

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Georgia Poll of 1,120 Adults

This survey of 1,120 adults was conducted October 30th through November 1st, 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 937 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. There are 707 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 ± 3.7 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		84%	100%	
Georgia Likely Voters		63%	75%	100%
Past Participation*	Yes	n/a	87%	91%
	No	n/a	13%	9%
Already Voted		n/a	35%	40%
Not Yet Voted		n/a	65%	60%
Party Identification	Democrat	n/a	36%	36%
	Republican	n/a	32%	33%
	Independent	n/a	31%	29%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	8%	9%
	Liberal	n/a	17%	17%
	Moderate	n/a	32%	31%
	Conservative	n/a	29%	29%
	Very conservative	n/a	14%	15%
Tea Party Supporters		25%	25%	26%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	51%	46%	43%
	45 or older	49%	54%	57%
Age	18 to 29	22%	19%	15%
	30 to 44	28%	27%	28%
	45 to 59	25%	27%	29%
	60 or older	24%	27%	29%
Race	White	59%	61%	62%
	African American	29%	30%	29%
	Latino	7%	5%	5%
	Other	5%	4%	4%
White men		65%	67%	68%
Non-white men		35%	33%	32%
White women		60%	61%	62%
Non-white Women		40%	39%	38%
Region	North	19%	18%	18%
	Atlanta Suburbs	24%	25%	26%
	Atlanta Metro	20%	20%	20%
	Central	19%	19%	19%
	Coastal/Southeast	18%	18%	16%
Household Income	Less than \$50,000	51%	47%	46%
	\$50,000 or more	49%	53%	54%
Education	Not college graduate	62%	59%	56%
	College graduate	38%	41%	44%
Race and Education	White - Not College Graduate	35%	34%	33%
	White - College Graduate	24%	27%	29%
	Non-White - Not College Graduate	27%	25%	23%
	Non-White - College Graduate	14%	14%	15%
Evangelical Christian	Yes	53%	54%	55%
	No	47%	46%	45%
White Evangelical Christians		29%	30%	30%
U.S. Military Veteran	Yes	12%	13%	13%
	No	88%	87%	87%
Interview Type	Landline	36%	40%	41%
	Cell Phone	64%	60%	59%

NBC News/WSJ/Marist Poll Georgia Adults. Interviews conducted October 30th through November 1st, 2016, n=1120 MOE +/- 2.9 percentage points.

Georgia Registered Voters: n=937 MOE +/- 3.2 percentage points. Georgia Likely Voters: n=707 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 Georgia Tables of Adults and Registered Voters

		Georgia Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Georgia Adults		50%	43%	7%
Georgia Registered Voters		48%	46%	6%
Party Identification^	Democrat	90%	8%	2%
	Republican	6%	90%	4%
	Independent	47%	42%	11%
Political Ideology^	Very liberal-Liberal	82%	13%	5%
	Moderate	60%	32%	8%
	Conservative-Very conservative	20%	75%	6%
Tea Party Supporters^		20%	78%	2%
Region	North	40%	53%	7%
	Atlanta Suburbs	46%	47%	7%
	Atlanta Metro	65%	27%	7%
	Central	45%	50%	5%
	Coastal/Southeast	52%	40%	8%
Household Income	Less than \$50,000	55%	38%	7%
	\$50,000 or more	48%	47%	5%
Education	Not college graduate	46%	46%	8%
	College graduate	53%	41%	6%
Race	White	31%	62%	7%
	African American	84%	10%	6%
Age	18 to 29	64%	24%	12%
	30 to 44	54%	43%	3%
	45 to 59	45%	48%	8%
	60 or older	37%	58%	5%
Age	Under 45	58%	34%	7%
	45 or older	41%	52%	7%
Gender	Men	45%	48%	7%
	Women	54%	39%	7%
White Men		31%	64%	5%
White Women		32%	59%	9%
Race and Education	White - Not College Graduate	23%	69%	7%
	White - College Graduate	41%	52%	7%
White Evangelical Christians		14%	78%	8%
U.S. Military Veteran	Yes	38%	58%	4%
	No	51%	42%	8%
Interview Type	Landline	44%	50%	6%
	Cell Phone	53%	40%	8%

NBC News/WSJ/Marist Poll Georgia 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.

