

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.

		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%	44%	6%
North Carolina Registered Voters		49%	45%	6%
Party Identification [^]	Democrat	89%	7%	4%
	Republican	10%	89%	2%
	Independent	47%	43%	10%
Political Ideology [^]	Very liberal-Liberal	88%	9%	3%
	Moderate	59%	33%	8%
	Conservative-Very conservative	21%	74%	5%
Tea Party Supporters [^]		11%	84%	5%
Region	East	51%	43%	6%
	Raleigh-Durham Triangle	54%	39%	7%
	Charlotte Area	51%	43%	6%
	Piedmont/Central	50%	44%	6%
	West	42%	51%	7%
Household Income	Less than \$50,000	53%	42%	6%
	\$50,000 or more	48%	45%	7%
Education	Not college graduate	45%	47%	7%
	College graduate	56%	40%	5%
Race	White	37%	58%	5%
	African American	88%	5%	7%
Age	18 to 29	64%	30%	6%
	30 to 44	51%	38%	11%
	45 to 59	44%	53%	3%
	60 or older	46%	50%	5%
Age	Under 45	56%	35%	9%
	45 or older	45%	51%	4%
Gender	Men	44%	49%	7%
	Women	55%	40%	5%
White Men		31%	64%	6%
White Women		43%	52%	5%
Race and Education	White - Not College Graduate	28%	65%	6%
	White - College Graduate	49%	47%	4%
White Evangelical Christians		23%	72%	5%
U.S. Military Veteran	Yes	42%	51%	7%
	No	51%	43%	6%
Interview Type	Landline	44%	50%	6%
	Cell Phone	54%	39%	6%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 10th through October 12th, 2016, n=1150 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

[^]North Carolina Registered Voters: n=1025 MOE +/- 3.1 percentage points.

		North Carolina Registered 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 Registered Voters		48%	41%	6%	1%	3%
Past Participation*	Yes	47%	43%	6%	1%	3%
	No	60%	28%	7%	2%	3%
Intensity of Support	Strongly support	53%	47%	0%	0%	0%
	Somewhat support	55%	44%	0%	0%	0%
Party Identification	Democrat	91%	6%	1%	0%	2%
	Republican	8%	86%	4%	0%	2%
	Independent	43%	37%	13%	3%	4%
Political Ideology	Very liberal-Liberal	84%	9%	5%	1%	1%
	Moderate	58%	28%	8%	2%	4%
	Conservative-Very conservative	22%	70%	4%	1%	3%
Tea Party Supporters		10%	81%	7%	1%	1%
Region	East	50%	39%	7%	0%	3%
	Raleigh-Durham Triangle	50%	41%	6%	1%	3%
	Charlotte Area	50%	39%	7%	0%	4%
	Piedmont/Central	50%	42%	4%	2%	3%
	West	39%	45%	9%	3%	4%
Household Income	Less than \$50,000	50%	39%	7%	1%	3%
	\$50,000 or more	47%	42%	7%	2%	2%
Education	Not college graduate	44%	45%	7%	1%	3%
	College graduate	53%	36%	6%	2%	3%
Race	White	35%	54%	7%	1%	3%
	African American	86%	4%	4%	0%	5%
Age	18 to 29	52%	30%	16%	1%	1%
	30 to 44	54%	37%	3%	2%	4%
	45 to 59	42%	50%	4%	1%	3%
	60 or older	48%	42%	6%	0%	3%
Age	Under 45	53%	34%	8%	2%	3%
	45 or older	45%	46%	5%	1%	3%
Gender	Men	40%	45%	9%	2%	4%
	Women	55%	37%	4%	1%	3%
White Men		27%	60%	8%	1%	4%
White Women		42%	49%	6%	1%	2%
Race and Education	White - Not College Graduate	27%	63%	7%	1%	2%
	White - College Graduate	45%	44%	6%	1%	4%
White Evangelical Christians		21%	70%	5%	0%	4%
U.S. Military Veteran	Yes	42%	44%	11%	3%	1%
	No	49%	41%	6%	1%	3%
Interview Type	Landline	45%	45%	6%	0%	4%
	Cell Phone	51%	38%	7%	2%	3%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 10th through October 12th, 2016, n=1025 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

