

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 Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
North Carolina Adults		48%	43%	9%
North Carolina Registered Voters		49%	44%	7%
Party Identification^	Democrat	87%	9%	4%
	Republican	7%	87%	6%
	Independent	49%	41%	10%
Political Ideology^	Very liberal-Liberal	84%	11%	5%
	Moderate	58%	33%	9%
	Conservative-Very conservative	20%	72%	7%
Tea Party Supporters^		21%	77%	2%
Region	East	51%	41%	8%
	Raleigh-Durham Triangle	56%	34%	11%
	Charlotte Area	59%	35%	6%
	Piedmont/Central	39%	51%	10%
	West	40%	50%	10%
Household Income	Less than \$50,000	52%	38%	11%
	\$50,000 or more	50%	43%	7%
Education	Not college graduate	46%	43%	11%
	College graduate	52%	42%	6%
Race	White	34%	56%	9%
	African American	92%	4%	4%
Age	18 to 29	62%	23%	15%
	30 to 44	46%	43%	11%
	45 to 59	50%	45%	5%
	60 or older	41%	53%	7%
Age	Under 45	52%	36%	12%
	45 or older	45%	49%	6%
Gender	Men	45%	46%	9%
	Women	52%	39%	9%
White Men		33%	58%	9%
White Women		35%	55%	9%
Race and Education	White - Not College Graduate	27%	61%	12%
	White - College Graduate	46%	49%	5%
White Evangelical Christians		17%	72%	11%
U.S. Military Veteran	Yes	40%	53%	7%
	No	49%	41%	9%
Interview Type	Landline	43%	49%	8%
	Cell Phone	52%	38%	10%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 25th and October 26th, 2016, n=1136 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^North Carolina Registered Voters: n=1018 MOE +/- 3.1 percentage points.

		North Carolina Registered 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 Registered Voters		48%	43%	4%	2%	3%
Past Participation*	Yes	48%	44%	4%	1%	3%
	No	51%	37%	7%	4%	1%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	54%	43%	0%	2%	0%
Already Voted		61%	34%	0%	5%	0%
Not Yet Voted		45%	46%	5%	1%	4%
Party Identification	Democrat	93%	5%	1%	0%	0%
	Republican	4%	90%	2%	0%	3%
	Independent	46%	42%	7%	4%	2%
Political Ideology	Very liberal-Liberal	84%	9%	2%	4%	1%
	Moderate	57%	32%	6%	1%	3%
	Conservative-Very conservative	21%	72%	3%	1%	3%
Tea Party Supporters		17%	75%	4%	2%	2%
Region	East	46%	47%	3%	1%	3%
	Raleigh-Durham Triangle	57%	35%	5%	1%	2%
	Charlotte Area	61%	32%	4%	2%	1%
	Piedmont/Central	36%	53%	3%	2%	6%
	West	45%	46%	5%	2%	2%
Household Income	Less than \$50,000	51%	40%	5%	1%	3%
	\$50,000 or more	50%	43%	3%	2%	2%
Education	Not college graduate	44%	48%	3%	1%	3%
	College graduate	55%	35%	5%	2%	2%
Race	White	33%	58%	4%	2%	3%
	African American	97%	1%	0%	0%	2%
Age	18 to 29	58%	30%	8%	1%	3%
	30 to 44	47%	44%	4%	3%	2%
	45 to 59	48%	45%	3%	1%	3%
	60 or older	43%	51%	3%	1%	3%
Age	Under 45	51%	39%	5%	2%	3%
	45 or older	45%	48%	3%	1%	3%
Gender	Men	42%	47%	6%	3%	2%
	Women	53%	40%	2%	1%	4%
White Men		30%	60%	6%	3%	1%
White Women		36%	56%	3%	1%	4%
Race and Education	White - Not College Graduate	24%	67%	5%	1%	3%
	White - College Graduate	49%	42%	4%	3%	2%
White Evangelical Christians		16%	76%	3%	1%	4%
U.S. Military Veteran	Yes	38%	54%	6%	1%	2%
	No	50%	42%	4%	2%	3%
Interview Type	Landline	45%	47%	3%	1%	4%
	Cell Phone	50%	40%	5%	2%	2%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 25th and October 26th, 2016, n=1018 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		North Carolina Registered 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 Registered Voters with a Candidate Preference		66%	31%	2%	1%				
Candidate Support	Hillary Clinton	65%	32%	2%	1%				
	Donald Trump	67%	29%	3%	1%				
Party Identification	Democrat	74%	24%	0%	1%				
	Republican	71%	27%	2%	1%				
	Independent	53%	41%	5%	1%				
Political Ideology	Very liberal-Liberal	68%	29%	3%	0%				
	Moderate	61%	35%	3%	0%				
	Conservative-Very conservative	70%	27%	1%	1%				
Tea Party Supporters		76%	22%	1%	1%				
Region	East	71%	25%	3%	1%				
	Raleigh-Durham Triangle	54%	44%	2%	0%				
	Charlotte Area	75%	19%	5%	0%				
	Piedmont/Central	65%	32%	2%	2%				
	West	65%	35%	0%	0%				
Household Income	Less than \$50,000	68%	27%	3%	1%				
	\$50,000 or more	64%	33%	2%	0%				
Education	Not college graduate	66%	30%	2%	1%				
	College graduate	66%	31%	3%	1%				
Race	White	66%	31%	3%	0%				
	African American	72%	25%	1%	2%				
Age	18 to 29	44%	54%	3%	0%				
	30 to 44	61%	37%	3%	0%				
	45 to 59	71%	26%	3%	1%				
	60 or older	80%	16%	1%	2%				
Age	Under 45	54%	43%	3%	0%				
	45 or older	76%	21%	2%	1%				
Gender	Men	59%	37%	3%	1%				
	Women	72%	25%	2%	1%				
White Men		59%	37%	4%	1%				
White Women		71%	26%	2%	0%				
Race and Education	White - Not College Graduate	65%	32%	2%	1%				
	White - College Graduate	66%	30%	3%	0%				
White Evangelical Christians		69%	28%	2%	1%				
U.S. Military Veteran	Yes	72%	20%	6%	3%				
	No	66%	32%	2%	1%				
Interview Type	Landline	72%	24%	3%	1%				
	Cell Phone	61%	36%	2%	1%				

