

**Nature of the Sample - North Carolina**

		North Carolina Adults	North Carolina Registered Voters
		Col %	Col %
North Carolina Adults		100%	
North Carolina Registered Voters		84%	100%
Party Identification	Democrat	n/a	39%
	Republican	n/a	25%
	Independent	n/a	35%
	Other	n/a	1%
Party Identification	Strong Democrats	n/a	27%
	Not strong Democrats	n/a	13%
	Democratic leaning independents	n/a	11%
	Just Independents	n/a	12%
	Republican leaning independents	n/a	12%
	Not strong Republicans	n/a	9%
	Strong Republicans	n/a	15%
	Other	n/a	1%
	Political Ideology	Very liberal	n/a
Liberal		n/a	17%
Moderate		n/a	34%
Conservative		n/a	31%
Very conservative		n/a	13%
Past Participation**	Yes	n/a	93%
	No	n/a	7%
Tea Party Supporters		n/a	24%
Gender	Men	48%	46%
	Women	52%	54%
Age	Under 45	41%	37%
	45 or older	59%	63%
Age	18 to 29	14%	10%
	30 to 44	27%	27%
	45 to 59	27%	28%
	60 or older	32%	36%
Race	White	68%	69%
	African American	21%	21%
	Latino	7%	6%
	Other	4%	4%
Region	East	26%	26%
	Raleigh-Durham Triangle	18%	18%
	Charlotte Area	16%	16%
	Piedmont/Central	22%	23%
	West	18%	18%
Household Income	Less than \$75,000	74%	71%
	\$75,000 or more	26%	29%
Education	Not college graduate	66%	63%
	College graduate	34%	37%
Marital Status	Married	52%	56%
	Not married	48%	44%
Evangelical Christian	Yes	25%	27%
	No	75%	73%
Interview Type	Landline	74%	76%
	Cell Phone	26%	24%

NBC News/Marist Poll North Carolina Adults. Interviews conducted June 24th and June 25th, 2012, N=1208 MOE +/- 2.8 percentage points.

North Carolina Registered Voters: N=1019 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

\*\*Past participation refers to previous participation in a Presidential Election.