

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,259 North Carolina Adults

This survey of 1,259 adults was conducted September 27th through October 1st, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of North Carolina were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of North Carolina from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within ± 2.8 percentage points. There are 1,132 registered voters. The results for this subset are statistically significant within ± 2.9 percentage points. There are 665 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.8 percentage points. The error margin increases for cross-tabulations.

Nature of the Sample - North Carolina

		North Carolina Registered		
		North Carolina Adults	Voters	North Carolina Likely Voters
		Col %	Col %	Col %
North Carolina Adults		100%		
North Carolina Registered Voters		90%	100%	
North Carolina Likely Voters		53%	59%	100%
Party Registration	Democrat	n/a	43%	43%
	Republican	n/a	33%	34%
	Independent	n/a	24%	23%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	34%	34%
	Republican	n/a	28%	29%
	Independent	n/a	37%	35%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	14%	14%
	Moderate	n/a	36%	34%
	Conservative	n/a	31%	32%
	Very conservative	n/a	14%	15%
Tea Party Supporters		n/a	23%	26%
Past Participation**	Yes	n/a	84%	91%
	No	n/a	16%	9%
Gender	Men	48%	47%	48%
	Women	52%	53%	52%
Age	Under 45	45%	42%	37%
	45 or older	55%	58%	63%
Age	18 to 29	22%	19%	14%
	30 to 44	24%	23%	22%
	45 to 59	27%	28%	31%
	60 or older	28%	30%	33%
Race	White	68%	69%	71%
	African American	21%	21%	21%
	Latino	7%	6%	5%
	Other	4%	4%	3%
Region	East	26%	26%	25%
	Raleigh-Durham Triangle	18%	18%	20%
	Charlotte Area	16%	17%	15%
	Piedmont/Central	22%	22%	21%
	West	18%	18%	19%
Household Income	Less than \$75,000	75%	74%	71%
	\$75,000 or more	25%	26%	29%
Education	Not college graduate	68%	66%	62%
	College graduate	32%	34%	38%
Marital Status	Married	49%	51%	55%
	Not married	51%	49%	45%
Marital Status and Gender	Married men	25%	26%	29%
	Not married men	22%	20%	18%
	Married women	24%	25%	26%
	Not married women	29%	29%	28%
White Evangelical Christians		30%	28%	32%
Interview Type	Landline	53%	55%	58%
	Cell Phone	47%	45%	42%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points. North Carolina Registered Voters: n=1132 MOE +/- 2.9 percentage points. North Carolina Likely Voters: n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a North Carolina election.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters		41%	51%	8%
Party Identification	Democrat	83%	12%	6%
	Republican	5%	91%	5%
	Independent	34%	56%	11%
Political Ideology	Very liberal-Liberal	78%	14%	8%
	Moderate	45%	43%	12%
	Conservative-Very conservative	22%	74%	4%
Tea Party Supporters		15%	81%	4%
Region	East	38%	54%	9%
	Raleigh-Durham Triangle	52%	39%	9%
	Charlotte Area	38%	55%	7%
	Piedmont/Central	41%	52%	7%
	West	37%	56%	7%
Household Income	Less than \$75,000	44%	48%	8%
	\$75,000 or more	38%	55%	6%
Education	Not college graduate	38%	53%	9%
	College graduate	46%	48%	6%
Race	White	26%	66%	8%
	African American	89%	4%	7%
Age	18 to 29	56%	25%	19%
	30 to 44	42%	49%	8%
	45 to 59	37%	56%	7%
	60 or older	38%	58%	4%
Gender	Men	38%	55%	7%
	Women	45%	47%	8%
Marital Status	Married	33%	62%	5%
	Not married	51%	37%	12%
Marital Status and Gender	Married men	32%	65%	4%
	Not married men	46%	41%	13%
	Married women	35%	59%	6%
	Not married women	54%	35%	10%
Religiosity	Practice a Religion	35%	59%	6%
	Does not Practice a Religion	48%	42%	9%
White Evangelical Christians		15%	78%	7%
Interview Type	Landline	39%	57%	5%
	Cell Phone	45%	43%	12%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665
 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters		26%	67%	7%
Party Identification	Democrat	54%	38%	9%
	Republican	5%	92%	3%
	Independent	19%	74%	7%
Political Ideology	Very liberal-Liberal	50%	40%	10%
	Moderate	30%	63%	7%
	Conservative-Very conservative	14%	82%	4%
Tea Party Supporters		9%	87%	4%
Region	East	24%	69%	6%
	Raleigh-Durham Triangle	33%	61%	6%
	Charlotte Area	27%	67%	6%
	Piedmont/Central	24%	69%	7%
	West	23%	69%	8%
Household Income	Less than \$75,000	29%	64%	7%
	\$75,000 or more	23%	72%	4%
Education	Not college graduate	23%	70%	7%
	College graduate	30%	63%	7%
Race	White	16%	79%	5%
	African American	58%	31%	11%
Age	18 to 29	37%	50%	13%
	30 to 44	25%	70%	5%
	45 to 59	24%	71%	5%
	60 or older	25%	68%	7%
Gender	Men	27%	67%	5%
	Women	25%	67%	8%
Marital Status	Married	21%	74%	6%
	Not married	33%	59%	8%
Marital Status and Gender	Married men	21%	74%	5%
	Not married men	37%	55%	7%
	Married women	20%	73%	6%
	Not married women	30%	61%	9%
Religiosity	Practice a Religion	24%	70%	6%
	Does not Practice a Religion	29%	64%	7%
White Evangelical Christians		11%	86%	4%
Interview Type	Landline	25%	69%	6%
	Cell Phone	28%	64%	8%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters		24%	65%	11%
Party Identification	Democrat	13%	79%	8%
	Republican	45%	45%	10%
	Independent	17%	70%	13%
Political Ideology	Very liberal-Liberal	8%	86%	6%
	Moderate	17%	69%	13%
	Conservative-Very conservative	35%	53%	12%
Tea Party Supporters		41%	49%	9%
Region	East	27%	63%	10%
	Raleigh-Durham Triangle	22%	67%	11%