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=858 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Registered 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 Registered Voters		46%	40%	9%	2%	3%
Past Participation*	Yes	46%	42%	7%	2%	3%
	No	44%	29%	23%	2%	1%
Already Voted		61%	34%	4%	2%	0%
Not Yet Voted		41%	42%	11%	2%	4%
Party Identification	Democrat	90%	5%	3%	1%	0%
	Republican	4%	87%	5%	1%	3%
	Independent	41%	35%	19%	3%	3%
Political Ideology	Very liberal-Liberal	77%	9%	11%	3%	1%
	Moderate	54%	29%	10%	2%	4%
	Conservative-Very conservative	21%	69%	7%	2%	2%
Tea Party Supporters		17%	74%	4%	4%	2%
Region	East	46%	41%	10%	0%	3%
	Raleigh-Durham Triangle	51%	30%	15%	2%	3%
	Charlotte Area	57%	30%	8%	5%	1%
	Piedmont/Central	35%	51%	7%	3%	4%
	West	42%	48%	5%	3%	2%
Household Income	Less than \$50,000	49%	37%	8%	3%	3%
	\$50,000 or more	46%	40%	10%	2%	2%
Education	Not college graduate	42%	45%	8%	2%	3%
	College graduate	52%	33%	10%	3%	1%
Race	White	31%	54%	11%	2%	3%
	African American	95%	1%	1%	1%	2%
Age	18 to 29	53%	23%	17%	4%	3%
	30 to 44	43%	38%	14%	3%	2%
	45 to 59	48%	43%	5%	1%	3%
	60 or older	41%	50%	4%	1%	3%
Age	Under 45	47%	33%	15%	3%	3%
	45 or older	45%	47%	4%	1%	3%
Gender	Men	41%	42%	11%	3%	3%
	Women	50%	38%	7%	1%	3%
White Men		28%	54%	13%	3%	2%
White Women		33%	53%	9%	2%	3%
Race and Education	White - Not College Graduate	21%	63%	11%	3%	3%
	White - College Graduate	47%	39%	11%	2%	1%
White Evangelical Christians		15%	70%	10%	2%	3%
U.S. Military Veteran	Yes	37%	47%	12%	3%	1%
	No	47%	39%	9%	2%	3%
Interview Type	Landline	44%	45%	6%	1%	3%
	Cell Phone	47%	36%	12%	3%	2%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 25th and October 26th, 2016, n=1018 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding. Green Party candidate Jill Stein has write-in status.

