

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist Nevada Poll of 1,122 Adults**

This survey of 1,122 adults was conducted October 20<sup>th</sup> through October 24<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 Nevada 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 Nevada 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 985 registered voters. The results for this subset are statistically significant within  $\pm 3.1$  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  $\pm 3.7$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - Nevada

		Nevada Adults	Nevada Registered Voters	Nevada Likely Voters
		Col %	Col %	Col %
Nevada Adults		100%		
Nevada Registered Voters		88%	100%	
Nevada Likely Voters		63%	72%	100%
Past Participation*	Yes	n/a	85%	90%
	No	n/a	15%	10%
Already Voted		n/a	11%	13%
Not Yet Voted		n/a	89%	87%
Party Registration	Democrat	n/a	42%	42%
	Republican	n/a	35%	36%
	Independent	n/a	22%	21%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	36%	36%
	Republican	n/a	30%	31%
	Independent	n/a	32%	30%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	9%	9%
	Liberal	n/a	17%	17%
	Moderate	n/a	37%	36%
	Conservative	n/a	26%	26%
	Very conservative	n/a	12%	12%
Tea Party Supporters		n/a	21%	23%
Gender	Men	50%	49%	49%
	Women	50%	51%	51%
Age	Under 45	49%	46%	43%
	45 or older	51%	54%	57%
Age	18 to 29	21%	19%	15%
	30 to 44	28%	28%	28%
	45 to 59	25%	26%	27%
	60 or older	25%	27%	30%
Race	White	59%	63%	66%
	African American	7%	7%	6%
	Latino	22%	19%	17%
	Other	11%	11%	10%
White men		66%	70%	72%
Non-white men		34%	30%	28%
White women		68%	71%	76%
Non-white Women		32%	29%	24%
Region	Washoe County (Reno)	16%	16%	18%
	Clark County (Las Vegas)	72%	72%	68%
	None of the Above	12%	12%	13%
Household Income	Less than \$50,000	48%	45%	43%
	\$50,000 or more	52%	55%	57%
Education	Not college graduate	64%	61%	58%
	College graduate	36%	39%	42%
Race and Education	White - Not College Graduate	35%	36%	37%
	White - College Graduate	24%	27%	29%
	Non-White - Not College Graduate	29%	25%	21%
	Non-White - College Graduate	11%	12%	12%
Evangelical Christian	Yes	29%	29%	30%
	No	71%	71%	70%
White Evangelical Christians		15%	16%	17%
U.S. Military Veteran	Yes	15%	16%	17%
	No	85%	84%	83%
Interview Type	Landline	39%	41%	42%
	Cell Phone	61%	59%	58%

NBC News/WSJ/Marist Poll Nevada Adults. Interviews conducted October 20th through October 24th, 2016, n=1122 MOE +/- 2.9 percentage points. Nevada Registered Voters: n=985 MOE +/- 3.1 percentage points. Nevada 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.

		Nevada Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Nevada Adults		50%	42%	8%
Nevada Registered Voters		49%	45%	7%
Party Identification^	Democrat	85%	11%	4%
	Republican	11%	85%	4%
	Independent	44%	46%	10%
Political Ideology^	Very liberal-Liberal	77%	17%	6%
	Moderate	57%	37%	7%
	Conservative-Very conservative	23%	71%	5%
Tea Party Supporters^		23%	71%	6%
Region	Washoe County (Reno)	54%	41%	6%
	Clark County (Las Vegas)	52%	41%	7%
	None of the Above	33%	55%	12%
Household Income	Less than \$50,000	58%	33%	9%
	\$50,000 or more	45%	50%	6%
Education	Not college graduate	51%	39%	9%
	College graduate	49%	46%	5%
Race	White	42%	50%	8%
	Latino	60%	33%	7%
Age	18 to 29	66%	20%	14%
	30 to 44	49%	42%	9%
	45 to 59	43%	52%	4%
	60 or older	45%	50%	4%
Age	Under 45	56%	33%	11%
	45 or older	44%	51%	4%
Gender	Men	46%	47%	7%
	Women	54%	38%	9%
White Men		35%	57%	8%
White Women		49%	43%	8%
Race and Education	White - Not College Graduate	40%	50%	10%
	White - College Graduate	46%	48%	6%
White Evangelical Christians		27%	63%	9%
U.S. Military Veteran	Yes	39%	54%	6%
	No	52%	40%	8%
Interview Type	Landline	46%	49%	5%
	Cell Phone	52%	38%	9%