	Charlotte Area	23%	65%	12%
	Piedmont/Central	27%	64%	9%
	West	20%	66%	15%
Household Income	Less than \$75,000	25%	64%	11%
	\$75,000 or more	20%	72%	8%
Education	Not college graduate	26%	61%	13%
	College graduate	19%	72%	9%
Race	White	27%	62%	12%
	African American	17%	75%	7%
Age	18 to 29	20%	56%	24%
	30 to 44	25%	64%	11%
	45 to 59	22%	70%	8%
	60 or older	26%	65%	9%
Gender	Men	28%	63%	9%
	Women	20%	66%	14%
Marital Status	Married	26%	64%	10%
	Not married	21%	66%	13%
Marital Status and Gender	Married men	29%	64%	7%
	Not married men	26%	63%	11%
	Married women	23%	64%	13%
	Not married women	18%	68%	14%
Religiosity	Practice a Religion	29%	57%	14%
	Does not Practice a Religion	18%	74%	8%
White Evangelical Christians		37%	51%	12%
Interview Type	Landline	24%	66%	10%
	Cell Phone	23%	64%	13%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665
 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters		33%	58%	9%
Party Identification	Democrat	71%	19%	10%
	Republican	2%	90%	8%
	Independent	23%	68%	9%
Political Ideology	Very liberal-Liberal	68%	25%	7%
	Moderate	33%	55%	13%
	Conservative-Very conservative	17%	75%	8%
Tea Party Supporters		14%	82%	4%
Region	East	34%	59%	7%
	Raleigh-Durham Triangle	39%	51%	11%
	Charlotte Area	30%	63%	7%
	Piedmont/Central	32%	58%	9%
	West	29%	58%	13%
Household Income	Less than \$75,000	37%	54%	9%
	\$75,000 or more	27%	65%	8%
Education	Not college graduate	33%	58%	9%
	College graduate	32%	59%	9%
Race	White	21%	70%	9%
	African American	73%	19%	8%
Age	18 to 29	45%	35%	20%
	30 to 44	39%	54%	7%
	45 to 59	27%	66%	7%
	60 or older	30%	62%	8%
Gender	Men	29%	63%	8%
	Women	36%	53%	11%
Marital Status	Married	26%	67%	7%
	Not married	41%	47%	12%
Marital Status and Gender	Married men	24%	71%	5%
	Not married men	37%	53%	10%
	Married women	28%	62%	10%
	Not married women	44%	43%	13%
Religiosity	Practice a Religion	26%	63%	10%
	Does not Practice a Religion	40%	53%	8%
White Evangelical Christians		13%	79%	8%
Interview Type	Landline	29%	63%	7%
	Cell Phone	38%	50%	12%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665
 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Likely Voters		44%	50%	5%
Party Identification	Democrat	81%	16%	3%
	Republican	8%	88%	4%
	Independent	40%	53%	8%
Political Ideology	Very liberal-Liberal	82%	16%	3%
	Moderate	50%	42%	8%
	Conservative-Very conservative	23%	74%	3%
Tea Party Supporters		14%	82%	4%
Region	East	41%	53%	7%
	Raleigh-Durham Triangle	54%	40%	6%
	Charlotte Area	42%	53%	5%
	Piedmont/Central	42%	55%	3%
	West	44%	52%	5%
Household Income	Less than \$75,000	46%	48%	6%
	\$75,000 or more	44%	53%	4%
Education	Not college graduate	41%	53%	6%
	College graduate	49%	47%	3%
Race	White	30%	63%	6%
	African American	87%	11%	1%
Age	18 to 29	62%	29%	9%
	30 to 44	46%	49%	5%
	45 to 59	39%	56%	5%
	60 or older	41%	55%	4%
Gender	Men	40%	55%	5%
	Women	48%	47%	5%
Marital Status	Married	37%	59%	5%
	Not married	53%	41%	6%
Marital Status and Gender	Married men	34%	62%	4%
	Not married men	49%	46%	5%
	Married women	41%	54%	5%
	Not married women	56%	38%	6%
	Religiosity	Practice a Religion	38%	57%
	Does not Practice a Religion	51%	44%	5%
White Evangelical Christians		19%	77%	4%
Interview Type	Landline	41%	56%	3%
	Cell Phone	49%	42%	8%

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NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters				
		North Carolina tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee				
		Kay Hagan, the Democrat	Thom Tillis, the Republican	Sean Haugh, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		44%	40%	7%	<1%	9%
Party Identification	Democrat	85%	5%	2%	0%	7%
	Republican	6%	81%	6%	0%	6%
	Independent	36%	40%	12%	0%	12%
Political Ideology	Very liberal-Liberal	79%	4%	7%	0%	10%
	Moderate	51%	28%	10%	0%	10%
	Conservative-Very conservative	23%	65%	5%	0%	7%
Tea Party Supporters		13%	69%	10%	0%	8%
Intensity of Support	Strongly support	57%	40%	3%	0%	0%
	Somewhat support	40%	52%	8%	0%	0%
	Might vote differently	38%	37%	23%	0%	2%
Region	East	38%	41%	10%	1%	10%
	Raleigh-Durham Triangle	53%	37%	4%	0%	6%
	Charlotte Area	40%	42%	9%	0%	9%
	Piedmont/Central	48%	40%	3%	0%	8%
	West	38%	40%	7%	0%	14%
Household Income	Less than \$75,000	46%	37%	8%	1%	9%
	\$75,000 or more	42%	46%	7%	0%	5%
Education	Not college graduate	41%	39%	8%	1%	11%
	College graduate	49%	41%	5%	0%	6%
Race	White	31%	52%	8%	1%	9%
	African American	84%	5%	2%	0%	8%
Age	18 to 29	49%	16%	16%	0%	20%
	30 to 44	44%	38%	6%	1%	11%
	45 to 59	40%	49%	5%	0%	6%
	60 or older	45%	44%	5%	1%	6%
Gender	Men	36%	49%	7%	1%	8%
	Women	51%	32%	7%	0%	10%
Marital Status	Married	38%	50%	5%	1%	7%
	Not married	52%	27%	9%	0%	12%
Marital Status and Gender	Married men	34%	57%	4%	1%	4%
	Not married men	38%	36%	11%	0%	16%
	Married women	41%	43%	6%	0%	10%
	Not married women	61%	21%	7%	0%	10%
	Religiosity	Practice a Religion	39%	48%	5%	1%
	Does not Practice a Religion	50%	30%	9%	0%	11%
White Evangelical Christians		19%	68%	7%	0%	5%
Interview Type	Landline	43%	44%	6%	0%	7%
	Cell Phone	44%	34%	8%	1%	13%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

North Carolina Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters					
Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?					