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

		North Carolina Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Adults		40%	54%	5%
North Carolina Registered Voters		40%	55%	5%
Party Identification^	Democrat	79%	13%	8%
	Republican	5%	94%	1%
	Independent	32%	64%	4%
Political Ideology^	Very liberal-Liberal	71%	23%	6%
	Moderate	44%	52%	5%
	Conservative-Very conservative	18%	79%	3%
Tea Party Supporters^		17%	82%	1%
Region	East	40%	54%	6%
	Raleigh-Durham Triangle	45%	50%	5%
	Charlotte Area	49%	44%	7%
	Piedmont/Central	32%	63%	5%
	West	38%	58%	3%
Household Income	Less than \$50,000	44%	52%	4%
	\$50,000 or more	42%	54%	4%
Education	Not college graduate	40%	55%	5%
	College graduate	41%	54%	5%
Race	White	26%	70%	4%
	African American	85%	9%	6%
Age	18 to 29	43%	48%	8%
	30 to 44	38%	58%	4%
	45 to 59	42%	54%	4%
	60 or older	39%	56%	6%
Age	Under 45	40%	54%	6%
	45 or older	41%	55%	5%
Gender	Men	35%	59%	6%
	Women	45%	50%	5%
White Men		23%	74%	3%
White Women		30%	66%	4%
Race and Education	White - Not College Graduate	22%	75%	3%
	White - College Graduate	35%	61%	5%
White Evangelical Christians		14%	82%	4%
U.S. Military Veteran	Yes	35%	58%	7%
	No	41%	54%	5%
Interview Type	Landline	39%	55%	6%
	Cell Phone	41%	54%	5%

NBC News/WSJ/Marist Poll North Carolina Adults. Interviews conducted October 25th and October 26th, 2016, n=1136 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding.

^North Carolina Registered Voters: n=1018 MOE +/- 3.1 percentage points.

		North Carolina Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
North Carolina Adults		32%	60%	7%
North Carolina Registered Voters		33%	60%	7%
Party Identification^	Democrat	6%	89%	5%
	Republican	74%	18%	7%
	Independent	24%	69%	6%
Political Ideology^	Very liberal-Liberal	9%	89%	3%
	Moderate	21%	71%	8%
	Conservative-Very conservative	57%	36%	6%
Tea Party Supporters^		62%	31%	7%
Region	East	33%	60%	7%
	Raleigh-Durham Triangle	25%	68%	7%
	Charlotte Area	25%	67%	8%
	Piedmont/Central	38%	53%	9%
	West	37%	57%	6%
Household Income	Less than \$50,000	30%	62%	8%
	\$50,000 or more	31%	62%	7%
Education	Not college graduate	35%	57%	8%
	College graduate	27%	67%	6%
Race	White	44%	50%	7%
	African American	4%	90%	6%
Age	18 to 29	15%	76%	9%
	30 to 44	33%	60%	7%
	45 to 59	34%	57%	9%
	60 or older	41%	53%	6%
Age	Under 45	27%	66%	7%
	45 or older	38%	55%	8%
Gender	Men	34%	57%	8%
	Women	30%	63%	7%
White Men		44%	49%	7%
White Women		43%	50%	7%
Race and Education	White - Not College Graduate	49%	42%	9%
	White - College Graduate	33%	64%	4%
White Evangelical Christians		58%	35%	8%
U.S. Military Veteran	Yes	39%	50%	10%
	No	31%	62%	7%
Interview Type	Landline	37%	54%	9%
	Cell Phone	29%	65%	6%

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^North Carolina Registered Voters: n=1018 MOE +/- 3.1 percentage points.

