

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.