

## How the Survey was Conducted

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### **Nature of the Sample: North Carolina Poll of 1,501 Adults**

This survey of 1,501 adults was conducted on September 23<sup>rd</sup> through September 25<sup>th</sup>, 2012. Adults 18 years of age and older residing in the state of North Carolina were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the state. The exchanges were selected to ensure that each region was represented in proportion to its population. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers. The two samples were then combined and balanced to reflect the 2010 census results for age, gender, income, race, and region. Results for adults are statistically significant within  $\pm 2.5$  percentage points. There are 1,375 registered voters. The results for this subset are statistically significant within  $\pm 2.6$  percentage points. There are 1,035 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the 2012 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  $\pm 3.1$  percentage points. The error margin increases for cross-tabulations.

**Nature of the Sample - North Carolina**

		North Carolina Adults	North Carolina Registered Voters	North Carolina Likely Voters
		Col %	Col %	Col %
North Carolina Adults		100%		
North Carolina Registered Voters		92%	100%	
North Carolina Likely Voters		69%	75%	100%
Party Identification	Democrat	38%	38%	39%
	Republican	30%	30%	31%
	Independent	31%	31%	30%
Party Identification	Strong Democrats	27%	27%	29%
	Not strong Democrats	12%	12%	10%
	Democratic leaning independents	9%	9%	9%
	Just Independents	10%	10%	9%
	Republican leaning independents	11%	11%	11%
	Not strong Republicans	9%	9%	8%
	Strong Republicans	22%	22%	23%
Party Registration	Democrat	44%	44%	45%
	Republican	32%	32%	33%
	Independent	23%	23%	22%
Political Ideology	Very liberal	5%	5%	5%
	Liberal	17%	17%	17%
	Moderate	32%	32%	31%
	Conservative	33%	33%	32%
	Very conservative	14%	14%	14%
Tea Party Supporters		26%	26%	27%
Gender	Men	48%	48%	47%
	Women	52%	52%	53%
Age	Under 45	40%	38%	35%
	45 or older	60%	62%	65%
Age	18 to 29	14%	12%	10%
	30 to 44	26%	25%	25%
	45 to 59	27%	28%	29%
	60 or older	33%	34%	36%
Race	White	68%	70%	70%
	African American	20%	21%	22%
	Latino	7%	6%	5%
Region	East	26%	26%	25%
	Raleigh-Durham Triangle	18%	19%	20%
	Charlotte Area	16%	16%	16%
	Piedmont/Central	22%	22%	21%
	West	18%	18%	18%
Household Income	Less than \$75,000	75%	74%	72%
	\$75,000 or more	25%	26%	28%
Education	Not college graduate	67%	65%	63%
	College graduate	33%	35%	37%
Marital Status	Married	57%	58%	60%
	Not married	43%	42%	40%
White Evangelical Christians	Yes	20%	20%	21%
Have you ever served in the U.S. Military?	Yes	15%	15%	16%
	No	85%	85%	84%
Interview Type	Landline	76%	78%	79%
	Cell Phone	24%	22%	21%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted September 23rd through September 25th, 2012, N=1501 MOE +/- 2.5 percentage points.

North Carolina Registered Voters: N=1375 MOE +/- 2.6 percentage points.

North Carolina Likely Voters: N=1035 MOE +/- 3.1 percentage points.

Totals may not add to 100% due to rounding.

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