

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist North Carolina Poll of 1,136 Adults

This survey of 1,136 adults was conducted October 25th and October 26th, 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 1,018 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 780 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 ± 3.5 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		90%	100%	
North Carolina Likely Voters		69%	77%	100%
Past Participation*	Yes	n/a	90%	93%
	No	n/a	10%	7%
Already Voted		n/a	23%	29%
Not Yet Voted		n/a	77%	71%
Party Registration	Democrat	n/a	40%	40%
	Republican	n/a	30%	30%
	Independent	n/a	30%	29%
	Other	n/a	1%	1%
Party Identification	Democrat	n/a	35%	37%
	Republican	n/a	30%	30%
	Independent	n/a	33%	32%
	Other	n/a	1%	1%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	20%	20%
	Moderate	n/a	32%	31%
	Conservative	n/a	28%	28%
	Very conservative	n/a	14%	15%
Tea Party Supporters		n/a	21%	22%
Gender	Men	48%	47%	46%
	Women	52%	53%	54%
Age	Under 45	47%	45%	41%
	45 or older	53%	55%	59%
Age	18 to 29	18%	17%	13%
	30 to 44	29%	28%	28%
	45 to 59	26%	27%	29%
	60 or older	26%	28%	30%
Race	White	69%	70%	71%
	African American	21%	22%	22%
	Latino	6%	4%	4%
	Other	4%	4%	4%
White men		74%	75%	76%
Non-white men		26%	25%	24%
White women		70%	71%	72%
Non-white Women		30%	29%	28%
Region	East	26%	26%	24%
	Raleigh-Durham Triangle	18%	19%	21%
	Charlotte Area	16%	16%	17%
	Piedmont/Central	22%	21%	21%
	West	18%	18%	17%
Household Income	Less than \$50,000	54%	51%	48%
	\$50,000 or more	46%	49%	52%
Education	Not college graduate	64%	62%	59%
	College graduate	36%	38%	41%
Race and Education	White - Not College Graduate	43%	42%	41%
	White - College Graduate	26%	28%	31%
	Non-White - Not College Graduate	22%	21%	20%
	Non-White - College Graduate	8%	9%	9%
Evangelical Christian	Yes	55%	56%	55%
	No	45%	44%	45%
White Evangelical Christians		34%	35%	35%
U.S. Military Veteran	Yes	13%	14%	14%
	No	87%	86%	86%
Interview Type	Landline	44%	46%	48%
	Cell Phone	56%	54%	52%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 25th and October 26th, 2016, n=1136 MOE +/- 2.9 percentage points.

North Carolina Registered Voters: n=1018 MOE +/- 3.1 percentage points. North Carolina Likely Voters: n=780 MOE +/- 3.5 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		50%	45%	5%
Party Identification	Democrat	89%	8%	3%
	Republican	7%	90%	4%
	Independent	48%	44%	9%
Political Ideology	Very liberal-Liberal	85%	11%	4%
	Moderate	60%	33%	6%
	Conservative-Very conservative	20%	75%	5%
Tea Party Supporters		19%	80%	1%
Region	East	52%	43%	5%
	Raleigh-Durham Triangle	57%	35%	8%
	Charlotte Area	61%	35%	3%
	Piedmont/Central	38%	58%	5%
	West	41%	53%	6%
Household Income	Less than \$50,000	55%	40%	5%
	\$50,000 or more	51%	44%	6%
Education	Not college graduate	47%	46%	6%
	College graduate	53%	42%	4%
Race	White	36%	58%	6%
	African American	94%	2%	3%
Age	18 to 29	69%	19%	12%
	30 to 44	47%	48%	5%
	45 to 59	51%	46%	3%
	60 or older	42%	53%	5%
Age	Under 45	54%	39%	8%
	45 or older	47%	49%	4%
Gender	Men	46%	48%	6%
	Women	53%	43%	5%
White Men		35%	58%	7%
White Women		37%	58%	5%
Race and Education	White - Not College Graduate	27%	65%	8%
	White - College Graduate	47%	49%	4%