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		50%	38%	10%	2%
Party Identification	Democrat	66%	28%	5%	1%
	Republican	47%	39%	11%	3%
	Independent	35%	49%	14%	2%
Political Ideology	Very liberal-Liberal	71%	20%	9%	0%
	Moderate	38%	49%	11%	2%
	Conservative-Very conservative	48%	39%	10%	3%
Tea Party Supporters		52%	38%	8%	2%
Support for U.S. Senate in North Carolina	Kay Hagan	59%	32%	8%	1%
	Thom Tillis	45%	45%	9%	2%
Region	East	45%	44%	9%	2%
	Raleigh-Durham Triangle	59%	31%	10%	0%
	Charlotte Area	48%	35%	13%	4%
	Piedmont/Central	48%	44%	7%	1%
	West	47%	37%	13%	3%
Household Income	Less than \$75,000	47%	39%	12%	2%
	\$75,000 or more	52%	40%	7%	1%
Education	Not college graduate	47%	38%	12%	3%
	College graduate	53%	39%	8%	0%
Race	White	46%	40%	12%	2%
	African American	54%	36%	9%	1%
Age	Under 45	34%	50%	13%	3%
	45 or older	57%	33%	8%	2%
Gender	Men	46%	42%	10%	2%
	Women	53%	35%	11%	2%
Marital Status	Married	49%	39%	10%	2%
	Not married	50%	38%	10%	2%
Marital Status and Gender	Married men	47%	41%	10%	3%
	Not married men	44%	46%	9%	1%
	Married women	51%	36%	10%	2%
	Not married women	54%	33%	11%	2%
Religiosity	Practice a Religion	50%	35%	13%	2%
	Does not Practice a Religion	49%	42%	7%	2%
White Evangelical Christians		42%	43%	12%	3%
Interview Type	Landline	55%	35%	8%	2%
	Cell Phone	41%	44%	13%	2%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		
		Did you choose <candidate> because you are for <candidate> or because you are against the other candidates?		
		For choice	Against other candidates	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		45%	50%	5%
Party Identification	Democrat	66%	31%	3%
	Republican	37%	57%	7%
	Independent	30%	65%	4%
Political Ideology	Very liberal-Liberal	61%	36%	3%
	Moderate	42%	54%	5%
	Conservative-Very conservative	40%	54%	6%
Tea Party Supporters		42%	51%	8%
Support for U.S. Senate in North Carolina	Kay Hagan	57%	39%	4%
	Thom Tillis	36%	58%	6%
Region	East	42%	54%	4%
	Raleigh-Durham Triangle	46%	51%	3%
	Charlotte Area	43%	49%	7%
	Piedmont/Central	47%	50%	3%
	West	46%	46%	8%
Household Income	Less than \$75,000	49%	47%	4%
	\$75,000 or more	36%	59%	4%
Education	Not college graduate	45%	49%	6%
	College graduate	43%	53%	4%
Race	White	37%	57%	6%
	African American	68%	31%	2%
Age	Under 45	42%	56%	2%
	45 or older	46%	47%	6%
Gender	Men	45%	50%	5%
	Women	45%	50%	5%
Marital Status	Married	40%	55%	6%
	Not married	50%	46%	4%
Marital Status and Gender	Married men	40%	54%	6%
	Not married men	50%	47%	4%
	Married women	40%	56%	5%
	Not married women	50%	46%	5%
Religiosity	Practice a Religion	44%	50%	6%
	Does not Practice a Religion	45%	52%	4%
White Evangelical Christians		34%	59%	8%
Interview Type	Landline	46%	49%	5%
	Cell Phone	42%	53%	5%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=519 MOE +/- 4.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Kay Hagan?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		42%	48%	1%	9%
Party Identification	Democrat	83%	12%	1%	5%
	Republican	7%	82%	2%	9%
	Independent	35%	55%	1%	9%
Political Ideology	Very liberal-Liberal	78%	17%	0%	5%
	Moderate	48%	40%	2%	9%
	Conservative-Very conservative	22%	68%	1%	9%
Tea Party Supporters		14%	75%	2%	9%
Region	East	38%	49%	2%	11%
	Raleigh-Durham Triangle	51%	39%	0%	9%
	Charlotte Area	38%	56%	2%	5%
	Piedmont/Central	43%	50%	0%	7%
	West	40%	48%	3%	10%
Household Income	Less than \$75,000	45%	45%	2%	8%
	\$75,000 or more	39%	53%	0%	8%
Education	Not college graduate	39%	50%	1%	9%
	College graduate	47%	45%	1%	7%
Race	White	30%	60%	1%	9%
	African American	82%	9%	2%	7%
Age	18 to 29	52%	38%	3%	8%
	30 to 44	44%	46%	3%	7%
	45 to 59	36%	53%	1%	10%
	60 or older	43%	48%	0%	9%
Gender	Men	36%	54%	2%	8%
	Women	47%	43%	1%	9%
Marital Status	Married	34%	57%	1%	8%
	Not married	52%	38%	2%	9%
Marital Status and Gender	Married men	30%	60%	1%	9%
	Not married men	45%	46%	3%	6%
	Married women	39%	54%	0%	8%
	Not married women	56%	32%	1%	10%
Religiosity	Practice a Religion	35%	53%	2%	10%
	Does not Practice a Religion	49%	43%	1%	7%
White Evangelical Christians		18%	71%	1%	10%
Interview Type	Landline	42%	50%	0%	7%
	Cell Phone	42%	45%	2%	10%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters			
		Overall, do you have a favorable or an unfavorable impression of Thom Tillis?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		36%	47%	3%	14%
Party Identification	Democrat	11%	73%	3%	13%
	Republican	66%	17%	2%	15%
	Independent	36%	48%	4%	12%
Political Ideology	Very liberal-Liberal	8%	78%	2%	12%
	Moderate	29%	55%	3%	13%
	Conservative-Very conservative	55%	28%	3%	14%
Tea Party Supporters		62%	23%	4%	11%
Region	East	39%	38%	6%	16%
	Raleigh-Durham Triangle	36%	54%	1%	10%
	Charlotte Area	38%	46%	6%	11%
	Piedmont/Central	38%	50%	2%	10%
	West	28%	49%	2%	21%
Household Income	Less than \$75,000	35%	47%	4%	14%
	\$75,000 or more	38%	52%	1%	9%
