

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Georgia Poll of 1,114 Adults

This survey of 1,114 adults was conducted September 6th through September 8th, 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 Georgia 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 Georgia 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 ± 2.9 percentage points. There are 913 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 625 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 ± 3.9 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Georgia

		Georgia Adults	Georgia Registered Voters	Georgia Likely Voters
		Col %	Col %	Col %
Georgia Adults		100%		
Georgia Registered Voters		82%	100%	
Georgia Likely Voters		56%	68%	100%
Party Identification	Democrat	n/a	34%	35%
	Republican	n/a	33%	35%
	Independent	n/a	32%	29%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	15%	14%
	Moderate	n/a	33%	32%
	Conservative	n/a	32%	32%
	Very conservative	n/a	15%	16%
Tea Party Supporters		n/a	25%	25%
Gender	Men	48%	48%	48%
	Women	52%	52%	52%
Age	Under 45	48%	43%	38%
	45 or older	52%	57%	62%
Age	18 to 29	22%	19%	14%
	30 to 44	26%	24%	25%
	45 to 59	26%	28%	30%
	60 or older	25%	28%	32%
Race	White	59%	62%	65%
	African American	29%	29%	27%
	Latino	7%	6%	5%
	Other	4%	4%	3%
White Men	White men	63%	65%	70%
	Non-white men	37%	35%	30%
White Women	White women	61%	63%	64%
	Non-white women	39%	37%	36%
Region	North	19%	18%	18%
	Atlanta Suburbs	24%	25%	26%
	Atlanta Metro	20%	20%	21%
	Central	19%	19%	19%
	Coastal/Southeast	18%	19%	17%
Household Income	Less than \$50,000	51%	47%	44%
	\$50,000 or more	49%	53%	56%
Education	Not college graduate	61%	58%	54%
	College graduate	39%	42%	46%
Race and Education	White - Not College Graduate	35%	34%	34%
	White - College Graduate	25%	28%	31%
	Non-White - Not College Graduate	26%	23%	19%
	Non-White - College Graduate	14%	15%	16%
Evangelical Christian	Yes	54%	56%	56%
	No	46%	44%	44%
White Evangelical Christians		31%	32%	33%
U.S. Military Veteran	Yes	13%	15%	16%
	No	87%	85%	84%
Interview Type	Landline	39%	43%	46%
	Cell Phone	61%	57%	54%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted September 6th through September 8th, 2016, n=1114 MOE +/- 2.9 percentage points. Georgia Registered Voters: n=913 MOE +/- 3.2 percentage points. Georgia Likely Voters: n=625 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		Georgia Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Georgia Adults		47%	45%	8%
Georgia Registered Voters		46%	48%	6%
Party Identification^	Democrat	90%	5%	5%
	Republican	6%	91%	3%
	Independent	46%	46%	8%
Political Ideology^	Very liberal-Liberal	83%	9%	8%
	Moderate	57%	36%	7%
	Conservative-Very conservative	23%	72%	4%
Tea Party Supporters^		23%	71%	6%
Region	North	39%	51%	10%
	Atlanta Suburbs	45%	49%	6%
	Atlanta Metro	65%	27%	8%
	Central	43%	48%	8%
	Coastal/Southeast	40%	51%	9%
Household Income	Less than \$50,000	52%	40%	9%
	\$50,000 or more	45%	49%	6%
Education	Not college graduate	44%	46%	9%
	College graduate	50%	43%	7%
Race	White	23%	68%	9%
	African American	93%	3%	4%
Age	18 to 29	53%	37%	10%
	30 to 44	49%	36%	14%
	45 to 59	46%	50%	5%
	60 or older	40%	56%	4%
Age	Under 45	51%	37%	12%
	45 or older	43%	53%	4%
Gender	Men	42%	51%	8%
	Women	51%	40%	9%
White Men	White men	20%	73%	7%
White Women	White women	25%	64%	11%
Race and Education	White - Not College Graduate	18%	73%	10%
	White - College Graduate	30%	62%	8%
White Evangelical Christians		12%	80%	8%
U.S. Military Veteran	Yes	39%	55%	6%
	No	48%	44%	9%
Interview Type	Landline	44%	51%	6%
	Cell Phone	48%	42%	10%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted September 6th through September 8th, 2016, n=1114 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. ^Georgia Registered Voters: n=913 MOE +/- 3.2 percentage points.