^Georgia Registered Voters: n=937 MOE +/- 3.2 percentage points.

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

Georgia 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 %
Georgia Registered Voters		46%	46%	4%	3%	1%
Past Participation*	Yes	45%	46%	4%	3%	1%
	No	50%	45%	2%	2%	1%
Intensity of Support	Strongly support	47%	52%	0%	1%	0%
	Somewhat support	53%	45%	0%	2%	0%
Already Voted		46%	48%	1%	5%	0%
Not Yet Voted		46%	45%	5%	2%	1%
Party Identification	Democrat	92%	6%	0%	2%	1%
	Republican	5%	93%	2%	1%	0%
	Independent	42%	43%	7%	7%	1%
Political Ideology	Very liberal-Liberal	78%	12%	5%	5%	0%
	Moderate	58%	33%	5%	4%	0%
	Conservative-Very conservative	20%	77%	2%	1%	1%
Tea Party Supporters		16%	81%	1%	1%	0%
Region	North	31%	64%	2%	3%	0%
	Atlanta Suburbs	46%	48%	3%	3%	0%
	Atlanta Metro	63%	25%	6%	5%	1%
	Central	38%	55%	3%	2%	2%
	Coastal/Southeast	50%	41%	4%	3%	1%
Household Income	Less than \$50,000	52%	40%	6%	2%	1%
	\$50,000 or more	44%	48%	3%	4%	0%
Education	Not college graduate	46%	49%	3%	2%	1%
	College graduate	47%	43%	5%	5%	0%
Race	White	28%	64%	5%	3%	0%
	African American	89%	6%	3%	1%	1%
Age	18 to 29	54%	35%	7%	5%	0%
	30 to 44	51%	40%	4%	4%	1%
	45 to 59	44%	50%	4%	2%	1%
	60 or older	38%	58%	1%	2%	2%
Age	Under 45	52%	38%	5%	5%	1%
	45 or older	41%	54%	3%	2%	1%
Gender	Men	41%	51%	4%	4%	1%
	Women	51%	42%	3%	3%	1%
White Men		28%	63%	5%	3%	1%
White Women		27%	65%	4%	4%	0%
Race and Education	White - Not College Graduate	23%	71%	4%	2%	1%
	White - College Graduate	33%	55%	6%	6%	0%
White Evangelical Christians		10%	84%	4%	2%	0%
U.S. Military Veteran	Yes	31%	63%	3%	2%	2%
	No	49%	44%	4%	3%	1%
Interview Type	Landline	43%	50%	2%	3%	2%
	Cell Phone	48%	44%	5%	3%	0%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=937 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 Georgia Tables of Adults and Registered Voters

		Georgia 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 %
Georgia Registered Voters with a Candidate Preference		65%	32%	2%	1%
Candidate Support	Hillary Clinton	62%	35%	2%	1%
	Donald Trump	68%	29%	2%	1%
Party Identification	Democrat	73%	27%	0%	0%
	Republican	73%	26%	1%	0%
	Independent	43%	47%	6%	4%
Political Ideology	Very liberal-Liberal	68%	29%	2%	2%
	Moderate	51%	44%	4%	2%
	Conservative-Very conservative	71%	27%	1%	1%
Tea Party Supporters		75%	22%	2%	1%
Region	North	65%	33%	1%	1%
	Atlanta Suburbs	65%	31%	3%	1%
	Atlanta Metro	63%	34%	3%	0%
	Central	69%	30%	0%	1%
	Coastal/Southeast	62%	33%	2%	3%
Household Income	Less than \$50,000	67%	28%	3%	2%
	\$50,000 or more	61%	38%	1%	0%
Education	Not college graduate	65%	31%	3%	1%
	College graduate	65%	33%	1%	1%
Race	White	65%	32%	2%	1%
	African American	70%	30%	0%	0%
Age	18 to 29	47%	47%	5%	1%
	30 to 44	58%	38%	2%	1%
	45 to 59	71%	28%	1%	0%
	60 or older	77%	20%	1%	2%
Age	Under 45	54%	42%	3%	1%
	45 or older	74%	24%	1%	1%
Gender	Men	63%	31%	4%	2%
	Women	66%	33%	1%	1%
White Men		62%	32%	4%	2%
White Women		67%	31%	1%	0%
Race and Education	White - Not College Graduate	67%	28%	4%	2%
	White - College Graduate	61%	37%	1%	1%
White Evangelical Christians		70%	27%	2%	1%
U.S. Military Veteran	Yes	65%	33%	1%	2%
	No	65%	32%	2%	1%
Interview Type	Landline	69%	29%	1%	1%
	Cell Phone	62%	34%	3%	1%

