

How the Survey was Conducted

Nature of the Sample: NBC News/Marist Poll of 1,135 North Carolina Adults

This survey of 1,135 adults was conducted October 25th through October 28th, 2020 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state were contacted on landline or mobile numbers and interviewed by telephone using live interviewers. Survey questions were available in English or Spanish. Mobile telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state from Dynata. The exchanges were selected to ensure that each region was represented in proportion to its population. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. To increase coverage, this mobile sample was supplemented by respondents reached through random dialing of landline phone numbers. Within each landline household, a single respondent is selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. The samples were then combined and balanced to reflect the 2017 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 3.9 percentage points. There are 1,049 registered voters. The results for this subset are statistically significant within ± 4.1 percentage points. There are 800 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the November 2020 election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 4.7 percentage points. Tables include results for subgroups to only display crosstabs with an acceptable sampling error. It should be noted that although you may not see results listed for a certain group, it does not mean interviews were not completed with those individuals. It simply means the sample size is too small to report. The error margin was adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		NC Adults	NC Registered Voters	NC Likely Voters
		Column %	Column %	Column %
NC Adults		100%		
NC Registered Voters		92%	100%	
NC Likely Voters		70%	76%	100%
Already Voted		n/a	62%	64%
Yet to Vote		n/a	38%	36%
Party Identification	Democrat	n/a	32%	33%
	Republican	n/a	30%	30%
	Independent	n/a	36%	34%
	Other	n/a	2%	2%
Party Identification	Strong Democrats	n/a	25%	26%
	Soft Democrats	n/a	18%	18%
	Just Independents	n/a	13%	11%
	Soft Republicans	n/a	18%	18%
	Strong Republicans	n/a	24%	25%
Party ID and Gender	Other	n/a	2%	2%
	Democrat men	n/a	10%	11%
	Democrat women	n/a	22%	23%
	Republican men	n/a	17%	17%
	Republican women	n/a	13%	14%
	Independent men	n/a	20%	19%
	Independent women	n/a	16%	16%
	Other party men and women	n/a	2%	2%
Gender	Men	48%	48%	47%
	Women	52%	52%	53%
Age	Under 45	44%	43%	40%
	45 or older	56%	57%	60%
Age	65 or older	22%	23%	24%
Age	18 to 29	19%	18%	16%
	30 to 44	25%	24%	24%
	45 to 59	28%	29%	30%
	60 or older	27%	28%	30%
Generation	Gen Z/Millennials (18-39)	34%	32%	29%
	Gen X (40-55)	28%	28%	30%
	Baby Boomers (56-74)	26%	27%	29%
	Silent-Greatest (Over 74)	11%	12%	12%
Race/Ethnicity	White	65%	65%	66%
	Black	21%	21%	21%
	Latino	7%	6%	6%
	Other	7%	7%	7%
Region	East	26%	26%	24%
	Raleigh-Durham Triangle	19%	20%	21%
	Charlotte Area	17%	17%	17%
	Piedmont/Central	21%	21%	21%
	West	17%	17%	18%
Household Income	Less than \$50,000	50%	48%	46%
	\$50,000 or more	50%	52%	54%
Education	Not college graduate	64%	62%	60%
	College graduate	36%	38%	40%
Education by Race	White - Not College Graduate	40%	39%	38%
	White - College Graduate	25%	26%	28%
	Non-White - Not College Graduate	25%	24%	22%
Education - Race - Gender	Non-White - College Graduate	10%	10%	11%
	Men - White - Not College Graduate	19%	19%	19%
	Men - White - College Graduate	13%	13%	14%
	Men - Non-White - Not College Graduate	12%	11%	10%
	Men - Non-White - College Graduate	4%	4%	4%
	Women - White - Not College Graduate	20%	20%	20%
	Women - White - College Graduate	12%	13%	14%
Area Description	Women - Non-White - Not College Graduate	13%	13%	13%
	Women - Non-White - College Graduate	6%	6%	7%
	Big city	17%	16%	16%
	Small city	19%	19%	19%
Area Description - Gender	Suburban	17%	18%	19%
	Small town	27%	26%	26%
	Rural	21%	21%	21%
	Small city/Suburban Men	19%	19%	19%
	Other area Men	30%	29%	28%
Religiosity	Small city/Suburban Women	17%	18%	18%
	Other area Women	34%	35%	35%
	Practice a Religion	51%	53%	55%
White Evangelical Christians	Does not Practice a Religion	49%	47%	45%
		28%	28%	28%
Interview Type	Landline	38%	38%	39%
	Cell Phone	62%	62%	61%

NBC News/Marist Poll North Carolina Adults. Interviews conducted October 25th through October 28th, 2020, n=1135 MOE +/- 3.9 percentage points. North Carolina Registered Voters: n=1049 MOE +/- 4.1 percentage points. North Carolina Likely Voters: n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

