

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,216 North Carolina Adults

This survey of 1,216 adults was conducted October 19th through October 23rd, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of North Carolina were interviewed 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. Respondents in the household were selected by asking for the youngest male. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, race, and region. Results are statistically significant within ± 2.8 percentage points. There are 1,070 registered voters. The results for this subset are statistically significant within ± 3.0 percentage points. There are 756 likely voters defined by a probability turnout model. This model determines the likelihood respondents will vote in the November 2014 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 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		88%	100%	
North Carolina Likely Voters		62%	71%	100%
Early Voters		n/a	6%	8%
Party Registration	Democrat	n/a	44%	44%
	Republican	n/a	33%	33%
	Independent	n/a	24%	22%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	36%	37%
	Republican	n/a	30%	31%
	Independent	n/a	32%	30%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	6%	6%
	Liberal	n/a	16%	15%
	Moderate	n/a	32%	32%
	Conservative	n/a	32%	31%
	Very conservative	n/a	15%	15%
Past Participation**	Yes	n/a	84%	90%
	No	n/a	16%	10%
Gender	Men	48%	48%	48%
	Women	52%	52%	52%
Age	Under 45	46%	42%	38%
	45 or older	54%	58%	62%
Age	18 to 29	20%	16%	12%
	30 to 44	26%	26%	25%
	45 to 59	27%	29%	31%
	60 or older	27%	30%	32%
Race	White	69%	70%	71%
	African American	21%	21%	21%
	Latino	6%	5%	5%
	Other	4%	4%	4%
Region	East	26%	26%	25%
	Raleigh-Durham Triangle	18%	18%	20%
	Charlotte Area	16%	16%	15%
	Piedmont/Central	22%	22%	21%
	West	18%	17%	19%
Household Income	Less than \$75,000	74%	72%	69%
	\$75,000 or more	26%	28%	31%
Education	Not college graduate	67%	66%	63%
	College graduate	33%	34%	37%
Marital Status	Married	50%	53%	56%
	Not married	50%	47%	44%
Marital Status and Gender	Married men	25%	27%	29%
	Not married men	21%	19%	18%
	Married women	25%	26%	27%
	Not married women	29%	28%	26%
Interview Type	Landline	55%	58%	60%
	Cell Phone	45%	42%	40%

NBC News/Marist Poll North Carolina Adults. Interviews conducted October 19th through October 23rd, 2014, n=1216 MOE +/- 2.8 percentage points. North Carolina Registered Voters: n=1070 MOE +/- 3.0 percentage points. North Carolina Likely Voters: n=756 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Likely Voters