NBC News/WSJ/Marist Poll Georgia Registered Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=795 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

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

Georgia 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	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Registered Voters		43%	44%	10%	2%	1%
Past Participation*	Yes	43%	45%	9%	2%	1%
	No	43%	38%	13%	4%	3%
Already Voted		46%	48%	4%	2%	0%
Not Yet Voted		42%	41%	12%	3%	2%
Party Identification	Democrat	91%	4%	4%	0%	1%
	Republican	5%	92%	4%	0%	0%
	Independent	32%	38%	23%	5%	2%
Political Ideology	Very liberal-Liberal	77%	8%	9%	6%	0%
	Moderate	50%	29%	18%	2%	1%
	Conservative-Very conservative	18%	76%	4%	1%	1%
Tea Party Supporters		14%	80%	6%	0%	0%
Region	North	30%	57%	12%	0%	0%
	Atlanta Suburbs	42%	46%	9%	1%	2%
	Atlanta Metro	60%	26%	9%	4%	1%
	Central	37%	51%	8%	2%	2%
	Coastal/Southeast	44%	39%	11%	5%	1%
Household Income	Less than \$50,000	49%	36%	10%	3%	2%
	\$50,000 or more	40%	46%	11%	2%	1%
Education	Not college graduate	42%	46%	10%	2%	1%
	College graduate	45%	41%	10%	4%	1%
Race	White	24%	61%	11%	3%	1%
	African American	86%	5%	5%	2%	2%
Age	18 to 29	43%	27%	24%	4%	2%
	30 to 44	48%	37%	10%	4%	1%
	45 to 59	42%	50%	6%	1%	1%
	60 or older	38%	57%	3%	1%	2%
Age	Under 45	46%	33%	16%	4%	1%
	45 or older	40%	53%	4%	1%	1%
Gender	Men	36%	48%	12%	3%	1%
	Women	49%	40%	7%	2%	2%
White Men		23%	60%	13%	3%	0%
White Women		25%	63%	9%	2%	1%
Race and Education	White - Not College Graduate	18%	69%	10%	3%	1%
	White - College Graduate	32%	53%	13%	2%	1%
White Evangelical Christians		12%	81%	6%	1%	1%
U.S. Military Veteran	Yes	27%	64%	7%	0%	1%
	No	45%	41%	10%	3%	1%
Interview Type	Landline	42%	49%	7%	1%	2%
	Cell Phone	44%	40%	12%	3%	1%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=937 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

Green Party candidate Jill Stein has write-in status.