		North Carolina Registered 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 Registered Voters		46%	48%	2%	4%
Past Participation*	Yes	47%	48%	2%	3%
	No	42%	45%	4%	9%
Intensity of Support	Strongly support	48%	52%	0%	0%
	Somewhat support	54%	46%	0%	0%
Already Voted		58%	38%	3%	0%
Not Yet Voted		43%	50%	2%	5%
Candidate Support	Hillary Clinton	89%	8%	1%	2%
	Donald Trump	3%	91%	2%	4%
	Other	36%	52%	8%	4%
Party Identification	Democrat	86%	11%	1%	2%
	Republican	4%	94%	1%	1%
	Independent	45%	45%	4%	6%
Political Ideology	Very liberal-Liberal	86%	11%	1%	2%
	Moderate	51%	40%	3%	7%
	Conservative-Very conservative	20%	77%	2%	1%
Tea Party Supporters		18%	78%	3%	2%
Region	East	48%	47%	2%	3%
	Raleigh-Durham Triangle	53%	42%	3%	2%
	Charlotte Area	56%	41%	1%	2%
	Piedmont/Central	36%	57%	2%	4%
	West	41%	48%	3%	8%
Household Income	Less than \$50,000	51%	42%	3%	5%
	\$50,000 or more	49%	48%	1%	2%
Education	Not college graduate	44%	49%	2%	5%
	College graduate	52%	44%	2%	2%
Race	White	32%	61%	3%	4%
	African American	90%	7%	0%	3%
Age	18 to 29	53%	35%	6%	6%
	30 to 44	45%	50%	1%	3%
	45 to 59	49%	47%	0%	4%
	60 or older	41%	53%	2%	3%
Age	Under 45	48%	45%	3%	4%
	45 or older	45%	50%	1%	3%
Gender	Men	41%	52%	2%	4%
	Women	51%	44%	2%	3%
White Men		31%	63%	3%	4%
White Women		34%	60%	3%	4%
Race and Education	White - Not College Graduate	25%	67%	3%	5%
	White - College Graduate	46%	51%	2%	2%
White Evangelical Christians		17%	76%	2%	5%
U.S. Military Veteran	Yes	41%	50%	5%	5%
	No	48%	47%	2%	3%
Interview Type	Landline	41%	54%	2%	4%
	Cell Phone	51%	42%	3%	4%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 25th and October 26th, 2016, n=1018 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		North Carolina Registered 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		Might vote differently	
		Row %	Row %	Row %	Row %
		Strongly support	Somewhat support	Unsure	
North Carolina Registered Voters with a Candidate Preference		52%	40%	7%	1%
Candidate Support	Deborah Ross	51%	43%	5%	1%
	Richard Burr	54%	37%	8%	1%
Party Identification	Democrat	61%	30%	8%	0%
	Republican	60%	36%	4%	1%
	Independent	37%	54%	8%	1%
Political Ideology	Very liberal-Liberal	52%	43%	4%	1%
	Moderate	43%	46%	9%	1%
	Conservative-Very conservative	58%	35%	5%	1%
Tea Party Supporters		73%	22%	3%	1%
Region	East	49%	41%	7%	2%
	Raleigh-Durham Triangle	50%	43%	7%	1%
	Charlotte Area	49%	40%	10%	1%
	Piedmont/Central	61%	33%	4%	1%
	West	53%	41%	5%	1%
Household Income	Less than \$50,000	53%	38%	7%	2%
	\$50,000 or more	52%	43%	4%	1%
Education	Not college graduate	51%	39%	8%	2%
	College graduate	53%	42%	4%	1%
Race	White	53%	41%	5%	1%
	African American	51%	37%	10%	2%
Age	18 to 29	36%	54%	10%	0%
	30 to 44	37%	52%	10%	1%
	45 to 59	64%	31%	5%	0%
	60 or older	67%	27%	3%	3%
Age	Under 45	37%	53%	10%	1%
	45 or older	65%	29%	4%	2%
Gender	Men	54%	38%	7%	1%
	Women	51%	41%	6%	1%
White Men		54%	40%	5%	1%
White Women		52%	41%	6%	1%
Race and Education	White - Not College Graduate	53%	40%	6%	1%
	White - College Graduate	51%	43%	5%	1%
White Evangelical Christians		60%	34%	5%	2%
U.S. Military Veteran	Yes	62%	36%	1%	1%
	No	51%	41%	7%	1%
Interview Type	Landline	58%	33%	6%	2%
	Cell Phone	48%	45%	7%	0%

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=907 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