		North Carolina Registered 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 Registered Voters with a Candidate Preference		67%	25%	6%	2%
Candidate Support	Hillary Clinton	65%	25%	7%	3%
	Donald Trump	70%	25%	4%	1%
Party Identification	Democrat	76%	18%	2%	3%
	Republican	75%	19%	4%	2%
	Independent	48%	42%	10%	0%
Political Ideology	Very liberal-Liberal	75%	20%	4%	0%
	Moderate	57%	36%	7%	1%
	Conservative-Very conservative	70%	22%	7%	1%
Tea Party Supporters		83%	14%	2%	1%
Region	East	65%	22%	6%	6%
	Raleigh-Durham Triangle	65%	30%	5%	0%
	Charlotte Area	71%	21%	8%	1%
	Piedmont/Central	68%	26%	6%	1%
	West	69%	27%	4%	0%
Household Income	Less than \$50,000	66%	25%	6%	3%
	\$50,000 or more	67%	26%	7%	0%
Education	Not college graduate	66%	25%	6%	3%
	College graduate	68%	25%	5%	1%
Race	White	69%	25%	5%	1%
	African American	75%	22%	2%	1%
Age	18 to 29	38%	55%	7%	0%
	30 to 44	61%	27%	7%	4%
	45 to 59	76%	18%	5%	0%
	60 or older	78%	15%	4%	3%
Age	Under 45	52%	38%	7%	3%
	45 or older	77%	17%	5%	1%
Gender	Men	67%	27%	4%	2%
	Women	68%	23%	7%	2%
White Men		66%	28%	5%	1%
White Women		71%	22%	6%	1%
Race and Education	White - Not College Graduate	69%	25%	5%	1%
	White - College Graduate	69%	24%	6%	1%
White Evangelical Christians		67%	26%	6%	1%
U.S. Military Veteran	Yes	64%	27%	7%	1%
	No	68%	25%	5%	2%
Interview Type	Landline	73%	20%	4%	2%
	Cell Phone	62%	29%	7%	2%

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=859 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Registered 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 Registered Voters		45%	39%	10%	2%	4%
Past Participation*	Yes	44%	41%	9%	3%	4%
	No	53%	27%	14%	1%	5%
Party Identification	Democrat	88%	6%	3%	1%	2%
	Republican	7%	83%	5%	2%	3%
	Independent	36%	33%	22%	3%	6%
Political Ideology	Very liberal-Liberal	80%	9%	10%	1%	0%
	Moderate	53%	25%	16%	2%	4%
	Conservative-Very conservative	20%	68%	6%	2%	4%
Tea Party Supporters		10%	78%	7%	3%	2%
Region	East	48%	37%	6%	3%	6%
	Raleigh-Durham Triangle	50%	36%	12%	1%	2%
	Charlotte Area	40%	39%	14%	2%	5%
	Piedmont/Central	44%	40%	10%	3%	3%
	West	40%	45%	9%	4%	3%
Household Income	Less than \$50,000	47%	37%	9%	2%	4%
	\$50,000 or more	43%	41%	11%	3%	3%
Education	Not college graduate	41%	44%	10%	2%	3%
	College graduate	50%	34%	10%	3%	3%
Race	White	34%	52%	10%	2%	3%
	African American	80%	4%	7%	1%	8%
Age	18 to 29	46%	24%	24%	2%	4%
	30 to 44	46%	35%	12%	4%	3%
	45 to 59	42%	47%	5%	1%	5%
	60 or older	47%	42%	6%	2%	3%
Age	Under 45	46%	30%	17%	3%	3%
	45 or older	44%	45%	5%	2%	4%
Gender	Men	38%	44%	11%	3%	5%
	Women	51%	35%	9%	2%	3%
White Men		27%	57%	10%	2%	3%
White Women		40%	47%	10%	2%	2%
Race and Education	White - Not College Graduate	26%	61%	10%	2%	2%
	White - College Graduate	43%	42%	10%	2%	3%
White Evangelical Christians		20%	67%	9%	1%	3%
U.S. Military Veteran	Yes	34%	44%	14%	5%	3%
	No	46%	39%	9%	2%	4%
Interview Type	Landline	44%	43%	8%	1%	4%
	Cell Phone	45%	36%	12%	3%	4%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 10th through October 12th, 2016, n=1025 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. Green party candidate Jill Stein has write-in status.