NBC News/WSJ/Marist Poll Nevada Adults. Interviews conducted October 20th through October 24th, 2016, n=1122 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^Nevada Registered Voters: n=985 MOE +/- 3.1 percentage points.

		Nevada 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 %
Nevada Registered Voters		45%	43%	9%	1%	2%
Past Participation*	Yes	45%	44%	9%	1%	2%
	No	44%	41%	11%	1%	3%
Intensity of Support	Strongly support	50%	49%	0%	0%	0%
	Somewhat support	53%	47%	0%	1%	0%
Already Voted		62%	33%	2%	3%	0%
Not Yet Voted		43%	44%	10%	0%	2%
Party Identification	Democrat	87%	8%	3%	1%	1%
	Republican	5%	87%	6%	0%	2%
	Independent	39%	43%	16%	1%	2%
Political Ideology	Very liberal-Liberal	72%	19%	8%	1%	1%
	Moderate	52%	33%	11%	0%	3%
	Conservative-Very conservative	20%	69%	8%	1%	2%
Tea Party Supporters		15%	72%	11%	2%	1%
Region	Washoe County (Reno)	45%	38%	15%	0%	2%
	Clark County (Las Vegas)	48%	42%	8%	0%	2%
	None of the Above	28%	55%	10%	3%	3%
Household Income	Less than \$50,000	53%	35%	11%	1%	1%
	\$50,000 or more	40%	48%	9%	1%	2%
Education	Not college graduate	45%	44%	9%	0%	2%
	College graduate	45%	42%	10%	1%	3%
Race	White	37%	50%	11%	0%	2%
	Latino	58%	33%	5%	2%	2%
Age	18 to 29	56%	32%	9%	1%	2%
	30 to 44	45%	42%	13%	0%	1%
	45 to 59	38%	49%	9%	1%	3%
	60 or older	44%	46%	6%	1%	3%
Age	Under 45	49%	38%	11%	0%	1%
	45 or older	41%	47%	8%	1%	3%
Gender	Men	38%	49%	10%	1%	2%
	Women	52%	37%	9%	0%	2%
White Men		29%	56%	12%	1%	2%
White Women		44%	43%	10%	0%	2%
Race and Education	White - Not College Graduate	34%	53%	11%	0%	2%
	White - College Graduate	42%	44%	11%	0%	2%
White Evangelical Christians		21%	65%	11%	1%	2%
U.S. Military Veteran	Yes	34%	58%	5%	2%	1%
	No	47%	41%	10%	0%	2%
Interview Type	Landline	41%	47%	8%	1%	3%
	Cell Phone	47%	41%	10%	1%	2%