		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		40%	55%	6%
Party Identification	Democrat	82%	13%	5%
	Republican	5%	92%	3%
	Independent	26%	65%	9%
Political Ideology	Very liberal-Liberal	78%	18%	3%
	Moderate	48%	46%	7%
	Conservative-Very conservative	17%	79%	4%
Region	East	46%	51%	3%
	Raleigh-Durham Triangle	42%	54%	4%
	Charlotte Area	46%	44%	10%
	Piedmont/Central	33%	59%	9%
	West	30%	66%	4%
Household Income	Less than \$75,000	42%	53%	5%
	\$75,000 or more	36%	58%	6%
Education	Not college graduate	37%	57%	5%
	College graduate	44%	50%	6%
Race	White	25%	70%	5%
	African American	89%	7%	4%
Age	18 to 29	40%	44%	16%
	30 to 44	41%	54%	5%
	45 to 59	40%	56%	4%
	60 or older	38%	59%	3%
Gender	Men	35%	59%	6%
	Women	44%	51%	6%
Marital Status	Married	32%	63%	4%
	Not married	49%	44%	7%
Marital Status and Gender	Married men	31%	65%	4%
	Not married men	41%	51%	8%
	Married women	34%	62%	4%
	Not married women	55%	38%	7%
Interview Type	Landline	37%	57%	5%
	Cell Phone	43%	51%	6%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=756 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters				
		North Carolina tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Kay Hagan, the Democrat	Thom Tillis, the Republican	Sean Haugh, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		43%	43%	7%	<1%	6%
Party Identification	Democrat	87%	4%	3%	0%	5%
	Republican	6%	89%	2%	0%	3%
	Independent	31%	41%	17%	1%	11%
Political Ideology	Very liberal-Liberal	80%	10%	6%	0%	4%
	Moderate	52%	31%	10%	0%	7%
	Conservative-Very conservative	20%	69%	4%	1%	6%
Intensity of Support	Strongly support	53%	44%	3%	0%	0%
	Somewhat support	37%	53%	10%	0%	0%
	Might vote differently	38%	44%	19%	0%	0%
Top Issue	Job creation	41%	45%	7%	0%	8%
	Health care	58%	37%	5%	0%	1%
	Breaking gridlock in Washington	64%	31%	4%	0%	1%
	Social Security and Medicare	47%	30%	10%	1%	12%
	Action against ISIS	23%	63%	8%	1%	5%
	The deficit	10%	74%	14%	0%	2%
Region	East	47%	37%	9%	1%	7%
	Raleigh-Durham Triangle	49%	38%	9%	0%	3%
	Charlotte Area	50%	39%	4%	1%	5%
	Piedmont/Central	32%	53%	5%	0%	9%
	West	37%	50%	6%	0%	7%
Household Income	Less than \$75,000	46%	39%	9%	0%	7%
	\$75,000 or more	37%	53%	6%	0%	4%
Education	Not college graduate	38%	46%	8%	1%	7%
	College graduate	50%	41%	6%	0%	3%
Race	White	31%	55%	8%	1%	5%
	African American	82%	7%	3%	0%	8%
Age	18 to 29	55%	35%	4%	0%	6%
	30 to 44	42%	42%	9%	0%	7%
	45 to 59	42%	43%	8%	1%	6%
	60 or older	42%	47%	5%	0%	5%
Gender	Men	38%	49%	6%	0%	7%
	Women	48%	38%	8%	0%	6%
Marital Status	Married	36%	52%	7%	1%	5%
	Not married	53%	34%	7%	0%	6%
Marital Status and Gender	Married men	31%	56%	6%	0%	6%
	Not married men	47%	41%	5%	0%	6%
	Married women	40%	47%	7%	1%	4%
	Not married women	57%	28%	9%	0%	6%
Interview Type	Landline	41%	48%	6%	0%	4%
	Cell Phone	46%	37%	8%	0%	9%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=756 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Likely Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that 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 for U.S. Senate including Early Voters		58%	34%	6%	1%
Party Identification	Democrat	72%	22%	5%	2%
	Republican	59%	35%	4%	2%
	Independent	39%	48%	11%	1%
Political Ideology	Very liberal-Liberal	74%	22%	4%	1%
	Moderate	50%	40%	10%	0%
	Conservative-Very conservative	58%	35%	5%	2%
Support for U.S. Senate in North Carolina	Kay Hagan	67%	27%	5%	1%
	Thom Tillis	54%	39%	6%	1%