		Georgia 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 %
Georgia Registered Voters		44%	44%	9%	1%	2%
Intensity of Support	Strongly support	49%	51%	0%	0%	0%
	Somewhat support	49%	51%	0%	0%	0%
Party Identification	Democrat	91%	4%	3%	0%	2%
	Republican	4%	91%	3%	0%	1%
	Independent	39%	37%	19%	2%	3%
Political Ideology	Very liberal-Liberal	86%	6%	6%	1%	1%
	Moderate	53%	30%	15%	1%	1%
	Conservative-Very conservative	22%	70%	6%	0%	2%
Tea Party Supporters		23%	70%	5%	1%	1%
Region	North	31%	55%	9%	2%	3%
	Atlanta Suburbs	39%	46%	11%	1%	3%
	Atlanta Metro	67%	23%	10%	0%	1%
	Central	45%	48%	5%	0%	2%
	Coastal/Southeast	37%	50%	9%	1%	4%
Household Income	Less than \$50,000	51%	37%	10%	1%	2%
	\$50,000 or more	41%	49%	8%	1%	1%
Education	Not college graduate	41%	48%	8%	1%	2%
	College graduate	47%	40%	10%	1%	2%
Race	White	24%	64%	9%	1%	2%
	African American	88%	3%	7%	0%	2%
Age	18 to 29	42%	37%	16%	2%	2%
	30 to 44	49%	38%	11%	1%	1%
	45 to 59	44%	46%	7%	0%	2%
	60 or older	40%	52%	4%	0%	4%
Age	Under 45	46%	38%	13%	2%	1%
	45 or older	42%	49%	6%	0%	3%
Gender	Men	38%	47%	12%	1%	2%
	Women	49%	41%	6%	1%	3%
White Men	White men	18%	67%	12%	1%	1%
White Women	White women	29%	62%	6%	1%	2%
Race and Education	White - Not College Graduate	19%	70%	8%	1%	1%
	White - College Graduate	31%	56%	10%	1%	2%
White Evangelical Christians		13%	78%	6%	0%	3%
U.S. Military Veteran	Yes	32%	50%	13%	2%	2%
	No	46%	43%	8%	1%	2%
Interview Type	Landline	42%	48%	6%	1%	3%
	Cell Phone	45%	41%	11%	1%	2%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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 %
Georgia Registered Voters with a Candidate Preference		62%	31%	7%	1%
Candidate Support	Hillary Clinton	61%	30%	8%	1%
	Donald Trump	63%	31%	5%	1%
Party Identification	Democrat	70%	23%	6%	2%
	Republican	68%	26%	5%	1%
	Independent	41%	48%	11%	0%
Political Ideology	Very liberal-Liberal	62%	25%	11%	1%
	Moderate	53%	41%	4%	1%
	Conservative-Very conservative	66%	27%	6%	1%
Tea Party Supporters		66%	25%	9%	0%
Region	North	61%	31%	7%	1%
	Atlanta Suburbs	65%	28%	5%	1%
	Atlanta Metro	55%	41%	3%	1%
	Central	63%	23%	13%	1%
	Coastal/Southeast	63%	30%	5%	1%
Household Income	Less than \$50,000	62%	26%	10%	2%
	\$50,000 or more	62%	33%	4%	1%
Education	Not college graduate	62%	28%	9%	1%
	College graduate	61%	34%	4%	1%
Race	White	62%	31%	6%	1%
	African American	68%	26%	4%	2%
Age	18 to 29	40%	45%	15%	0%
	30 to 44	53%	38%	8%	0%
	45 to 59	67%	29%	4%	1%
	60 or older	76%	18%	3%	2%
Age	Under 45	48%	41%	11%	0%
	45 or older	71%	24%	3%	1%
Gender	Men	60%	33%	6%	1%
	Women	63%	29%	7%	1%
White Men	White men	62%	33%	4%	1%
White Women	White women	62%	30%	7%	1%
Race and Education	White - Not College Graduate	64%	28%	8%	0%
	White - College Graduate	60%	36%	3%	1%
White Evangelical Christians		67%	27%	6%	0%
U.S. Military Veteran	Yes	72%	25%	2%	1%
	No	60%	32%	7%	1%
Interview Type	Landline	68%	27%	5%	1%
	Cell Phone	57%	34%	8%	1%

