

**NBC News/WSJ/Marist Poll
August 2016
North Carolina Questionnaire**

Residents: n=1030, MOE +/- 3.1%
Registered Voters: n=921, MOE +/- 3.2%

Screener

<Marist Poll Introduction> Are you 18 years of age or older?

Do you consider your permanent home address to be in North Carolina?

HH SELECTION – LANDLINE FRAME ONLY

GENDER GUESS

Do you approve or disapprove of the job Barack Obama is doing as president?

	REGISTERED VOTERS	August 2016	July 2016
Approve		50	50
Disapprove		43	44
Unsure		8	6
Total		100	100
	RESIDENTS	August 2016	July 2016
Approve		50	49
Disapprove		41	42
Unsure		9	9
Total		100	100

If November's presidential election were held today, whom would you support if the candidates are:

	REGISTERED VOTERS	August 2016	July 2016
Hillary Clinton and Tim Kaine, the Democrats		48	44
Donald Trump and Mike Pence, the Republicans		39	38
Neither		6	11
Other		1	1
Undecided		7	6
Total		100	100

* Surveys prior to August 2016 did not include Tim Kaine and Mike Pence

If November's presidential election were held today, whom would you support if the candidates are:

	REGISTERED VOTERS	August 2016	July 2016
Hillary Clinton, the Democrat		45	42
Donald Trump, the Republican		36	36
Gary Johnson, the Libertarian		9	7
Jill Stein, of the Green Party		2	2
Other		<1	2
Undecided		7	11
Total		100	100

Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?

	REGISTERED VOTERS	August 2016	July 2016
Favorable		39	37
Unfavorable		54	58
Unsure-Never Heard		6	5
Total		100	100

	RESIDENTS	August 2016	July 2016
Favorable		39	35
Unfavorable		54	58
Unsure-Never Heard		8	7
Total		100	100

Overall, do you have a favorable or an unfavorable impression of Donald Trump?

	REGISTERED VOTERS	August 2016	July 2016
Favorable		32	31
Unfavorable		62	61
Unsure-Never Heard		6	8
Total		100	100

	RESIDENTS	August 2016	July 2016
Favorable		31	30
Unfavorable		62	61
Unsure-Never Heard		7	9
Total		100	100

Overall, do you have a favorable or an unfavorable impression of Tim Kaine?

	REGISTERED VOTERS	August 2016
Favorable		35
Unfavorable		26
Never heard		12
Unsure		27
Total		

	RESIDENTS	August 2016
Favorable		33
Unfavorable		26
Never heard		13
Unsure		28
Total		100

Overall, do you have a favorable or an unfavorable impression of Mike Pence?

	REGISTERED VOTERS	August 2016
Favorable		34
Unfavorable		28
Never heard		13
Unsure		24
Total		100

	RESIDENTS	August 2016
Favorable		33
Unfavorable		28
Never heard		15
Unsure		24
Total		100

If November's election for U.S. Senate in North Carolina were held today, whom would you support if the candidates are: [Including those who are undecided yet leaning towards a candidate]

	REGISTERED VOTERS	August 2016	July 2016
Deborah Ross, the Democrat		46	41
Richard Burr, the Republican		44	48
Other		1	1
Undecided		9	10
Total		100	100

If November's election for governor in North Carolina were held today, whom would you support if the candidates are: [Including those who are undecided yet leaning towards a candidate]

	REGISTERED VOTERS	August 2016	July 2016
Roy Cooper, the Democrat		51	49
Pat McCrory, the Republican		44	45
Other		<1	1
Undecided		5	5
Total		100	100

Are you male or female?

	REGISTERED VOTERS	August 2016	July 2016
Male		48	46
Female		52	54
Total		100	100

	RESIDENTS	August 2016	July 2016
Male		48	48
Female		52	52
Total		100	100

Nature of the Sample: NBC News/WSJ/Marist North Carolina Poll of 1,030 Adults

This survey of 1,030 adults was conducted August 4th through August 10th, 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 ± 3.1 percentage points. There are 921 registered voters. The results for this subset are statistically significant within ± 3.2 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

[For nature of the sample and additional tables, please visit The Marist Poll](#)