Region	East	58%	33%	7%	2%
	Raleigh-Durham Triangle	62%	32%	5%	1%
	Charlotte Area	65%	30%	2%	3%
	Piedmont/Central	52%	38%	9%	1%
	West	55%	36%	8%	1%
Household Income	Less than \$75,000	55%	35%	9%	1%
	\$75,000 or more	60%	35%	4%	1%
Education	Not college graduate	55%	35%	8%	2%
	College graduate	63%	32%	4%	1%
Race	White	57%	35%	6%	2%
	African American	66%	28%	6%	1%
Age	Under 45	44%	48%	7%	1%
	45 or older	66%	27%	6%	2%
Gender	Men	56%	35%	7%	1%
	Women	60%	33%	5%	2%
Marital Status	Married	59%	35%	5%	0%
	Not married	58%	32%	8%	2%
Marital Status and Gender	Married men	58%	36%	6%	0%
	Not married men	56%	31%	11%	2%
	Married women	60%	35%	4%	1%
	Not married women	59%	32%	6%	2%
Interview Type	Landline	62%	28%	8%	2%
	Cell Phone	52%	44%	4%	1%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=630 MOE +/- 3.9 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 Kay Hagan?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		41%	48%	0%	11%
Party Identification	Democrat	81%	9%	0%	9%
	Republican	6%	86%	0%	8%
	Independent	33%	52%	0%	15%
Political Ideology	Very liberal-Liberal	78%	16%	0%	7%
	Moderate	49%	39%	0%	12%
	Conservative-Very conservative	20%	68%	1%	11%
Region	East	43%	47%	0%	10%
	Raleigh-Durham Triangle	47%	46%	1%	6%
	Charlotte Area	44%	42%	1%	13%
	Piedmont/Central	34%	50%	0%	16%
	West	36%	54%	0%	11%
Household Income	Less than \$75,000	42%	47%	0%	11%
	\$75,000 or more	39%	50%	0%	11%
Education	Not college graduate	37%	50%	0%	13%
	College graduate	48%	44%	0%	8%
Race	White	31%	59%	0%	10%
	African American	73%	11%	1%	15%
Age	18 to 29	46%	36%	0%	18%
	30 to 44	38%	50%	0%	12%
	45 to 59	40%	50%	1%	9%
	60 or older	42%	50%	0%	9%
Gender	Men	37%	52%	0%	11%
	Women	44%	44%	0%	11%
Marital Status	Married	37%	51%	0%	12%
	Not married	47%	42%	1%	10%
Marital Status and Gender	Married men	36%	52%	0%	11%
	Not married men	40%	50%	0%	10%
	Married women	38%	50%	0%	12%
	Not married women	51%	37%	1%	11%
Interview Type	Landline	40%	51%	0%	9%
	Cell Phone	42%	44%	0%	14%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=756 MOE +/- 3.6 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 Thom Tillis?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Likely Voters		40%	44%	1%	14%
Party Identification	Democrat	10%	75%	3%	12%
	Republican	77%	14%	0%	9%
	Independent	38%	41%	0%	20%
Political Ideology	Very liberal-Liberal	11%	78%	2%	10%
	Moderate	28%	53%	1%	19%
	Conservative-Very conservative	63%	24%	1%	12%
Region	East	35%	51%	2%	12%
	Raleigh-Durham Triangle	44%	46%	2%	8%
	Charlotte Area	30%	52%	1%	17%
	Piedmont/Central	48%	33%	0%	18%
	West	44%	39%	0%	17%
Household Income	Less than \$75,000	38%	47%	1%	14%
	\$75,000 or more	49%	38%	1%	13%
Education	Not college graduate	41%	42%	2%	16%
	College graduate	39%	50%	1%	11%
Race	White	50%	37%	0%	13%
	African American	14%	69%	4%	13%
Age	18 to 29	40%	39%	1%	21%
	30 to 44	44%	38%	0%	18%
	45 to 59	39%	47%	2%	11%
	60 or older	41%	48%	1%	10%
Gender	Men	45%	40%	1%	13%
	Women	36%	47%	1%	15%
Marital Status	Married	46%	39%	1%	15%
	Not married	33%	52%	2%	13%
Marital Status and Gender	Married men	48%	37%	1%	13%
	Not married men	40%	48%	1%	11%
	Married women	44%	40%	0%	16%
	Not married women	28%	55%	3%	14%
Interview Type	Landline	42%	45%	1%	12%
	Cell Phone	38%	43%	2%	18%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 19th through October 23rd, 2014, n=756 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Likely Voters