TRUDP105. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters		
		Do you approve or disapprove of the job Donald Trump is doing as president?		
		Approve	Disapprove	Vol: Unsure
		Row %	Row %	Row %
NC Likely Voters		44%	52%	3%
Candidate Support	Joe Biden	2%	96%	2%
	Donald Trump	95%	2%	3%
Party Identification	Democrat	3%	95%	2%
	Republican	91%	6%	3%
	Independent	40%	55%	5%
Party Identification	Strong Democrats	3%	97%	1%
	Soft Democrats	3%	93%	4%
	Just Independents	31%	60%	9%
	Soft Republicans	81%	14%	4%
	Strong Republicans	95%	3%	2%
Party ID and Gender	Democrat men	6%	89%	6%
	Democrat women	2%	97%	0%
	Republican men	92%	7%	1%
	Republican women	90%	6%	5%
	Independent men	45%	49%	6%
Region	Independent women	35%	62%	3%
	East	50%	47%	2%
	Raleigh-Durham Triangle	30%	69%	1%
	Charlotte Area	43%	54%	3%
	Piedmont/Central	48%	48%	4%
Race/Ethnicity	West	49%	45%	7%
	White	54%	43%	3%
	Black	11%	88%	2%
Household Income	Less than \$50,000	43%	53%	4%
	\$50,000 or more	45%	52%	3%
Education	Not college graduate	50%	47%	3%
	College graduate	35%	61%	3%
Race and Education	White - Not College Graduate	67%	29%	3%
Gender - Race - Education	White - College Graduate	36%	61%	3%
	Men - White - Not College Graduate	71%	26%	3%
	Men - White - College Graduate	39%	56%	5%
	Women - White - Not College Graduate	64%	33%	3%
	Women - White - College Graduate	32%	66%	2%
Age	Under 45	35%	62%	3%
	45 or older	50%	47%	3%
Age	65 or older	50%	47%	3%
	Generation	Gen Z/Millennials (18-39)	35%	60%
Generation	Gen X (40-55)	45%	53%	2%
	Baby Boomers (56-74)	48%	49%	3%
	Silent-Greatest (Over 74)	56%	41%	3%
	Gender	Men	54%	42%
Religiosity	Women	36%	62%	2%
	Practice a Religion	53%	44%	4%
	Does not Practice a Religion	34%	63%	3%
White Evangelical Christians		81%	16%	3%
Area Description	Big city	39%	60%	1%
	Small city	39%	58%	4%
	Suburban	36%	63%	1%
	Small town	52%	46%	2%
	Rural	53%	39%	8%
Small city/Suburban Men		44%	53%	4%
Small city/Suburban Women		30%	69%	1%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

TRUDP105R. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters				
		Do you approve or disapprove of the job Donald Trump is doing as president? [And, would you say you strongly approve/disapprove of the job he is doing or just approve/disapprove?]				
		Strongly approve	Approve	Disapprove	Strongly disapprove	Unsure
		Row %	Row %	Row %	Row %	Row %
NC Likely Voters		35%	9%	6%	46%	3%
Candidate Support	Joe Biden	1%	1%	9%	87%	2%
	Donald Trump	77%	18%	1%	1%	3%
Party Identification	Democrat	2%	2%	7%	88%	2%
	Republican	78%	13%	2%	5%	3%
	Independent	27%	13%	10%	45%	5%
Party Identification	Strong Democrats	1%	1%	6%	91%	1%
	Soft Democrats	1%	1%	13%	81%	4%
	Just Independents	19%	12%	12%	48%	9%
	Soft Republicans	54%	28%	4%	10%	4%
	Strong Republicans	87%	9%	1%	2%	2%
Party ID and Gender	Democrat men	3%	2%	6%	83%	6%
	Democrat women	1%	2%	7%	91%	0%
	Republican men	79%	13%	1%	6%	1%
	Republican women	78%	12%	2%	4%	5%
	Independent men	29%	16%	11%	38%	6%
	Independent women	25%	10%	9%	53%	3%
Region	East	42%	8%	7%	40%	2%
	Raleigh-Durham Triangle	23%	8%	8%	61%	1%
	Charlotte Area	32%	11%	5%	49%	3%
	Piedmont/Central	40%	9%	3%	44%	4%
	West	38%	11%	6%	39%	7%
Race/Ethnicity	White	43%	11%	4%	39%	3%
	Black	6%	5%	8%	80%	2%
Household Income	Less than \$50,000	34%	9%	7%	46%	4%
	\$50,000 or more	35%	10%	5%	47%	3%
Education	Not college graduate	42%	8%	8%	39%	3%
	College graduate	25%	10%	4%	58%	3%
Race and Education	White - Not College Graduate	57%	10%	4%	25%	3%
	White - College Graduate	24%	11%	3%	58%	3%
Gender - Race - Education	Men - White - Not College Graduate	62%	9%	5%	21%	3%
	Men - White - College Graduate	26%	13%	4%	52%	5%
	Women - White - Not College Graduate	53%	11%	4%	29%	3%
	Women - White - College Graduate	22%	10%	2%	64%	2%
Age	Under 45	25%	10%	9%	52%	3%
	45 or older	41%	9%	4%	43%	3%
Age	65 or older	41%	9%	6%	41%	3%
Generation	Gen Z/Millennials (18-39)	25%	10%	12%	48%	5%
	Gen X (40-55)	36%	9%	2%	52%	2%
	Baby Boomers (56-74)	42%	6%	5%	44%	3%
	Silent-Greatest (Over 74)	44%	12%	5%	36%	3%
Gender	Men	42%	12%	6%	36%	4%
	Women	29%	7%	6%	56%	2%
Religiosity	Practice a Religion	44%	9%	5%	39%	4%
	Does not Practice a Religion	24%	10%	7%	55%	3%
White Evangelical Christians		68%	14%	3%	13%	3%
Area Description	Big city	28%	10%	6%	54%	1%
	Small city	30%	9%	9%	49%	4%
	Suburban	30%	6%	5%	59%	1%
	Small town	39%	12%	6%	41%	2%
	Rural	45%	8%	5%	34%	8%
Small city/Suburban Men		32%	12%	6%	47%	4%
Small city/Suburban Women		28%	2%	7%	61%	1%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

