

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist North Carolina Poll of 1,030 Adults

This survey of 1,030 adults was conducted August 4th through August 10th, 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 ± 3.1 percentage points. There are 921 registered voters. The results for this subset are statistically significant within ± 3.2 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		89%	100%
Party Registration	Democrat	n/a	40%
	Republican	n/a	30%
	Independent	n/a	29%
	Other	n/a	1%
Party Identification	Democrat	n/a	33%
	Republican	n/a	26%
	Independent	n/a	38%
	Other	n/a	2%
Political Ideology	Very liberal	n/a	7%
	Liberal	n/a	17%
	Moderate	n/a	35%
	Conservative	n/a	28%
	Very conservative	n/a	12%
Tea Party Supporters		n/a	21%
Gender	Men	48%	48%
	Women	52%	52%
Age	Under 45	46%	43%
	45 or older	54%	57%
Age	18 to 29	20%	17%
	30 to 44	26%	26%
	45 to 59	27%	29%
	60 or older	26%	28%
Race	White	66%	67%
	African American	20%	21%
	Latino	6%	5%
	Other	7%	6%
Region	East	26%	26%
	Raleigh-Durham Triangle	18%	18%
	Charlotte Area	16%	16%
	Piedmont/Central	22%	22%
	West	18%	18%
Household Income	Less than \$50,000	54%	52%
	\$50,000 or more	46%	48%
Education	Not college graduate	61%	60%
	College graduate	39%	40%
Race and Education	White - Not College Graduate	37%	36%
	White - College Graduate	30%	31%
	Non-White - Not College Graduate	25%	23%
	Non-White - College Graduate	9%	9%
Evangelical Christian	Yes	51%	51%
	No	49%	49%
White Evangelical Christians		32%	32%
U.S. Military Veteran	Yes	14%	14%
	No	86%	86%
Interview Type	Landline	42%	44%
	Cell Phone	58%	56%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030 MOE +/- 3.1 percentage points. North Carolina Registered Voters: n=921 MOE +/- 3.2 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		50%	41%	9%
North Carolina Registered Voters		50%	43%	8%
Party Identification^	Democrat	89%	8%	2%
	Republican	10%	85%	6%
	Independent	46%	41%	13%
Political Ideology^	Very liberal-Liberal	80%	15%	5%
	Moderate	60%	30%	10%
	Conservative-Very conservative	23%	71%	6%
Tea Party Supporters^		22%	76%	2%
Region	East	48%	41%	11%
	Raleigh-Durham Triangle	64%	26%	9%
	Charlotte Area	54%	40%	7%
	Piedmont/Central	45%	49%	7%
	West	42%	49%	9%
Household Income	Less than \$50,000	54%	37%	9%
	\$50,000 or more	50%	43%	7%
Education	Not college graduate	47%	43%	10%
	College graduate	55%	38%	7%
Race	White	38%	54%	8%
	African American	77%	12%	11%
Age	18 to 29	63%	22%	15%
	30 to 44	46%	44%	10%
	45 to 59	44%	50%	6%
	60 or older	50%	45%	5%
Age	Under 45	54%	34%	12%
	45 or older	47%	48%	5%
Gender	Men	45%	48%	7%
	Women	55%	35%	10%
White men		34%	60%	6%
White women		42%	49%	9%
Race and Education	White - Not College Graduate	29%	61%	9%
	White - College Graduate	50%	44%	6%
White Evangelical Christians		20%	71%	9%
U.S. Military Veteran	Yes	41%	50%	9%
	No	51%	40%	9%
Interview Type	Landline	45%	48%	7%
