Nature of the Sample: NBC News/WSJ/Marist North Carolina Poll of 1,150 Adults

This survey of 1,150 adults was conducted October 10th through October 12th, 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 ±2.9 percentage points. There are 1,025 registered voters. The results for this subset are statistically significant within ±3.1 percentage points. There are 743 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 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 ±3.6 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	North Carolina Likely Voters
		Col %	Col %	Col %
North Carolina Adults		100%		
North Carolina Registered Voters		89%	100%	
North Carolina Likely Voters		65%	72%	100%
Past Participation*	Yes	n/a	89%	93%
	No	n/a	11%	7%
Party Registration	Democrat	n/a	40%	40%
	Republican	n/a	30%	31%
	Independent	n/a	30%	28%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	35%	36%
	Republican	n/a	31%	32%
	Independent	n/a	32%	30%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	7%	7%
	Liberal	n/a	16%	16%
	Moderate	n/a	33%	32%
	Conservative	n/a	32%	33%
	Very conservative	n/a	11%	12%
Tea Party Supporters		n/a	19%	20%
Gender	Men	48%	47%	47%
	Women	52%	53%	53%
Age	Under 45	44%	41%	38%
	45 or older	56%	59%	62%
Age	18 to 29	19%	17%	14%
	30 to 44	25%	24%	23%
	45 to 59	27%	28%	30%
	60 or older	28%	30%	32%
Race	White	68%	70%	73%
	African American	20%	21%	20%
	Latino	7%	5%	4%
	Other	4%	4%	3%
White men		73%	75%	77%
Non-white men		27%	25%	23%
White women		70%	71%	73%
Non-white Women		30%	29%	27%
Region	East	26%	26%	24%
	Raleigh-Durham Triangle	18%	19%	21%
	Charlotte Area	16%	16%	17%
	Piedmont/Central	22%	22%	21%
	West	18%	17%	17%
Household Income	Less than $50,000	53%	51%	49%
	$50,000 or more	47%	49%	51%
Education	Not college graduate	60%	56%	54%
	College graduate	40%	44%	46%
Race and Education	White - Not College Graduate	39%	38%	38%
	White - College Graduate	30%	33%	35%
	Non-White - Not College Graduate	21%	18%	16%
	Non-White - College Graduate	10%	11%	10%
Evangelical Christian	Yes	53%	53%	54%
	No	47%	47%	46%
White Evangelical Christians		33%	35%	36%
U.S. Military Veteran	Yes	14%	15%	15%
	No	86%	85%	85%
Interview Type	Landline	44%	46%	48%
	Cell Phone	56%	54%	52%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 10th through October 12th, 2016, n=1150 MOE +/- 2.9 percentage points. North Carolina Registered Voters: n=1025 MOE +/- 3.1 percentage points. North Carolina Likely Voters: n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.
**Past participation refers to previous participation in a presidential election.

		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		48%	46%	5%
Party Identification	Democrat	89%	7%	4%
	Republican	8%	90%	1%
	Independent	44%	46%	9%
Political Ideology	Very liberal-Liberal	90%	8%	2%
	Moderate	59%	34%	8%
	Conservative-Very conservative	19%	76%	5%
Tea Party Supporters		10%	86%	4%
Region	East	50%	45%	5%
	Raleigh-Durham Triangle	52%	42%	7%
	Charlotte Area	47%	48%	5%
	Piedmont/Central	49%	46%	5%
	West	41%	52%	7%
Household Income	Less than $50,000	52%	44%	4%
	$50,000 or more	45%	47%	7%
Education	Not college graduate	42%	52%	7%
	College graduate	55%	40%	4%
Race	White	37%	59%	5%
	African American	89%	5%	7%
Age	18 to 29	61%	34%	5%