COOR105. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters		
		Do you approve or disapprove of the job Roy Cooper is doing as governor?		
		Approve	Disapprove	Vol: Unsure
		Row %	Row %	Row %
NC Likely Voters		60%	33%	7%
Candidate Support	Joe Biden	90%	4%	5%
	Donald Trump	26%	66%	8%
Party Identification	Democrat	91%	3%	6%
	Republican	25%	66%	9%
	Independent	64%	30%	7%
Party Identification	Strong Democrats	93%	3%	5%
	Soft Democrats	89%	6%	5%
	Just Independents	65%	23%	12%
	Soft Republicans	38%	54%	7%
Party ID and Gender	Strong Republicans	21%	71%	8%
	Democrat men	86%	5%	8%
	Democrat women	93%	2%	4%
	Republican men	24%	70%	6%
	Republican women	26%	62%	12%
	Independent men	55%	36%	8%
Region	Independent women	74%	21%	5%
	East	54%	36%	10%
	Raleigh-Durham Triangle	70%	25%	5%
	Charlotte Area	60%	30%	10%
Race/Ethnicity	Piedmont/Central	58%	38%	3%
	West	59%	33%	8%
	White	54%	39%	7%
Household Income	Black	87%	8%	5%
	Less than \$50,000	62%	29%	9%
Education	\$50,000 or more	60%	36%	4%
	Not college graduate	54%	37%	9%
Race and Education	College graduate	69%	27%	3%
	White - Not College Graduate	44%	47%	10%
Gender - Race - Education	White - College Graduate	69%	28%	3%
	Men - White - Not College Graduate	37%	54%	9%
	Men - White - College Graduate	65%	33%	1%
	Women - White - Not College Graduate	50%	40%	11%
	Women - White - College Graduate	72%	23%	5%
Age	Under 45	67%	25%	7%
	45 or older	56%	37%	7%
Generation	Age 65 or older	56%	33%	11%
	Gen Z/Millennials (18-39)	65%	25%	10%
	Gen X (40-55)	61%	37%	2%
	Baby Boomers (56-74)	58%	35%	6%
Gender	Silent-Greatest (Over 74)	53%	33%	14%
	Men	51%	42%	8%
Religiosity	Women	69%	25%	7%
	Practice a Religion	57%	37%	6%
White Evangelical Christians	Does not Practice a Religion	63%	28%	8%
Area Description	White Evangelical Christians	36%	55%	9%
	Big city	67%	26%	7%
	Small city	65%	29%	6%
	Suburban	61%	32%	7%
	Small town	55%	38%	7%
Small city/Suburban Men	Rural	54%	37%	9%
Small city/Suburban Women		59%	32%	9%
		68%	28%	4%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

PZWLN1A. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters			
		If November's election for president were held today, whom would you support if the candidates are: [If undecided: If you had to decide today, are you leaning more towards:] [If already voted: Whom did you support in the presidential election?]			
		Joe Biden and Kamala Harris, the Democrats	Donald Trump and Mike Pence, the Republicans	Other	Undecided
		Row %	Row %	Row %	Row %
NC Likely Voters		52%	46%	2%	1%
Already Voted		60%	39%	1%	0%
Yet to Vote		37%	59%	2%	2%
Intensity of Support	Strongly support	49%	51%	0%	0%
	Somewhat support	69%	31%	0%	0%
Vote Plan	In person on Election Day	30%	67%	1%	3%
	Early voting location	52%	46%	1%	0%
Party Identification	Mail or absentee	76%	19%	5%	0%
	Democrat	98%	2%	0%	0%
	Republican	6%	94%	0%	0%
Party Identification	Independent	52%	43%	4%	1%
	Strong Democrats	98%	1%	0%	0%
	Soft Democrats	97%	2%	1%	0%
	Just Independents	51%	35%	9%	5%
Party ID and Gender	Soft Republicans	11%	87%	1%	0%
	Strong Republicans	3%	97%	0%	0%
	Democrat men	96%	4%	0%	0%
	Democrat women	98%	1%	0%	0%
	Republican men	7%	93%	0%	0%
Region	Republican women	5%	95%	0%	0%
	Independent men	47%	47%	4%	2%
	Independent women	57%	39%	3%	1%
	East	44%	52%	4%	0%
Race/Ethnicity	Raleigh-Durham Triangle	68%	30%	1%	2%
	Charlotte Area	55%	44%	1%	0%
	Piedmont/Central	47%	50%	1%	1%
	West	45%	54%	1%	0%
Household Income	White	42%	56%	1%	1%
	Black	89%	9%	2%	0%
Education	Less than \$50,000	53%	44%	2%	1%
	\$50,000 or more	52%	46%	1%	1%
Race and Education	Not college graduate	45%	52%	2%	1%
	College graduate	61%	37%	1%	1%
Gender - Race - Education	White - Not College Graduate	28%	70%	1%	1%
	White - College Graduate	61%	38%	1%	0%
	Men - White - Not College Graduate	26%	71%	2%	1%
	Men - White - College Graduate	55%	43%	1%	1%
	Women - White - Not College Graduate	31%	68%	0%	1%
Age	Women - White - College Graduate	68%	32%	0%	0%
	Under 45	59%	36%	3%	1%
Age	45 or older	47%	52%	0%	0%
	65 or older	49%	50%	0%	1%
Generation	Gen Z/Millennials (18-39)	60%	35%	3%	2%
	Gen X (40-55)	49%	49%	2%	0%
	Baby Boomers (56-74)	50%	49%	0%	0%
	Silent-Greatest (Over 74)	41%	57%	0%	1%
Religiosity	Men	42%	55%	2%	1%
	Women	60%	38%	2%	0%
White Evangelical Christians	Practice a Religion	43%	55%	2%	1%
	Does not Practice a Religion	61%	36%	2%	1%
Area Description	White Evangelical Christians	16%	83%	1%	0%
	Big city	60%	37%	1%	2%
	Small city	59%	40%	0%	0%
	Suburban	60%	38%	1%	1%
	Small town	44%	52%	3%	1%
Small city/Suburban Men	Rural	39%	58%	2%	0%
	Small city/Suburban Women	52%	46%	1%	1%
		68%	32%	0%	0%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