	Cell Phone	54%	37%	10%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^North Carolina Registered Voters: n=921 MOE +/- 3.2 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 and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Registered Voters		48%	39%	6%	1%	7%
Definitely Vote in 2016 Election		48%	42%	4%	2%	5%
Party Identification	Democrat	89%	7%	2%	1%	2%
	Republican	6%	84%	3%	0%	7%
	Independent	44%	34%	10%	2%	10%
Political Ideology	Very liberal-Liberal	83%	11%	4%	0%	2%
	Moderate	53%	28%	7%	3%	9%
	Conservative-Very conservative	22%	67%	4%	1%	6%
Tea Party Supporters		23%	69%	2%	2%	4%
Region	East	41%	41%	6%	3%	9%
	Raleigh-Durham Triangle	61%	28%	3%	3%	6%
	Charlotte Area	53%	34%	6%	0%	7%
	Piedmont/Central	44%	44%	7%	0%	5%
	West	44%	43%	7%	0%	6%
Household Income	Less than \$50,000	52%	33%	7%	1%	7%
	\$50,000 or more	48%	40%	5%	2%	6%
Education	Not college graduate	42%	42%	7%	2%	8%
	College graduate	55%	34%	5%	1%	5%
Race	White	34%	51%	6%	2%	7%
	African American	80%	9%	5%	0%	6%
Age	18 to 29	60%	28%	4%	3%	6%
	30 to 44	39%	41%	9%	3%	8%
	45 to 59	45%	43%	5%	0%	6%
	60 or older	49%	38%	6%	0%	6%
Age	Under 45	48%	36%	7%	3%	7%
	45 or older	47%	41%	5%	0%	6%
Gender	Men	42%	43%	8%	1%	6%
	Women	53%	34%	4%	1%	7%
White men		30%	55%	7%	2%	6%
White women		38%	48%	5%	2%	7%
Race and Education	White - Not College Graduate	23%	60%	7%	3%	6%
	White - College Graduate	47%	40%	5%	1%	7%
White Evangelical Christians		19%	68%	3%	2%	7%
U.S. Military Veteran	Yes	38%	41%	12%	0%	9%
	No	49%	38%	5%	2%	6%
Interview Type	Landline	44%	41%	8%	1%	6%
	Cell Phone	50%	37%	4%	1%	7%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=921 MOE +/- 3.2 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		45%	36%	9%	2%	<1%	7%
Definitely Vote in 2016 Election		45%	39%	10%	2%	0%	4%
Party Identification	Democrat	87%	5%	3%	1%	0%	3%
	Republican	5%	80%	6%	0%	0%	8%
	Independent	40%	31%	16%	5%	0%	8%
Political Ideology	Very liberal-Liberal	79%	8%	6%	3%	0%	3%
	Moderate	50%	27%	13%	3%	0%	7%
	Conservative-Very conservative	22%	63%	8%	1%	0%	6%
Tea Party Supporters		22%	63%	10%	2%	0%	4%
Region	East	42%	42%	6%	1%	0%	9%
	Raleigh-Durham Triangle	56%	24%	12%	4%	0%	4%
	Charlotte Area	50%	34%	8%	3%	0%	5%
	Piedmont/Central	43%	39%	9%	3%	1%	6%
	West	38%	39%	13%	2%	0%	8%
Household Income	Less than \$50,000	50%	31%	9%	4%	0%	6%
	\$50,000 or more	47%	37%	10%	1%	0%	4%
Education	Not college graduate	41%	39%	11%	3%	0%	6%
	College graduate	51%	32%	8%	2%	0%	7%
Race	White	32%	47%	12%	2%	0%	7%
	African American	83%	7%	3%	2%	0%	5%
Age	18 to 29	55%	24%	15%	3%	0%	3%
	30 to 44	36%	35%	17%	4%	0%	8%
	45 to 59	43%	43%	6%	2%	0%	6%
	60 or older	50%	38%	4%	1%	0%	8%
Age	Under 45	43%	31%	16%	4%	0%	6%
	45 or older	46%	40%	5%	1%	0%	7%
Gender	Men	39%	40%	12%	2%	0%	7%
	Women	51%	33%	7%	2%	0%	6%
White men		27%	49%	14%	2%	0%	7%
White women		36%	44%	10%	2%	0%	7%
Race and Education	White - Not College Graduate	21%	55%	14%	2%	0%	7%
	White - College Graduate	44%	37%	9%	2%	0%	8%