	30 to 44	49%	39%	12%
	45 to 59	44%	54%	2%
	60 or older	46%	50%	4%
Age	Under 45	54%	37%	10%
	45 or older	45%	52%	3%
Gender	Men	41%	52%	7%
	Women	55%	41%	4%
White Men		29%	66%	5%
White Women		44%	52%	4%
Race and Education	White - Not College Graduate	26%	68%	6%
	White - College Graduate	49%	48%	3%
White Evangelical Christians		20%	75%	5%
U.S. Military Veteran	Yes	42%	53%	5%
	No	49%	46%	5%
Interview Type	Landline	43%	51%	5%
	Cell Phone	52%	42%	6%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		48%	43%	5%	1%	3%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	54%	46%	0%	0%	0%
Party Identification	Democrat	92%	6%	1%	0%	2%
	Republican	7%	88%	3%	0%	2%
	Independent	42%	40%	11%	3%	3%
Political Ideology	Very liberal-Liberal	87%	8%	3%	1%	1%
	Moderate	59%	29%	7%	2%	3%
	Conservative-Very conservative	20%	73%	4%	1%	3%
Tea Party Supporters		9%	84%	5%	1%	1%
Region	East	50%	42%	6%	0%	3%
	Raleigh-Durham Triangle	50%	42%	5%	1%	3%
	Charlotte Area	48%	42%	7%	0%	3%
	Piedmont/Central	50%	43%	2%	2%	3%
	West	39%	47%	7%	3%	3%
Household Income	Less than $50,000	49%	42%	6%	1%	3%
	$50,000 or more	47%	43%	6%	2%	3%
Education	Not college graduate	42%	49%	5%	1%	3%
	College graduate	54%	37%	5%	2%	2%
Race	White	36%	55%	6%	1%	3%
	African American	89%	4%	3%	0%	4%
Age	18 to 29	51%	31%	16%	1%	1%
	30 to 44	53%	39%	2%	3%	3%
	45 to 59	43%	51%	3%	1%	3%
	60 or older	48%	43%	5%	0%	3%
Age	Under 45	52%	36%	8%	2%	2%
	45 or older	46%	47%	4%	1%	3%
Gender	Men	40%	48%	7%	2%	3%
	Women	55%	39%	4%	1%	2%
White Men		28%	61%	7%	1%	3%
White Women		43%	49%	5%	1%	2%
Race and Education	White - Not College Graduate	27%	65%	5%	1%	2%
	White - College Graduate	47%	43%	6%	1%	3%
White Evangelical Christians		20%	72%	4%	0%	3%
U.S. Military Veteran	Yes	42%	45%	8%	3%	1%
	No	48%	43%	5%	1%	3%
Interview Type	Landline	45%	47%	5%	0%	3%
	Cell Phone	51%	39%	6%	2%	2%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think 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		71%	23%	5%	1%
Candidate Support	Hillary Clinton	70%	23%	6%	1%
	Donald Trump	73%	22%	4%	1%
Party Identification	Democrat	80%	17%	2%	1%
	Republican	77%	18%	4%	1%
	Independent	53%	37%	10%	0%
Political Ideology	Very liberal-Liberal	79%	18%	3%	0%
	Moderate	60%	32%	7%	1%
	Conservative-Very conservative	74%	20%	6%	1%
Tea Party Supporters		86%	12%	1%	1%
Region	East	69%	22%	6%	3%
	Raleigh-Durham Triangle	68%	28%	4%	0%
	Charlotte Area	77%	16%	6%	1%
	Piedmont/Central	71%	22%	6%	1%
	West	73%	24%	3%	0%
Household Income	Less than $50,000	71%	23%	5%	1%
	$50,000 or more	70%	23%	6%	1%
Education	Not college graduate	71%	21%	6%	1%
	College graduate	71%	24%	4%	1%
Race	White	72%	23%	5%	1%
	African American	77%	20%	2%	1%
Age	18 to 29	42%	51%	7%	0%
	30 to 44	66%	27%	6%	1%
	45 to 59	78%	17%	5%	0%
	60 or older	80%	14%	4%	2%
Age	Under 45	57%	35%	6%	1%
	45 or older	79%	15%	4%	1%
Gender	Men	71%	25%	3%	1%
	Women	72%	21%	6%	1%
White Men		69%	26%	4%	1%
White Women		74%	20%	6%	1%
Race and Education	White - Not College Graduate	73%	22%	5%	1%
	White - College Graduate	72%	23%	5%	1%
White Evangelical Christians		71%	23%	5%	1%
Interview Type	Landline	76%	19%	4%	1%
	Cell Phone	67%	26%	6%	1%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=637 MOE +/- 3.9 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate or already voted [multi-candidate field]				