North Carolina Likely Voters

Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:

		Job creation and economic growth	Health care	Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	Military action against ISIS, the Islamic State in Iraq and Syria	The deficit and government spending	Looking out for the interests of women	Immigration	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
North Carolina Likely Voters		20%	16%	15%	12%	10%	10%	5%	3%	0%	7%	1%	1%
Party Identification	Democrat	18%	20%	19%	16%	6%	2%	9%	1%	0%	6%	1%	1%
	Republican	18%	19%	9%	10%	15%	14%	1%	5%	0%	9%	1%	0%
	Independent	24%	10%	16%	10%	10%	14%	4%	4%	1%	5%	1%	1%
Political Ideology	Very liberal-Liberal	18%	19%	26%	13%	6%	3%	8%	2%	0%	3%	1%	0%
	Moderate	24%	16%	16%	13%	8%	7%	6%	1%	0%	6%	1%	0%
	Conservative-Very conservative	19%	15%	9%	11%	13%	14%	2%	5%	1%	9%	1%	0%
Region	East	21%	17%	13%	16%	10%	9%	5%	2%	0%	6%	1%	1%
	Raleigh-Durham Triangle	23%	17%	17%	7%	8%	9%	6%	2%	0%	7%	2%	3%
	Charlotte Area	26%	16%	21%	11%	3%	9%	4%	2%	1%	6%	1%	0%
	Piedmont/Central	16%	14%	11%	13%	15%	11%	3%	5%	0%	8%	2%	1%
	West	15%	16%	16%	13%	10%	9%	5%	5%	1%	9%	0%	0%
Household Income	Less than \$75,000	19%	17%	12%	15%	11%	7%	5%	4%	0%	7%	1%	1%
	\$75,000 or more	25%	17%	20%	4%	7%	18%	4%	1%	0%	4%	0%	0%
Education	Not college graduate	19%	16%	12%	16%	11%	9%	5%	3%	1%	8%	1%	1%
	College graduate	23%	17%	21%	5%	7%	11%	5%	3%	0%	4%	2%	0%
Race	White	20%	15%	16%	11%	10%	11%	3%	3%	0%	8%	1%	1%
	African American	25%	20%	11%	18%	7%	1%	9%	1%	1%	6%	0%	1%
Age	18 to 29	24%	23%	13%	0%	17%	9%	6%	2%	0%	1%	0%	3%
	30 to 44	26%	16%	10%	6%	13%	15%	4%	2%	0%	5%	2%	1%
	45 to 59	20%	16%	19%	11%	6%	9%	5%	3%	1%	10%	0%	0%
	60 or older	14%	13%	16%	23%	8%	6%	4%	4%	0%	8%	1%	1%
Gender	Men	25%	13%	14%	11%	9%	13%	1%	4%	0%	7%	1%	2%
	Women	15%	18%	16%	14%	10%	7%	8%	2%	0%	8%	1%	0%
Marital Status	Married	20%	13%	17%	10%	10%	11%	5%	4%	0%	9%	1%	0%
	Not married	20%	20%	13%	14%	10%	8%	5%	2%	1%	5%	1%	1%
Marital Status and Gender	Married men	23%	12%	17%	9%	9%	14%	2%	5%	0%	7%	1%	1%
	Not married men	28%	15%	9%	13%	11%	11%	0%	2%	0%	6%	1%	3%
	Married women	16%	14%	17%	12%	11%	8%	7%	2%	0%	11%	1%	0%
	Not married women	14%	23%	16%	15%	9%	5%	8%	2%	1%	5%	1%	1%
Interview Type	Landline	17%	15%	16%	15%	9%	8%	5%	4%	1%	8%	2%	0%
	Cell Phone	24%	17%	13%	8%	11%	12%	4%	2%	0%	5%	1%	2%

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NBC News/Marist Poll North Carolina Tables of Adults & Registered Voters

		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		37%	54%	9%
North Carolina Registered Voters		38%	54%	7%
Party Identification^	Democrat	80%	14%	6%
	Republican	5%	91%	5%
	Independent	25%	62%	13%
Political Ideology^	Very liberal-Liberal	73%	24%	3%
	Moderate	45%	46%	9%
	Conservative-Very conservative	18%	76%	7%
Region	East	44%	49%	7%
	Raleigh-Durham Triangle	40%	52%	9%
	Charlotte Area	42%	46%	13%
	Piedmont/Central	31%	59%	10%
	West	29%	64%	7%
Household Income	Less than \$75,000	39%	53%	8%
	\$75,000 or more	36%	56%	8%
Education	Not college graduate	36%	55%	9%
	College graduate	41%	51%	7%
Race	White	23%	70%	7%
	African American	83%	11%	6%
	Other	42%	33%	25%
Age	18 to 29	38%	43%	19%
	30 to 44	38%	54%	7%
	45 to 59	38%	55%	7%
	60 or older	35%	60%	5%
Gender	Men	33%	57%	9%
	Women	41%	50%	8%
Marital Status	Married	31%	63%	6%
	Not married	45%	45%	11%
Marital Status and Gender	Married men	31%	63%	7%
	Not married men	36%	52%	12%
	Married women	31%	63%	6%
	Not married women	51%	39%	10%
Interview Type	Landline	36%	58%	6%
	Cell Phone	40%	49%	12%

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^North Carolina Registered Voters: n=1070 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Adults & Registered Voters