Education	Not college graduate	35%	44%	4%	16%
	College graduate	38%	51%	1%	10%
Race	White	45%	38%	2%	15%
	African American	13%	72%	6%	9%
Age	18 to 29	25%	44%	8%	23%
	30 to 44	31%	49%	4%	16%
	45 to 59	43%	46%	2%	9%
	60 or older	38%	47%	2%	13%
Gender	Men	43%	41%	4%	12%
	Women	30%	52%	3%	15%
Marital Status	Married	44%	42%	2%	12%
	Not married	27%	53%	4%	16%
Marital Status and Gender	Married men	50%	38%	2%	10%
	Not married men	34%	45%	5%	16%
	Married women	37%	47%	2%	14%
	Not married women	22%	59%	4%	15%
Religiosity	Practice a Religion	42%	41%	3%	14%
	Does not Practice a Religion	31%	53%	3%	13%
White Evangelical Christians		56%	28%	1%	15%
Interview Type	Landline	38%	50%	1%	12%
	Cell Phone	34%	43%	6%	17%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters		
		Do you approve or disapprove of the job Pat McCrory is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Likely Voters		50%	39%	11%
Party Identification	Democrat	33%	59%	8%
	Republican	74%	16%	10%
	Independent	46%	41%	14%
Political Ideology	Very liberal-Liberal	28%	67%	5%
	Moderate	43%	46%	11%
	Conservative-Very conservative	64%	23%	12%
Tea Party Supporters		77%	16%	7%
Region	East	46%	37%	17%
	Raleigh-Durham Triangle	45%	50%	6%
	Charlotte Area	59%	35%	7%
	Piedmont/Central	55%	36%	9%
	West	49%	39%	13%
Household Income	Less than \$75,000	50%	39%	11%
	\$75,000 or more	49%	45%	6%
Education	Not college graduate	52%	36%	13%
	College graduate	46%	46%	8%
Race	White	55%	34%	11%
	African American	37%	53%	9%
Age	18 to 29	44%	41%	16%
	30 to 44	46%	43%	11%
	45 to 59	52%	41%	7%
	60 or older	53%	36%	11%
Gender	Men	57%	33%	10%
	Women	43%	45%	11%
Marital Status	Married	58%	32%	10%
	Not married	39%	49%	12%
Marital Status and Gender	Married men	63%	28%	9%
	Not married men	45%	43%	12%
	Married women	52%	37%	11%
	Not married women	36%	53%	12%
Religiosity	Practice a Religion	55%	34%	11%
	Does not Practice a Religion	44%	46%	10%
White Evangelical Christians		64%	25%	11%
Interview Type	Landline	51%	39%	10%
	Cell Phone	48%	40%	12%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665
 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Likely Voter Tables

		North Carolina Likely Voters					
		From what you have heard about the new health care law, do you think it is:					
		Strongly: Good idea	Not so strongly: Good idea	Not so strongly: Bad idea	Strongly: Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		28%	7%	5%	44%	12%	4%
Party Identification	Democrat	57%	7%	5%	14%	13%	5%
	Republican	5%	2%	5%	74%	12%	2%
	Independent	21%	11%	6%	45%	13%	5%
Political Ideology	Very liberal-Liberal	60%	10%	6%	14%	7%	4%
	Moderate	29%	11%	7%	35%	14%	4%
	Conservative-Very conservative	13%	2%	4%	65%	13%	3%
Tea Party Supporters		9%	2%	3%	76%	7%	3%
Region	East	23%	7%	10%	41%	13%	5%
	Raleigh-Durham Triangle	35%	10%	2%	36%	13%	4%
	Charlotte Area	26%	3%	2%	53%	13%	3%
	Piedmont/Central	30%	6%	5%	49%	8%	3%
	West	25%	6%	4%	45%	14%	6%
Household Income	Less than \$75,000	28%	7%	6%	42%	13%	5%
	\$75,000 or more	32%	8%	6%	46%	7%	1%
Education	Not college graduate	22%	6%	4%	47%	15%	6%
	College graduate	37%	8%	6%	40%	8%	1%
Race	White	20%	7%	5%	54%	10%	3%
	African American	53%	6%	6%	11%	18%	7%
Age	18 to 29	23%	12%	14%	22%	21%	8%
	30 to 44	28%	6%	5%	49%	8%	3%
	45 to 59	28%	7%	5%	51%	7%	2%
	60 or older	29%	5%	2%	43%	16%	5%
Gender	Men	26%	9%	3%	51%	9%	3%
	Women	30%	5%	7%	38%	15%	5%
Marital Status	Married	27%	6%	4%	52%	9%	2%
	Not married	29%	7%	7%	34%	16%	6%
Marital Status and Gender	Married men	25%	7%	2%	58%	7%	1%
	Not married men	26%	13%	4%	39%	13%	5%
	Married women	29%	6%	6%	46%	11%	3%
	Not married women	31%	4%	9%	30%	19%	7%
	Religiosity	Practice a Religion	23%	4%	5%	50%	13%
	Does not Practice a Religion	33%	10%	6%	37%	11%	3%
White Evangelical Christians		11%	4%	6%	63%	13%	3%
Interview Type	Landline	28%	6%	4%	46%	13%	3%
	Cell Phone	28%	7%	7%	42%	11%	6%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted September 27th through October 1st, 2014, n=665 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Adults		39%	49%	11%
North Carolina Registered Voters		40%	50%	10%
Party Identification^	Democrat	79%	13%	7%
	Republican	5%	89%	6%
	Independent	32%	54%	14%
Political Ideology^	Very liberal-Liberal	73%	20%	8%
	Moderate	44%	40%	17%
	Conservative-Very conservative	21%	74%	5%
Tea Party Supporters^		16%	80%	5%
Region	East	36%	53%	11%
	Raleigh-Durham Triangle	51%	33%	16%
	Charlotte Area	36%	52%	12%
	Piedmont/Central	40%	52%	8%
	West	35%	54%	11%
Household Income	Less than \$75,000	42%	47%	11%
	\$75,000 or more	36%	55%	9%
Education	Not college graduate	37%	50%	13%
	College graduate	46%	47%	8%
Race	White	24%	65%	11%
	African American	83%	7%	10%
	Other	48%	36%	17%
Age	18 to 29	48%	29%	23%
	30 to 44	38%	50%	12%
	45 to 59	36%	56%	9%
	60 or older	38%	58%	5%
Gender	Men	36%	52%	12%
	Women	43%	46%	11%