STSPZ1. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters with a Candidate Preference for President			
		Would you say that you strongly support <candidate>, somewhat support them, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
NC Likely Voters with a Candidate Preference for President		77%	21%	1%	1%
Candidate Support	Joe Biden	72%	27%	1%	0%
	Donald Trump	83%	14%	2%	2%
Party Identification	Democrat	83%	16%	0%	1%
	Republican	86%	12%	1%	1%
	Independent	60%	35%	3%	2%
Party Identification	Strong Democrats	88%	11%	0%	1%
	Soft Democrats	60%	37%	1%	1%
	Soft Republicans	66%	28%	3%	2%
	Strong Republicans	92%	7%	0%	1%
Party ID and Gender	Democrat men	81%	18%	0%	1%
	Democrat women	85%	15%	0%	0%
	Republican men	83%	15%	1%	0%
	Republican women	90%	8%	0%	2%
	Independent men	62%	33%	4%	1%
	Independent women	58%	37%	2%	3%
Region	East	83%	16%	0%	1%
	Raleigh-Durham Triangle	75%	20%	3%	2%
	Charlotte Area	80%	19%	0%	1%
	Piedmont/Central	72%	25%	2%	1%
	West	74%	23%	1%	2%
Race/Ethnicity	White	77%	21%	1%	1%
	Black	79%	19%	1%	0%
Household Income	Less than \$50,000	77%	20%	1%	1%
	\$50,000 or more	76%	22%	1%	1%
Education	Not college graduate	81%	17%	1%	1%
	College graduate	72%	26%	1%	1%
Race and Education	White - Not College Graduate	82%	16%	1%	1%
Gender - Race - Education	White - College Graduate	70%	28%	1%	1%
	Men - White - Not College Graduate	80%	18%	2%	0%
	Men - White - College Graduate	67%	29%	2%	2%
	Women - White - Not College Graduate	83%	15%	0%	1%
	Women - White - College Graduate	73%	26%	0%	1%
Age	Under 45	63%	33%	3%	0%
	45 or older	86%	12%	0%	1%
Age	65 or older	89%	9%	0%	2%
	Gen Z/Millennials (18-39)	57%	40%	3%	1%
Generation	Gen X (40-55)	83%	15%	1%	1%
	Baby Boomers (56-74)	87%	12%	0%	1%
	Silent-Greatest (Over 74)	88%	9%	1%	2%
	Men	75%	22%	2%	1%
Gender	Women	79%	19%	1%	1%
	Religiosity	Practice a Religion	83%	14%	1%
	Does not Practice a Religion	69%	28%	2%	1%
White Evangelical Christians		85%	13%	0%	1%
Area Description	Big city	79%	18%	2%	1%
	Small city	73%	26%	0%	0%
	Suburban	74%	24%	0%	2%
	Small town	82%	14%	2%	2%
	Rural	76%	23%	1%	1%
Small city/Suburban Men		72%	27%	0%	1%
Small city/Suburban Women		76%	23%	0%	1%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference. Interviews conducted October 25th through October 28th, 2020, n=737 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