		North Carolina Registered Voters				
		North Carolina tossup for U.S. Senate including those who are undecided yet leaning toward a candidate or have voted early				
		Kay Hagan, the Democrat	Thom Tillis, the Republican	Sean Haugh, the Libertarian	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
North Carolina Registered Voters		42%	40%	8%	1%	9%
Party Identification	Democrat	85%	5%	3%	0%	7%
	Republican	7%	85%	3%	0%	6%
	Independent	31%	36%	18%	1%	14%
Political Ideology	Very liberal-Liberal	75%	10%	7%	1%	7%
	Moderate	51%	30%	11%	1%	8%
	Conservative-Very conservative	22%	64%	5%	0%	8%
Intensity of Support	Strongly support	53%	44%	3%	0%	0%
	Somewhat support	39%	50%	11%	0%	0%
	Might vote differently	46%	38%	17%	0%	0%
Top Issue	Job creation	40%	41%	7%	0%	12%
	Health care	59%	35%	5%	0%	2%
	Breaking gridlock in Washington	65%	30%	4%	0%	2%
	Social Security and Medicare	44%	30%	10%	1%	15%
	Action against ISIS	28%	56%	9%	1%	6%
	The deficit	12%	70%	13%	3%	3%
Region	East	47%	34%	8%	1%	9%
	Raleigh-Durham Triangle	49%	33%	11%	2%	5%
	Charlotte Area	48%	40%	5%	1%	7%
	Piedmont/Central	31%	49%	6%	0%	13%
	West	36%	46%	8%	0%	10%
Household Income	Less than \$75,000	45%	36%	9%	1%	10%
	\$75,000 or more	38%	51%	7%	0%	4%
Education	Not college graduate	39%	42%	8%	1%	10%
	College graduate	50%	40%	5%	1%	4%
Race	White	31%	52%	9%	1%	7%
	African American	79%	9%	2%	0%	10%
	Other	46%	23%	11%	0%	19%
Age	18 to 29	49%	31%	7%	1%	12%
	30 to 44	42%	37%	10%	1%	10%
	45 to 59	41%	42%	9%	1%	7%
	60 or older	41%	47%	5%	1%	6%
Gender	Men	36%	45%	8%	1%	11%
	Women	48%	36%	7%	1%	8%
Marital Status	Married	36%	49%	7%	1%	7%
	Not married	51%	32%	7%	0%	10%
Marital Status and Gender	Married men	31%	53%	7%	0%	8%
	Not married men	44%	36%	8%	1%	12%
	Married women	40%	45%	7%	2%	5%
	Not married women	56%	28%	7%	0%	9%
Interview Type	Landline	41%	46%	7%	1%	6%
	Cell Phone	44%	33%	8%	1%	14%

NBC News/Marist Poll North Carolina Registered Voters. Interviews conducted October 19th through October 23rd, 2014, n=1070 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Voters with a Candidate Preference for U.S. Senate including Early Voters			
		Would you say that you strongly support <candidate> somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
North Carolina Voters with a Candidate Preference for U.S. Senate including Early Voters		54%	36%	8%	2%
Party Identification	Democrat	67%	25%	6%	2%
	Republican	56%	37%	5%	2%
	Independent	36%	47%	15%	2%
Political Ideology	Very liberal-Liberal	70%	25%	4%	1%
	Moderate	46%	42%	12%	0%
	Conservative-Very conservative	54%	36%	7%	3%
Support for U.S. Senate in North Carolina	Kay Hagan	61%	30%	8%	1%
	Thom Tillis	53%	39%	7%	1%
Region	East	54%	36%	9%	1%
	Raleigh-Durham Triangle	58%	35%	5%	1%
	Charlotte Area	63%	31%	3%	4%
	Piedmont/Central	47%	38%	12%	2%
	West	49%	39%	10%	2%
Household Income	Less than \$75,000	51%	37%	11%	2%
	\$75,000 or more	57%	37%	6%	1%
Education	Not college graduate	51%	36%	10%	2%
	College graduate	60%	35%	4%	1%
Race	White	53%	37%	8%	2%
	African American	60%	32%	7%	1%
Age	18 to 29	33%	55%	12%	0%
	30 to 44	43%	45%	9%	3%
	45 to 59	58%	33%	8%	1%
	60 or older	68%	23%	7%	2%
Gender	Men	53%	36%	9%	2%
	Women	55%	36%	8%	2%
Marital Status	Married	56%	37%	6%	1%
	Not married	53%	33%	11%	3%
Marital Status and Gender	Married men	56%	38%	6%	0%
	Not married men	52%	31%	14%	3%
	Married women	56%	37%	5%	2%
	Not married women	53%	35%	9%	3%
	Interview Type	Landline	59%	30%	9%
	Cell Phone	47%	45%	6%	2%