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		45%	41%	9%	2%	3%
Party Identification	Democrat	89%	6%	3%	1%	2%
	Republican	6%	86%	5%	2%	2%
	Independent	36%	36%	20%	3%	5%
Political Ideology	Very liberal-Liberal	83%	7%	9%	1%	0%
	Moderate	55%	26%	14%	2%	2%
	Conservative-Very conservative	18%	70%	6%	1%	4%
Tea Party Supporters		10%	82%	6%	2%	1%
Region	East	48%	39%	6%	2%	5%
	Raleigh-Durham Triangle	50%	37%	10%	0%	2%
	Charlotte Area	42%	42%	11%	1%	3%
	Piedmont/Central	44%	41%	9%	3%	3%
	West	40%	47%	9%	3%	2%
Household Income	Less than $50,000	47%	40%	9%	2%	3%
	$50,000 or more	44%	41%	10%	3%	2%
Education	Not college graduate	40%	47%	9%	1%	3%
	College graduate	51%	35%	10%	2%	2%
Race	White	34%	53%	9%	1%	2%
	African American	83%	4%	6%	1%	6%
Age	18 to 29	47%	24%	24%	2%	3%
	30 to 44	46%	37%	11%	4%	2%
	45 to 59	42%	49%	4%	1%	4%
	60 or older	47%	44%	5%	1%	3%
Age	Under 45	46%	32%	16%	3%	3%
	45 or older	45%	46%	5%	1%	3%
Gender	Men	38%	45%	10%	3%	4%
	Women	51%	37%	8%	1%	3%
White Men		28%	58%	10%	2%	3%
White Women		41%	48%	9%	1%	2%
Race and Education	White - Not College Graduate	25%	63%	9%	1%	2%
	White - College Graduate	45%	41%	10%	1%	3%
White Evangelical Christians		19%	70%	8%	1%	2%
U.S. Military Veteran	Yes	36%	44%	13%	4%	3%
	No	46%	41%	8%	1%	3%
Interview Type	Landline	44%	45%	7%	1%	3%
	Cell Phone	46%	37%	11%	3%	3%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding. Green party candidate Jill Stein has write-in status.

		North Carolina Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Likely Voters		42%	56%	2%
Party Identification	Democrat	88%	10%	2%
	Republican	6%	94%	0%
	Independent	30%	68%	2%
Political Ideology	Very liberal-Liberal	76%	23%	1%
	Moderate	52%	46%	2%
	Conservative-Very conservative	17%	82%	1%
Tea Party Supporters		9%	91%	0%
Region	East	42%	55%	3%
	Raleigh-Durham Triangle	48%	51%	1%
	Charlotte Area	43%	55%	2%
	Piedmont/Central	42%	58%	0%
	West	34%	65%	1%
Household Income	Less than $50,000	45%	53%	2%
	$50,000 or more	39%	60%	1%
Education	Not college graduate	38%	60%	1%
	College graduate	46%	53%	1%
Race	White	32%	67%	1%
	African American	81%	17%	2%
Age	18 to 29	41%	57%	2%
	30 to 44	46%	54%	0%
	45 to 59	38%	61%	1%
	60 or older	44%	53%	3%
Age	Under 45	44%	55%	1%
	45 or older	41%	57%	2%
Gender	Men	37%	61%	2%
	Women	47%	52%	1%
White Men		27%	72%	1%
White Women		36%	62%	2%
Race and Education	White - Not College Graduate	23%	75%	1%
	White - College Graduate	42%	57%	1%
White Evangelical Christians		17%	82%	1%
U.S. Military Veteran	Yes	37%	61%	2%
	No	42%	56%	1%
Interview Type	Landline	38%	60%	2%
	Cell Phone	45%	53%	1%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Likely Voters		35%	60%	4%
Party Identification	Democrat	7%	90%	3%
	Republican	73%	23%	5%
	Independent	30%	65%	5%
Political Ideology	Very liberal-Liberal	9%	90%	0%
	Moderate	22%	74%	4%
	Conservative-Very conservative	58%	36%	6%
Tea Party Supporters		70%	26%	3%
Region	East	32%	61%	7%
	Raleigh-Durham Triangle	31%	68%	2%
	Charlotte Area	41%	58%	2%
	Piedmont/Central	35%	60%	5%
	West	40%	54%	6%
Household Income	Less than $50,000	35%	59%	6%
	$50,000 or more	35%	63%	3%
Education	Not college graduate	43%	53%	4%
	College graduate	27%	70%	4%
