

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Ohio Poll of 1,029 Adults

This survey of 1,029 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 Ohio 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 Ohio 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 region, except for race, which is from the 2010 census. Results are statistically significant within ± 3.1 percentage points. There are 889 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 - Ohio

		Ohio Adults	Ohio Registered Voters
		Col %	Col %
Ohio Adults		100%	
Ohio Registered Voters		86%	100%
Party Identification	Democrat	n/a	30%
	Republican	n/a	29%
	Independent	n/a	40%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	18%
	Moderate	n/a	36%
	Conservative	n/a	29%
	Very conservative	n/a	11%
Tea Party Supporters		n/a	20%
Gender	Men	48%	47%
	Women	52%	53%
Age	Under 45	45%	42%
	45 or older	55%	58%
Age	18 to 29	20%	16%
	30 to 44	25%	26%
	45 to 59	28%	30%
	60 or older	26%	28%
Race	White	84%	84%
	African American	11%	12%
	Latino	2%	1%
	Other	3%	3%
Region	Cleveland Area	16%	17%
	North	26%	26%
	Ohio Valley & West	22%	21%
	Columbus Area	17%	17%
	Cincinnati/Dayton Area	19%	19%
Household Income	Less than \$50,000	52%	48%
	\$50,000 or more	48%	52%
Education	Not college graduate	66%	62%
	College graduate	34%	38%
Race and Education	White - Not College Graduate	54%	51%
	White - College Graduate	30%	34%
	Non-White - Not College Graduate	12%	12%
	Non-White - College Graduate	4%	4%
Evangelical Christian	Yes	39%	40%
	No	61%	60%
White Evangelical Christians		30%	31%
U.S. Military Veteran	Yes	11%	11%
	No	89%	89%
Interview Type	Landline	35%	38%
	Cell Phone	65%	62%

NBC News/WSJ/Marist Poll Ohio Adults. Interviews conducted August 3rd through August 7th, 2016, n=1029 MOE +/- 3.1 percentage points. Ohio Registered Voters: n=889 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Ohio Adults		47%	44%	9%
Ohio Registered Voters		49%	44%	7%
Party Identification^	Democrat	86%	10%	4%
	Republican	11%	87%	3%
	Independent	50%	40%	10%
Political Ideology^	Very liberal-Liberal	83%	13%	4%
	Moderate	59%	33%	9%
	Conservative-Very conservative	19%	77%	4%
Tea Party Supporters^		23%	75%	3%
Region	Cleveland Area	65%	26%	10%
	North	48%	41%	11%
	Ohio Valley & West	35%	54%	11%
	Columbus Area	47%	44%	9%
	Cincinnati/Dayton Area	45%	51%	4%
Household Income	Less than \$50,000	49%	41%	10%
	\$50,000 or more	47%	45%	8%
Education	Not college graduate	43%	46%	11%
	College graduate	55%	39%	5%
Race	White	41%	50%	9%
	African American	90%	2%	8%
Age	18 to 29	59%	25%	16%
	30 to 44	45%	46%	9%
	45 to 59	41%	52%	7%
	60 or older	46%	47%	7%
Age	Under 45	51%	37%	12%
	45 or older	43%	50%	7%
Gender	Men	45%	46%	9%
	Women	49%	41%	10%
U.S. Military Veteran	Yes	34%	57%	9%
	No	49%	42%	9%
Interview Type	Landline	47%	45%	8%
	Cell Phone	47%	43%	10%

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NBC News/WSJ/Marist Poll Ohio Tables