TRUD020R. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters		
		In general, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
NC Likely Voters		43%	54%	3%
Candidate Support	Joe Biden	1%	98%	1%
	Donald Trump	92%	5%	3%
Party Identification	Democrat	4%	96%	1%
	Republican	90%	9%	1%
	Independent	36%	58%	6%
Party Identification	Strong Democrats	3%	96%	1%
	Soft Democrats	3%	94%	2%
	Just Independents	25%	65%	10%
	Soft Republicans	76%	21%	3%
	Strong Republicans	96%	4%	1%
Party ID and Gender	Democrat men	6%	93%	1%
	Democrat women	2%	97%	1%
	Republican men	90%	9%	1%
	Republican women	90%	8%	2%
	Independent men	41%	54%	5%
	Independent women	30%	63%	6%
Region	East	48%	47%	4%
	Raleigh-Durham Triangle	27%	71%	2%
	Charlotte Area	40%	59%	1%
	Piedmont/Central	50%	49%	1%
	West	49%	45%	6%
Race/Ethnicity	White	52%	45%	2%
	Black	9%	89%	2%
Household Income	Less than \$50,000	42%	55%	3%
	\$50,000 or more	43%	55%	3%
Education	Not college graduate	50%	48%	3%
	College graduate	32%	64%	3%
Race and Education	White - Not College Graduate	66%	31%	3%
	White - College Graduate	32%	66%	2%
Gender - Race - Education	Men - White - Not College Graduate	71%	28%	1%
	Men - White - College Graduate	34%	63%	3%
	Women - White - Not College Graduate	62%	34%	4%
	Women - White - College Graduate	29%	69%	1%
Age	Under 45	32%	65%	3%
	45 or older	50%	48%	3%
Age	65 or older	48%	48%	3%
Generation	Gen Z/Millennials (18-39)	31%	65%	4%
	Gen X (40-55)	45%	53%	2%
	Baby Boomers (56-74)	47%	51%	2%
	Silent-Greatest (Over 74)	54%	41%	5%
Gender	Men	52%	45%	3%
	Women	35%	62%	3%
Religiosity	Practice a Religion	51%	46%	3%
	Does not Practice a Religion	34%	64%	2%
White Evangelical Christians		77%	20%	3%
Area Description	Big city	36%	62%	2%
	Small city	37%	60%	3%
	Suburban	34%	64%	2%
	Small town	48%	49%	2%
	Rural	56%	39%	5%
Small city/Suburban Men		41%	56%	3%
Small city/Suburban Women		29%	68%	2%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

TRUD020RTRNDLV. Marist Poll North Carolina Trend

NC Likely Voters			
In general, do you have a favorable or an unfavorable impression of Donald Trump?			
	Favorable	Unfavorable	Unsure-Never Heard
	Row %	Row %	Row %
October 2020	43%	54%	3%
October 30th, 2016	35%	60%	6%
October 14th, 2016	35%	60%	4%

Marist Poll North Carolina Likely Voters

BIDJ020R. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters		
		In general, do you have a favorable or unfavorable impression of Joe Biden?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
NC Likely Voters		50%	46%	4%
Candidate Support	Joe Biden	92%	5%	3%
	Donald Trump	3%	95%	3%
Party Identification	Democrat	93%	4%	3%
	Republican	8%	89%	4%
	Independent	46%	49%	4%
Party Identification	Strong Democrats	96%	2%	2%
	Soft Democrats	86%	10%	5%
	Just Independents	44%	45%	11%
	Soft Republicans	14%	83%	4%
	Strong Republicans	4%	94%	2%
Party ID and Gender	Democrat men	89%	8%	3%
	Democrat women	95%	2%	3%
	Republican men	8%	89%	3%
	Republican women	7%	88%	5%
	Independent men	42%	54%	4%
	Independent women	51%	44%	5%
Region	East	45%	50%	4%
	Raleigh-Durham Triangle	66%	32%	2%
	Charlotte Area	50%	44%	6%
	Piedmont/Central	44%	52%	4%
	West	41%	54%	5%
Race/Ethnicity	White	40%	56%	4%
	Black	87%	10%	3%
Household Income	Less than \$50,000	52%	45%	3%
	\$50,000 or more	47%	48%	5%
Education	Not college graduate	42%	52%	5%
	College graduate	60%	37%	2%
Race and Education	White - Not College Graduate	26%	69%	5%
	White - College Graduate	59%	39%	2%
Gender - Race - Education	Men - White - Not College Graduate	24%	72%	5%
	Men - White - College Graduate	52%	46%	2%
	Women - White - Not College Graduate	28%	66%	6%
	Women - White - College Graduate	66%	31%	2%
Age	Under 45	54%	40%	6%
	45 or older	47%	50%	3%
Age	65 or older	47%	47%	5%
Generation	Gen Z/Millennials (18-39)	55%	40%	5%
	Gen X (40-55)	48%	48%	4%
	Baby Boomers (56-74)	49%	48%	2%
	Silent-Greatest (Over 74)	41%	53%	7%
Gender	Men	39%	56%	4%
	Women	58%	38%	4%
Religiosity	Practice a Religion	42%	53%	5%
	Does not Practice a Religion	58%	39%	3%
White Evangelical Christians		16%	80%	4%
Area Description	Big city	55%	38%	7%
	Small city	53%	44%	3%
	Suburban	61%	36%	2%
	Small town	43%	52%	5%
	Rural	39%	58%	3%
Small city/Suburban Men		49%	48%	4%
Small city/Suburban Women		66%	32%	2%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