**Past participation refers to previous participation in a presidential election.

		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		41%	57%	2%
North Carolina Registered Voters		41%	57%	2%
Party Identification^	Democrat	87%	12%	2%
	Republican	7%	93%	0%
	Independent	29%	68%	2%
Political Ideology^	Very liberal-Liberal	72%	27%	1%
	Moderate	49%	49%	2%
	Conservative-Very conservative	18%	80%	1%
Tea Party Supporters^		10%	90%	1%
Region	East	41%	55%	4%
	Raleigh-Durham Triangle	47%	52%	1%
	Charlotte Area	41%	55%	4%
	Piedmont/Central	41%	57%	1%
	West	34%	64%	2%
Household Income	Less than \$50,000	44%	54%	2%
	\$50,000 or more	39%	60%	1%
Education	Not college graduate	38%	60%	2%
	College graduate	44%	53%	2%
Race	White	29%	68%	2%
	African American	78%	19%	3%
Age	18 to 29	39%	59%	2%
	30 to 44	44%	53%	2%
	45 to 59	37%	61%	1%
	60 or older	43%	53%	4%
Age	Under 45	42%	56%	2%
	45 or older	40%	57%	3%
Gender	Men	35%	62%	3%
	Women	46%	52%	2%
White Men		25%	73%	2%
White Women		34%	64%	2%
Race and Education	White - Not College Graduate	22%	76%	2%
	White - College Graduate	40%	58%	2%
White Evangelical Christians		17%	81%	2%
U.S. Military Veteran	Yes	36%	62%	2%
	No	41%	56%	2%
Interview Type	Landline	38%	60%	2%
	Cell Phone	43%	54%	3%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 10th through October 12th, 2016, n=1150 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^North Carolina Registered Voters: n=1025 MOE +/- 3.1 percentage points.

		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		32%	63%	6%
North Carolina Registered Voters		33%	62%	5%
Party Identification^	Democrat	7%	90%	3%
	Republican	70%	25%	5%
	Independent	26%	68%	6%
Political Ideology^	Very liberal-Liberal	10%	90%	1%
	Moderate	20%	74%	5%
	Conservative-Very conservative	55%	38%	7%
Tea Party Supporters^		67%	29%	4%
Region	East	27%	63%	10%
	Raleigh-Durham Triangle	28%	71%	2%
	Charlotte Area	35%	61%	4%
	Piedmont/Central	34%	61%	5%
	West	36%	57%	7%
Household Income	Less than \$50,000	30%	63%	7%
	\$50,000 or more	33%	64%	4%
Education	Not college graduate	37%	57%	6%
	College graduate	25%	70%	5%
Race	White	41%	52%	6%
	African American	6%	89%	5%
Age	18 to 29	22%	75%	3%
	30 to 44	30%	62%	9%
	45 to 59	38%	56%	6%
	60 or older	33%	61%	6%
Age	Under 45	26%	68%	6%
	45 or older	35%	59%	6%
Gender	Men	34%	59%	6%
	Women	29%	65%	6%
White Men		44%	49%	7%
White Women		39%	56%	5%
Race and Education	White - Not College Graduate	51%	43%	6%
	White - College Graduate	30%	64%	5%
White Evangelical Christians		55%	38%	7%
U.S. Military Veteran	Yes	30%	64%	6%
	No	32%	62%	6%
Interview Type	Landline	36%	58%	6%
	Cell Phone	28%	66%	6%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 10th through October 12th, 2016, n=1150 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^North Carolina Registered Voters: n=1025 MOE +/- 3.1 percentage points.