Marital Status	Married	33%	60%	7%
	Not married	46%	39%	15%
Marital Status and Gender	Married men	30%	64%	6%
	Not married men	42%	40%	17%
	Married women	35%	56%	9%
	Not married women	49%	38%	12%
Religiosity	Practice a Religion	35%	56%	9%
	Does not Practice a Religion	44%	43%	13%
White Evangelical Christians		14%	75%	10%
Interview Type	Landline	38%	57%	6%
	Cell Phone	41%	41%	18%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults		
		All in all, do you think things in the nation are generally headed in the right direction, or do you feel things are off on the wrong track?		
		Headed in the right direction	Off on the wrong track	Unsure
		Row %	Row %	Row %
North Carolina Adults		25%	68%	8%
North Carolina Registered Voters		25%	69%	7%
Party Identification^	Democrat	50%	41%	9%
	Republican	6%	92%	3%
	Independent	18%	76%	7%
Political Ideology^	Very liberal-Liberal	46%	45%	9%
	Moderate	28%	64%	8%
	Conservative-Very conservative	13%	83%	4%
Tea Party Supporters^		8%	87%	4%
Region	East	24%	69%	7%
	Raleigh-Durham Triangle	33%	58%	9%
	Charlotte Area	23%	69%	8%
	Piedmont/Central	22%	71%	7%
	West	22%	70%	9%
Household Income	Less than \$75,000	27%	66%	7%
	\$75,000 or more	22%	73%	5%
Education	Not college graduate	22%	69%	9%
	College graduate	30%	64%	6%
Race	White	15%	78%	7%
	African American	53%	36%	12%
	Other	29%	64%	8%
Age	18 to 29	31%	56%	14%
	30 to 44	23%	71%	6%
	45 to 59	23%	72%	5%
	60 or older	24%	68%	8%
Gender	Men	26%	68%	6%
	Women	23%	68%	9%
Marital Status	Married	20%	74%	6%
	Not married	29%	61%	10%
Marital Status and Gender	Married men	20%	75%	5%
	Not married men	33%	59%	8%
	Married women	21%	72%	7%
	Not married women	26%	63%	11%
Religiosity	Practice a Religion	23%	70%	7%
	Does not Practice a Religion	27%	65%	8%
White Evangelical Christians		10%	86%	5%
Interview Type	Landline	23%	71%	6%
	Cell Phone	27%	64%	10%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Adults		
		Do you approve or disapprove of the job the Republicans in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Adults		23%	63%	14%
North Carolina Registered Voters		23%	64%	13%
Party Identification [^]	Democrat	13%	77%	9%
	Republican	44%	43%	13%
	Independent	16%	70%	15%
Political Ideology [^]	Very liberal-Liberal	11%	82%	7%
	Moderate	16%	70%	14%
	Conservative-Very conservative	33%	53%	14%
Tea Party Supporters [^]		41%	50%	9%
Region	East	24%	62%	14%
	Raleigh-Durham Triangle	23%	61%	16%
	Charlotte Area	21%	64%	15%
	Piedmont/Central	25%	65%	10%
	West	19%	63%	18%
Household Income	Less than \$75,000	23%	64%	13%
	\$75,000 or more	20%	72%	8%
Education	Not college graduate	25%	59%	16%
	College graduate	19%	70%	11%
Race	White	26%	60%	15%
	African American	16%	72%	11%
	Other	16%	65%	19%
Age	18 to 29	21%	51%	27%
	30 to 44	24%	63%	13%
	45 to 59	20%	71%	9%
	60 or older	25%	63%	11%
Gender	Men	27%	61%	12%
	Women	19%	64%	17%
Marital Status	Married	23%	65%	12%
	Not married	23%	61%	16%
Marital Status and Gender	Married men	26%	66%	8%
	Not married men	29%	57%	14%
	Married women	21%	64%	15%
	Not married women	18%	64%	18%
Religiosity	Practice a Religion	27%	55%	17%
	Does not Practice a Religion	18%	70%	11%
White Evangelical Christians		35%	50%	15%
Interview Type	Landline	24%	64%	11%
	Cell Phone	21%	61%	18%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

[^]North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults		
		Do you approve or disapprove of the job the Democrats in Congress are doing in office?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Adults		32%	55%	13%
North Carolina Registered Voters		32%	57%	11%
Party Identification^	Democrat	69%	22%	10%
	Republican	4%	85%	11%
	Independent	21%	68%	11%
Political Ideology^	Very liberal-Liberal	63%	30%	7%
	Moderate	33%	54%	13%
	Conservative-Very conservative	16%	74%	10%
Tea Party Supporters^		15%	81%	4%
Region	East	32%	56%	12%
	Raleigh-Durham Triangle	38%	46%	16%
	Charlotte Area	28%	60%	12%
	Piedmont/Central	33%	56%	11%
	West	27%	57%	16%
Household Income	Less than \$75,000	36%	52%	12%
	\$75,000 or more	24%	67%	9%
Education	Not college graduate	32%	54%	14%
	College graduate	32%	57%	11%
Race	White	21%	66%	13%
	African American	67%	23%	11%
	Other	31%	50%	19%
Age	18 to 29	40%	34%	26%
	30 to 44	35%	53%	12%
	45 to 59	26%	65%	9%
	60 or older	29%	61%	10%
Gender	Men	29%	59%	12%
	Women	34%	51%	14%
Marital Status	Married	26%	64%	10%
	Not married	38%	47%	15%
Marital Status and Gender	Married men	23%	69%	8%
	Not married men	35%	51%	14%
	Married women	28%	59%	12%
	Not married women	40%	44%	16%
	Religiosity	Practice a Religion	26%	59%
	Does not Practice a Religion	37%	52%	11%
White Evangelical Christians		12%	76%	11%
Interview Type	Landline	29%	62%	9%
	Cell Phone	35%	47%	18%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults		