		Ohio 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 %
Ohio Registered Voters		43%	38%	9%	1%	9%
Definitely Vote in 2016 Election		46%	42%	5%	1%	6%
Party Identification	Democrat	87%	5%	3%	0%	5%
	Republican	5%	83%	5%	1%	6%
	Independent	40%	31%	13%	2%	13%
Political Ideology	Very liberal-Liberal	78%	13%	7%	0%	3%
	Moderate	50%	26%	10%	2%	12%
	Conservative-Very conservative	13%	68%	8%	1%	9%
Tea Party Supporters		22%	67%	3%	1%	7%
Region	Cleveland Area	58%	23%	11%	0%	8%
	North	41%	40%	8%	1%	11%
	Ohio Valley & West	32%	45%	11%	0%	11%
	Columbus Area	49%	35%	10%	2%	4%
	Cincinnati/Dayton Area	40%	44%	5%	3%	8%
Household Income	Less than \$50,000	47%	32%	9%	1%	10%
	\$50,000 or more	40%	44%	9%	1%	7%
Education	Not college graduate	39%	41%	9%	1%	9%
	College graduate	48%	34%	9%	1%	8%
Race	White	36%	44%	9%	1%	9%
	African American	89%	1%	6%	0%	4%
Age	18 to 29	42%	31%	12%	2%	13%
	30 to 44	41%	41%	8%	1%	9%
	45 to 59	42%	41%	9%	1%	6%
	60 or older	47%	37%	7%	1%	10%
Age	Under 45	41%	37%	10%	1%	10%
	45 or older	44%	39%	8%	1%	8%
Gender	Men	41%	42%	8%	1%	9%
	Women	45%	35%	10%	1%	9%
Race and Education	White - Not College Graduate	31%	49%	10%	1%	10%
	White - College Graduate	45%	37%	9%	1%	9%
U.S. Military Veteran	Yes	28%	53%	8%	0%	11%
	No	45%	37%	9%	1%	8%
Interview Type	Landline	46%	37%	9%	0%	7%
	Cell Phone	41%	39%	9%	2%	10%

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=889 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Ohio Tables

		Ohio 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 %
Ohio Registered Voters		39%	35%	12%	4%	<1%	9%
Definitely Vote in 2016 Election		42%	37%	11%	3%	0%	7%
Party Identification	Democrat	86%	7%	3%	1%	0%	3%
	Republican	5%	78%	8%	1%	1%	8%
	Independent	32%	26%	22%	7%	1%	13%
Political Ideology	Very liberal-Liberal	69%	13%	7%	6%	1%	4%
	Moderate	47%	24%	15%	3%	0%	10%
	Conservative-Very conservative	13%	61%	13%	3%	1%	9%
Tea Party Supporters		19%	56%	15%	3%	0%	7%
Region	Cleveland Area	57%	20%	9%	4%	1%	8%
	North	33%	37%	16%	5%	1%	9%
	Ohio Valley & West	30%	41%	11%	4%	0%	13%
	Columbus Area	47%	32%	14%	3%	0%	4%
	Cincinnati/Dayton Area	36%	42%	11%	1%	0%	9%
Household Income	Less than \$50,000	42%	30%	12%	6%	1%	9%
	\$50,000 or more	36%	40%	14%	2%	0%	8%
Education	Not college graduate	35%	37%	13%	5%	1%	9%
	College graduate	47%	32%	12%	1%	0%	8%
Race	White	33%	40%	13%	4%	0%	10%
	African American	85%	2%	6%	6%	0%	2%
Age	18 to 29	36%	23%	27%	8%	1%	5%
	30 to 44	36%	36%	14%	4%	0%	10%
	45 to 59	39%	38%	12%	3%	0%	9%
	60 or older	46%	38%	3%	2%	1%	10%
Age	Under 45	36%	31%	19%	6%	0%	8%
	45 or older	42%	38%	7%	2%	1%	9%
Gender	Men	35%	38%	13%	5%	0%	8%
	Women	43%	32%	12%	3%	1%	9%
Race and Education	White - Not College Graduate	26%	44%	14%	5%	1%	10%
	White - College Graduate	43%	34%	13%	2%	0%	9%
U.S. Military Veteran	Yes	25%	47%	13%	2%	1%	12%
	No	41%	34%	12%	4%	1%	8%
Interview Type	Landline	44%	37%	6%	2%	1%	10%
	Cell Phone	36%	34%	16%	4%	0%	8%

