

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist Virginia Poll of 1,022 Adults

This survey of 1,022 adults was conducted July 5th through July 11th, 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 Virginia 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 Virginia 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 876 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 - Virginia

		Virginia Adults	Virginia Registered Voters
		Col %	Col %
Virginia Adults		100%	
Virginia Registered Voters		86%	100%
Party Identification [^]	Democrat	n/a	33%
	Republican	n/a	26%
	Independent	n/a	38%
	Other	n/a	2%
Political Ideology [^]	Very liberal	n/a	8%
	Liberal	n/a	17%
	Moderate	n/a	38%
	Conservative	n/a	28%
	Very conservative	n/a	9%
Tea Party Supporters [^]		n/a	20%
Gender	Men	49%	48%
	Women	51%	52%
Age	Under 45	48%	45%
	45 or older	52%	55%
Age	18 to 29	21%	17%
	30 to 44	27%	27%
	45 to 59	27%	28%
	60 or older	24%	27%
			24%
Race	White	67%	68%
	African American	19%	19%
	Latino	7%	7%
	Other	7%	6%
Region	D.C. Suburbs	19%	19%
	Northern Virginia Exurbs	16%	16%
	Central/West	23%	23%
	Richmond/East	23%	23%
	Tidewater	19%	19%
Household Income	Less than \$50,000	39%	36%
	\$50,000 or more	61%	64%
Education	Not college graduate	54%	52%
	College graduate	46%	48%
Evangelical Christian	Yes	41%	41%
	No	59%	59%
White Evangelical Christians		24%	24%
Interview Type	Landline	41%	44%
	Cell Phone	59%	56%

NBC News/WSJ/Marist Poll Virginia Adults. Interviews conducted July 5th through July 11th, 2016, n=1022 MOE +/- 3.1 percentage points.

[^]Virginia Registered Voters: n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
Virginia Adults		49%	43%	8%
Virginia Registered Voters		48%	44%	8%
Party Identification^	Democrat	92%	7%	1%
	Republican	8%	89%	3%
	Independent	40%	45%	15%
Political Ideology^	Very liberal-Liberal	84%	11%	5%
	Moderate	54%	38%	7%
	Conservative-Very conservative	18%	75%	7%
Tea Party Supporters^		24%	71%	5%
Region	D.C. Suburbs	62%	29%	9%
	Northern Virginia Exurbs	45%	48%	7%
	Central/West	31%	59%	10%
	Richmond/East	57%	37%	6%
	Tidewater	53%	39%	8%
Household Income	Less than \$50,000	51%	38%	12%
	\$50,000 or more	48%	47%	5%
Education	Not college graduate	46%	44%	10%
	College graduate	53%	42%	6%
Race	White	38%	55%	7%
	African American	82%	10%	8%
Age	18 to 29	60%	28%	12%
	30 to 44	51%	39%	10%
	45 to 59	44%	52%	5%
	60 or older	43%	51%	6%
Age	Under 45	55%	34%	11%
	45 or older	43%	51%	5%
Gender	Men	45%	46%	10%
	Women	53%	40%	6%
Interview Type	Landline	49%	45%	6%
	Cell Phone	49%	41%	9%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia 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	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
Virginia Registered Voters		44%	35%	13%	2%	7%
Definitely Vote in 2016 Election		47%	37%	8%	1%	6%
Party Identification	Democrat	87%	4%	3%	0%	6%
	Republican	5%	79%	9%	2%	5%
	Independent	35%	32%	22%	2%	10%
Political Ideology	Very liberal-Liberal	75%	7%	10%	2%	6%
	Moderate	52%	25%	13%	3%	8%
	Conservative-Very conservative	17%	65%	11%	1%	6%
Tea Party Supporters		15%	72%	8%	0%	5%
Region	D.C. Suburbs	53%	26%	9%	3%	10%
	Northern Virginia Exurbs	38%	40%	16%	2%	4%
	Central/West	32%	48%	13%	3%	4%
	Richmond/East	49%	28%	14%	1%	8%
	Tidewater	48%	30%	14%	0%	8%
Household Income	Less than \$50,000	51%	30%	14%	0%	4%
	\$50,000 or more	42%	38%	9%	2%	8%
Education	Not college graduate	43%	38%	12%	1%	6%
	College graduate	45%	31%	13%	2%	8%
Race	White	35%	45%	13%	2%	6%
	African American	76%	3%	9%	2%	11%
Age	18 to 29	44%	22%	26%	1%	8%
	30 to 44	48%	26%	15%	3%	8%
	45 to 59	41%	45%	7%	2%	5%
	60 or older	42%	43%	8%	1%	6%
Age	Under 45	46%	24%	19%	2%	8%
	45 or older	41%	44%	8%	2%	5%
Gender	Men	34%	41%	18%	2%	5%
	Women	52%	29%	8%	2%	8%
Race and Education	White - Not College Graduate	29%	54%	12%	1%	4%
	White - College Graduate	42%	35%	14%	2%	7%
Interview Type	Landline	43%	38%	10%	1%	8%
	Cell Phone	44%	33%	15%	2%	6%

