

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Iowa Poll of 1,023 Adults

This survey of 1,023 adults was conducted August 3rd through August 7th, 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 Iowa 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 Iowa 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 cell 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 race, except for region, which is from the 2010 census. Results are statistically significant within ± 3.1 percentage points. There are 899 registered voters. The results for this subset are statistically significant within ± 3.3 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Iowa

		Iowa Adults	Iowa Registered Voters
		Col %	Col %
Iowa Adults		100%	
Iowa Registered Voters		88%	100%
Party Registration	Democrat	n/a	32%
	Republican	n/a	33%
	Independent	n/a	35%
	Other	n/a	1%
Party Identification	Democrat	n/a	28%
	Republican	n/a	26%
	Independent	n/a	45%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	19%
	Moderate	n/a	35%
	Conservative	n/a	27%
	Very conservative	n/a	11%
Tea Party Supporters		n/a	16%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	47%	43%
	45 or older	53%	57%
Age	18 to 29	22%	20%
	30 to 44	25%	24%
	45 to 59	26%	28%
	60 or older	26%	29%
Race	White	89%	91%
	African American	2%	2%
	Latino	4%	3%
	Other	5%	4%
Region	Eastern Cities	25%	26%
	East Central	21%	20%
	Des Moines Area	21%	20%
	Central	17%	18%
	West	16%	15%
Household Income	Less than \$50,000	54%	51%
	\$50,000 or more	46%	49%
Education	Not college graduate	68%	66%
	College graduate	32%	34%
Race and Education	White - Not College Graduate	59%	59%
	White - College Graduate	30%	32%
	Non-White - Not College Graduate	9%	7%
	Non-White - College Graduate	2%	2%
Evangelical Christian	Yes	36%	37%
	No	64%	63%
White Evangelical Christians		31%	32%
U.S. Military Veteran	Yes	10%	11%
	No	90%	89%
Interview Type	Landline	34%	36%
	Cell Phone	66%	64%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted August 3rd through August 7th, 2016, n=1023 MOE +/- 3.1 percentage points. Iowa Registered Voters: n=899 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Iowa Adults		46%	41%	13%
Iowa Registered Voters		45%	43%	12%
Party Identification^	Democrat	88%	7%	5%
	Republican	8%	83%	9%
	Independent	40%	41%	19%
Political Ideology^	Very liberal-Liberal	79%	13%	8%
	Moderate	50%	35%	15%
	Conservative-Very conservative	15%	75%	9%
Tea Party Supporters^		17%	75%	8%
Region	Eastern Cities	53%	37%	10%
	East Central	45%	41%	14%
	Des Moines Area	56%	30%	14%
	Central	38%	49%	13%
	West	30%	56%	14%
Household Income	Less than \$50,000	45%	39%	15%
	\$50,000 or more	47%	44%	10%
Education	Not college graduate	40%	45%	15%
	College graduate	58%	33%	9%
Age	18 to 29	50%	32%	19%
	30 to 44	42%	43%	16%
	45 to 59	45%	45%	11%
	60 or older	46%	47%	8%
Age	Under 45	45%	38%	17%
	45 or older	45%	46%	9%
Gender	Men	39%	47%	13%
	Women	52%	36%	13%
U.S. Military Veteran	Yes	32%	60%	8%
	No	47%	39%	14%
Interview Type	Landline	47%	45%	8%
	Cell Phone	45%	40%	16%