NBC News/WSJ/Marist Poll Nevada Registered Voters. Interviews conducted October 20th through October 24th, 2016, n=985 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		Nevada 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 %
Nevada Registered Voters with a Candidate Preference		68%	27%	4%	<1%
Candidate Support	Hillary Clinton	67%	28%	4%	0%
	Donald Trump	70%	26%	4%	0%
Party Identification	Democrat	75%	23%	2%	0%
	Republican	77%	20%	3%	0%
	Independent	49%	42%	8%	1%
Political Ideology	Very liberal-Liberal	70%	26%	4%	0%
	Moderate	59%	35%	6%	0%
	Conservative-Very conservative	76%	21%	3%	1%
Tea Party Supporters		78%	18%	4%	0%
Region	Washoe County (Reno)	67%	22%	11%	0%
	Clark County (Las Vegas)	69%	27%	3%	0%
	None of the Above	64%	34%	3%	0%
Household Income	Less than \$50,000	66%	26%	7%	1%
	\$50,000 or more	70%	28%	2%	0%
Education	Not college graduate	66%	28%	5%	1%
	College graduate	72%	26%	2%	0%
Race	White	72%	24%	3%	1%
	Latino	53%	38%	9%	0%
Age	18 to 29	44%	49%	7%	0%
	30 to 44	58%	38%	4%	0%
	45 to 59	79%	16%	5%	0%
	60 or older	83%	14%	1%	1%
Age	Under 45	53%	42%	5%	0%
	45 or older	81%	15%	3%	1%
Gender	Men	65%	30%	4%	1%
	Women	72%	24%	4%	0%
White Men		69%	26%	5%	1%
White Women		74%	23%	2%	1%
Race and Education	White - Not College Graduate	73%	22%	4%	1%
	White - College Graduate	70%	27%	3%	0%
White Evangelical Christians		72%	22%	5%	1%
U.S. Military Veteran	Yes	65%	31%	4%	0%
	No	69%	27%	4%	0%
Interview Type	Landline	80%	17%	2%	1%
	Cell Phone	60%	34%	5%	0%

NBC News/WSJ/Marist Poll Nevada Registered Voters with a Candidate Preference. Interviews conducted October 20th through October 24th, 2016, n=815 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.

		Nevada 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 %
Nevada Registered Voters		43%	41%	11%	3%	3%
Past Participation*	Yes	44%	41%	10%	3%	2%
	No	37%	38%	17%	5%	2%
Already Voted		62%	33%	2%	3%	0%
Not Yet Voted		41%	42%	12%	3%	3%
Party Identification	Democrat	86%	7%	6%	0%	1%
	Republican	4%	85%	7%	2%	2%
	Independent	33%	37%	19%	6%	4%
Political Ideology	Very liberal-Liberal	70%	17%	10%	2%	1%
	Moderate	48%	30%	16%	4%	2%
	Conservative-Very conservative	19%	67%	7%	3%	2%
Tea Party Supporters		14%	73%	10%	3%	0%
Region	Washoe County (Reno)	43%	36%	13%	4%	3%
	Clark County (Las Vegas)	45%	39%	10%	3%	2%
	None of the Above	26%	56%	14%	2%	2%
Household Income	Less than \$50,000	50%	32%	13%	4%	2%
	\$50,000 or more	39%	47%	9%	3%	2%
Education	Not college graduate	43%	42%	11%	3%	1%
	College graduate	43%	39%	11%	3%	4%
Race	White	35%	48%	10%	3%	3%
	Latino	55%	30%	13%	2%	1%
Age	18 to 29	46%	27%	20%	5%	2%
	30 to 44	45%	39%	11%	3%	2%
	45 to 59	37%	47%	11%	3%	3%
	60 or older	44%	46%	4%	3%	3%
Age	Under 45	45%	34%	15%	4%	2%
	45 or older	40%	46%	7%	3%	3%
Gender	Men	35%	47%	13%	3%	2%
	Women	50%	35%	8%	4%	3%
White Men		27%	56%	11%	3%	3%
White Women		43%	41%	10%	3%	3%
Race and Education	White - Not College Graduate	34%	52%	9%	3%	2%
	White - College Graduate	39%	42%	12%	3%	4%
White Evangelical Christians		20%	65%	8%	3%	5%
U.S. Military Veteran	Yes	29%	55%	13%	2%	2%
	No	45%	38%	10%	4%	3%
Interview Type	Landline	41%	46%	6%	3%	4%
	Cell Phone	44%	38%	14%	4%	1%