		Overall, do you have a favorable or an unfavorable impression of Barack Obama?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Adults		43%	50%	8%
North Carolina Registered Voters		43%	51%	6%
Party Identification^	Democrat	78%	18%	3%
	Republican	9%	86%	5%
	Independent	37%	53%	10%
Political Ideology^	Very liberal-Liberal	76%	21%	4%
	Moderate	48%	42%	9%
	Conservative-Very conservative	22%	74%	4%
Tea Party Supporters^		15%	81%	3%
Region	East	41%	51%	8%
	Raleigh-Durham Triangle	55%	34%	11%
	Charlotte Area	38%	55%	7%
	Piedmont/Central	41%	55%	5%
	West	41%	51%	8%
Household Income	Less than \$75,000	45%	48%	7%
	\$75,000 or more	40%	54%	6%
Education	Not college graduate	40%	51%	9%
	College graduate	48%	48%	4%
Race	White	29%	63%	9%
	African American	82%	15%	3%
	Other	53%	35%	12%
Age	18 to 29	56%	32%	13%
	30 to 44	41%	51%	7%
	45 to 59	39%	55%	7%
	60 or older	39%	56%	5%
Gender	Men	40%	54%	7%
	Women	46%	46%	9%
Marital Status	Married	36%	58%	6%
	Not married	50%	42%	9%
Marital Status and Gender	Married men	32%	64%	5%
	Not married men	47%	46%	7%
	Married women	40%	53%	7%
	Not married women	51%	39%	10%
	Religiosity	Practice a Religion	38%	55%
	Does not Practice a Religion	48%	45%	7%
White Evangelical Christians		18%	76%	6%
Interview Type	Landline	39%	56%	4%
	Cell Phone	46%	42%	11%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Registered Voters				
		North Carolina tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or voted early or by absentee				
		Kay Hagan, the Democrat	Thom Tillis, the Republican	Sean Haugh, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Registered Voters		42%	37%	8%	1%	12%
Party Identification	Democrat	82%	5%	3%	0%	11%
	Republican	7%	77%	6%	0%	10%
	Independent	36%	37%	14%	0%	14%
Political Ideology	Very liberal-Liberal	72%	7%	8%	0%	14%
	Moderate	50%	26%	11%	1%	12%
	Conservative-Very conservative	23%	62%	5%	0%	11%
Tea Party Supporters		15%	66%	11%	0%	8%
Intensity of Support	Strongly support	58%	40%	3%	0%	0%
	Somewhat support	42%	49%	9%	0%	0%
	Might vote differently	42%	36%	21%	0%	1%
Region	East	38%	36%	11%	1%	14%
	Raleigh-Durham Triangle	52%	34%	6%	0%	8%
	Charlotte Area	40%	38%	9%	1%	12%
	Piedmont/Central	45%	38%	5%	0%	11%
	West	37%	37%	8%	0%	17%
Household Income	Less than \$75,000	44%	34%	9%	1%	12%
	\$75,000 or more	40%	45%	9%	1%	5%
Education	Not college graduate	40%	36%	9%	1%	15%
	College graduate	48%	39%	6%	0%	8%
Race	White	30%	49%	9%	0%	12%
	African American	80%	5%	4%	1%	10%
	Other	50%	23%	11%	0%	16%
Age	18 to 29	47%	17%	15%	0%	20%
	30 to 44	41%	35%	8%	2%	14%
	45 to 59	40%	46%	6%	0%	8%
	60 or older	43%	42%	5%	1%	9%
Gender	Men	34%	45%	9%	1%	12%
	Women	50%	30%	7%	0%	13%
Marital Status	Married	36%	47%	6%	1%	10%
	Not married	50%	26%	10%	0%	15%
Marital Status and Gender	Married men	33%	54%	5%	2%	7%
	Not married men	35%	34%	13%	0%	18%
	Married women	40%	40%	7%	0%	13%
	Not married women	60%	20%	7%	0%	12%
Religiosity	Practice a Religion	38%	45%	5%	0%	11%
	Does not Practice a Religion	48%	28%	10%	1%	13%
White Evangelical Christians		19%	66%	8%	0%	7%
Interview Type	Landline	42%	41%	6%	0%	10%
	Cell Phone	43%	31%	10%	1%	15%

NBC News/Marist Poll North Carolina Registered Voters. Interviews conducted September 27th through October 1st, 2014, 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
North Carolina Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		45%	40%	12%	3%
Party Identification	Democrat	61%	31%	6%	1%
	Republican	43%	42%	11%	4%
	Independent	30%	48%	17%	4%
Political Ideology	Very liberal-Liberal	63%	24%	12%	1%
	Moderate	33%	50%	13%	3%
	Conservative-Very conservative	46%	40%	12%	3%
Tea Party Supporters		49%	40%	9%	2%
Support for U.S. Senate in North Carolina	Kay Hagan	53%	35%	11%	2%
	Thom Tillis	41%	45%	10%	3%
Region	East	43%	43%	12%	3%
	Raleigh-Durham Triangle	53%	31%	14%	1%
	Charlotte Area	43%	39%	13%	5%
	Piedmont/Central	46%	46%	6%	2%
	West	39%	40%	17%	5%
Household Income	Less than \$75,000	42%	41%	14%	3%
	\$75,000 or more	48%	42%	9%	1%
Education	Not college graduate	41%	41%	14%	4%
	College graduate	51%	39%	9%	1%
Race	White	42%	41%	13%	4%
	African American	47%	39%	13%	1%
	Other	51%	39%	9%	0%
Age	18 to 29	21%	58%	17%	4%
	30 to 44	34%	46%	15%	5%
	45 to 59	49%	38%	12%	0%
	60 or older	60%	29%	7%	3%
Gender	Men	42%	44%	10%	4%
	Women	47%	36%	14%	3%
Marital Status	Married	46%	40%	11%	3%
	Not married	43%	41%	13%	3%
Marital Status and Gender	Married men	44%	42%	11%	3%
	Not married men	37%	51%	9%	4%
	Married women	48%	38%	12%	3%
	Not married women	47%	35%	16%	2%
Religiosity	Practice a Religion	47%	36%	15%	3%
	Does not Practice a Religion	42%	45%	10%	3%
White Evangelical Christians		39%	44%	12%	5%
Interview Type	Landline	51%	37%	10%	2%
	Cell Phone	37%	45%	14%	4%

NBC News/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		
		Did you choose <candidate> because you are for <candidate> or because you are against the other candidates?		
