



NORTH CAROLINA STATEWIDE

2016

Survey conducted October 30, 2016. 1,176 likely General Election voters participated in the survey. Survey weighted to match expected turnout demographics for the 2016 General Election. Margin of Error is +/- 2.85% with a 95% level of confidence. Totals do not always equal 100% due to rounding.



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: 45%

Gary Johnson: 2%

Someone else: 1%

Undecided: 4%



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MEDIA MARKET				
Column %	Charlotte	Greensboro	Greenville	Raleigh
Donald Trump	52%	46%	49%	41%
Hillary Clinton	40%	47%	39%	51%
Gary Johnson	3%	3%	4%	1%
Someone else	2%	1%	0%	2%
Undecided	4%	3%	8%	6%

PARTY			
Column %	Republican	Democrat	Non-Partisan
Donald Trump	81%	23%	49%
Hillary Clinton	14%	73%	34%
Gary Johnson	1%	1%	6%
Someone else	1%	1%	3%
Undecided	3%	3%	8%

GENDER		
Column %	Female	Male
Donald Trump	44%	51%
Hillary Clinton	49%	42%
Gary Johnson	2%	2%
Someone else	1%	1%
Undecided	4%	4%

AGE					
Column %	18-29	30-39	40-49	50-69	70+
Donald Trump	55%	44%	51%	50%	47%
Hillary Clinton	36%	43%	46%	43%	46%
Gary Johnson	2%	6%	1%	1%	1%
Someone else	2%	1%	0%	2%	0%
Undecided	6%	5%	2%	4%	5%



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RACE				
Column %	White	African-American	Hispanic	Other
Donald Trump	57%	19%	22%	37%
Hillary Clinton	36%	79%	59%	48%
Gary Johnson	2%	0%	14%	0%
Someone else	1%	0%	0%	2%
Undecided	4%	2%	5%	13%



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Weighted Demographics

MEDIA MARKET	
	%
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%