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NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Registered Voters				
		If November's presidential election were held today, whom would you support if the candidates are:				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Iowa Registered Voters		41%	37%	11%	2%	9%
Definitely Vote in 2016 Election		46%	39%	7%	2%	7%
Party Identification	Democrat	88%	4%	3%	0%	5%
	Republican	4%	83%	7%	1%	5%
	Independent	35%	31%	17%	3%	14%
Political Ideology	Very liberal-Liberal	75%	10%	8%	2%	6%
	Moderate	47%	27%	12%	3%	11%
	Conservative-Very conservative	13%	68%	11%	0%	8%
Tea Party Supporters		11%	77%	7%	1%	5%
Region	Eastern Cities	45%	31%	12%	2%	8%
	East Central	47%	33%	11%	2%	7%
	Des Moines Area	44%	30%	11%	1%	13%
	Central	34%	46%	10%	1%	8%
	West	31%	51%	8%	3%	8%
Household Income	Less than \$50,000	43%	34%	12%	2%	10%
	\$50,000 or more	40%	42%	9%	2%	7%
Education	Not college graduate	35%	42%	12%	2%	9%
	College graduate	54%	28%	9%	1%	9%
Age	18 to 29	38%	38%	14%	2%	7%
	30 to 44	42%	41%	7%	0%	10%
	45 to 59	38%	37%	11%	4%	10%
	60 or older	45%	34%	11%	0%	9%
Age	Under 45	40%	40%	11%	1%	8%
	45 or older	41%	36%	11%	2%	10%
Gender	Men	33%	43%	12%	3%	10%
	Women	49%	32%	10%	1%	8%
Race and Education	White - Not College Graduate	35%	42%	10%	2%	10%
	White - College Graduate	56%	25%	8%	1%	9%
U.S. Military Veteran	Yes	28%	45%	12%	3%	12%
	No	43%	36%	11%	2%	9%
Interview Type	Landline	45%	34%	10%	1%	11%
	Cell Phone	39%	39%	12%	2%	8%

NBC News/WSJ/Marist Poll Iowa Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=899 MOE +/- 3.3. percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Registered Voters					
		If November's presidential election were held today, whom would you support if the candidates are:					
		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 %
Iowa Registered Voters		35%	35%	12%	6%	2%	10%
Definitely Vote in 2016 Election		40%	38%	9%	5%	2%	6%
Party Identification	Democrat	76%	6%	5%	8%	1%	4%
	Republican	3%	80%	8%	2%	1%	6%
	Independent	29%	28%	19%	6%	3%	16%
Political Ideology	Very liberal-Liberal	61%	12%	12%	9%	2%	5%
	Moderate	42%	24%	17%	6%	2%	11%
	Conservative-Very conservative	10%	65%	9%	3%	2%	10%
Tea Party Supporters		8%	73%	11%	2%	1%	4%
Region	Eastern Cities	38%	32%	17%	5%	1%	8%
	East Central	40%	35%	6%	6%	4%	9%
	Des Moines Area	37%	27%	13%	10%	2%	11%
	Central	30%	43%	12%	2%	2%	11%
	West	27%	45%	11%	5%	1%	12%
Household Income	Less than \$50,000	35%	33%	12%	7%	2%	11%
	\$50,000 or more	34%	38%	16%	4%	1%	6%
Education	Not college graduate	30%	39%	13%	5%	2%	12%
	College graduate	45%	29%	11%	7%	2%	6%
Age	18 to 29	23%	28%	25%	13%	3%	8%
	30 to 44	36%	40%	12%	8%	0%	4%
	45 to 59	35%	37%	11%	2%	2%	13%
	60 or older	42%	35%	5%	2%	2%	14%
Age	Under 45	30%	35%	18%	10%	1%	6%
	45 or older	39%	36%	8%	2%	2%	13%
Gender	Men	25%	42%	15%	7%	2%	9%
	Women	45%	29%	10%	5%	1%	10%
Race and Education	White - Not College Graduate	29%	40%	12%	5%	2%	11%
	White - College Graduate	48%	26%	11%	7%	2%	6%
U.S. Military Veteran	Yes	24%	48%	12%	4%	6%	6%
	No	37%	34%	12%	6%	1%	10%
Interview Type	Landline	40%	36%	8%	2%	2%	12%
	Cell Phone	32%	35%	15%	8%	2%	9%

