

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/WSJ/Marist North Carolina Poll of 1,033 Adults**

This survey of 1,033 adults was conducted July 5<sup>th</sup> through July 11<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 North Carolina 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 North Carolina 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  $\pm 3.0$  percentage points. There are 907 registered voters. The results for this subset are statistically significant within  $\pm 3.3$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - North Carolina

		North Carolina Adults	North Carolina Registered Voters
		Col %	Col %
North Carolina Adults		100%	
North Carolina Registered Voters		88%	100%
Party Registration^	Democrat	n/a	36%
	Republican	n/a	31%
	Independent	n/a	32%
	Other	n/a	1%
Party Identification^	Democrat	n/a	34%
	Republican	n/a	29%
	Independent	n/a	35%
	Other	n/a	2%
Political Ideology^	Very liberal	n/a	7%
	Liberal	n/a	16%
	Moderate	n/a	33%
	Conservative	n/a	31%
	Very conservative	n/a	13%
Tea Party Supporters^		n/a	21%
Gender	Men	48%	46%
	Women	52%	54%
Age	Under 45	46%	42%
	45 or older	54%	58%
Age	18 to 29	20%	16%
	30 to 44	26%	26%
	45 to 59	27%	29%
	60 or older	26%	29%
Race	White	66%	67%
	African American	21%	22%
	Latino	6%	4%
	Other	7%	6%
Region	East	26%	27%
	Raleigh-Durham Triangle	18%	17%
	Charlotte Area	16%	17%
	Piedmont/Central	22%	22%
	West	18%	17%
Household Income	Less than \$50,000	54%	51%
	\$50,000 or more	46%	49%
Education	Not college graduate	59%	58%
	College graduate	41%	42%
Evangelical Christian	Yes	52%	52%
	No	48%	48%
White Evangelical Christians		30%	31%
Interview Type	Landline	39%	42%
	Cell Phone	61%	58%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted July 5th through July 11th, 2016, n=1033 MOE +/- 3.0 percentage points.

^North Carolina Registered Voters: n=907 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll North Carolina 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		49%	42%	9%
North Carolina Registered Voters		50%	44%	6%
Party Identification <sup>^</sup>	Democrat	91%	6%	3%
	Republican	14%	81%	4%
	Independent	45%	46%	9%
Political Ideology <sup>^</sup>	Very liberal-Liberal	82%	13%	5%
	Moderate	53%	40%	7%
	Conservative-Very conservative	30%	65%	5%
Tea Party Supporters <sup>^</sup>		26%	70%	5%
Region	East	47%	44%	9%
	Raleigh-Durham Triangle	59%	31%	10%
	Charlotte Area	55%	38%	7%
	Piedmont/Central	46%	46%	7%
	West	39%	50%	10%
Household Income	Less than \$50,000	56%	34%	10%
	\$50,000 or more	44%	49%	7%
Education	Not college graduate	47%	44%	9%
	College graduate	53%	40%	7%
Race	White	34%	56%	10%
	African American	91%	4%	5%
Age	18 to 29	58%	28%	15%
	30 to 44	58%	34%	8%
	45 to 59	41%	53%	6%
	60 or older	43%	50%	7%
Age	Under 45	58%	31%	11%
	45 or older	42%	52%	7%
Gender	Men	44%	46%	10%
	Women	53%	39%	8%
Interview Type	Landline	44%	50%	6%
	Cell Phone	52%	37%	11%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted July 5th through July 11th, 2016, n=1033 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding. <sup>^</sup>North Carolina Registered Voters: n=907 MOE +/- 3.3 percentage points.

## NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina 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 %
North Carolina Registered Voters		44%	38%	11%	1%	6%
Definitely Vote in 2016 Election		45%	41%	8%	1%	5%
Party Identification	Democrat	88%	3%	7%	0%	3%
	Republican	9%	76%	6%	0%	8%
	Independent	34%	39%	18%	2%	7%
Political Ideology	Very liberal-Liberal	74%	11%	10%	1%	4%
	Moderate	45%	34%	15%	1%	4%
	Conservative-Very conservative	27%	57%	7%	0%	9%
Tea Party Supporters		21%	68%	5%	2%	4%
Region	East	40%	39%	11%	1%	8%
	Raleigh-Durham Triangle	53%	24%	14%	2%	8%
	Charlotte Area	51%	37%	6%	0%	5%
	Piedmont/Central	39%	41%	11%	1%	7%
	West	39%	48%	10%	0%	3%
Household Income	Less than \$50,000	51%	32%	11%	1%	6%
	\$50,000 or more	38%	44%	11%	1%	6%
Education	Not college graduate	42%	41%	10%	1%	6%
	College graduate	47%	35%	12%	1%	6%
Race	White	31%	49%	11%	1%	8%
	African American	84%	4%	9%	0%	3%
Age	18 to 29	47%	34%	16%	1%	1%
	30 to 44	52%	28%	13%	1%	6%
	45 to 59	37%	43%	9%	1%	9%
	60 or older	41%	43%	8%	0%	7%
Age	Under 45	50%	31%	14%	1%	4%
	45 or older	39%	43%	8%	1%	8%
Gender	Men	37%	46%	10%	1%	6%
	Women	50%	31%	11%	1%	7%
Race and Education	White - Not College Graduate	24%	56%	11%	2%	8%
	White - College Graduate	39%	41%	12%	1%	7%
Interview Type	Landline	39%	43%	9%	1%	8%
	Cell Phone	47%	35%	12%	1%	6%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted July 5th through July 11th, 2016, n=907 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

## NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina 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 %
North Carolina Registered Voters		42%	36%	7%	2%	2%	11%
Definitely Vote in 2016 Election		45%	39%	7%	2%	1%	6%
Party Identification	Democrat	83%	3%	1%	3%	2%	8%
	Republican	9%	77%	4%	1%	1%	8%
	Independent	33%	35%	14%	3%	3%	13%
Political Ideology	Very liberal-Liberal	70%	9%	7%	8%	2%	4%
	Moderate	44%	33%	10%	0%	1%	12%
	Conservative-Very conservative	26%	55%	5%	1%	3%	11%
Tea Party Supporters		20%	64%	5%	3%	1%	8%
Region	East	38%	38%	11%	3%	3%	7%
	Raleigh-Durham Triangle	52%	22%	12%	3%	2%	9%
	Charlotte Area	47%	32%	6%	1%	1%	12%
	Piedmont/Central	37%	41%	4%	2%	1%	14%
	West	38%	46%	2%	2%	2%	11%
Household Income	Less than \$50,000	50%	30%	6%	3%	2%	9%
	\$50,000 or more	36%	43%	8%	2%	2%	9%
Education	Not college graduate	39%	39%	6%	3%	3%	11%
	College graduate	46%	33%	10%	2%	1%	9%
Race	White	29%	48%	8%	1%	2%	11%
	African American	82%	4%	1%	2%	2%	9%
Age	18 to 29	36%	25%	15%	6%	4%	14%
	30 to 44	52%	27%	9%	3%	2%	8%
	45 to 59	37%	45%	5%	1%	2%	11%
	60 or older	41%	43%	3%	1%	1%	10%
Age	Under 45	46%	26%	12%	4%	2%	10%
	45 or older	39%	44%	4%	1%	1%	11%
Gender	Men	35%	43%	9%	2%	2%	9%
	Women	47%	31%	6%	2%	1%	12%
Race and Education	White - Not College Graduate	22%	54%	6%	2%	3%	13%
	White - College Graduate	39%	41%	11%	0%	1%	8%
Interview Type	Landline	39%	43%	4%	1%	2%	10%
	Cell Phone	44%	32%	9%	3%	2%	11%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted July 5th through July 11th, 2016, n=907 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Adults		35%	58%	7%
North Carolina Registered Voters		37%	58%	5%
Party Identification^	Democrat	78%	18%	4%
	Republican	7%	89%	4%
	Independent	26%	67%	7%
Political Ideology^	Very liberal-Liberal	64%	32%	4%
	Moderate	37%	56%	7%
	Conservative-Very conservative	23%	73%	4%
Tea Party Supporters^		20%	78%	3%
Region	East	36%	61%	3%
	Raleigh-Durham Triangle	38%	49%	13%
	Charlotte Area	37%	56%	7%
	Piedmont/Central	32%	62%	6%
	West	30%	60%	10%
Household Income	Less than \$50,000	39%	52%	8%
	\$50,000 or more	31%	64%	5%
Education	Not college graduate	33%	60%	7%
	College graduate	37%	56%	7%
Race	White	25%	69%	6%
	African American	71%	23%	6%
Age	18 to 29	23%	68%	8%
	30 to 44	40%	48%	11%
	45 to 59	33%	62%	5%
	60 or older	40%	56%	4%
Age	Under 45	33%	57%	10%
	45 or older	37%	59%	5%
Gender	Men	30%	64%	6%
	Women	39%	52%	8%
Interview Type	Landline	35%	60%	5%
	Cell Phone	35%	57%	8%