SNWLS1A. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters			
		If November's election for U.S. Senate in North Carolina were held today, whom would you support if the candidates are: [If undecided: If you had to decide today, are you leaning more towards:][If already voted: Whom did you support in the election for U.S. Senate in North Carolina.]			
		Cal Cunningham, the Democrat	Thom Tillis, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
NC Likely Voters		53%	43%	2%	2%
Already Voted		60%	39%	1%	0%
Yet to Vote		41%	52%	2%	5%
U.S. Senate Intensity of Support	Strongly support	53%	47%	0%	0%
	Somewhat support	58%	42%	0%	0%
Vote Plan	In person on Election Day	31%	59%	4%	7%
	Early voting location	54%	44%	2%	0%
	Mail or absentee	77%	23%	0%	0%
Candidate Support	Joe Biden	96%	3%	0%	1%
	Donald Trump	5%	90%	3%	3%
Party Identification	Democrat	97%	2%	0%	1%
	Republican	6%	92%	1%	2%
	Independent	56%	38%	4%	3%
Party Identification	Strong Democrats	97%	2%	0%	1%
	Soft Democrats	95%	4%	0%	0%
	Just Independents	63%	31%	2%	4%
	Soft Republicans	13%	79%	6%	3%
	Strong Republicans	3%	94%	1%	2%
Party ID and Gender	Democrat men	94%	4%	0%	1%
	Democrat women	98%	2%	0%	1%
	Republican men	6%	91%	2%	1%
	Republican women	6%	92%	0%	2%
	Independent men	48%	47%	4%	2%
	Independent women	65%	27%	5%	4%
Region	East	48%	49%	2%	2%
	Raleigh-Durham Triangle	69%	29%	1%	1%
	Charlotte Area	57%	41%	1%	1%
	Piedmont/Central	47%	48%	2%	3%
	West	45%	50%	2%	4%
Race/Ethnicity	White	43%	53%	2%	2%
	Black	90%	8%	0%	1%
Household Income	Less than \$50,000	55%	40%	3%	3%
	\$50,000 or more	53%	44%	1%	1%
Education	Not college graduate	47%	48%	2%	3%
	College graduate	62%	36%	1%	1%
Race and Education	White - Not College Graduate	30%	64%	2%	3%
	White - College Graduate	61%	37%	2%	0%
Gender - Race - Education	Men - White - Not College Graduate	26%	68%	3%	3%
	Men - White - College Graduate	53%	46%	2%	0%
	Women - White - Not College Graduate	34%	60%	2%	3%
	Women - White - College Graduate	69%	29%	2%	0%
Age	Under 45	63%	33%	2%	2%
	45 or older	47%	50%	1%	2%
Age	65 or older	48%	49%	1%	2%
	Gen Z/Millennials (18-39)	62%	33%	2%	3%
Generation	Gen X (40-55)	53%	44%	2%	1%
	Baby Boomers (56-74)	49%	48%	2%	2%
	Silent-Greatest (Over 74)	41%	57%	1%	2%
	Men	42%	54%	2%	2%
Gender	Women	62%	34%	1%	2%
	Religiosity	Practice a Religion	45%	52%	1%
	Does not Practice a Religion	63%	33%	3%	1%
White Evangelical Christians		18%	77%	3%	3%
Area Description	Big city	59%	36%	1%	4%
	Small city	57%	43%	0%	0%
	Suburban	63%	34%	2%	1%
	Small town	48%	45%	4%	3%
	Rural	41%	56%	1%	2%
Small city/Suburban Men		53%	46%	1%	0%
Small city/Suburban Women		68%	31%	1%	1%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

STSSN1. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

NC Likely Voters with a Candidate Preference for U.S. Senate

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 %
NC Likely Voters with a Candidate Preference for U.S. Senate		50%	45%	4%	1%
Candidate Support for U.S. Senate	Cal Cunningham	48%	48%	4%	0%
	Thom Tillis	52%	43%	4%	2%
Party Identification	Democrat	56%	43%	1%	0%
	Republican	57%	40%	2%	1%
	Independent	34%	56%	8%	2%
Party Identification	Strong Democrats	62%	37%	1%	0%
	Soft Democrats	35%	60%	6%	0%
	Soft Republicans	39%	53%	6%	2%
	Strong Republicans	61%	37%	1%	1%
Party ID and Gender	Democrat men	70%	28%	2%	1%
	Democrat women	49%	50%	1%	0%
	Republican men	59%	37%	2%	1%
	Republican women	55%	43%	1%	1%
	Independent men	29%	62%	8%	0%
	Independent women	41%	48%	9%	3%
Region	East	57%	35%	7%	2%
	Raleigh-Durham Triangle	42%	52%	7%	0%
	Charlotte Area	46%	53%	0%	1%
	Piedmont/Central	51%	45%	2%	2%
	West	52%	45%	2%	1%
Race/Ethnicity	White	50%	47%	2%	1%
	Black	48%	48%	3%	1%
Household Income	Less than \$50,000	54%	40%	5%	2%
	\$50,000 or more	44%	52%	4%	0%
Education	Not college graduate	54%	40%	5%	2%
	College graduate	43%	54%	2%	0%
Race and Education	White - Not College Graduate	54%	42%	2%	2%
Gender - Race - Education	White - College Graduate	46%	53%	1%	0%
	Men - White - Not College Graduate	51%	45%	3%	1%
	Men - White - College Graduate	51%	46%	2%	1%
	Women - White - Not College Graduate	56%	39%	1%	3%
	Women - White - College Graduate	40%	60%	0%	0%
Age	Under 45	40%	51%	8%	1%
	45 or older	56%	41%	1%	1%
Age	65 or older	58%	39%	1%	2%
Generation	Gen Z/Millennials (18-39)	36%	56%	7%	1%
	Gen X (40-55)	55%	40%	5%	0%
	Baby Boomers (56-74)	56%	43%	0%	1%
	Silent-Greatest (Over 74)	54%	40%	2%	3%
Gender	Men	50%	44%	5%	1%
	Women	49%	46%	3%	1%
Religiosity	Practice a Religion	50%	46%	3%	1%
	Does not Practice a Religion	49%	45%	5%	1%
White Evangelical Christians		53%	43%	2%	2%
Area Description	Big city	48%	47%	5%	0%
	Small city	46%	48%	5%	1%
	Suburban	48%	49%	3%	0%
	Small town	52%	42%	5%	2%
	Rural	55%	42%	0%	2%
Small city/Suburban Men		46%	48%	5%	0%
Small city/Suburban Women		48%	49%	3%	1%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference for U.S. Senate. Interviews conducted October 25th through October 28th, 2020, n=727 MOE +/- 4.9 percentage points. Totals may not add to 100% due to rounding.