White Evangelical Christians		17%	65%	9%	1%	0%	8%
U.S. Military Veteran	Yes	34%	42%	11%	3%	0%	11%
	No	47%	35%	9%	2%	0%	6%
Interview Type	Landline	43%	41%	7%	2%	1%	7%
	Cell Phone	47%	32%	11%	3%	0%	6%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=921 MOE +/- 3.2 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		39%	54%	8%
North Carolina Registered Voters		39%	54%	6%
Party Identification^	Democrat	82%	14%	5%
	Republican	5%	91%	4%
	Independent	31%	62%	8%
Political Ideology^	Very liberal-Liberal	72%	21%	8%
	Moderate	42%	51%	6%
	Conservative-Very conservative	19%	79%	2%
Tea Party Supporters^		20%	78%	2%
Region	East	36%	56%	8%
	Raleigh-Durham Triangle	48%	44%	8%
	Charlotte Area	45%	50%	5%
	Piedmont/Central	34%	57%	8%
	West	33%	57%	9%
Household Income	Less than \$50,000	40%	51%	9%
	\$50,000 or more	40%	56%	4%
Education	Not college graduate	36%	56%	8%
	College graduate	43%	50%	7%
Race	White	27%	66%	7%
	African American	75%	19%	6%
Age	18 to 29	35%	54%	11%
	30 to 44	34%	58%	7%
	45 to 59	40%	55%	6%
	60 or older	44%	48%	8%
Age	Under 45	34%	57%	9%
	45 or older	42%	51%	7%
Gender	Men	33%	61%	7%
	Women	44%	47%	9%
White men		24%	70%	7%
White women		30%	62%	8%
Race and Education	White - Not College Graduate	19%	73%	8%
	White - College Graduate	37%	58%	5%
White Evangelical Christians		17%	77%	5%
U.S. Military Veteran	Yes	29%	61%	10%
	No	40%	52%	7%
Interview Type	Landline	38%	54%	8%
	Cell Phone	39%	53%	8%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030
MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^North Carolina Registered Voters: n=921 MOE
+/- 3.2 percentage points.

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		31%	62%	7%
North Carolina Registered Voters		32%	62%	6%
Party Identification^	Democrat	6%	91%	3%
	Republican	71%	23%	6%
	Independent	26%	68%	6%
Political Ideology^	Very liberal-Liberal	12%	85%	4%
	Moderate	21%	72%	7%
	Conservative-Very conservative	54%	42%	5%
Tea Party Supporters^		58%	37%	5%
Region	East	34%	59%	7%
	Raleigh-Durham Triangle	19%	75%	6%
	Charlotte Area	32%	63%	5%
	Piedmont/Central	34%	59%	7%
	West	33%	59%	8%
Household Income	Less than \$50,000	30%	63%	6%
	\$50,000 or more	28%	67%	5%
Education	Not college graduate	35%	58%	7%
	College graduate	24%	70%	6%
Race	White	40%	53%	8%
	African American	9%	88%	3%
Age	18 to 29	27%	66%	7%
	30 to 44	29%	64%	7%
	45 to 59	35%	59%	6%
	60 or older	31%	61%	8%
Age	Under 45	28%	65%	7%
	45 or older	33%	60%	7%
Gender	Men	35%	58%	6%
	Women	26%	66%	7%
White men		44%	49%	7%
White women		36%	56%	8%
Race and Education	White - Not College Graduate	49%	42%	8%
	White - College Graduate	29%	65%	6%
White Evangelical Christians		52%	40%	8%
U.S. Military Veteran	Yes	39%	53%	8%
	No	30%	64%	7%
Interview Type	Landline	33%	61%	6%
	Cell Phone	29%	64%	7%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030
MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^North Carolina Registered Voters: n=921 MOE
+/- 3.2 percentage points.

NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Tim Kaine?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		33%	26%	13%	28%
North Carolina Registered Voters		35%	26%	12%	27%
Party Identification^	Democrat	54%	12%	8%	26%
	Republican	16%	43%	10%	31%
	Independent	33%	26%	15%	25%
Political Ideology^	Very liberal-Liberal	50%	20%	8%	22%
	Moderate	40%	20%	13%	26%
	Conservative-Very conservative	23%	37%	10%	30%
Tea Party Supporters^		21%	41%	7%	31%
Region	East	33%	33%	13%	21%
	Raleigh-Durham Triangle	40%	21%	13%	27%
	Charlotte Area	39%	16%	12%	33%
	Piedmont/Central	32%	26%	12%	30%
	West	23%	30%	15%	32%
Household Income	Less than \$50,000	30%	27%	14%	29%
	\$50,000 or more	41%	26%	8%	25%
Education	Not college graduate	28%	30%	15%	27%
	College graduate	41%	20%	10%	29%
Race	White	29%	28%	12%	30%
	African American	48%	20%	10%	22%
Age	18 to 29	31%	30%	15%	24%
	30 to 44	24%	27%	17%	32%
	45 to 59	41%	26%	7%	26%
	60 or older	37%	22%	13%	29%
Age	Under 45	27%	28%	16%	29%
	45 or older	39%	24%	10%	27%
Gender	Men	30%	28%	12%	29%
	Women	36%	23%	14%	27%
White men		26%	30%	12%	32%
White women		32%	27%	13%	28%
Race and Education	White - Not College Graduate	21%	33%	15%	31%
	White - College Graduate	39%	22%	10%	29%
White Evangelical Christians		21%	35%	15%	29%
U.S. Military Veteran	Yes	30%	26%	16%	28%
	No	33%	26%	13%	28%
Interview Type	Landline	32%	27%	13%	29%
	Cell Phone	34%	25%	13%	27%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^North Carolina Registered Voters: n=921 MOE +/- 3.2 percentage points.

NBC News/WSJ/Marist Poll North Carolina Tables

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Mike Pence?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		33%	28%	15%	24%
North Carolina Registered Voters		34%	28%	13%	24%
Party Identification^	Democrat	17%	43%	12%	28%
	Republican	64%	10%	9%	17%
	Independent	29%	30%	17%	24%
Political Ideology^	Very liberal-Liberal	14%	52%	10%	23%
	Moderate	30%	29%	14%	27%
	Conservative-Very conservative	53%	16%	11%	21%
Tea Party Supporters^		62%	11%	8%	19%
Region	East	33%	33%	14%	19%
	Raleigh-Durham Triangle	21%	40%	15%	24%
	Charlotte Area	34%	24%	11%	31%
	Piedmont/Central	37%	19%	15%	28%
	West	36%	23%	19%	23%
Household Income	Less than \$50,000	30%	26%	21%	24%
	\$50,000 or more	36%	34%	9%	22%
Education	Not college graduate	35%	23%	18%	23%
	College graduate	29%	36%	9%	26%
Race	White	37%	27%	13%	23%
	African American	21%	35%	17%	28%
Age	18 to 29	27%	36%	20%	17%
	30 to 44	26%	28%	18%	28%
	45 to 59	38%	26%	9%	27%
	60 or older	39%	25%	13%	24%
Age	Under 45	26%	32%	19%	23%
	45 or older	38%	25%	11%	25%
Gender	Men	37%	27%	15%	21%
	Women	28%	29%	15%	27%
White men		39%	25%	14%	22%
White women		34%	28%	13%	24%
Race and Education	White - Not College Graduate	40%	18%	18%	24%
	White - College Graduate	33%	37%	8%	22%
White Evangelical Christians		46%	15%	15%	24%
U.S. Military Veteran	Yes	40%	24%	18%	18%
	No	31%	29%	15%	25%
Interview Type	Landline	35%	27%	14%	24%
	Cell Phone	31%	29%	16%	25%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted August 4th through August 10th, 2016, n=1030 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. ^North Carolina Registered Voters: n=921 MOE +/- 3.2 percentage points.