NBC News/WSJ/Marist Poll Nevada Registered Voters. Interviews conducted October 20th through October 24th, 2016, n=985 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		Nevada Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Nevada Adults		39%	54%	6%
Nevada Registered Voters		39%	55%	6%
Party Identification <sup>^</sup>	Democrat	81%	15%	4%
	Republican	5%	92%	3%
	Independent	25%	65%	9%
Political Ideology <sup>^</sup>	Very liberal-Liberal	65%	29%	6%
	Moderate	45%	50%	6%
	Conservative-Very conservative	17%	78%	5%
Tea Party Supporters <sup>^</sup>		15%	80%	5%
Region	Washoe County (Reno)	42%	54%	5%
	Clark County (Las Vegas)	41%	53%	7%
	None of the Above	29%	63%	8%
Household Income	Less than \$50,000	48%	44%	8%
	\$50,000 or more	34%	62%	3%
Education	Not college graduate	39%	52%	9%
	College graduate	41%	57%	2%
Race	White	31%	65%	4%
	Latino	50%	36%	13%
Age	18 to 29	42%	46%	12%
	30 to 44	39%	58%	3%
	45 to 59	36%	56%	8%
	60 or older	41%	54%	5%
Age	Under 45	40%	53%	6%
	45 or older	38%	55%	6%
Gender	Men	33%	62%	5%
	Women	46%	46%	8%
White Men		22%	76%	3%
White Women		40%	54%	6%
Race and Education	White - Not College Graduate	28%	66%	6%
	White - College Graduate	37%	62%	1%
White Evangelical Christians		19%	77%	5%
U.S. Military Veteran	Yes	32%	63%	5%
	No	40%	53%	6%
Interview Type	Landline	38%	56%	6%
	Cell Phone	41%	53%	7%

NBC News/WSJ/Marist Poll Nevada Adults. Interviews conducted October 20th through October 24th, 2016, n=1122 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

<sup>^</sup>Nevada Registered Voters: n=985 MOE +/- 3.1 percentage points.

		Nevada Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Nevada Adults		33%	62%	5%
Nevada Registered Voters		35%	60%	5%
Party Identification^	Democrat	9%	88%	2%
	Republican	72%	21%	7%
	Independent	30%	66%	4%
Political Ideology^	Very liberal-Liberal	15%	84%	2%
	Moderate	24%	71%	4%
	Conservative-Very conservative	59%	34%	7%
Tea Party Supporters^		65%	30%	4%
Region	Washoe County (Reno)	28%	67%	5%
	Clark County (Las Vegas)	31%	63%	6%
	None of the Above	50%	47%	4%
Household Income	Less than \$50,000	28%	67%	5%
	\$50,000 or more	36%	59%	5%
Education	Not college graduate	33%	61%	6%
	College graduate	32%	64%	4%
Race	White	40%	55%	4%
	Latino	26%	68%	6%
Age	18 to 29	22%	72%	6%
	30 to 44	29%	67%	4%
	45 to 59	37%	55%	8%
	60 or older	41%	55%	4%
Age	Under 45	26%	69%	5%
	45 or older	39%	55%	6%
Gender	Men	38%	57%	6%
	Women	28%	67%	5%
White Men		46%	49%	4%
White Women		35%	61%	4%
Race and Education	White - Not College Graduate	44%	51%	5%
	White - College Graduate	34%	63%	3%
White Evangelical Christians		58%	35%	7%
U.S. Military Veteran	Yes	45%	48%	7%
	No	31%	64%	5%
Interview Type	Landline	37%	58%	6%
	Cell Phone	30%	65%	5%

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^Nevada Registered Voters: n=985 MOE +/- 3.1 percentage points.