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=889 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Adults		34%	60%	6%
Ohio Registered Voters		36%	60%	4%
Party Identification^	Democrat	81%	14%	5%
	Republican	5%	95%	0%
	Independent	26%	68%	6%
Political Ideology^	Very liberal-Liberal	64%	32%	5%
	Moderate	41%	54%	5%
	Conservative-Very conservative	13%	85%	2%
Tea Party Supporters^		17%	81%	2%
Region	Cleveland Area	49%	47%	4%
	North	28%	65%	7%
	Ohio Valley & West	27%	68%	5%
	Columbus Area	40%	52%	8%
	Cincinnati/Dayton Area	31%	65%	4%
Household Income	Less than \$50,000	36%	59%	5%
	\$50,000 or more	34%	62%	5%
Education	Not college graduate	31%	63%	7%
	College graduate	40%	57%	3%
Race	White	29%	66%	5%
	African American	73%	22%	4%
Age	18 to 29	24%	70%	6%
	30 to 44	29%	66%	5%
	45 to 59	37%	59%	4%
	60 or older	44%	50%	7%
Age	Under 45	27%	68%	5%
	45 or older	40%	55%	5%
Gender	Men	29%	67%	4%
	Women	39%	55%	7%
U.S. Military Veteran	Yes	26%	72%	1%
	No	35%	59%	6%
Interview Type	Landline	39%	55%	6%
	Cell Phone	31%	63%	5%

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NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Ohio Adults		30%	61%	8%
Ohio Registered Voters		31%	62%	7%
Party Identification^	Democrat	9%	85%	6%
	Republican	60%	32%	8%
	Independent	27%	66%	7%
Political Ideology^	Very liberal-Liberal	9%	87%	4%
	Moderate	26%	67%	7%
	Conservative-Very conservative	52%	41%	7%
Tea Party Supporters^		50%	41%	9%
Region	Cleveland Area	21%	70%	9%
	North	31%	61%	8%
	Ohio Valley & West	34%	56%	10%
	Columbus Area	28%	62%	10%
	Cincinnati/Dayton Area	35%	60%	5%
Household Income	Less than \$50,000	31%	62%	7%
	\$50,000 or more	31%	62%	7%
Education	Not college graduate	30%	60%	10%
	College graduate	31%	65%	4%
Race	White	34%	58%	8%
	African American	6%	81%	13%
Age	18 to 29	24%	68%	8%
	30 to 44	32%	60%	8%
	45 to 59	34%	57%	8%
	60 or older	30%	61%	9%
Age	Under 45	28%	64%	8%
	45 or older	32%	59%	9%
Gender	Men	36%	58%	6%
	Women	25%	65%	10%
U.S. Military Veteran	Yes	37%	61%	2%
	No	29%	62%	9%
Interview Type	Landline	32%	59%	10%
	Cell Phone	30%	63%	8%

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NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Ohio Adults		32%	26%	16%	26%
Ohio Registered Voters		35%	26%	14%	25%
Party Identification^	Democrat	58%	11%	10%	21%
	Republican	14%	37%	15%	34%
	Independent	35%	25%	18%	22%
Political Ideology^	Very liberal-Liberal	51%	21%	9%	18%
	Moderate	45%	15%	14%	26%
	Conservative-Very conservative	19%	38%	16%	27%
Tea Party Supporters^		22%	43%	10%	25%
Region	Cleveland Area	36%	23%	19%	23%
	North	33%	26%	17%	24%
	Ohio Valley & West	26%	29%	18%	28%
	Columbus Area	35%	22%	10%	33%
	Cincinnati/Dayton Area	34%	26%	17%	23%
Household Income	Less than \$50,000	30%	26%	19%	24%
	\$50,000 or more	36%	23%	14%	28%
Education	Not college graduate	28%	25%	19%	28%
	College graduate	41%	26%	12%	21%
Race	White	31%	27%	15%	27%
	African American	42%	11%	26%	20%
Age	18 to 29	32%	25%	23%	20%
	30 to 44	26%	27%	17%	30%
	45 to 59	37%	28%	11%	24%
	60 or older	35%	22%	16%	27%
Age	Under 45	29%	26%	20%	25%
	45 or older	36%	25%	14%	26%
Gender	Men	32%	28%	15%	25%
	Women	32%	24%	18%	26%
U.S. Military Veteran	Yes	28%	27%	18%	27%
	No	33%	25%	16%	25%
Interview Type	Landline	36%	27%	12%	25%
	Cell Phone	30%	25%	19%	26%