NBC News/WSJ/Marist Poll Georgia Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=755 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Registered Voters		42%	41%	11%	1%	4%
Party Identification	Democrat	90%	3%	4%	1%	2%
	Republican	3%	88%	6%	0%	2%
	Independent	34%	33%	24%	2%	7%
Political Ideology	Very liberal-Liberal	84%	6%	8%	1%	2%
	Moderate	48%	29%	19%	1%	3%
	Conservative-Very conservative	21%	66%	7%	1%	4%
Tea Party Supporters		22%	68%	8%	1%	1%
Region	North	30%	53%	12%	0%	4%
	Atlanta Suburbs	38%	43%	13%	1%	4%
	Atlanta Metro	64%	21%	10%	1%	4%
	Central	42%	44%	9%	2%	3%
	Coastal/Southeast	35%	47%	11%	2%	5%
Household Income	Less than \$50,000	46%	34%	13%	1%	4%
	\$50,000 or more	41%	45%	12%	1%	2%
Education	Not college graduate	38%	45%	12%	1%	4%
	College graduate	47%	37%	10%	1%	5%
Race	White	22%	60%	13%	1%	4%
	African American	89%	2%	5%	1%	4%
Age	18 to 29	39%	31%	23%	1%	5%
	30 to 44	48%	35%	13%	1%	3%
	45 to 59	42%	43%	9%	1%	5%
	60 or older	40%	51%	4%	2%	3%
Age	Under 45	44%	33%	18%	1%	4%
	45 or older	41%	47%	6%	1%	4%
Gender	Men	36%	44%	14%	1%	4%
	Women	47%	38%	9%	1%	5%
White Men	White men	18%	63%	13%	2%	3%
White Women	White women	26%	57%	12%	0%	5%
Race and Education	White - Not College Graduate	17%	67%	12%	1%	3%
	White - College Graduate	28%	52%	13%	1%	6%
White Evangelical Christians		14%	75%	6%	0%	5%
U.S. Military Veteran	Yes	30%	46%	19%	1%	4%
	No	44%	41%	10%	1%	4%
Interview Type	Landline	42%	45%	7%	2%	4%
	Cell Phone	42%	38%	14%	1%	4%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Georgia Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Georgia Adults		37%	57%	6%
Georgia Registered Voters		37%	58%	4%
Party Identification^	Democrat	80%	13%	7%
	Republican	4%	95%	1%
	Independent	29%	66%	5%
Political Ideology^	Very liberal-Liberal	70%	25%	5%
	Moderate	43%	52%	6%
	Conservative-Very conservative	21%	78%	1%
Tea Party Supporters^		22%	77%	1%
Region	North	28%	62%	10%
	Atlanta Suburbs	31%	64%	5%
	Atlanta Metro	54%	39%	7%
	Central	36%	59%	5%
	Coastal/Southeast	36%	60%	4%
Household Income	Less than \$50,000	42%	52%	7%
	\$50,000 or more	35%	61%	4%
Education	Not college graduate	34%	58%	7%
	College graduate	40%	55%	5%
Race	White	18%	77%	5%
	African American	75%	17%	8%
Age	18 to 29	33%	60%	6%
	30 to 44	41%	52%	7%
	45 to 59	38%	56%	6%
	60 or older	35%	59%	6%
Age	Under 45	37%	56%	7%
	45 or older	37%	57%	6%
Gender	Men	32%	63%	5%
	Women	42%	51%	8%
White Men	White men	14%	82%	4%
White Women	White women	22%	72%	6%
Race and Education	White - Not College Graduate	14%	80%	6%
	White - College Graduate	25%	72%	4%
White Evangelical Christians		11%	84%	5%
U.S. Military Veteran	Yes	28%	70%	3%
	No	38%	55%	7%
Interview Type	Landline	37%	55%	8%
	Cell Phone	37%	58%	5%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted September 6th through September 8th, 2016, n=1114 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. ^Georgia Registered Voters: n=913 MOE +/- 3.2 percentage points.

		Georgia Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Georgia Adults		35%	57%	8%
Georgia Registered Voters		37%	57%	7%
Party Identification^	Democrat	5%	90%	5%
	Republican	74%	19%	7%
	Independent	31%	61%	8%
Political Ideology^	Very liberal-Liberal	7%	86%	7%
	Moderate	24%	71%	4%
	Conservative-Very conservative	58%	35%	7%
Tea Party Supporters^		58%	36%	6%
Region	North	40%	50%	10%
	Atlanta Suburbs	35%	59%	5%
	Atlanta Metro	19%	76%	5%
	Central	38%	51%	11%
	Coastal/Southeast	44%	45%	10%
Household Income	Less than \$50,000	32%	60%	8%
	\$50,000 or more	40%	56%	5%
Education	Not college graduate	38%	52%	10%
	College graduate	31%	64%	5%
Race	White	52%	41%	7%
	African American	4%	88%	8%
Age	18 to 29	29%	64%	8%
	30 to 44	31%	62%	6%
	45 to 59	37%	54%	8%
	60 or older	42%	48%	9%
Age	Under 45	30%	63%	7%
	45 or older	40%	51%	9%
Gender	Men	39%	53%	8%
	Women	31%	61%	8%
White Men	White men	55%	39%	6%
White Women	White women	49%	43%	8%
Race and Education	White - Not College Graduate	57%	34%	9%
	White - College Graduate	45%	51%	4%
White Evangelical Christians		64%	29%	7%
U.S. Military Veteran	Yes	42%	52%	6%
	No	34%	57%	8%
Interview Type	Landline	38%	52%	10%
	Cell Phone	33%	60%	7%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted September 6th through September 8th, 2016, n=1114 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. ^Georgia Registered Voters: n=913 MOE +/- 3.2 percentage points.