		Nevada Registered Voters			
		2016 Nevada election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Catherine Cortez Masto, the Democrat	Joe Heck, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Nevada Registered Voters		42%	47%	4%	6%
Past Participation*	Yes	43%	48%	3%	5%
	No	38%	45%	6%	11%
Intensity of Support	Strongly support	49%	51%	0%	0%
	Somewhat support	43%	57%	0%	0%
	Might vote differently	51%	49%	0%	0%
Already Voted		52%	37%	11%	0%
Not Yet Voted		41%	49%	3%	7%
Candidate Support	Hillary Clinton	81%	11%	4%	5%
	Donald Trump	8%	87%	2%	3%
	Other	31%	49%	6%	14%
Party Identification	Democrat	81%	10%	3%	5%
	Republican	6%	89%	3%	3%
	Independent	35%	52%	4%	9%
Political Ideology	Very liberal-Liberal	74%	19%	3%	4%
	Moderate	49%	40%	4%	7%
	Conservative-Very conservative	16%	75%	4%	5%
Tea Party Supporters		16%	80%	1%	2%
Region	Washoe County (Reno)	50%	42%	2%	6%
	Clark County (Las Vegas)	44%	45%	4%	7%
	None of the Above	25%	67%	4%	4%
Household Income	Less than \$50,000	46%	39%	7%	7%
	\$50,000 or more	41%	53%	2%	4%
Education	Not college graduate	42%	47%	5%	7%
	College graduate	44%	48%	2%	6%
Race	White	40%	53%	2%	5%
	Latino	45%	37%	8%	9%
Age	18 to 29	48%	40%	3%	9%
	30 to 44	41%	49%	3%	7%
	45 to 59	36%	54%	6%	4%
	60 or older	46%	46%	4%	5%
	Age	Under 45	44%	45%	3%
	45 or older	41%	50%	5%	5%
Gender	Men	40%	54%	3%	4%
	Women	45%	41%	5%	9%
White Men		34%	62%	2%	3%
White Women		46%	45%	3%	7%
Race and Education	White - Not College Graduate	37%	54%	4%	5%
	White - College Graduate	45%	50%	1%	4%
White Evangelical Christians		24%	69%	3%	3%
U.S. Military Veteran	Yes	42%	53%	2%	2%
	No	42%	47%	4%	7%
Interview Type	Landline	39%	48%	5%	8%
	Cell Phone	45%	47%	3%	5%

NBC News/WSJ/Marist Poll Nevada Registered Voters. Interviews conducted October 20th through October 24th, 2016, n=985 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		Nevada 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 %
Nevada Registered Voters with a Candidate Preference		53%	38%	7%	1%
Candidate Support	Catherine Cortez Masto	56%	35%	8%	1%
	Joe Heck	51%	41%	7%	1%
Party Identification	Democrat	58%	35%	6%	1%
	Republican	64%	33%	2%	1%
	Independent	38%	48%	13%	0%
Political Ideology	Very liberal-Liberal	55%	36%	9%	0%
	Moderate	46%	44%	9%	0%
	Conservative-Very conservative	60%	35%	4%	1%
Tea Party Supporters		59%	34%	7%	0%
Region	Washoe County (Reno)	54%	36%	10%	1%
	Clark County (Las Vegas)	53%	39%	7%	1%
	None of the Above	53%	39%	7%	1%
Household Income	Less than \$50,000	53%	36%	11%	1%
	\$50,000 or more	51%	42%	6%	1%
Education	Not college graduate	51%	39%	9%	1%
	College graduate	56%	39%	5%	0%
Race	White	57%	38%	5%	1%
	Latino	34%	54%	10%	2%
Age	18 to 29	41%	48%	10%	1%
	30 to 44	39%	50%	12%	0%
	45 to 59	56%	37%	6%	0%
	60 or older	73%	23%	3%	1%
Age	Under 45	40%	49%	11%	0%
	45 or older	65%	30%	4%	1%
Gender	Men	52%	39%	8%	1%
	Women	55%	38%	7%	0%
White Men		56%	39%	5%	1%
White Women		59%	37%	4%	0%
Race and Education	White - Not College Graduate	56%	37%	6%	1%
	White - College Graduate	58%	39%	3%	0%
White Evangelical Christians		61%	37%	2%	1%
U.S. Military Veteran	Yes	59%	36%	3%	1%
	No	52%	39%	8%	1%
Interview Type	Landline	68%	27%	4%	1%
	Cell Phone	44%	46%	10%	1%

NBC News/WSJ/Marist Poll Nevada Registered Voters with a Candidate Preference. Interviews conducted October 20th through October 24th, 2016, n=841 MOE +/- 3.4 percentage points. Totals may not add to 100% due to rounding.