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

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

		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%	5%
Party Identification^	Democrat	80%	14%	6%
	Republican	4%	95%	1%
	Independent	25%	70%	5%
Political Ideology^	Very liberal-Liberal	71%	26%	3%
	Moderate	39%	54%	7%
	Conservative-Very conservative	16%	82%	2%
Tea Party Supporters^		14%	84%	1%
Region	North	26%	69%	5%
	Atlanta Suburbs	35%	59%	6%
	Atlanta Metro	54%	41%	6%
	Central	33%	62%	5%
	Coastal/Southeast	36%	55%	8%
Household Income	Less than \$50,000	42%	52%	6%
	\$50,000 or more	35%	62%	4%
Education	Not college graduate	36%	58%	6%
	College graduate	38%	57%	6%
Race	White	20%	76%	4%
	African American	70%	22%	8%
Age	18 to 29	35%	60%	6%
	30 to 44	41%	55%	4%
	45 to 59	37%	55%	8%
	60 or older	34%	60%	6%
Age	Under 45	38%	57%	5%
	45 or older	36%	58%	7%
Gender	Men	33%	61%	6%
	Women	40%	54%	6%
White Men		19%	77%	4%
White Women		20%	75%	5%
Race and Education	White - Not College Graduate	13%	82%	5%
	White - College Graduate	28%	69%	3%
White Evangelical Christians		10%	85%	5%
U.S. Military Veteran	Yes	24%	67%	9%
	No	39%	56%	5%
Interview Type	Landline	37%	57%	6%
	Cell Phone	37%	58%	6%

NBC News/WSJ/Marist Poll Georgia 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.

^Georgia Registered Voters: n=937 MOE +/- 3.2 percentage points.

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

		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		34%	60%	6%
Georgia Registered Voters		36%	60%	4%
Party Identification^	Democrat	5%	92%	3%
	Republican	78%	19%	3%
	Independent	27%	68%	5%
Political Ideology^	Very liberal-Liberal	10%	85%	6%
	Moderate	21%	76%	3%
	Conservative-Very conservative	63%	34%	3%
Tea Party Supporters^		71%	27%	2%
Region	North	44%	52%	4%
	Atlanta Suburbs	38%	56%	6%
	Atlanta Metro	16%	79%	5%
	Central	39%	55%	6%
	Coastal/Southeast	34%	58%	8%
Household Income	Less than \$50,000	30%	63%	7%
	\$50,000 or more	38%	60%	2%
Education	Not college graduate	36%	56%	8%
	College graduate	31%	67%	2%
Race	White	48%	47%	5%
	African American	7%	87%	5%
Age	18 to 29	23%	70%	7%
	30 to 44	29%	69%	3%
	45 to 59	38%	54%	7%
	60 or older	47%	47%	6%
Age	Under 45	26%	69%	5%
	45 or older	43%	51%	7%
Gender	Men	38%	56%	7%
	Women	31%	64%	5%
White Men		48%	49%	4%
White Women		48%	45%	7%
Race and Education	White - Not College Graduate	53%	39%	8%
	White - College Graduate	40%	59%	2%
White Evangelical Christians		65%	28%	7%
U.S. Military Veteran	Yes	47%	44%	9%
	No	32%	63%	5%
Interview Type	Landline	39%	55%	6%
	Cell Phone	31%	63%	6%

NBC News/WSJ/Marist Poll Georgia 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.

^Georgia Registered Voters: n=937 MOE +/- 3.2 percentage points.