NBC News/WSJ/Marist Poll Virginia Registered Voters. Interviews conducted July 5th through July 11th, 2016, n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		Virginia 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 %
Virginia Registered Voters		41%	34%	10%	2%	2%	10%
Definitely Vote in 2016 Election		43%	37%	9%	2%	2%	7%
Party Identification	Democrat	86%	3%	4%	1%	1%	6%
	Republican	3%	78%	8%	1%	3%	8%
	Independent	30%	32%	16%	4%	3%	16%
Political Ideology	Very liberal-Liberal	69%	6%	10%	5%	1%	8%
	Moderate	46%	25%	15%	1%	4%	9%
	Conservative-Very conservative	18%	63%	6%	1%	1%	11%
Tea Party Supporters		17%	67%	7%	2%	1%	5%
Region	D.C. Suburbs	51%	22%	14%	1%	3%	8%
	Northern Virginia Exurbs	34%	41%	11%	6%	1%	7%
	Central/West	27%	47%	8%	4%	3%	12%
	Richmond/East	49%	28%	9%	1%	3%	10%
	Tidewater	43%	32%	8%	1%	2%	14%
Household Income	Less than \$50,000	48%	29%	10%	3%	2%	9%
	\$50,000 or more	39%	38%	11%	2%	2%	8%
Education	Not college graduate	39%	37%	9%	2%	2%	11%
	College graduate	44%	31%	11%	3%	3%	9%
Race	White	31%	44%	11%	3%	2%	9%
	African American	73%	5%	3%	0%	5%	14%
Age	18 to 29	37%	23%	20%	4%	3%	12%
	30 to 44	45%	23%	12%	3%	4%	14%
	45 to 59	39%	43%	7%	2%	1%	7%
	60 or older	41%	44%	4%	1%	2%	8%
Age	Under 45	42%	23%	15%	3%	3%	13%
	45 or older	40%	44%	6%	2%	2%	8%
Gender	Men	34%	40%	14%	2%	2%	7%
	Women	47%	29%	6%	3%	3%	13%
Race and Education	White - Not College Graduate	22%	54%	12%	2%	1%	9%
	White - College Graduate	39%	35%	12%	4%	2%	8%
Interview Type	Landline	42%	37%	7%	1%	1%	12%
	Cell Phone	40%	31%	12%	4%	3%	9%

NBC News/WSJ/Marist Poll Virginia Registered Voters. Interviews conducted July 5th through July 11th, 2016, n=876 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		36%	57%	7%
Virginia Registered Voters		37%	58%	5%
Party Identification [^]	Democrat	81%	16%	2%
	Republican	5%	93%	3%
	Independent	23%	70%	7%
Political Ideology [^]	Very liberal-Liberal	65%	28%	7%
	Moderate	41%	56%	3%
	Conservative-Very conservative	15%	80%	5%
Tea Party Supporters [^]		17%	80%	3%
Region	D.C. Suburbs	41%	50%	9%
	Northern Virginia Exurbs	29%	66%	5%
	Central/West	28%	64%	8%
	Richmond/East	43%	50%	7%
	Tidewater	36%	58%	6%
Household Income	Less than \$50,000	37%	53%	10%
	\$50,000 or more	37%	60%	3%
Education	Not college graduate	35%	58%	7%
	College graduate	37%	57%	6%
Race	White	27%	68%	5%
	African American	72%	22%	6%
Age	18 to 29	29%	58%	13%
	30 to 44	36%	53%	10%
	45 to 59	38%	60%	2%
	60 or older	38%	59%	3%
Age	Under 45	33%	56%	11%
	45 or older	38%	59%	3%
Gender	Men	28%	65%	7%
	Women	43%	50%	7%
Interview Type	Landline	38%	55%	8%
	Cell Phone	34%	59%	6%

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NBC News/WSJ/Marist Poll Virginia Tables

		Virginia Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
Virginia Adults		28%	64%	7%
Virginia Registered Voters		29%	65%	6%
Party Identification [^]	Democrat	6%	92%	2%
	Republican	65%	29%	5%
	Independent	25%	66%	9%
Political Ideology [^]	Very liberal-Liberal	8%	88%	4%
	Moderate	21%	76%	4%
	Conservative-Very conservative	54%	39%	7%
Tea Party Supporters [^]		68%	27%	4%
Region	D.C. Suburbs	18%	76%	6%
	Northern Virginia Exurbs	31%	64%	5%
	Central/West	41%	52%	7%
	Richmond/East	25%	67%	7%
	Tidewater	25%	64%	11%
Household Income	Less than \$50,000	29%	62%	9%
	\$50,000 or more	30%	64%	6%
Education	Not college graduate	31%	60%	8%
	College graduate	24%	69%	6%
Race	White	36%	58%	6%
	African American	6%	85%	9%
Age	18 to 29	19%	70%	11%
	30 to 44	22%	72%	6%
	45 to 59	36%	58%	6%
	60 or older	36%	55%	8%
Age	Under 45	21%	71%	8%
	45 or older	36%	57%	7%
Gender	Men	35%	58%	7%
	Women	22%	70%	8%
Interview Type	Landline	31%	62%	7%
	Cell Phone	27%	65%	8%

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