GVWLS1A. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters			
		If November's election for governor in North Carolina were held today, whom would you support if the candidates are: [If undecided: If you had to decide today, are you leaning more towards:][If already voted: Whom did you support in the election for governor in North Carolina:]			
		Roy Cooper, the Democrat	Dan Forest, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
NC Likely Voters		59%	40%	<1%	1%
Already Voted		66%	34%	0%	0%
Yet to Vote		47%	50%	0%	3%
Governor Intensity of Support	Strongly support	63%	37%	0%	0%
	Somewhat support	53%	47%	0%	0%
Vote Plan	In person on Election Day	39%	58%	1%	3%
	Early voting location	59%	41%	0%	0%
	Mail or absentee	84%	16%	0%	0%
Candidate Support	Joe Biden	97%	2%	0%	0%
	Donald Trump	13%	85%	0%	2%
Party Identification	Democrat	98%	2%	0%	0%
	Republican	14%	84%	0%	2%
	Independent	63%	35%	0%	1%
Party Identification	Strong Democrats	99%	1%	0%	1%
	Soft Democrats	94%	6%	0%	0%
	Just Independents	72%	23%	1%	3%
	Soft Republicans	29%	70%	0%	1%
Party ID and Gender	Strong Republicans	9%	89%	0%	2%
	Democrat men	96%	4%	0%	0%
	Democrat women	98%	1%	0%	1%
	Republican men	9%	88%	0%	2%
	Republican women	21%	78%	0%	1%
Region	Independent men	57%	41%	1%	2%
	Independent women	71%	29%	0%	0%
	East	54%	45%	0%	1%
	Raleigh-Durham Triangle	70%	29%	0%	1%
	Charlotte Area	62%	36%	1%	0%
Race/Ethnicity	Piedmont/Central	55%	42%	0%	2%
	West	53%	45%	0%	1%
	White	50%	49%	0%	1%
Household Income	Black	94%	5%	0%	1%
	Less than \$50,000	61%	38%	0%	0%
Education	\$50,000 or more	57%	41%	0%	1%
	Not college graduate	52%	46%	0%	1%
Race and Education	College graduate	68%	31%	0%	1%
	White - Not College Graduate	38%	61%	1%	1%
Gender - Race - Education	White - College Graduate	68%	32%	0%	0%
	Men - White - Not College Graduate	31%	67%	1%	1%
	Men - White - College Graduate	60%	40%	0%	0%
	Women - White - Not College Graduate	45%	55%	0%	0%
	Women - White - College Graduate	75%	24%	0%	1%
Age	Under 45	68%	31%	0%	1%
	45 or older	53%	45%	0%	1%
Generation	65 or older	53%	45%	0%	1%
	Gen Z/Millennials (18-39)	67%	31%	0%	2%
	Gen X (40-55)	58%	41%	0%	1%
	Baby Boomers (56-74)	57%	42%	0%	1%
Gender	Silent-Greatest (Over 74)	46%	52%	0%	2%
	Men	48%	50%	0%	2%
Religiosity	Women	68%	31%	0%	1%
	Practice a Religion	52%	47%	0%	0%
White Evangelical Christians	Does not Practice a Religion	67%	32%	0%	1%
Area Description	White Evangelical Christians	24%	75%	1%	1%
	Big city	69%	29%	1%	2%
	Small city	62%	36%	0%	2%
	Suburban	65%	35%	0%	1%
	Small town	53%	46%	0%	1%
Small city/Suburban Men	Rural	49%	50%	0%	1%
Small city/Suburban Women		57%	40%	0%	3%
		69%	31%	0%	0%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.