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

Georgia Registered Voters						
2016 Georgia election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted						
		Jim Barksdale, the Democrat	Johnny Isakson, the Republican	Allen Buckley, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Georgia Registered Voters		36%	46%	8%	4%	7%
Past Participation*	Yes	37%	47%	8%	3%	5%
	No	28%	39%	9%	5%	19%
Intensity of Support	Strongly support	39%	57%	4%	0%	0%
	Somewhat support	40%	48%	13%	0%	0%
Already Voted		38%	53%	4%	5%	0%
Not Yet Voted		35%	42%	10%	3%	10%
Candidate Support	Hillary Clinton	74%	12%	5%	2%	7%
	Donald Trump	3%	86%	5%	3%	4%
	Other	27%	30%	29%	6%	8%
Party Identification	Democrat	79%	10%	3%	2%	6%
	Republican	2%	89%	4%	3%	3%
	Independent	27%	43%	15%	5%	10%
Political Ideology	Very liberal-Liberal	69%	15%	6%	6%	5%
	Moderate	40%	38%	9%	3%	10%
	Conservative-Very conservative	15%	72%	8%	2%	4%
Tea Party Supporters		14%	74%	7%	2%	3%
Region	North	27%	57%	7%	3%	6%
	Atlanta Suburbs	36%	53%	4%	3%	4%
	Atlanta Metro	46%	32%	11%	4%	6%
	Central	26%	50%	11%	3%	10%
	Coastal/Southeast	45%	36%	7%	6%	7%
Household Income	Less than \$50,000	42%	35%	10%	5%	8%
	\$50,000 or more	33%	54%	7%	2%	4%
Education	Not college graduate	34%	44%	9%	3%	10%
	College graduate	39%	48%	7%	4%	2%
Race	White	21%	64%	6%	3%	5%
	African American	68%	10%	9%	4%	9%
Age	18 to 29	35%	30%	11%	9%	14%
	30 to 44	43%	39%	12%	2%	5%
	45 to 59	35%	51%	6%	3%	5%
	60 or older	31%	59%	3%	2%	5%
Age	Under 45	40%	35%	12%	5%	9%
	45 or older	33%	55%	5%	3%	5%
Gender	Men	27%	51%	10%	4%	8%
	Women	44%	42%	6%	3%	6%
White Men		18%	64%	9%	4%	6%
White Women		24%	65%	3%	3%	5%
Race and Education	White - Not College Graduate	15%	67%	5%	4%	9%
	White - College Graduate	29%	61%	6%	3%	1%
White Evangelical Christians		9%	79%	5%	3%	5%
U.S. Military Veteran	Yes	22%	52%	10%	9%	6%
	No	38%	45%	7%	3%	7%
Interview Type	Landline	34%	51%	6%	2%	6%
	Cell Phone	37%	42%	9%	4%	7%

NBC News/WSJ/Marist Poll Georgia Registered Voters. Interviews conducted October 30th through November 1st, 2016, n=937 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 Georgia Tables of Adults and Registered Voters

		Georgia 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 %
Georgia Registered Voters with a Candidate Preference		51%	40%	7%	2%
Candidate Support	Jim Barksdale	50%	40%	7%	2%
	Johnny Isakson	57%	36%	6%	1%
Party Identification	Democrat	52%	40%	6%	2%
	Republican	65%	31%	3%	1%
	Independent	34%	50%	15%	0%
Political Ideology	Very liberal-Liberal	53%	34%	9%	3%
	Moderate	39%	51%	10%	1%
	Conservative-Very conservative	58%	35%	5%	1%
Tea Party Supporters		62%	31%	7%	1%
Region	North	54%	34%	9%	3%
	Atlanta Suburbs	50%	40%	8%	2%
	Atlanta Metro	51%	43%	6%	0%
	Central	55%	36%	8%	1%
	Coastal/Southeast	45%	45%	6%	4%
Household Income	Less than \$50,000	51%	38%	9%	2%
	\$50,000 or more	50%	43%	6%	1%
Education	Not college graduate	53%	38%	8%	2%
	College graduate	49%	43%	7%	1%
Race	White	54%	38%	7%	1%
	African American	47%	42%	8%	3%
Age	18 to 29	27%	54%	16%	3%
	30 to 44	45%	43%	10%	2%
	45 to 59	57%	37%	4%	2%
	60 or older	65%	32%	4%	0%
Age	Under 45	39%	47%	12%	3%
	45 or older	61%	34%	4%	1%
Gender	Men	47%	44%	8%	1%
	Women	54%	36%	7%	2%
White Men		49%	43%	7%	1%
White Women		60%	33%	6%	1%
Race and Education	White - Not College Graduate	59%	34%	6%	1%
	White - College Graduate	49%	43%	7%	2%
White Evangelical Christians		59%	34%	6%	1%
U.S. Military Veteran	Yes	54%	43%	2%	0%
	No	51%	39%	8%	2%
Interview Type	Landline	61%	34%	4%	1%
	Cell Phone	44%	44%	10%	2%

NBC News/WSJ/Marist Poll Georgia Registered Voters with a Candidate Preference. Interviews conducted October 30th through November 1st, 2016, n=773 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.