NBC News/WSJ/Marist Poll Iowa Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=899 MOE +/- 3.3. percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Iowa Adults		35%	57%	8%
Iowa Registered Voters		36%	58%	7%
Party Identification [^]	Democrat	82%	14%	4%
	Republican	4%	95%	2%
	Independent	27%	63%	10%
Political Ideology [^]	Very liberal-Liberal	66%	31%	3%
	Moderate	39%	53%	8%
	Conservative-Very conservative	12%	84%	4%
Tea Party Supporters [^]		12%	87%	2%
Region	Eastern Cities	37%	54%	8%
	East Central	39%	56%	5%
	Des Moines Area	41%	54%	5%
	Central	31%	56%	12%
	West	22%	70%	8%
Household Income	Less than \$50,000	35%	54%	11%
	\$50,000 or more	34%	62%	3%
Education	Not college graduate	30%	61%	9%
	College graduate	45%	50%	4%
Age	18 to 29	25%	68%	7%
	30 to 44	35%	55%	9%
	45 to 59	36%	58%	6%
	60 or older	42%	50%	7%
Age	Under 45	31%	61%	8%
	45 or older	39%	54%	7%
Gender	Men	29%	65%	6%
	Women	41%	50%	9%
U.S. Military Veteran	Yes	30%	64%	6%
	No	36%	56%	8%
Interview Type	Landline	40%	54%	6%
	Cell Phone	33%	59%	8%

NBC News/WSJ/Marist Poll Iowa Adults. Interviews conducted August 3rd through August 7th, 2016, n=1023 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. [^]Iowa Registered Voters: n=899 MOE +/- 3.3. percentage points.

NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Iowa Adults		30%	64%	7%
Iowa Registered Voters		31%	64%	5%
Party Identification^	Democrat	3%	95%	2%
	Republican	71%	25%	4%
	Independent	26%	66%	7%
Political Ideology^	Very liberal-Liberal	13%	87%	0%
	Moderate	22%	73%	5%
	Conservative-Very conservative	55%	39%	6%
Tea Party Supporters^		63%	30%	7%
Region	Eastern Cities	27%	66%	6%
	East Central	28%	66%	6%
	Des Moines Area	21%	70%	9%
	Central	37%	54%	8%
	West	38%	57%	6%
Household Income	Less than \$50,000	28%	62%	10%
	\$50,000 or more	31%	64%	4%
Education	Not college graduate	33%	58%	8%
	College graduate	21%	75%	4%
Age	18 to 29	24%	71%	5%
	30 to 44	34%	57%	9%
	45 to 59	33%	60%	7%
	60 or older	27%	66%	7%
Age	Under 45	29%	64%	7%
	45 or older	30%	63%	7%
Gender	Men	35%	57%	8%
	Women	25%	69%	6%
U.S. Military Veteran	Yes	45%	45%	9%
	No	28%	66%	7%
Interview Type	Landline	31%	62%	7%
	Cell Phone	29%	64%	7%

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NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		31%	24%	14%	31%
Iowa Registered Voters		32%	25%	12%	30%
Party Identification^	Democrat	60%	7%	9%	24%
	Republican	15%	42%	10%	33%
	Independent	26%	28%	15%	32%
Political Ideology^	Very liberal-Liberal	56%	10%	8%	26%
	Moderate	37%	21%	12%	30%
	Conservative-Very conservative	16%	42%	12%	29%
Tea Party Supporters^		22%	46%	8%	24%
Region	Eastern Cities	36%	25%	11%	28%
	East Central	33%	25%	14%	28%
	Des Moines Area	32%	21%	12%	34%
	Central	29%	21%	13%	37%
	West	19%	32%	18%	31%
Household Income	Less than \$50,000	29%	22%	15%	33%
	\$50,000 or more	35%	27%	10%	27%
Education	Not college graduate	26%	26%	15%	32%
	College graduate	41%	22%	9%	29%
Age	18 to 29	29%	28%	14%	29%
	30 to 44	24%	24%	15%	38%
	45 to 59	34%	26%	13%	27%
	60 or older	36%	21%	12%	32%
Age	Under 45	26%	26%	14%	34%
	45 or older	35%	23%	13%	29%
Gender	Men	27%	27%	16%	30%
	Women	34%	22%	12%	33%
U.S. Military Veteran	Yes	31%	28%	13%	28%
	No	31%	24%	13%	32%
Interview Type	Landline	34%	25%	14%	27%
	Cell Phone	29%	24%	13%	34%

