	61%	3%
	Cell Phone	36%	60%	5%

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^Arizona Registered Voters: n=948 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%	62%	6%
Arizona Registered Voters		33%	61%	6%
Party Identification^	Democrat	8%	90%	2%
	Republican	67%	26%	7%
	Independent	26%	70%	4%
Political Ideology^	Very liberal-Liberal	8%	89%	3%
	Moderate	24%	72%	4%
	Conservative-Very conservative	55%	37%	8%
Tea Party Supporters^		60%	35%	6%
Region	Maricopa County (Phoenix)	30%	64%	6%
	Pima County (Tucson)	26%	63%	10%
	Rest of State	39%	57%	4%
Household Income	Less than \$50,000	27%	67%	6%
	\$50,000 or more	33%	63%	5%
Education	Not college graduate	32%	61%	7%
	College graduate	29%	65%	6%
Race	White	36%	57%	7%
	Latino	21%	77%	2%
Age	18 to 29	18%	76%	6%
	30 to 44	28%	63%	9%
	45 to 59	35%	60%	4%
	60 or older	42%	52%	6%
Age	Under 45	23%	69%	8%
	45 or older	39%	56%	5%
Gender	Men	32%	62%	6%
	Women	31%	62%	7%
White Men		37%	56%	7%
White Women		36%	57%	7%
Race and Education	White - Not College Graduate	41%	51%	8%
	White - College Graduate	30%	64%	6%
White Evangelical Christians		55%	37%	9%
U.S. Military Veteran	Yes	42%	50%	8%
	No	30%	64%	6%
Interview Type	Landline	36%	59%	6%
	Cell Phone	29%	64%	7%

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^Arizona Registered Voters: n=948 MOE +/- 3.2 percentage points.



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

		Arizona Registered Voters			
		2016 Arizona election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Ann Kirkpatrick, the Democrat	John McCain, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Arizona Registered Voters		38%	55%	5%	2%
Past Participation*	Yes	39%	56%	4%	2%
	No	35%	52%	8%	5%
Intensity of Support	Strongly support	39%	61%	0%	0%
	Somewhat support	42%	58%	0%	0%
Already Voted		42%	52%	5%	0%
Not Yet Voted		34%	58%	4%	4%
Candidate Support	Hillary Clinton	72%	25%	0%	3%
	Donald Trump	11%	80%	8%	1%
	Other	34%	59%	7%	0%
Party Identification	Democrat	81%	16%	1%	2%
	Republican	12%	82%	6%	0%
	Independent	29%	62%	5%	4%
Political Ideology	Very liberal-Liberal	69%	26%	2%	3%
	Moderate	46%	49%	3%	2%
	Conservative-Very conservative	15%	77%	7%	1%
Tea Party Supporters		21%	67%	10%	2%
Region	Maricopa County (Phoenix)	38%	55%	5%	3%
	Pima County (Tucson)	45%	48%	5%	2%
	Rest of State	34%	60%	5%	1%
Household Income	Less than \$50,000	40%	49%	7%	4%
	\$50,000 or more	38%	59%	3%	0%
Education	Not college graduate	36%	56%	5%	3%
	College graduate	41%	53%	5%	1%
Race	White	34%	59%	5%	2%
	Latino	50%	41%	5%	3%
Age	18 to 29	30%	60%	8%	2%
	30 to 44	39%	55%	2%	4%
	45 to 59	40%	53%	6%	1%
	60 or older	40%	54%	4%	1%
Age	Under 45	35%	57%	4%	3%
	45 or older	40%	53%	5%	1%
Gender	Men	34%	57%	6%	3%
	Women	42%	53%	4%	1%
White Men		30%	62%	5%	2%
White Women		37%	57%	5%	1%
Race and Education	White - Not College Graduate	29%	63%	6%	2%
	White - College Graduate	40%	54%	4%	2%
White Evangelical Christians		16%	77%	5%	1%
U.S. Military Veteran	Yes	34%	58%	6%	2%
	No	39%	54%	4%	2%
Interview Type	Landline	38%	55%	4%	4%
	Cell Phone	38%	55%	5%	1%

NBC News/WSJ/Marist Poll Arizona Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=948 MOE +/- 3.2 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 Arizona Tables of Adults and Registered Voters

		Arizona 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?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
Arizona Registered Voters with a Candidate Preference		46%	48%	4%	2%
Candidate Support	Ann Kirkpatrick	43%	50%	4%	3%
	John McCain	47%	47%	4%	2%
Party Identification	Democrat	51%	43%	4%	2%
	Republican	54%	43%	3%	0%
	Independent	36%	57%	4%	3%
Political Ideology	Very liberal-Liberal	49%	46%	4%	1%
	Moderate	43%	51%	5%	2%
	Conservative-Very conservative	46%	49%	3%	2%
Tea Party Supporters		44%	51%	2%	3%
Region	Maricopa County (Phoenix)	42%	51%	3%	3%
	Pima County (Tucson)	48%	45%	5%	2%
	Rest of State	51%	43%	5%	1%
Household Income	Less than \$50,000	46%	47%	4%	3%
	\$50,000 or more	44%	50%	3%	2%
Education	Not college graduate	44%	49%	4%	3%
	College graduate	47%	48%	3%	1%
Race	White	47%	48%	4%	1%
	Latino	46%	48%	3%	3%
Age	18 to 29	29%	61%	8%	2%
	30 to 44	45%	46%	5%	3%
	45 to 59	48%	46%	3%	3%
	60 or older	54%	44%	1%	1%
Age	Under 45	38%	53%	6%	3%
	45 or older	51%	45%	2%	2%
Gender	Men	44%	51%	4%	2%
	Women	47%	46%	4%	3%
White Men		45%	51%	3%	1%
White Women		48%	46%	4%	2%
Race and Education	White - Not College Graduate	46%	47%	5%	2%
	White - College Graduate	46%	51%	3%	1%
White Evangelical Christians		48%	47%	2%	4%
U.S. Military Veteran	Yes	45%	55%	0%	0%
	No	46%	47%	4%	3%
Interview Type	Landline	52%	47%	1%	1%
	Cell Phone	41%	50%	6%	3%

NBC News/WSJ/Marist Poll Arizona Registered Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=836 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.