White Evangelical Christians		16%	77%	6%
U.S. Military Veteran	Yes	40%	53%	7%
	No	51%	44%	5%
Interview Type	Landline	45%	50%	5%
	Cell Phone	54%	40%	6%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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		50%	44%	3%	2%	2%
Intensity of Support	Strongly support	53%	47%	0%	0%	0%
	Somewhat support	54%	43%	0%	3%	0%
Already Voted		61%	33%	0%	5%	0%
Not Yet Voted		45%	48%	4%	1%	3%
Party Identification	Democrat	94%	5%	0%	0%	0%
	Republican	4%	91%	2%	1%	3%
	Independent	46%	43%	6%	4%	2%
Political Ideology	Very liberal-Liberal	85%	9%	1%	4%	1%
	Moderate	60%	32%	5%	1%	2%
	Conservative-Very conservative	21%	74%	2%	1%	2%
Tea Party Supporters		17%	78%	3%	2%	1%
Region	East	47%	47%	2%	1%	3%
	Raleigh-Durham Triangle	59%	34%	4%	1%	2%
	Charlotte Area	61%	33%	3%	3%	1%
	Piedmont/Central	37%	55%	1%	3%	4%
	West	46%	46%	4%	2%	2%
Household Income	Less than \$50,000	53%	41%	2%	2%	2%
	\$50,000 or more	51%	43%	2%	3%	1%
Education	Not college graduate	45%	49%	2%	2%	2%
	College graduate	56%	35%	4%	2%	2%
Race	White	35%	57%	3%	2%	2%
	African American	97%	1%	0%	0%	2%
Age	18 to 29	66%	25%	4%	2%	2%
	30 to 44	46%	45%	3%	4%	2%
	45 to 59	50%	45%	2%	1%	3%
	60 or older	44%	50%	2%	1%	3%
Age	Under 45	53%	38%	4%	3%	2%
	45 or older	47%	47%	2%	1%	3%
Gender	Men	43%	48%	4%	3%	2%
	Women	55%	40%	2%	1%	2%
White Men		32%	60%	3%	4%	1%
White Women		39%	55%	3%	1%	3%
Race and Education	White - Not College Graduate	25%	69%	3%	2%	2%
	White - College Graduate	50%	41%	3%	3%	2%
White Evangelical Christians		17%	77%	2%	1%	3%
U.S. Military Veteran	Yes	40%	54%	4%	1%	2%
	No	51%	42%	3%	2%	2%
Interview Type	Landline	46%	48%	3%	1%	3%
	Cell Phone	53%	40%	3%	3%	2%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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		69%	29%	2%	1%
Candidate Support	Hillary Clinton	68%	29%	2%	1%
	Donald Trump	70%	27%	2%	1%
Party Identification	Democrat	76%	23%	0%	1%
	Republican	74%	24%	1%	1%
	Independent	55%	41%	4%	0%
Political Ideology	Very liberal-Liberal	71%	27%	2%	0%
	Moderate	65%	32%	3%	0%
	Conservative-Very conservative	71%	27%	1%	1%
Tea Party Supporters		77%	21%	1%	1%
Region	East	76%	21%	1%	1%
	Raleigh-Durham Triangle	58%	39%	2%	0%
	Charlotte Area	75%	21%	4%	0%
	Piedmont/Central	66%	31%	2%	1%
	West	67%	32%	0%	0%
Household Income	Less than \$50,000	72%	25%	2%	1%
	\$50,000 or more	66%	31%	2%	0%
Education	Not college graduate	70%	28%	2%	1%
	College graduate	67%	30%	2%	1%
Race	White	68%	30%	2%	0%
	African American	76%	22%	1%	1%
Age	18 to 29	45%	53%	2%	0%
	30 to 44	63%	36%	2%	0%
	45 to 59	73%	24%	2%	1%
	60 or older	81%	16%	1%	1%
Age	Under 45	57%	42%	2%	0%
	45 or older	77%	20%	2%	1%
Gender	Men	62%	35%	2%	1%
	Women	74%	24%	1%	1%
White Men		62%	35%	3%	1%
White Women		73%	25%	2%	0%
Race and Education	White - Not College Graduate	67%	30%	2%	1%
	White - College Graduate	68%	29%	3%	0%
White Evangelical Christians		71%	27%	1%	1%
Interview Type	Landline	73%	23%	2%	1%
	Cell Phone	64%	34%	1%	1%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=675 MOE +/- 3.8 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		47%	41%	8%	2%	2%
Already Voted		61%	33%	4%	2%	0%
Not Yet Voted		42%	44%	10%	2%	3%
Party Identification	Democrat	92%	5%	3%	0%	0%
	Republican	4%	89%	4%	1%	2%