		North Carolina Registered 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 Registered Voters		46%	45%	2%	7%
Past Participation*	Yes	45%	46%	2%	7%
	No	50%	37%	0%	13%
Intensity of Support	Strongly support	52%	48%	0%	0%
	Somewhat support	44%	56%	0%	0%
	Might vote differently	60%	40%	0%	0%
Party Identification	Democrat	86%	7%	1%	6%
	Republican	7%	89%	0%	4%
	Independent	42%	44%	2%	11%
Political Ideology	Very liberal-Liberal	81%	11%	1%	7%
	Moderate	55%	37%	2%	6%
	Conservative-Very conservative	20%	73%	2%	5%
Tea Party Supporters		11%	81%	4%	4%
Region	East	48%	42%	0%	9%
	Raleigh-Durham Triangle	47%	45%	4%	4%
	Charlotte Area	49%	43%	4%	4%
	Piedmont/Central	45%	47%	1%	7%
	West	39%	50%	1%	10%
Household Income	Less than \$50,000	47%	42%	1%	10%
	\$50,000 or more	47%	47%	2%	4%
Education	Not college graduate	42%	48%	2%	7%
	College graduate	51%	42%	1%	6%
Race	White	35%	57%	2%	6%
	African American	75%	13%	1%	11%
Age	18 to 29	51%	38%	2%	9%
	30 to 44	49%	37%	1%	13%
	45 to 59	39%	54%	2%	5%
	60 or older	47%	47%	2%	4%
Age	Under 45	50%	37%	2%	11%
	45 or older	43%	50%	2%	5%
Gender	Men	40%	50%	2%	8%
	Women	51%	41%	1%	7%
White Men		29%	62%	3%	6%
White Women		41%	52%	2%	6%
Race and Education	White - Not College Graduate	28%	63%	2%	6%
	White - College Graduate	44%	50%	1%	5%
White Evangelical Christians		20%	72%	2%	6%
U.S. Military Veteran	Yes	46%	46%	2%	6%
	No	46%	45%	2%	7%
Interview Type	Landline	45%	46%	2%	6%
	Cell Phone	46%	44%	1%	8%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 10th through October 12th, 2016, n=1025 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

		North Carolina Registered 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 Registered Voters with a Candidate Preference		53%	36%	9%	2%
Candidate Support	Deborah Ross	56%	32%	10%	2%
	Richard Burr	51%	40%	7%	2%
Party Identification	Democrat	66%	25%	6%	3%
	Republican	58%	33%	6%	2%
	Independent	33%	53%	13%	1%
Political Ideology	Very liberal-Liberal	64%	30%	5%	0%
	Moderate	41%	44%	13%	1%
	Conservative-Very conservative	56%	35%	8%	2%
Tea Party Supporters		56%	37%	7%	0%
Region	East	49%	36%	11%	4%
	Raleigh-Durham Triangle	58%	33%	8%	0%
	Charlotte Area	53%	38%	8%	1%
	Piedmont/Central	53%	39%	5%	2%
	West	55%	34%	10%	2%
Household Income	Less than \$50,000	53%	34%	11%	2%
	\$50,000 or more	54%	38%	7%	1%
Education	Not college graduate	53%	33%	12%	3%
	College graduate	54%	41%	5%	1%
Race	White	54%	37%	7%	1%
	African American	61%	26%	9%	3%
Age	18 to 29	27%	58%	15%	0%
	30 to 44	46%	45%	7%	3%
	45 to 59	58%	32%	8%	2%
	60 or older	66%	24%	7%	3%
Age	Under 45	38%	50%	10%	1%
	45 or older	62%	28%	8%	2%
Gender	Men	55%	37%	7%	1%
	Women	52%	36%	10%	2%
White Men		55%	38%	6%	0%
White Women		53%	37%	8%	2%
Race and Education	White - Not College Graduate	53%	35%	10%	2%
	White - College Graduate	55%	40%	4%	1%
White Evangelical Christians		53%	36%	9%	2%
U.S. Military Veteran	Yes	54%	35%	10%	0%
	No	53%	36%	8%	2%
Interview Type	Landline	59%	30%	9%	3%
	Cell Phone	49%	42%	9%	1%