		North Carolina Registered 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 Registered Voters		50%	45%	3%	3%
Past Participation*	Yes	50%	46%	2%	2%
	No	53%	33%	4%	10%
Intensity of Support	Strongly support	51%	49%	0%	0%
	Somewhat support	55%	45%	0%	0%
Already Voted		60%	35%	5%	0%
Not Yet Voted		47%	47%	2%	3%
Candidate Support	Hillary Clinton	90%	7%	2%	1%
	Donald Trump	9%	87%	1%	2%
	Other	44%	44%	9%	3%
Party Identification	Democrat	87%	11%	2%	1%
	Republican	7%	91%	1%	2%
	Independent	53%	40%	4%	3%
Political Ideology	Very liberal-Liberal	85%	11%	2%	2%
	Moderate	59%	33%	5%	3%
	Conservative-Very conservative	23%	75%	0%	2%
Tea Party Supporters		19%	76%	4%	1%
Region	East	52%	43%	2%	3%
	Raleigh-Durham Triangle	57%	40%	2%	1%
	Charlotte Area	60%	38%	1%	1%
	Piedmont/Central	42%	51%	1%	6%
	West	41%	50%	6%	2%
Household Income	Less than \$50,000	52%	41%	4%	4%
	\$50,000 or more	53%	45%	2%	1%
Education	Not college graduate	47%	47%	3%	4%
	College graduate	56%	40%	2%	1%
Race	White	38%	57%	3%	2%
	African American	88%	6%	3%	3%
Age	18 to 29	58%	33%	6%	3%
	30 to 44	52%	42%	4%	2%
	45 to 59	48%	49%	0%	3%
	60 or older	46%	51%	1%	3%
Age	Under 45	54%	38%	5%	3%
	45 or older	47%	50%	1%	3%
Gender	Men	46%	48%	3%	3%
	Women	54%	42%	2%	2%
White Men		37%	59%	2%	2%
White Women		39%	56%	3%	2%
Race and Education	White - Not College Graduate	31%	64%	3%	3%
	White - College Graduate	50%	47%	3%	1%
White Evangelical Christians		22%	76%	0%	2%
U.S. Military Veteran	Yes	43%	50%	5%	2%
	No	51%	44%	2%	3%
Interview Type	Landline	45%	50%	2%	3%
	Cell Phone	54%	40%	3%	3%

NBC News/WSJ/Marist Poll North Carolina Registered Voters. Interviews conducted October 25th and October 26th, 2016, n=1018 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

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

		North Carolina Registered 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 Registered Voters with a Candidate Preference		70%	26%	3%	1%
Candidate Support	Roy Cooper	68%	27%	4%	2%
	Pat McCrory	72%	25%	2%	1%
Party Identification	Democrat	73%	23%	2%	2%
	Republican	76%	21%	2%	0%
	Independent	60%	35%	3%	2%
Political Ideology	Very liberal-Liberal	71%	25%	2%	1%
	Moderate	65%	27%	7%	1%
	Conservative-Very conservative	72%	26%	1%	2%
Tea Party Supporters		81%	16%	1%	2%
Region	East	66%	29%	4%	1%
	Raleigh-Durham Triangle	73%	24%	2%	1%
	Charlotte Area	64%	29%	3%	4%
	Piedmont/Central	79%	18%	2%	1%
	West	66%	31%	3%	0%
Household Income	Less than \$50,000	73%	21%	4%	2%
	\$50,000 or more	70%	27%	2%	1%
Education	Not college graduate	68%	27%	4%	2%
	College graduate	72%	25%	2%	1%
Race	White	70%	26%	3%	1%
	African American	68%	26%	2%	3%
Age	18 to 29	59%	35%	4%	2%
	30 to 44	63%	33%	4%	1%
	45 to 59	76%	21%	2%	1%
	60 or older	76%	19%	3%	2%
Age	Under 45	61%	33%	4%	1%
	45 or older	76%	20%	2%	1%
Gender	Men	74%	22%	2%	2%
	Women	66%	30%	3%	1%
White Men		75%	20%	3%	1%
White Women		66%	32%	2%	1%
Race and Education	White - Not College Graduate	69%	26%	3%	1%
	White - College Graduate	71%	26%	2%	0%
White Evangelical Christians		74%	22%	2%	1%
U.S. Military Veteran	Yes	72%	25%	2%	1%
	No	69%	26%	3%	1%
Interview Type	Landline	71%	24%	3%	2%
	Cell Phone	68%	27%	3%	1%

NBC News/WSJ/Marist Poll North Carolina Registered Voters with a Candidate Preference. Interviews conducted October 25th and October 26th, 2016, n=917 MOE +/- 3.2 percentage points. Totals may not add to 100% due to rounding.