	Independent	41%	35%	19%	2%	2%
Political Ideology	Very liberal-Liberal	79%	9%	9%	2%	1%
	Moderate	57%	28%	10%	2%	2%
	Conservative-Very conservative	21%	70%	6%	2%	2%
Tea Party Supporters		16%	76%	4%	3%	1%
Region	East	47%	41%	9%	0%	3%
	Raleigh-Durham Triangle	53%	30%	13%	1%	2%
	Charlotte Area	56%	32%	8%	4%	1%
	Piedmont/Central	36%	53%	6%	2%	2%
	West	44%	48%	4%	2%	2%
Household Income	Less than \$50,000	51%	38%	6%	2%	2%
	\$50,000 or more	48%	39%	10%	1%	2%
Education	Not college graduate	43%	46%	7%	2%	2%
	College graduate	54%	33%	10%	2%	1%
Race	White	33%	53%	10%	2%	2%
	African American	95%	2%	2%	0%	2%
Age	18 to 29	60%	19%	16%	3%	2%
	30 to 44	42%	39%	14%	3%	2%
	45 to 59	50%	44%	4%	1%	2%
	60 or older	43%	50%	3%	1%	2%
Age	Under 45	48%	32%	15%	3%	2%
	45 or older	46%	47%	3%	1%	2%
Gender	Men	42%	44%	9%	3%	2%
	Women	52%	38%	7%	1%	2%
White Men		30%	55%	11%	2%	2%
White Women		36%	52%	8%	1%	2%
Race and Education	White - Not College Graduate	22%	65%	9%	2%	2%
	White - College Graduate	48%	38%	11%	2%	1%
White Evangelical Christians		16%	72%	9%	2%	2%
U.S. Military Veteran	Yes	38%	49%	10%	2%	1%
	No	49%	40%	8%	2%	2%
Interview Type	Landline	44%	46%	6%	1%	3%
	Cell Phone	50%	36%	10%	2%	2%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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		41%	55%	4%
Party Identification	Democrat	82%	12%	6%
	Republican	4%	95%	1%
	Independent	30%	66%	4%
Political Ideology	Very liberal-Liberal	75%	21%	4%
	Moderate	44%	51%	4%
	Conservative-Very conservative	18%	80%	2%
Tea Party Supporters		16%	83%	1%
Region	East	43%	52%	6%
	Raleigh-Durham Triangle	46%	50%	4%
	Charlotte Area	50%	46%	4%
	Piedmont/Central	31%	65%	3%
	West	38%	60%	2%
Household Income	Less than \$50,000	47%	50%	3%
	\$50,000 or more	41%	55%	4%
Education	Not college graduate	40%	56%	4%
	College graduate	42%	54%	4%
Race	White	28%	69%	3%
	African American	88%	7%	5%
Age	18 to 29	50%	44%	6%
	30 to 44	34%	62%	4%
	45 to 59	45%	52%	3%
	60 or older	40%	56%	5%
Age	Under 45	39%	56%	4%
	45 or older	42%	54%	4%
Gender	Men	35%	62%	4%
	Women	47%	49%	4%
White Men		23%	75%	2%
White Women		32%	64%	4%
Race and Education	White - Not College Graduate	21%	77%	2%
	White - College Graduate	36%	60%	4%
White Evangelical Christians		13%	84%	3%
U.S. Military Veteran	Yes	34%	62%	4%
	No	42%	54%	4%
Interview Type	Landline	39%	56%	5%
	Cell Phone	43%	54%	3%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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%	6%
Party Identification	Democrat	6%	90%	4%
	Republican	78%	16%	6%
	Independent	27%	69%	5%
Political Ideology	Very liberal-Liberal	9%	90%	1%
	Moderate	22%	71%	7%
	Conservative-Very conservative	60%	35%	6%
Tea Party Supporters		64%	30%	6%
Region	East	35%	59%	6%
	Raleigh-Durham Triangle	26%	69%	6%
	Charlotte Area	27%	66%	7%
	Piedmont/Central	44%	51%	6%
	West	41%	57%	3%
Household Income	Less than \$50,000	32%	62%	6%
	\$50,000 or more	33%	62%	5%
Education	Not college graduate	39%	56%	6%
	College graduate	28%	67%	5%
Race	White	46%	49%	5%
	African American	1%	92%	6%
Age	18 to 29	14%	81%	5%
	30 to 44	35%	60%	4%
	45 to 59	36%	57%	8%
	60 or older	42%	53%	5%
Age	Under 45	28%	67%	5%
	45 or older	39%	55%	6%
Gender	Men	38%	57%	6%
	Women	32%	63%	5%
White Men		48%	47%	5%