NBC News/Marist Poll North Carolina Registered Voters with a Candidate Preference including Early Voters. Interviews conducted October 19th through October 23rd, 2014, n=865 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Adults & Registered Voters

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Kay Hagan?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		37%	46%	2%	15%
North Carolina Registered Voters		39%	47%	1%	13%
Party Identification^	Democrat	78%	11%	1%	10%
	Republican	7%	83%	0%	9%
	Independent	31%	51%	1%	16%
Political Ideology^	Very liberal-Liberal	74%	19%	0%	8%
	Moderate	46%	41%	0%	13%
	Conservative-Very conservative	20%	65%	2%	13%
Region	East	41%	44%	2%	13%
	Raleigh-Durham Triangle	43%	42%	6%	9%
	Charlotte Area	38%	44%	1%	17%
	Piedmont/Central	33%	49%	0%	18%
	West	31%	49%	3%	18%
Household Income	Less than \$75,000	38%	44%	3%	15%
	\$75,000 or more	38%	50%	0%	12%
Education	Not college graduate	33%	46%	3%	17%
	College graduate	46%	43%	1%	10%
Race	White	29%	56%	1%	13%
	African American	64%	16%	4%	17%
	Other	43%	31%	5%	21%
Age	18 to 29	35%	33%	6%	26%
	30 to 44	36%	48%	2%	14%
	45 to 59	38%	49%	1%	11%
	60 or older	40%	49%	1%	11%
Gender	Men	35%	49%	2%	14%
	Women	40%	42%	3%	15%
Marital Status	Married	34%	51%	1%	14%
	Not married	41%	39%	4%	16%
Marital Status and Gender	Married men	34%	52%	2%	12%
	Not married men	36%	45%	2%	17%
	Married women	34%	50%	1%	15%
	Not married women	45%	35%	5%	16%
Interview Type	Landline	38%	50%	1%	11%
	Cell Phone	36%	40%	4%	20%

NBC News/Marist Poll North Carolina Adults. Interviews conducted October 19th through October 23rd, 2014, n=1216 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: n=1070 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Adults & Registered Voters

		North Carolina Adults			
		Overall, do you have a favorable or an unfavorable impression of Thom Tillis?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
North Carolina Adults		35%	42%	5%	18%
North Carolina Registered Voters		37%	44%	2%	17%
Party Identification^	Democrat	11%	73%	3%	14%
	Republican	73%	15%	1%	11%
	Independent	33%	42%	2%	22%
Political Ideology^	Very liberal-Liberal	10%	75%	3%	11%
	Moderate	26%	53%	1%	20%
	Conservative-Very conservative	58%	25%	3%	14%
Region	East	30%	48%	6%	16%
	Raleigh-Durham Triangle	36%	46%	9%	9%
	Charlotte Area	28%	48%	1%	23%
	Piedmont/Central	41%	34%	3%	21%
	West	38%	36%	5%	21%
Household Income	Less than \$75,000	32%	44%	6%	18%
	\$75,000 or more	45%	40%	1%	14%
Education	Not college graduate	33%	41%	6%	20%
	College graduate	37%	48%	2%	12%
Race	White	43%	37%	3%	17%
	African American	15%	61%	8%	16%
	Other	18%	42%	10%	29%
Age	18 to 29	30%	34%	10%	26%
	30 to 44	36%	37%	5%	22%
	45 to 59	35%	48%	3%	14%
	60 or older	38%	48%	2%	12%
Gender	Men	39%	39%	5%	18%
	Women	31%	46%	5%	18%
Marital Status	Married	42%	39%	3%	17%
	Not married	27%	47%	7%	19%
Marital Status and Gender	Married men	45%	37%	3%	15%
	Not married men	31%	42%	7%	20%
	Married women	39%	40%	2%	19%
	Not married women	25%	51%	7%	18%
	Interview Type	Landline	38%	45%	2%
	Cell Phone	30%	39%	8%	22%

NBC News/Marist Poll North Carolina Adults. Interviews conducted October 19th through October 23rd, 2014, n=1216 MOE +/- 2.8 percentage points.

