



NORTH CAROLINA STATEWIDE

2016

Survey conducted October 20 through October 22, 2016. 1,764 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 2.33% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



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Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(ROTATE)**

Donald Trump: 47%

Hillary Clinton: 44%

Gary Johnson: 3%

Someone else: 1%

Undecided: 5%



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Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(ROTATE)**

| BY DMA | | | | | | |
|-----------------|-----------|------------|----------------|----------------|---------|------------|
| Column % | Charlotte | Greensboro | Greenville, NC | Greenville, SC | Raleigh | Wilmington |
| Donald Trump | 50% | 47% | 54% | 55% | 41% | 55% |
| Hillary Clinton | 40% | 41% | 31% | 40% | 52% | 42% |
| Gary Johnson | 4% | 3% | 7% | 1% | 2% | 0% |
| Someone else | 2% | 2% | 2% | 1% | 0% | 0% |
| Undecided | 4% | 6% | 6% | 4% | 5% | 3% |

| BY PARTY | | | |
|-----------------|------------|----------|--------------|
| Column % | Republican | Democrat | Non-Partisan |
| Donald Trump | 81% | 22% | 44% |
| Hillary Clinton | 13% | 70% | 42% |
| Gary Johnson | 2% | 2% | 6% |
| Someone else | 1% | 1% | 2% |
| Undecided | 4% | 5% | 6% |

| BY GENDER | | |
|------------------|--------|------|
| Column % | Female | Male |
| Donald Trump | 44% | 50% |
| Hillary Clinton | 47% | 42% |
| Gary Johnson | 3% | 3% |
| Someone else | 1% | 1% |
| Undecided | 6% | 4% |

| BY AGE | | | | | |
|-----------------|-------|-------|-------|-------|-----|
| Column % | 18-29 | 30-39 | 40-49 | 50-69 | 70+ |
| Donald Trump | 30% | 40% | 45% | 48% | 54% |
| Hillary Clinton | 60% | 49% | 45% | 44% | 39% |
| Gary Johnson | 7% | 5% | 1% | 2% | 2% |
| Someone else | 1% | 2% | 2% | 1% | 0% |
| Undecided | 2% | 5% | 6% | 5% | 5% |



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Q: The candidates in the General Election for President of the United States are the Republican Donald Trump, the Democrat Hillary Clinton and the Libertarian Gary Johnson or someone else. If the election were held today, for whom would you vote? **(ROTATE)**

| BY RACE | | | | |
|-----------------|-------|------------------|----------|-------|
| Column % | White | African-American | Hispanic | Other |
| Donald Trump | 56% | 20% | 35% | 30% |
| Hillary Clinton | 36% | 72% | 49% | 57% |
| Gary Johnson | 3% | 2% | 8% | 3% |
| Someone else | 1% | 0% | 6% | 3% |
| Undecided | 4% | 5% | 3% | 8% |



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Weighted Demographics

| DMA | |
|-------------------------|-----|
| | % |
| Charlotte, NC | 27% |
| Greensboro et al, NC | 19% |
| Greenville et al, NC | 7% |
| Greenville et al, SC-NC | 8% |
| Myrtle Beach et al, SC | 1% |
| Norfolk et al, VA | 1% |
| Raleigh et al, NC | 32% |
| Wilmington, NC | 5% |

| PARTY | |
|--------------|-----|
| | % |
| Republican | 34% |
| Democrat | 42% |
| Non-Partisan | 24% |

| GENDER | |
|---------------|-----|
| | % |
| Female | 54% |
| Male | 46% |

| AGE | |
|------------|-----|
| | % |
| 18-29 | 10% |
| 30-39 | 13% |
| 40-49 | 17% |
| 50-69 | 41% |
| 70+ | 19% |

| RACE | |
|------------------|-----|
| | % |
| White | 72% |
| African-American | 24% |
| Hispanic | 2% |
| Other | 2% |