White Women		45%	51%	4%
Race and Education	White - Not College Graduate	55%	39%	6%
	White - College Graduate	33%	64%	3%
White Evangelical Christians		61%	33%	6%
U.S. Military Veteran	Yes	44%	48%	8%
	No	33%	62%	5%
Interview Type	Landline	40%	53%	7%
	Cell Phone	30%	66%	4%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll North Carolina Tables of Likely Voters

		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		48%	48%	2%	3%
Intensity of Support	Strongly support	49%	51%	0%	0%
	Somewhat support	54%	46%	0%	0%
Already Voted		59%	38%	3%	0%
Not Yet Voted		44%	52%	1%	4%
Candidate Support	Hillary Clinton	91%	7%	0%	2%
	Donald Trump	3%	92%	2%	2%
	Other	38%	56%	4%	2%
Party Identification	Democrat	88%	11%	0%	1%
	Republican	4%	94%	1%	1%
	Independent	46%	47%	4%	4%
Political Ideology	Very liberal-Liberal	87%	12%	1%	1%
	Moderate	54%	39%	3%	4%
	Conservative-Very conservative	20%	78%	2%	1%
Tea Party Supporters		17%	80%	2%	1%
Region	East	49%	47%	2%	3%
	Raleigh-Durham Triangle	55%	42%	1%	1%
	Charlotte Area	56%	42%	1%	1%
	Piedmont/Central	39%	58%	1%	2%
	West	42%	51%	3%	5%
Household Income	Less than \$50,000	53%	41%	2%	3%
	\$50,000 or more	50%	48%	1%	1%
Education	Not college graduate	45%	50%	2%	3%
	College graduate	53%	44%	1%	1%
Race	White	35%	61%	2%	2%
	African American	92%	6%	0%	2%
Age	18 to 29	59%	33%	4%	4%
	30 to 44	46%	51%	1%	2%
	45 to 59	50%	47%	0%	2%
	60 or older	43%	53%	2%	2%
Age	Under 45	50%	45%	2%	3%
	45 or older	46%	50%	1%	2%
Gender	Men	43%	53%	2%	3%
	Women	52%	44%	2%	2%
White Men		33%	63%	2%	2%
White Women		36%	59%	2%	2%
Race and Education	White - Not College Graduate	26%	69%	3%	3%
	White - College Graduate	47%	50%	2%	1%
White Evangelical Christians		18%	77%	2%	3%
U.S. Military Veteran	Yes	41%	51%	4%	3%
	No	49%	47%	1%	2%
Interview Type	Landline	42%	54%	2%	3%
	Cell Phone	53%	43%	2%	2%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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?			
				Might vote differently	Unsure
		Strongly support	Somewhat support		
		Row %	Row %	Row %	Row %
North Carolina Likely Voters with a Candidate Preference		55%	39%	5%	1%
Candidate Support	Deborah Ross	54%	42%	3%	1%
	Richard Burr	56%	36%	7%	1%
Party Identification	Democrat	64%	31%	5%	0%
	Republican	63%	32%	3%	1%
	Independent	39%	55%	5%	1%
Political Ideology	Very liberal-Liberal	55%	42%	2%	1%
	Moderate	47%	45%	7%	1%
	Conservative-Very conservative	60%	35%	4%	1%
Tea Party Supporters		74%	22%	3%	1%
Region	East	54%	39%	5%	2%
	Raleigh-Durham Triangle	53%	42%	4%	1%
	Charlotte Area	51%	40%	7%	1%
	Piedmont/Central	63%	33%	3%	1%
	West	54%	40%	4%	1%
Household Income	Less than \$50,000	57%	38%	3%	2%
	\$50,000 or more	54%	41%	3%	1%
Education	Not college graduate	55%	38%	5%	2%
	College graduate	54%	41%	4%	1%
Race	White	55%	39%	5%	1%
	African American	55%	40%	3%	2%
Age	18 to 29	40%	53%	7%	0%
	30 to 44	38%	53%	8%	1%
	45 to 59	65%	31%	3%	0%
	60 or older	68%	27%	2%	3%
Age	Under 45	39%	53%	8%	1%
	45 or older	67%	29%	3%	2%
Gender	Men	57%	37%	4%	1%
	Women	54%	40%	5%	1%
White Men		57%	39%	4%	1%
White Women		54%	40%	5%	1%
Race and Education	White - Not College Graduate	56%	38%	5%	1%
	White - College Graduate	53%	42%	4%	1%
White Evangelical Christians		63%	32%	4%	1%
Interview Type	Landline	60%	34%	4%	2%