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NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
Ohio Adults		34%	30%	14%	23%
Ohio Registered Voters		36%	30%	11%	22%
Party Identification [^]	Democrat	16%	48%	13%	23%
	Republican	59%	10%	10%	21%
	Independent	34%	32%	12%	22%
Political Ideology [^]	Very liberal-Liberal	18%	51%	12%	19%
	Moderate	32%	34%	9%	25%
	Conservative-Very conservative	55%	15%	11%	20%
Tea Party Supporters [^]		51%	23%	5%	21%
Region	Cleveland Area	27%	36%	16%	21%
	North	32%	32%	12%	24%
	Ohio Valley & West	39%	23%	16%	23%
	Columbus Area	30%	31%	12%	27%
	Cincinnati/Dayton Area	42%	27%	13%	19%
Household Income	Less than \$50,000	28%	35%	16%	21%
	\$50,000 or more	40%	28%	10%	22%
Education	Not college graduate	32%	27%	16%	25%
	College graduate	39%	35%	10%	17%
Race	White	37%	27%	12%	23%
	African American	12%	43%	24%	22%
Age	18 to 29	23%	47%	14%	17%
	30 to 44	29%	33%	13%	25%
	45 to 59	41%	24%	13%	21%
	60 or older	41%	19%	14%	26%
Age	Under 45	26%	39%	13%	21%
	45 or older	41%	22%	13%	24%
Gender	Men	36%	31%	11%	22%
	Women	32%	28%	16%	24%
U.S. Military Veteran	Yes	49%	24%	10%	18%
	No	33%	30%	14%	23%
Interview Type	Landline	40%	25%	11%	24%
	Cell Phone	31%	32%	15%	22%

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NBC News/WSJ/Marist Poll Ohio Tables

		Ohio Registered Voters			
		2016 Ohio election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Ted Strickland, the Democrat	Rob Portman, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
Ohio Registered Voters		43%	48%	1%	8%
Definitely Vote in 2016 Election		44%	47%	1%	8%
Party Identification	Democrat	77%	13%	3%	7%
	Republican	6%	90%	0%	3%
	Independent	45%	44%	1%	11%
Political Ideology	Very liberal-Liberal	78%	15%	2%	5%
	Moderate	46%	44%	1%	9%
	Conservative-Very conservative	17%	76%	1%	5%
Tea Party Supporters		29%	66%	2%	4%
Region	Cleveland Area	51%	37%	2%	10%
	North	49%	41%	1%	9%
	Ohio Valley & West	38%	56%	0%	6%
	Columbus Area	42%	47%	2%	9%
	Cincinnati/Dayton Area	33%	60%	2%	5%
Household Income	Less than \$50,000	48%	44%	2%	6%
	\$50,000 or more	40%	52%	1%	7%
Education	Not college graduate	44%	48%	1%	8%
	College graduate	42%	50%	1%	8%
Race	White	38%	55%	1%	7%
	African American	75%	7%	3%	14%
Age	18 to 29	63%	34%	0%	3%
	30 to 44	43%	48%	1%	8%
	45 to 59	38%	51%	1%	10%
	60 or older	37%	54%	3%	6%
Age	Under 45	51%	42%	1%	6%
	45 or older	37%	53%	2%	8%
Gender	Men	41%	51%	1%	7%
	Women	44%	46%	1%	8%
Race and Education	White - Not College Graduate	37%	55%	1%	7%
	White - College Graduate	39%	54%	1%	6%
U.S. Military Veteran	Yes	34%	58%	1%	7%
	No	44%	47%	1%	8%
Interview Type	Landline	37%	53%	2%	8%
	Cell Phone	46%	45%	1%	8%

NBC News/WSJ/Marist Poll Ohio Registered Voters. Interviews conducted August 3rd through August 7th, 2016, n=889 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.