

NBC/WSJ/Marist Poll North Carolina Likely Voters Tables

North Carolina Likely Voters					
North Carolina Governor tossup including those who are undecided yet leaning toward a candidate or voted absentee					
		Walter Dalton, the Democrat	Pat McCrory, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		39%	52%	0%	8%
Party Identification	Democrat	78%	15%	0%	7%
	Republican	1%	95%	0%	4%
	Independent	29%	57%	0%	13%
Party Identification***	Strong Democrats	86%	8%	0%	6%
	Soft Democrats	60%	31%	0%	9%
	Just Independents	20%	53%	1%	26%
	Soft Republicans	5%	88%	0%	6%
	Strong Republicans	1%	96%	0%	4%
Tea Party Supporters		10%	88%	0%	1%
Political Ideology	Very liberal-Liberal	80%	15%	0%	5%
	Moderate	43%	45%	0%	12%
	Conservative-Very conservative	16%	78%	0%	6%
Presidential Choice	Barack Obama and Joe Biden	77%	15%	0%	7%
	Mitt Romney and Paul Ryan	3%	93%	0%	4%
Gender	Men	35%	58%	0%	7%
	Women	43%	47%	0%	9%
Age	Under 45	45%	44%	0%	10%
	45 or older	36%	56%	0%	7%
Age	18 to 29	62%	19%	0%	19%
	30 to 44	39%	54%	0%	7%
	45 to 59	40%	54%	0%	6%
	60 or older	34%	58%	0%	8%
Race	White	27%	64%	0%	8%
	Non-white	68%	22%	0%	10%
Region	East	39%	53%	0%	8%
	Raleigh-Durham Triangle	45%	46%	0%	8%
	Charlotte Area	37%	55%	0%	8%
	Piedmont/Central	39%	51%	0%	10%
	West	36%	56%	0%	7%
Household Income	Less than \$75,000	43%	48%	0%	9%
	\$75,000 or more	35%	62%	0%	4%
Education	Not college graduate	38%	52%	0%	9%
	College graduate	41%	52%	0%	7%
Marital Status	Married	32%	61%	0%	7%
	Not married	51%	38%	0%	10%
White Evangelical Christians		11%	83%	0%	6%
U.S. Military Veteran		34%	59%	0%	8%
Interview Type	Landline	38%	54%	0%	8%
	Cell Phone	45%	44%	0%	11%

NBC News/WSJ/Marist Poll North Carolina Likely Voters. Interviews conducted September 23rd through September 25th, 2012, N=1035 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

***Soft Democrats include registered voters who identify as "not strong Democrats" or Democratic leaning independents. Soft Republicans include those registered voters who identify as "not strong Republicans" or Republican leaning independents.