

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		92%	100%	
North Carolina Likely Voters		69%	75%	100%
Party Identification	Democrat	38%	38%	39%
	Republican	30%	30%	31%
	Independent	31%	31%	30%
Party Identification	Strong Democrats	27%	27%	29%
	Not strong Democrats	12%	12%	10%
	Democratic leaning independents	9%	9%	9%
	Just Independents	10%	10%	9%
	Republican leaning independents	11%	11%	11%
	Not strong Republicans	9%	9%	8%
	Strong Republicans	22%	22%	23%
Party Registration	Democrat	44%	44%	45%
	Republican	32%	32%	33%
	Independent	23%	23%	22%
Political Ideology	Very liberal	5%	5%	5%
	Liberal	17%	17%	17%
	Moderate	32%	32%	31%
	Conservative	33%	33%	32%
	Very conservative	14%	14%	14%
Tea Party Supporters		26%	26%	27%
Gender	Men	48%	48%	47%
	Women	52%	52%	53%
Age	Under 45	40%	38%	35%
	45 or older	60%	62%	65%
Age	18 to 29	14%	12%	10%
	30 to 44	26%	25%	25%
	45 to 59	27%	28%	29%
	60 or older	33%	34%	36%
Race	White	68%	70%	70%
	African American	20%	21%	22%
	Latino	7%	6%	5%
Region	East	26%	26%	25%
	Raleigh-Durham Triangle	18%	19%	20%
	Charlotte Area	16%	16%	16%
	Piedmont/Central	22%	22%	21%
	West	18%	18%	18%
Household Income	Less than \$75,000	75%	74%	72%
	\$75,000 or more	25%	26%	28%
Education	Not college graduate	67%	65%	63%
	College graduate	33%	35%	37%
Marital Status	Married	57%	58%	60%
	Not married	43%	42%	40%
White Evangelical Christians	Yes	20%	20%	21%
Have you ever served in the U.S. Military?	Yes	15%	15%	16%
	No	85%	85%	84%
Interview Type	Landline	76%	78%	79%
	Cell Phone	24%	22%	21%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted September 23rd through September 25th, 2012, N=1501 MOE +/- 2.5 percentage points.

North Carolina Registered Voters: N=1375 MOE +/- 2.6 percentage points.

North Carolina Likely Voters: N=1035 MOE +/- 3.1 percentage points.

Totals may not add to 100% due to rounding.

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