		Georgia Registered Voters			
		2016 Georgia election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Jim Barksdale, the Democrat	Johnny Isakson, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Georgia Registered Voters		38%	50%	1%	11%
Intensity of Support	Strongly support	40%	60%	0%	0%
	Somewhat support	42%	58%	0%	0%
	Might vote differently	47%	53%	0%	0%
Party Identification	Democrat	81%	12%	0%	7%
	Republican	3%	93%	0%	4%
	Independent	32%	47%	1%	20%
Political Ideology	Very liberal-Liberal	77%	15%	0%	9%
	Moderate	44%	40%	1%	15%
	Conservative-Very conservative	19%	74%	0%	7%
Tea Party Supporters		19%	70%	1%	9%
Region	North	29%	58%	0%	12%
	Atlanta Suburbs	35%	56%	1%	8%
	Atlanta Metro	57%	35%	1%	7%
	Central	34%	56%	1%	10%
	Coastal/Southeast	35%	46%	0%	19%
Household Income	Less than \$50,000	44%	43%	0%	13%
	\$50,000 or more	38%	55%	1%	6%
Education	Not college graduate	36%	50%	0%	13%
	College graduate	41%	51%	1%	7%
Race	White	22%	67%	1%	10%
	African American	75%	15%	0%	10%
Age	18 to 29	38%	41%	1%	20%
	30 to 44	43%	43%	1%	13%
	45 to 59	38%	53%	0%	9%
	60 or older	34%	60%	0%	6%
Age	Under 45	41%	42%	1%	16%
	45 or older	36%	56%	0%	7%
Gender	Men	34%	56%	1%	9%
	Women	42%	45%	0%	13%
White Men	White men	21%	71%	2%	6%
White Women	White women	23%	64%	0%	14%
Race and Education	White - Not College Graduate	18%	69%	1%	12%
	White - College Graduate	27%	64%	1%	7%
White Evangelical Christians		14%	76%	0%	10%
U.S. Military Veteran	Yes	32%	57%	3%	8%
	No	39%	49%	0%	11%
Interview Type	Landline	38%	55%	0%	7%
	Cell Phone	38%	47%	1%	14%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		Georgia 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 %
Georgia Registered Voters with a Candidate Preference		55%	33%	11%	1%
Candidate Support	Johnny Isakson	52%	33%	13%	2%
	Jim Barksdale	56%	33%	10%	1%
Party Identification	Democrat	56%	29%	13%	2%
	Republican	63%	30%	6%	0%
	Independent	41%	42%	17%	1%
Political Ideology	Very liberal-Liberal	54%	29%	15%	2%
	Moderate	48%	37%	13%	2%
	Conservative-Very conservative	58%	33%	9%	0%
Tea Party Supporters		56%	35%	9%	0%
Region	North	54%	34%	11%	1%
	Atlanta Suburbs	55%	37%	7%	1%
	Atlanta Metro	59%	29%	11%	1%
	Central	48%	34%	17%	1%
	Coastal/Southeast	56%	29%	13%	2%
Household Income	Less than \$50,000	48%	34%	16%	2%
	\$50,000 or more	57%	33%	9%	1%
Education	Not college graduate	49%	38%	12%	1%
	College graduate	62%	27%	10%	1%
Race	White	56%	34%	9%	1%
	African American	55%	28%	15%	2%
Age	18 to 29	32%	48%	18%	2%
	30 to 44	46%	38%	15%	0%
	45 to 59	56%	32%	10%	2%
	60 or older	71%	21%	7%	1%
Age	Under 45	40%	43%	16%	1%
	45 or older	63%	27%	9%	1%
Gender	Men	52%	37%	10%	2%
	Women	57%	29%	13%	1%
White Men	White men	55%	37%	7%	1%
White Women	White women	58%	31%	10%	0%
Race and Education	White - Not College Graduate	50%	39%	10%	1%
	White - College Graduate	64%	29%	7%	0%
White Evangelical Christians		57%	34%	8%	0%
U.S. Military Veteran	Yes	64%	25%	9%	2%
	No	53%	34%	12%	1%
Interview Type	Landline	60%	30%	9%	2%
	Cell Phone	50%	35%	14%	1%

NBC News/WSJ/Marist Poll Georgia Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=747 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.