STSSN1. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

NC Likely Voters with a Candidate Preference for Governor

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 %
NC Likely Voters with a Candidate Preference for Governor		74%	24%	1%	1%
Candidate Support for Governor	Roy Cooper	78%	21%	1%	1%
	Dan Forest	69%	28%	2%	1%
Party Identification	Democrat	88%	11%	0%	0%
	Republican	70%	28%	1%	1%
	Independent	63%	33%	3%	0%
Party Identification	Strong Democrats	90%	9%	0%	0%
	Soft Democrats	80%	18%	1%	0%
	Soft Republicans	54%	42%	2%	2%
Party ID and Gender	Strong Republicans	75%	23%	1%	0%
	Democrat men	84%	14%	1%	1%
	Democrat women	90%	10%	0%	0%
	Republican men	71%	26%	1%	1%
	Republican women	69%	30%	0%	1%
	Independent men	59%	37%	3%	0%
Region	Independent women	68%	28%	3%	1%
	East	75%	23%	1%	1%
	Raleigh-Durham Triangle	77%	19%	3%	1%
	Charlotte Area	69%	31%	0%	0%
	Piedmont/Central	78%	19%	1%	1%
Race/Ethnicity	West	71%	27%	2%	1%
	White	72%	27%	1%	1%
Household Income	Black	85%	12%	0%	2%
	Less than \$50,000	74%	23%	2%	1%
Education	\$50,000 or more	73%	26%	1%	0%
	Not college graduate	72%	26%	2%	1%
Race and Education	College graduate	78%	20%	1%	1%
	White - Not College Graduate	68%	30%	1%	1%
Gender - Race - Education	White - College Graduate	77%	22%	1%	0%
	Men - White - Not College Graduate	67%	31%	1%	0%
	Men - White - College Graduate	77%	21%	2%	0%
	Women - White - Not College Graduate	69%	28%	1%	1%
	Women - White - College Graduate	76%	24%	0%	0%
Age	Under 45	70%	27%	3%	0%
	45 or older	78%	21%	1%	1%
Generation	65 or older	78%	19%	1%	2%
	Gen Z/Millennials (18-39)	66%	31%	3%	0%
	Gen X (40-55)	79%	19%	1%	1%
	Baby Boomers (56-74)	78%	21%	1%	0%
	Silent-Greatest (Over 74)	75%	20%	1%	4%
Gender	Men	69%	28%	2%	1%
	Women	79%	20%	1%	1%
Religiosity	Practice a Religion	76%	23%	1%	1%
	Does not Practice a Religion	72%	25%	2%	1%
White Evangelical Christians		70%	28%	1%	1%
Area Description	Big city	73%	26%	1%	0%
	Small city	74%	25%	0%	1%
	Suburban	81%	18%	1%	0%
	Small town	71%	23%	3%	2%
	Rural	73%	26%	1%	0%
Small city/Suburban Men		70%	29%	1%	0%
Small city/Suburban Women		85%	15%	0%	0%

NBC News/Marist Poll North Carolina Likely Voters with a Candidate Preference for Governor. Interviews conducted October 25th through October 28th, 2020, n=760 MOE +/- 4.8 percentage points. Totals may not add to 100% due to rounding.

ACBCFSUP1. NBC News/Marist Poll North Carolina Tables October 25th through October 28th, 2020

		NC Likely Voters		
		Overall, do you support or oppose the confirmation of Amy Coney Barrett to the Supreme Court?		
		Support	Oppose	Vol: Unsure
		Row %	Row %	Row %
NC Likely Voters		49%	40%	12%
Candidate Support	Joe Biden	15%	75%	11%
	Donald Trump	87%	2%	11%
Party Identification	Democrat	15%	75%	10%
	Republican	87%	5%	8%
	Independent	46%	39%	14%
Party Identification	Strong Democrats	14%	75%	10%
	Soft Democrats	16%	76%	8%
	Just Independents	38%	39%	23%
	Soft Republicans	80%	7%	13%
Party ID and Gender	Strong Republicans	90%	3%	7%
	Democrat men	15%	77%	7%
	Democrat women	14%	74%	12%
	Republican men	88%	5%	7%
	Republican women	86%	4%	9%
	Independent men	52%	33%	15%
Region	Independent women	39%	48%	13%
	East	59%	32%	9%
	Raleigh-Durham Triangle	40%	52%	9%
	Charlotte Area	40%	44%	15%
	Piedmont/Central	51%	33%	15%
Race/Ethnicity	West	50%	39%	11%
	White	54%	35%	10%
Household Income	Black	27%	59%	13%
	Less than \$50,000	50%	37%	13%
Education	\$50,000 or more	47%	42%	11%
	Not college graduate	53%	32%	14%
Race and Education	College graduate	42%	51%	7%
	White - Not College Graduate	63%	24%	14%
Gender - Race - Education	White - College Graduate	43%	51%	5%
	Men - White - Not College Graduate	64%	23%	13%
	Men - White - College Graduate	48%	45%	7%
	Women - White - Not College Graduate	61%	25%	14%
	Women - White - College Graduate	39%	58%	3%
Age	Under 45	38%	45%	17%
	45 or older	55%	37%	9%
Generation	65 or older	53%	37%	9%
	Gen Z/Millennials (18-39)	40%	40%	20%
	Gen X (40-55)	49%	44%	7%
	Baby Boomers (56-74)	52%	39%	9%
Gender	Silent-Greatest (Over 74)	60%	31%	9%
	Men	56%	32%	12%
Religiosity	Women	42%	47%	12%
	Practice a Religion	58%	31%	11%
White Evangelical Christians	Does not Practice a Religion	38%	51%	12%
Area Description	White Evangelical Christians	76%	12%	12%
	Big city	39%	44%	18%
	Small city	50%	38%	13%
	Suburban	39%	53%	8%
	Small town	56%	39%	5%
Small city/Suburban Men	Rural	55%	30%	15%
Small city/Suburban Women		46%	41%	13%
		42%	50%	8%

NBC News/Marist Poll North Carolina Likely Voters. Interviews conducted October 25th through October 28th, 2020, n=800 MOE +/- 4.7 percentage points. Totals may not add to 100% due to rounding.