^North Carolina Registered Voters: n=1070 MOE +/- 3.0 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll North Carolina Tables of Adults & Registered Voters

North Carolina Registered Voters

Of the following issues, please tell me which one is going to be most important to you in deciding your vote for Congress in November:

		Job creation and economic growth	Health care	Breaking the partisan gridlock in Washington to get things done	Social Security and Medicare	Military action against ISIS, the Islamic State in Iraq and Syria	The deficit and government spending	Looking out for the interests of women	Immigration	None of these	All equally	Other	Unsure
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
North Carolina Registered Voters		21%	16%	14%	13%	10%	9%	4%	3%	0%	7%	1%	1%
Party Identification	Democrat	18%	20%	18%	16%	6%	2%	8%	1%	1%	7%	1%	1%
	Republican	18%	18%	8%	10%	16%	13%	1%	5%	0%	9%	1%	0%
	Independent	26%	10%	14%	11%	11%	13%	3%	3%	1%	5%	1%	1%
Political Ideology	Very liberal-Liberal	19%	18%	25%	13%	6%	3%	7%	3%	0%	5%	1%	0%
	Moderate	25%	15%	15%	14%	9%	8%	6%	1%	0%	5%	1%	0%
	Conservative-Very conservative	20%	15%	9%	12%	14%	13%	2%	5%	1%	8%	1%	0%
Region	East	19%	17%	13%	16%	12%	8%	4%	2%	1%	6%	1%	1%
	Raleigh-Durham Triangle	27%	18%	16%	7%	7%	9%	6%	2%	0%	6%	1%	2%
	Charlotte Area	26%	15%	20%	13%	3%	9%	4%	3%	1%	6%	1%	0%
	Piedmont/Central	18%	13%	11%	13%	15%	10%	3%	5%	0%	9%	2%	1%
	West	15%	16%	14%	16%	11%	9%	5%	5%	1%	8%	0%	0%
Household Income	Less than \$75,000	20%	16%	12%	15%	12%	7%	5%	4%	0%	7%	1%	1%
	\$75,000 or more	26%	16%	20%	5%	7%	17%	3%	2%	0%	4%	0%	0%
Education	Not college graduate	20%	15%	11%	17%	12%	8%	4%	3%	1%	8%	1%	1%
	College graduate	22%	17%	22%	5%	7%	12%	5%	3%	0%	5%	2%	0%
Race	White	20%	15%	15%	12%	11%	11%	3%	3%	0%	8%	1%	1%
	African American	26%	20%	10%	17%	7%	1%	9%	1%	1%	6%	0%	1%
	Other	22%	14%	17%	8%	14%	9%	7%	5%	1%	3%	1%	1%
Age	18 to 29	28%	19%	11%	2%	22%	8%	5%	2%	0%	2%	0%	2%
	30 to 44	26%	15%	11%	6%	12%	14%	3%	3%	0%	6%	2%	1%
	45 to 59	20%	17%	18%	12%	6%	9%	4%	3%	1%	10%	1%	0%
	60 or older	14%	13%	15%	26%	8%	6%	4%	4%	0%	8%	1%	1%
Gender	Men	26%	12%	13%	11%	10%	12%	1%	5%	0%	7%	1%	1%
	Women	16%	18%	16%	15%	10%	7%	7%	2%	0%	7%	1%	0%
Marital Status	Married	20%	13%	17%	12%	9%	11%	4%	4%	0%	8%	1%	0%
	Not married	21%	19%	11%	15%	12%	7%	4%	2%	1%	6%	1%	1%
Marital Status and Gender	Married men	24%	12%	16%	10%	9%	13%	2%	5%	0%	7%	1%	1%
	Not married men	30%	13%	8%	12%	13%	10%	0%	3%	0%	7%	2%	1%
	Married women	16%	14%	18%	14%	10%	9%	7%	2%	0%	9%	1%	0%
	Not married women	15%	22%	14%	16%	11%	6%	7%	2%	1%	5%	1%	1%
Interview Type	Landline	17%	15%	15%	17%	9%	8%	5%	4%	1%	8%	2%	0%
	Cell Phone	26%	16%	13%	8%	12%	11%	3%	3%	0%	6%	1%	1%

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