		For choice	Against other candidates	Unsure
		Row %	Row %	Row %
North Carolina Voters with a Candidate Preference for U.S. Senate including Absentee and Early Voters		43%	52%	5%
Party Identification	Democrat	62%	35%	3%
	Republican	35%	58%	7%
	Independent	30%	66%	4%
Political Ideology	Very liberal-Liberal	54%	44%	3%
	Moderate	39%	57%	5%
	Conservative-Very conservative	40%	54%	6%
Tea Party Supporters		41%	53%	7%
Support for U.S. Senate in North Carolina	Kay Hagan	54%	42%	4%
	Thom Tillis	36%	58%	6%
Region	East	43%	53%	4%
	Raleigh-Durham Triangle	43%	54%	3%
	Charlotte Area	41%	52%	7%
	Piedmont/Central	45%	51%	4%
	West	42%	52%	6%
Household Income	Less than \$75,000	46%	50%	4%
	\$75,000 or more	33%	62%	5%
Education	Not college graduate	43%	52%	6%
	College graduate	41%	55%	4%
Race	White	35%	59%	6%
	African American	65%	33%	2%
	Other	45%	51%	4%
Age	18 to 29	45%	55%	0%
	30 to 44	36%	61%	2%
	45 to 59	41%	51%	8%
	60 or older	49%	46%	5%
Gender	Men	43%	53%	5%
	Women	43%	52%	5%
Marital Status	Married	38%	56%	6%
	Not married	47%	49%	4%
Marital Status and Gender	Married men	39%	55%	6%
	Not married men	45%	51%	4%
	Married women	37%	58%	5%
	Not married women	48%	48%	5%
Religiosity	Practice a Religion	42%	52%	6%
	Does not Practice a Religion	42%	54%	4%
White Evangelical Christians		32%	60%	8%
Interview Type	Landline	45%	50%	5%
	Cell Phone	39%	56%	4%

NBC News/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted September 27th through October 1st, 2014, n=913 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Kay Hagan?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		39%	44%	4%	13%
North Carolina Registered Voters		41%	47%	1%	11%
Party Identification^	Democrat	79%	14%	1%	7%
	Republican	9%	78%	1%	11%
	Independent	35%	53%	1%	10%
Political Ideology^	Very liberal-Liberal	71%	22%	0%	7%
	Moderate	48%	38%	2%	12%
	Conservative-Very conservative	21%	66%	2%	10%
Tea Party Supporters^		15%	74%	1%	9%
Region	East	36%	43%	7%	14%
	Raleigh-Durham Triangle	49%	34%	3%	14%
	Charlotte Area	35%	52%	4%	9%
	Piedmont/Central	38%	49%	2%	11%
	West	35%	44%	4%	17%
Household Income	Less than \$75,000	41%	42%	4%	12%
	\$75,000 or more	36%	53%	0%	10%
Education	Not college graduate	36%	45%	5%	14%
	College graduate	46%	44%	1%	9%
Race	White	28%	56%	4%	13%
	African American	72%	11%	5%	12%
	Other	44%	36%	5%	15%
Age	18 to 29	44%	30%	9%	17%
	30 to 44	37%	44%	6%	13%
	45 to 59	35%	51%	1%	12%
	60 or older	40%	48%	1%	11%
Gender	Men	32%	50%	5%	13%
	Women	44%	39%	3%	13%
Marital Status	Married	31%	56%	2%	11%
	Not married	46%	34%	5%	14%
Marital Status and Gender	Married men	27%	60%	2%	11%
	Not married men	39%	41%	7%	13%
	Married women	35%	51%	2%	11%
	Not married women	52%	29%	4%	14%
	Religiosity	Practice a Religion	33%	51%	3%
	Does not Practice a Religion	44%	39%	4%	12%
White Evangelical Christians		17%	68%	2%	13%
Interview Type	Landline	40%	47%	2%	11%
	Cell Phone	37%	41%	7%	15%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Thom Tillis?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		30%	44%	7%	18%
North Carolina Registered Voters		33%	46%	4%	16%
Party Identification^	Democrat	11%	70%	5%	14%
	Republican	61%	18%	3%	19%
	Independent	33%	48%	5%	14%
Political Ideology^	Very liberal-Liberal	8%	76%	3%	13%
	Moderate	27%	53%	5%	15%
	Conservative-Very conservative	51%	29%	3%	17%
Tea Party Supporters^		59%	26%	3%	11%
Region	East	31%	35%	13%	21%
	Raleigh-Durham Triangle	30%	51%	6%	13%
	Charlotte Area	30%	45%	7%	18%
	Piedmont/Central	33%	48%	6%	13%
	West	26%	45%	4%	25%
Household Income	Less than \$75,000	29%	45%	8%	18%
	\$75,000 or more	35%	51%	2%	11%
Education	Not college graduate	28%	42%	9%	20%
	College graduate	36%	49%	3%	12%
Race	White	38%	37%	5%	19%
	African American	12%	64%	12%	12%
	Other	18%	49%	11%	21%
Age	18 to 29	21%	36%	18%	25%
	30 to 44	25%	45%	7%	23%
	45 to 59	37%	48%	2%	13%
	60 or older	36%	46%	4%	14%
Gender	Men	36%	39%	8%	17%
	Women	25%	49%	7%	19%
Marital Status	Married	39%	42%	3%	16%
