

How the Survey was Conducted

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.