Race	White	45%	51%	5%
	African American	5%	92%	3%
Age	18 to 29	23%	75%	2%
	30 to 44	34%	60%	6%
	45 to 59	41%	55%	3%
	60 or older	35%	60%	5%
Age	Under 45	30%	66%	5%
	45 or older	38%	58%	4%
Gender	Men	38%	57%	5%
	Women	32%	63%	4%
White Men		47%	47%	6%
White Women		42%	54%	4%
Race and Education	White - Not College Graduate	57%	38%	5%
	White - College Graduate	32%	65%	4%
White Evangelical Christians		60%	34%	6%
U.S. Military Veteran	Yes	31%	64%	4%
	No	36%	59%	5%
Interview Type	Landline	40%	55%	5%
	Cell Phone	31%	65%	4%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters			
		2016 North Carolina election for U.S. Senate including those who are undecided yet leaning toward a candidate or already voted			
		Deborah Ross, the Democrat	Richard Burr, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		46%	46%	2%	6%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	44%	56%	0%	0%
Party Identification	Democrat	87%	6%	1%	5%
	Republican	7%	91%	0%	3%
	Independent	42%	46%	3%	10%
Political Ideology	Very liberal-Liberal	83%	9%	1%	7%
	Moderate	57%	37%	2%	5%
	Conservative-Very conservative	20%	74%	2%	4%
Tea Party Supporters		9%	82%	5%	4%
Region	East	49%	43%	0%	8%
	Raleigh-Durham Triangle	48%	45%	3%	4%
	Charlotte Area	47%	46%	3%	3%
	Piedmont/Central	45%	47%	1%	7%
	West	38%	52%	1%	9%
Household Income	Less than $50,000	48%	43%	1%	8%
	$50,000 or more	47%	48%	2%	3%
Education	Not college graduate	42%	50%	2%	6%
	College graduate	52%	43%	1%	5%
Race	White	36%	57%	2%	5%
	African American	77%	13%	1%	9%
Age	18 to 29	52%	37%	3%	7%
	30 to 44	50%	38%	1%	12%
	45 to 59	40%	55%	1%	4%
	60 or older	47%	48%	1%	4%
Age	Under 45	51%	38%	2%	10%
	45 or older	44%	51%	1%	4%
Gender	Men	41%	51%	2%	6%
	Women	50%	43%	1%	6%
White Men		30%	62%	3%	5%
White Women		41%	52%	1%	5%
Race and Education	White - Not College Graduate	28%	63%	3%	6%
	White - College Graduate	45%	50%	1%	4%
White Evangelical Christians		20%	73%	2%	5%
U.S. Military Veteran	Yes	48%	46%	2%	5%
	No	46%	47%	1%	6%
Interview Type	Landline	45%	48%	2%	5%
	Cell Phone	47%	45%	1%	7%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think 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		57%	34%	8%	2%
Candidate Support	Deborah Ross	59%	30%	9%	2%
	Richard Burr	54%	38%	6%	2%
Party Identification	Democrat	69%	24%	5%	2%
	Republican	61%	32%	5%	2%
	Independent	36%	51%	13%	1%
Political Ideology	Very liberal-Liberal	70%	27%	3%	0%
	Moderate	44%	43%	12%	1%
	Conservative-Very conservative	58%	33%	7%	2%
Tea Party Supporters		58%	35%	6%	0%
Region	East	52%	35%	10%	3%
	Raleigh-Durham Triangle	60%	32%	7%	0%
	Charlotte Area	58%	35%	6%	1%
	Piedmont/Central	56%	37%	5%	2%
	West	57%	31%	9%	2%
Household Income	Less than $50,000	57%	32%	9%	2%
	$50,000 or more	56%	36%	7%	1%
Education	Not college graduate	56%	30%	11%	3%
	College graduate	56%	39%	4%	1%
Race	White	57%	36%	6%	1%
	African American	63%	26%	9%	3%
Age	18 to 29	31%	55%	14%	0%
	30 to 44	48%	43%	6%	2%
	45 to 59	59%	31%	8%	1%
	60 or older	68%	24%	6%	2%
Age	Under 45	42%	48%	9%	1%
	45 or older	64%	27%	7%	2%
Gender	Men	58%	34%	7%	1%
	Women	56%	34%	8%	2%
White Men		58%	36%	6%	0%
White Women		56%	35%	7%	2%
Race and Education	White - Not College Graduate	55%	34%	9%	2%
	White - College Graduate	58%	38%	4%	1%