	Not married	23%	46%	10%	20%
Marital Status and Gender	Married men	45%	39%	3%	14%
	Not married men	29%	38%	13%	20%
	Married women	32%	46%	4%	17%
	Not married women	19%	52%	8%	20%
Religiosity	Practice a Religion	37%	39%	6%	18%
	Does not Practice a Religion	25%	49%	8%	18%
White Evangelical Christians		50%	29%	3%	18%
Interview Type	Landline	33%	47%	4%	15%
	Cell Phone	27%	40%	11%	21%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults		
		Do you approve or disapprove of the job Pat McCrory is doing as governor?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Adults		46%	37%	17%
North Carolina Registered Voters		48%	38%	14%
Party Identification^	Democrat	34%	56%	10%
	Republican	69%	18%	14%
	Independent	44%	39%	17%
Political Ideology^	Very liberal-Liberal	29%	62%	8%
	Moderate	44%	43%	14%
	Conservative-Very conservative	61%	24%	16%
Tea Party Supporters^		76%	17%	7%
Region	East	41%	35%	25%
	Raleigh-Durham Triangle	43%	46%	11%
	Charlotte Area	54%	35%	12%
	Piedmont/Central	50%	35%	15%
	West	47%	36%	17%
Household Income	Less than \$75,000	47%	38%	16%
	\$75,000 or more	48%	43%	8%
Education	Not college graduate	47%	34%	19%
	College graduate	45%	45%	11%
Race	White	51%	32%	17%
	African American	37%	46%	16%
	Other	33%	48%	19%
Age	18 to 29	41%	35%	25%
	30 to 44	40%	40%	20%
	45 to 59	51%	40%	9%
	60 or older	51%	34%	14%
Gender	Men	52%	32%	15%
	Women	41%	41%	18%
Marital Status	Married	55%	31%	14%
	Not married	38%	43%	19%
Marital Status and Gender	Married men	60%	28%	12%
	Not married men	43%	38%	19%
	Married women	50%	34%	16%
	Not married women	34%	47%	19%
Religiosity	Practice a Religion	52%	32%	17%
	Does not Practice a Religion	41%	43%	16%
White Evangelical Christians		60%	25%	15%
Interview Type	Landline	48%	38%	14%
	Cell Phone	44%	36%	20%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Adults & Registered Voter Tables

		North Carolina Adults					
		From what you have heard about the new health care law, do you think it is:					
		Strongly: Good idea	Not so strongly: Good idea	Not so strongly: Bad idea	Strongly: Bad idea	No opinion either way	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %
North Carolina Adults		24%	7%	6%	42%	14%	6%
North Carolina Registered Voters		25%	7%	6%	43%	14%	5%
Party Identification^	Democrat	51%	8%	5%	16%	15%	5%
	Republican	6%	2%	6%	70%	13%	3%
	Independent	18%	10%	6%	45%	15%	6%
Political Ideology^	Very liberal-Liberal	51%	12%	6%	18%	7%	6%
	Moderate	26%	10%	8%	35%	18%	4%
	Conservative-Very conservative	12%	2%	4%	63%	14%	4%
Tea Party Supporters^		9%	3%	4%	73%	9%	3%
Region	East	21%	8%	9%	38%	17%	7%
	Raleigh-Durham Triangle	29%	14%	4%	32%	15%	6%
	Charlotte Area	21%	6%	3%	51%	15%	4%
	Piedmont/Central	25%	6%	7%	49%	8%	5%
	West	23%	5%	6%	44%	15%	7%
Household Income	Less than \$75,000	24%	8%	7%	39%	15%	6%
	\$75,000 or more	28%	8%	7%	48%	8%	2%
Education	Not college graduate	19%	8%	6%	44%	17%	7%
	College graduate	34%	8%	7%	40%	9%	2%
Race	White	17%	8%	6%	53%	12%	5%
	African American	46%	7%	6%	13%	21%	8%
	Other	28%	7%	8%	30%	15%	11%
Age	18 to 29	19%	13%	13%	23%	21%	12%
	30 to 44	22%	7%	6%	50%	10%	5%
	45 to 59	27%	7%	6%	50%	9%	2%
	60 or older	27%	5%	2%	42%	18%	7%
Gender	Men	21%	9%	5%	49%	11%	5%
	Women	26%	6%	7%	36%	17%	7%
Marital Status	Married	24%	6%	4%	51%	11%	3%
	Not married	23%	9%	9%	34%	17%	8%
Marital Status and Gender	Married men	23%	6%	2%	60%	7%	1%
	Not married men	19%	12%	9%	38%	14%	8%
	Married women	26%	6%	6%	41%	16%	5%
	Not married women	27%	6%	8%	31%	19%	9%
Religiosity	Practice a Religion	22%	4%	5%	48%	14%	7%
	Does not Practice a Religion	26%	11%	8%	37%	14%	5%
White Evangelical Christians		10%	4%	7%	61%	14%	4%
Interview Type	Landline	25%	6%	5%	45%	15%	4%
	Cell Phone	23%	9%	8%	40%	13%	7%

NBC News/Marist Poll North Carolina Adults. Interviews conducted September 27th through October 1st, 2014, n=1259 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: 1132 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.