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		46%	44%	1%	9%
Definitely Vote in 2016 Election		45%	47%	1%	8%
Party Identification	Democrat	86%	10%	1%	4%
	Republican	5%	89%	1%	6%
	Independent	42%	42%	1%	15%
Political Ideology	Very liberal-Liberal	83%	10%	2%	5%
	Moderate	51%	34%	1%	14%
	Conservative-Very conservative	19%	76%	1%	5%
Tea Party Supporters		20%	74%	1%	5%
Region	East	40%	47%	0%	13%
	Raleigh-Durham Triangle	57%	32%	0%	11%
	Charlotte Area	49%	40%	2%	9%
	Piedmont/Central	43%	52%	0%	6%
	West	42%	48%	2%	8%
Household Income	Less than \$50,000	50%	39%	1%	10%
	\$50,000 or more	46%	47%	1%	6%
Education	Not college graduate	43%	47%	0%	9%
	College graduate	49%	41%	1%	9%
Race	White	33%	56%	0%	10%
	African American	77%	14%	2%	7%
Age	18 to 29	50%	30%	0%	20%
	30 to 44	49%	43%	1%	7%
	45 to 59	39%	52%	2%	7%
	60 or older	46%	46%	0%	8%
Age	Under 45	49%	38%	1%	12%
	45 or older	43%	49%	1%	7%
Gender	Men	42%	49%	1%	8%
	Women	49%	40%	1%	11%
White men		32%	58%	0%	10%
White women		35%	54%	0%	11%
Race and Education	White - Not College Graduate	25%	64%	1%	10%
	White - College Graduate	44%	46%	0%	10%
White Evangelical Christians		16%	75%	0%	9%
U.S. Military Veteran	Yes	41%	54%	0%	5%
	No	46%	43%	1%	10%
Interview Type	Landline	42%	49%	1%	8%
	Cell Phone	49%	41%	1%	10%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=921 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.

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		51%	44%	<1%	5%
Definitely Vote in 2016 Election		53%	44%	0%	3%
Party Identification	Democrat	85%	10%	0%	4%
	Republican	14%	83%	1%	2%
	Independent	48%	46%	0%	6%
Political Ideology	Very liberal-Liberal	83%	15%	0%	2%
	Moderate	55%	38%	0%	6%
	Conservative-Very conservative	28%	68%	1%	4%
Tea Party Supporters		24%	73%	0%	3%
Region	East	49%	46%	0%	5%
	Raleigh-Durham Triangle	69%	28%	0%	3%
	Charlotte Area	50%	44%	1%	5%
	Piedmont/Central	45%	50%	1%	4%
	West	45%	49%	1%	6%
Household Income	Less than \$50,000	56%	39%	1%	5%
	\$50,000 or more	52%	45%	0%	3%
Education	Not college graduate	45%	50%	0%	5%
	College graduate	59%	37%	1%	3%
Race	White	45%	50%	1%	4%
	African American	71%	24%	0%	5%
Age	18 to 29	49%	47%	0%	4%
	30 to 44	53%	44%	0%	4%
	45 to 59	49%	46%	0%	4%
	60 or older	52%	41%	1%	6%
Age	Under 45	51%	45%	0%	4%
	45 or older	51%	44%	1%	5%
Gender	Men	46%	50%	0%	4%
	Women	56%	39%	0%	5%
White men		41%	54%	1%	3%
White women		48%	46%	1%	5%
Race and Education	White - Not College Graduate	35%	60%	0%	5%
	White - College Graduate	56%	40%	1%	3%
White Evangelical Christians		27%	66%	0%	6%
U.S. Military Veteran	Yes	44%	51%	0%	5%
	No	52%	43%	0%	4%
Interview Type	Landline	50%	43%	1%	6%
	Cell Phone	52%	44%	0%	3%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted August 4th through August 10th, 2016, n=921 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.