	Cell Phone	51%	43%	5%	0%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=711 MOE +/- 3.7 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		51%	45%	2%	2%
Intensity of Support	Strongly support	52%	48%	0%	0%
	Somewhat support	54%	46%	0%	0%
Already Voted		61%	35%	4%	0%
Not Yet Voted		47%	49%	1%	3%
Candidate Support	Hillary Clinton	91%	6%	2%	1%
	Donald Trump	7%	89%	1%	2%
	Other	47%	46%	6%	2%
Party Identification	Democrat	89%	9%	1%	1%
	Republican	6%	92%	1%	1%
	Independent	52%	42%	4%	2%
Political Ideology	Very liberal-Liberal	86%	11%	2%	2%
	Moderate	62%	32%	5%	2%
	Conservative-Very conservative	22%	76%	0%	1%
Tea Party Supporters		19%	77%	3%	1%
Region	East	51%	44%	3%	2%
	Raleigh-Durham Triangle	60%	37%	1%	1%
	Charlotte Area	60%	39%	1%	0%
	Piedmont/Central	43%	52%	0%	5%
	West	40%	52%	6%	2%
Household Income	Less than \$50,000	54%	40%	3%	3%
	\$50,000 or more	53%	45%	2%	0%
Education	Not college graduate	47%	48%	2%	3%
	College graduate	57%	39%	2%	1%
Race	White	39%	57%	2%	2%
	African American	90%	5%	3%	3%
Age	18 to 29	61%	30%	5%	3%
	30 to 44	51%	42%	5%	2%
	45 to 59	50%	48%	0%	2%
	60 or older	47%	51%	1%	2%
Age	Under 45	55%	38%	5%	2%
	45 or older	48%	50%	0%	2%
Gender	Men	47%	48%	2%	2%
	Women	54%	42%	2%	2%
White Men		38%	59%	1%	2%
White Women		40%	55%	3%	2%
Race and Education	White - Not College Graduate	30%	66%	2%	2%
	White - College Graduate	51%	45%	3%	1%
White Evangelical Christians		21%	76%	0%	2%
U.S. Military Veteran	Yes	43%	51%	4%	2%
	No	52%	44%	2%	2%
Interview Type	Landline	46%	50%	2%	2%
	Cell Phone	55%	40%	2%	2%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th and October 26th, 2016, n=780 MOE +/- 3.5 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?			
		Might vote			
		Strongly support	Somewhat support	differently	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters with a Candidate Preference		73%	24%	2%	1%
Candidate Support	Roy Cooper	72%	25%	2%	1%
	Pat McCrory	73%	24%	2%	1%
Party Identification	Democrat	77%	21%	2%	1%
	Republican	78%	20%	2%	0%
	Independent	62%	34%	2%	1%
Political Ideology	Very liberal-Liberal	75%	22%	1%	1%
	Moderate	67%	27%	5%	1%
	Conservative-Very conservative	74%	24%	1%	1%
Tea Party Supporters		83%	15%	1%	1%
Region	East	70%	27%	2%	1%
	Raleigh-Durham Triangle	75%	23%	2%	0%
	Charlotte Area	66%	28%	3%	3%
	Piedmont/Central	80%	19%	1%	0%
	West	71%	26%	2%	0%
Household Income	Less than \$50,000	76%	20%	3%	1%
	\$50,000 or more	72%	26%	1%	1%
Education	Not college graduate	72%	25%	2%	1%
	College graduate	73%	24%	2%	1%
Race	White	73%	25%	2%	1%
	African American	72%	25%	1%	2%
Age	18 to 29	61%	35%	3%	2%
	30 to 44	66%	31%	2%	1%
	45 to 59	78%	20%	1%	1%
	60 or older	78%	19%	2%	1%
Age	Under 45	65%	32%	2%	1%
	45 or older	78%	19%	2%	1%
Gender	Men	77%	20%	1%	1%
	Women	69%	28%	2%	1%
White Men		78%	19%	2%	1%
White Women		68%	30%	2%	0%
Race and Education	White - Not College Graduate	72%	24%	2%	1%
	White - College Graduate	73%	26%	1%	0%
White Evangelical Christians		76%	22%	1%	1%
U.S. Military Veteran	Yes	76%	22%	1%	1%
	No	72%	25%	2%	1%
Interview Type	Landline	74%	23%	2%	1%
	Cell Phone	72%	25%	2%	1%

NBC News/WSJ/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=715 MOE +/- 3.7 percentage points. Totals may not add to 100% due to rounding.