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NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Adults		30%	61%	9%
North Carolina Registered Voters		31%	61%	8%
Party Identification^	Democrat	4%	92%	5%
	Republican	63%	29%	8%
	Independent	29%	61%	10%
Political Ideology^	Very liberal-Liberal	9%	88%	3%
	Moderate	26%	66%	8%
	Conservative-Very conservative	47%	42%	11%
Tea Party Supporters^		64%	30%	6%
Region	East	31%	61%	9%
	Raleigh-Durham Triangle	18%	74%	7%
	Charlotte Area	25%	64%	11%
	Piedmont/Central	37%	55%	8%
	West	34%	53%	12%
Household Income	Less than \$50,000	26%	65%	10%
	\$50,000 or more	34%	59%	7%
Education	Not college graduate	34%	57%	9%
	College graduate	24%	68%	8%
Race	White	39%	52%	8%
	African American	5%	89%	5%
Age	18 to 29	23%	67%	11%
	30 to 44	23%	68%	9%
	45 to 59	36%	55%	8%
	60 or older	34%	56%	9%
Age	Under 45	23%	67%	10%
	45 or older	35%	56%	9%
Gender	Men	34%	56%	9%
	Women	25%	66%	9%
Interview Type	Landline	35%	56%	9%
	Cell Phone	26%	64%	9%

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## NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Registered Voters			
		2016 North Carolina election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Deborah Ross, the Democrat	Richard Burr, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
North Carolina Registered Voters		41%	48%	1%	10%
Definitely Vote in 2016 Election		42%	49%	1%	8%
Party Identification	Democrat	84%	7%	1%	8%
	Republican	5%	90%	0%	5%
	Independent	35%	50%	2%	13%
Political Ideology	Very liberal-Liberal	79%	15%	1%	6%
	Moderate	43%	46%	1%	10%
	Conservative-Very conservative	22%	68%	2%	9%
Tea Party Supporters		16%	72%	0%	12%
Region	East	39%	51%	2%	9%
	Raleigh-Durham Triangle	57%	33%	0%	10%
	Charlotte Area	41%	46%	2%	12%
	Piedmont/Central	35%	56%	1%	8%
	West	38%	49%	1%	11%
Household Income	Less than \$50,000	49%	40%	2%	10%
	\$50,000 or more	37%	55%	1%	8%
Education	Not college graduate	39%	50%	1%	11%
	College graduate	45%	47%	2%	7%
Race	White	34%	59%	2%	6%
	African American	73%	13%	1%	14%
Age	18 to 29	48%	36%	1%	14%
	30 to 44	47%	41%	1%	11%
	45 to 59	37%	55%	1%	7%
	60 or older	38%	53%	1%	8%
Age	Under 45	47%	39%	1%	12%
	45 or older	38%	54%	1%	7%
Gender	Men	36%	52%	1%	11%
	Women	46%	44%	1%	9%
Race and Education	White - Not College Graduate	28%	63%	1%	8%
	White - College Graduate	41%	54%	2%	3%
Interview Type	Landline	37%	53%	1%	9%
	Cell Phone	44%	44%	1%	10%

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NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Registered Voters			
		2016 North Carolina election for governor including those who are undecided yet leaning toward a candidate			
		Roy Cooper, the Democrat	Pat McCrory, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
North Carolina Registered Voters		49%	45%	1%	5%
Definitely Vote in 2016 Election		50%	46%	1%	4%
Party Identification	Democrat	84%	9%	2%	5%
	Republican	10%	86%	0%	4%
	Independent	50%	43%	1%	6%
Political Ideology	Very liberal-Liberal	83%	14%	0%	2%
	Moderate	60%	35%	2%	3%
	Conservative-Very conservative	22%	70%	1%	7%
Tea Party Supporters		18%	73%	0%	9%
Region	East	46%	48%	1%	5%
	Raleigh-Durham Triangle	65%	31%	0%	3%
	Charlotte Area	39%	53%	1%	6%
	Piedmont/Central	45%	47%	1%	6%
	West	48%	44%	2%	5%
Household Income	Less than \$50,000	56%	37%	2%	5%
	\$50,000 or more	45%	51%	0%	4%
Education	Not college graduate	45%	49%	1%	6%
	College graduate	54%	41%	1%	4%
Race	White	42%	53%	1%	3%
	African American	70%	21%	1%	8%
Age	18 to 29	47%	45%	1%	7%
	30 to 44	54%	38%	1%	7%
	45 to 59	47%	47%	2%	4%
	60 or older	47%	48%	1%	4%
Age	Under 45	51%	41%	1%	7%
	45 or older	47%	48%	1%	4%
Gender	Men	46%	48%	1%	6%
	Women	51%	43%	1%	5%
Race and Education	White - Not College Graduate	35%	61%	1%	4%
	White - College Graduate	52%	44%	2%	3%
Interview Type	Landline	47%	47%	1%	5%
	Cell Phone	50%	44%	1%	5%

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