White Evangelical Christians		56%	34%	8%	2%
Interview Type	Landline	61%	28%	8%	3%
	Cell Phone	52%	40%	8%	0%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=649 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters			
		2016 North Carolina election for governor including those who are undecided yet leaning toward a candidate or already voted			
		Roy Cooper, the Democrat	Pat McCrory, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		49%	48%	1%	3%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	50%	50%	0%	0%
Party Identification	Democrat	87%	9%	0%	4%
	Republican	7%	91%	1%	1%
	Independent	50%	45%	1%	4%
Political Ideology	Very liberal-Liberal	90%	9%	0%	1%
	Moderate	61%	34%	1%	3%
	Conservative-Very conservative	19%	78%	1%	2%
Tea Party Supporters		15%	82%	0%	3%
Region	East	45%	48%	1%	6%
	Raleigh-Durham Triangle	58%	40%	0%	2%
	Charlotte Area	49%	47%	2%	2%
	Piedmont/Central	50%	48%	1%	2%
	West	40%	56%	1%	3%
Household Income	Less than $50,000	50%	45%	1%	4%
	$50,000 or more	50%	48%	1%	1%
Education	Not college graduate	43%	52%	1%	4%
	College graduate	56%	42%	0%	2%
Race	White	40%	57%	1%	2%
	African American	76%	16%	0%	7%
Age	18 to 29	63%	29%	3%	5%
	30 to 44	48%	47%	0%	4%
	45 to 59	41%	56%	1%	2%
	60 or older	50%	47%	0%	2%
Age	Under 45	54%	40%	1%	4%
	45 or older	46%	51%	0%	2%
Gender	Men	46%	50%	1%	3%
	Women	51%	46%	0%	3%
White Men		38%	59%	1%	2%
White Women		42%	55%	1%	2%
Race and Education	White - Not College Graduate	32%	64%	2%	2%
	White - College Graduate	49%	49%	0%	1%
White Evangelical Christians		23%	75%	0%	2%
U.S. Military Veteran	Yes	44%	48%	0%	7%
	No	49%	48%	1%	2%
Interview Type	Landline	46%	51%	1%	2%
	Cell Phone	51%	44%	1%	4%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 10th through October 12th, 2016, n=743 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think 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		57%	34%	8%	1%
Candidate Support	Roy Cooper	59%	32%	7%	1%
	Pat McCrory	54%	36%	8%	2%
Party Identification	Democrat	70%	23%	6%	2%
	Republican	61%	32%	5%	2%
	Independent	36%	50%	13%	1%
Political Ideology	Very liberal-Liberal	70%	27%	3%	0%
	Moderate	44%	43%	12%	1%
	Conservative-Very conservative	58%	33%	7%	1%
Tea Party Supporters		58%	35%	6%	0%
Region	East	51%	37%	10%	2%
	Raleigh-Durham Triangle	61%	32%	7%	0%
	Charlotte Area	59%	34%	7%	1%
	Piedmont/Central	55%	38%	5%	2%
	West	58%	31%	10%	2%
Household Income	Less than $50,000	57%	32%	9%	2%
	$50,000 or more	56%	37%	7%	1%
Education	Not college graduate	56%	31%	11%	2%
	College graduate	57%	39%	4%	1%
Race	White	57%	35%	6%	1%
	African American	62%	27%	9%	3%
Age	18 to 29	33%	54%	13%	0%
	30 to 44	47%	44%	6%	2%
	45 to 59	59%	31%	8%	1%
	60 or older	69%	24%	6%	2%
Age	Under 45	42%	48%	9%	1%
	45 or older	64%	27%	7%	1%
Gender	Men	58%	34%	7%	1%
	Women	56%	34%	8%	2%
White Men		58%	36%	5%	0%
White Women		56%	35%	7%	2%
Race and Education	White - Not College Graduate	56%	34%	9%	1%
	White - College Graduate	58%	37%	4%	1%
White Evangelical Christians		56%	35%	8%	2%
U.S. Military Veteran	Yes	58%	34%	8%	0%
	No	56%	34%	7%	2%
Interview Type	Landline	61%	28%	8%	3%
	Cell Phone	52%	40%	7%	0%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=687 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.