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=870 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Registered 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 Registered Voters		48%	47%	1%	4%
Past Participation*	Yes	48%	49%	1%	3%
	No	50%	34%	2%	13%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	49%	51%	0%	0%
	Might vote differently	42%	58%	0%	0%
Party Identification	Democrat	85%	10%	0%	5%
	Republican	7%	90%	1%	2%
	Independent	50%	45%	1%	4%
Political Ideology	Very liberal-Liberal	89%	10%	0%	1%
	Moderate	59%	37%	1%	3%
	Conservative-Very conservative	19%	77%	1%	3%
Tea Party Supporters		16%	82%	0%	3%
Region	East	43%	48%	1%	8%
	Raleigh-Durham Triangle	56%	43%	0%	2%
	Charlotte Area	52%	44%	1%	3%
	Piedmont/Central	49%	48%	1%	2%
	West	41%	54%	2%	3%
Household Income	Less than \$50,000	47%	45%	1%	6%
	\$50,000 or more	51%	47%	1%	1%
Education	Not college graduate	42%	51%	1%	5%
	College graduate	56%	41%	0%	2%
Race	White	39%	57%	1%	2%
	African American	75%	16%	0%	8%
Age	18 to 29	59%	32%	3%	5%
	30 to 44	47%	46%	1%	7%
	45 to 59	41%	56%	0%	3%
	60 or older	50%	47%	0%	2%
Age	Under 45	52%	40%	2%	6%
	45 or older	46%	51%	0%	2%
Gender	Men	46%	48%	1%	5%
	Women	50%	46%	1%	3%
White Men		37%	59%	1%	3%
White Women		42%	56%	1%	2%
Race and Education	White - Not College Graduate	31%	64%	2%	3%
	White - College Graduate	49%	49%	0%	2%
White Evangelical Christians		23%	75%	0%	2%
U.S. Military Veteran	Yes	43%	48%	1%	8%
	No	49%	47%	1%	3%
Interview Type	Landline	45%	52%	1%	2%
	Cell Phone	51%	43%	1%	5%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 10th through October 12th, 2016, n=1025 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

**Past participation refers to previous participation in a presidential election.

		North Carolina Registered 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 Registered Voters with a Candidate Preference		54%	36%	8%	2%
Candidate Support	Roy Cooper	56%	34%	8%	2%
	Pat McCrory	51%	39%	9%	2%
Party Identification	Democrat	67%	25%	6%	2%
	Republican	58%	34%	6%	2%
	Independent	34%	53%	13%	1%
Political Ideology	Very liberal-Liberal	65%	31%	4%	0%
	Moderate	41%	45%	12%	1%
	Conservative-Very conservative	56%	35%	8%	2%
Tea Party Supporters		56%	37%	6%	0%
Region	East	49%	37%	11%	3%
	Raleigh-Durham Triangle	59%	33%	8%	0%
	Charlotte Area	54%	37%	8%	1%
	Piedmont/Central	53%	40%	5%	2%
	West	55%	33%	10%	2%
Household Income	Less than \$50,000	53%	34%	10%	2%
	\$50,000 or more	53%	39%	7%	1%
Education	Not college graduate	53%	33%	11%	3%
	College graduate	54%	40%	5%	1%
Race	White	54%	37%	7%	1%
	African American	61%	27%	9%	3%
Age	18 to 29	28%	58%	13%	0%
	30 to 44	45%	46%	7%	3%
	45 to 59	57%	32%	8%	2%
	60 or older	67%	24%	7%	2%
Age	Under 45	38%	51%	9%	2%
	45 or older	62%	28%	8%	2%
Gender	Men	55%	37%	7%	1%
	Women	52%	36%	10%	2%
White Men		56%	38%	6%	0%
White Women		53%	36%	8%	2%
Race and Education	White - Not College Graduate	53%	36%	10%	2%
	White - College Graduate	56%	39%	4%	1%
White Evangelical Christians		53%	36%	9%	2%
U.S. Military Veteran	Yes	55%	36%	9%	0%
	No	53%	37%	8%	2%
Interview Type	Landline	58%	30%	9%	3%
	Cell Phone	49%	42%	8%	1%

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 10th through October 12th, 2016, n=932 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.