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NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Iowa Adults		34%	25%	14%	27%
Iowa Registered Voters		36%	25%	12%	26%
Party Identification^	Democrat	15%	50%	9%	25%
	Republican	64%	9%	9%	18%
	Independent	34%	20%	15%	30%
Political Ideology^	Very liberal-Liberal	19%	49%	8%	24%
	Moderate	33%	24%	11%	31%
	Conservative-Very conservative	57%	11%	13%	19%
Tea Party Supporters^		64%	8%	7%	20%
Region	Eastern Cities	33%	32%	9%	27%
	East Central	34%	26%	16%	25%
	Des Moines Area	32%	28%	15%	26%
	Central	32%	24%	13%	30%
	West	38%	12%	22%	27%
Household Income	Less than \$50,000	30%	26%	17%	27%
	\$50,000 or more	39%	26%	9%	26%
Education	Not college graduate	33%	22%	17%	28%
	College graduate	36%	32%	8%	24%
Age	18 to 29	20%	38%	18%	24%
	30 to 44	35%	23%	16%	27%
	45 to 59	38%	21%	12%	29%
	60 or older	40%	21%	13%	27%
Age	Under 45	28%	30%	16%	26%
	45 or older	39%	21%	12%	28%
Gender	Men	34%	26%	14%	27%
	Women	33%	25%	15%	27%
U.S. Military Veteran	Yes	51%	20%	11%	18%
	No	32%	26%	15%	28%
Interview Type	Landline	40%	22%	14%	23%
	Cell Phone	30%	27%	14%	29%

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NBC News/WSJ/Marist Poll Iowa Tables

		Iowa Registered Voters			
		2016 Iowa election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Patty Judge, the Democrat	Chuck Grassley, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Iowa Registered Voters		42%	52%	1%	5%
Definitely Vote in 2016 Election		47%	48%	1%	4%
Party Identification	Democrat	89%	8%	0%	2%
	Republican	5%	94%	1%	1%
	Independent	37%	54%	0%	9%
Political Ideology	Very liberal-Liberal	80%	17%	0%	3%
	Moderate	45%	51%	0%	4%
	Conservative-Very conservative	15%	78%	1%	5%
Tea Party Supporters		11%	85%	0%	3%
Region	Eastern Cities	47%	48%	0%	5%
	East Central	45%	50%	1%	4%
	Des Moines Area	51%	45%	0%	4%
	Central	32%	61%	1%	5%
	West	29%	60%	1%	10%
Household Income	Less than \$50,000	47%	45%	1%	6%
	\$50,000 or more	39%	59%	0%	1%
Education	Not college graduate	37%	55%	1%	6%
	College graduate	52%	45%	1%	2%
Age	18 to 29	34%	61%	1%	4%
	30 to 44	43%	49%	2%	6%
	45 to 59	42%	52%	0%	6%
	60 or older	46%	49%	0%	4%
Age	Under 45	39%	54%	2%	5%
	45 or older	44%	51%	0%	5%
Gender	Men	31%	64%	1%	4%
	Women	52%	41%	0%	7%
Race and Education	White - Not College Graduate	39%	54%	1%	6%
	White - College Graduate	55%	42%	1%	2%
U.S. Military Veteran	Yes	34%	63%	0%	4%
	No	44%	50%	1%	5%
Interview Type	Landline	45%	50%	0%	5%
	Cell Phone	41%	53%	1%	5%

NBC News/WSJ/Marist Poll Iowa Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=899 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.