

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

Trump Takes Lead in NC Amidst FBI Letter Controversy; Burr Leads Ross for Senate; Cooper and McCrory Neck-and-Neck for NC Governor: In an election for President of the United States held in North Carolina today, 11/1/2016, one week until votes are counted, Republican Donald Trump defeats Democrat Hillary Clinton by a 7-point margin, 51% to 44%, according to this latest exclusive WRAL-TV News Poll conducted by SurveyUSA. Compared to an identical SurveyUSA poll conducted for WRAL-TV one month ago, Trump is up 7 points; Clinton is down 2. Interviews for this research were conducted entirely after a letter from the FBI Director threw the election into chaos 10/28/16, at a time when America had learned additional emails related to the FBI probe into Clinton had been discovered, but not yet whether those emails had previously been reviewed by the agency or what content they contained. Significant volatility may exist in the coming week as more is learned. Among men, Trump had led by 9 points one month ago, today leads by 23. Among women, Clinton had led by 12, today leads by 7. One month ago, Trump was backed by 87% of those identifying as (but not necessarily registered to vote as) Republicans; today, 95% of Republicans say they will vote for Trump. Among Democrats, 91% had said they were voting for Clinton; today, 92% say they will vote for her. Among those identifying as Independents, Trump had led by 5, today leads by 9. Among [rural men](#), a demographic crucial to the Trump campaign, Trump's lead widens month-on-month from 26 points then to 44 points now. Among [suburban women](#), critical to the Clinton campaign, Clinton's lead falls, from 21 points last month to 15 points today. Clinton's chances of capturing North Carolina's 15 electoral votes may depend on whether or not she can re-capture these suburban voters; Trump's path to 270 electoral votes may depend on the same. Voting began on October 20 in North Carolina. Among the 40% of voters who tell SurveyUSA they have already cast their ballots, Clinton leads by 6 points; among the 60% of voters who have not yet voted but promise to do so, Trump leads by 16. In the election for United States Senator from North Carolina, Republican incumbent Richard Burr today defeats Democrat Deborah Ross 49% to 43%. Compared to one month ago, Burr is up 3 points; Ross is down 1. Ross leads by 8 among women, but Burr leads by 21 among men -- a 29-point gender gap, up from a 19-point gap last month. Ross runs even with Burr among the youngest voters, but trails by 14 points among seniors. Ross leads Burr in greater Greensboro and is even with him in the Raleigh area; elsewhere, Burr dominates. The race for North Carolina Governor has tightened, and Democrat Roy Cooper today holds a nominal 1-point lead over incumbent Republican Pat McCrory, 48% to 47%. Compared to one month ago, Cooper is flat; McCrory is up 3. Cooper leads by 14 points among women; McCrory leads by 12 points among men. Cooper holds a 9-point lead among those who have voted early; McCrory leads by 4 among those who have not yet cast their ballots. Further down-ballot, incumbent Republican Dan Forest at this hour leads Democrat Linda Coleman by 7 points, 49% to 42% in the Lieutenant Governor race; Democrat Josh Stein leads Republican Buck Newton 47% to 43% in the contest to replace Roy Cooper as Attorney General . **Context and Filtering:** SurveyUSA interviewed 800 state of North Carolina adults 10/28/16 through 10/31/16, in interviewing conducted entirely after the release of a letter from FBI Director James Comey to members of Congress. Of the adults, 718 were registered to vote. Of the registered, 659 were determined by SurveyUSA to have already voted or to be likely to vote on or before 11/08/16 in the Presidential election. This research was conducted using blended sample, mixed mode. Respondents reachable on a home telephone (71% of likely voters) were interviewed on their home telephones in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (29% of likely voters) were shown a questionnaire on the display of their smartphone, tablet or other electronic device. Republican Mitt Romney defeated Democrat Barack Obama by 2 points in 2012; Obama defeated Republican John McCain by less than 1 point in 2008. North Carolina has 15 electoral votes.

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If the election for President of the United States were today, and you were filling out your ballot right now, who would you vote for? (names rotated) Republican Donald Trump? Democrat Hillary Clinton? Or Libertarian Gary Johnson?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Donald Trump (R)	336	185	151	46	95	97	97	141	195	291	20	123	213	195	65	68	92	89	100	31	7	11	3	181	139	14	115	121	76	11	3
Hillary Clinton (D)	287	113	174	50	83	84	71	132	155	156	114	137	150	11	218	52	2	3	4	28	83	78	89	5	114	167	8	38	85	87	57
Gary Johnson (L)	17	11	5	8	5	2	1	13	3	15	0	3	14	4	1	5	0	2	6	6	2	0	0	2	14	0	1	6	7	1	1
Undecided	20	10	10	6	11	2	1	17	3	9	2	2	18	6	5	8	1	2	4	4	6	0	0	3	15	0	2	6	9	0	2
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

1

If the election for President of the United States were today, and you were filling out your ballot right now, who would you vote for? (names rotated) Republican Donald Trump? Democrat Hillary Clinton? Or Libertarian Gary Johnson?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Donald Trump (R)	336	336	0	293	13	284	35	114	45	98	43	171	136	4	14	72	87	172	179	127	109	220	70	126	131	92	129	101	56	135	140
Hillary Clinton (D)	287	0	287	12	260	15	265	44	6	113	57	27	113	108	31	76	94	117	63	204	82	204	38	105	143	86	116	80	70	130	81
Gary Johnson (L)	17	0	0	9	5	3	9	1	0	9	1	3	5	1	6	5	8	4	6	10	2	15	1	4	12	6	5	6	1	9	6
Undecided	20	0	0	7	4	5	5	8	0	4	2	4	9	2	2	3	11	6	6	11	9	11	5	8	7	7	9	4	4	12	3
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

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1 If the election for President of the United States were today, and you were filling out your ballot right now, who would you vote for? (names rotated) Republican Donald Trump? Democrat Hillary Clinton? Or Libertarian Gary Johnson?

659 Likely & Actual Voters Credibility Interval: +/-3.9 pct points	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Donald Trump (R)	336	94	242	119	59	92	66	81	54	73	67	80	58	36	72
Hillary Clinton (D)	287	82	205	93	63	99	31	57	73	26	55	59	55	21	86
Gary Johnson (L)	17	9	8	4	3	7	3	5	4	5	1	10	4	1	10
Undecided	20	7	13	5	2	7	6	7	6	2	1	9	6	4	4
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%

2 Is yours more a vote FOR Donald Trump, or more a vote AGAINST Hillary Clinton?

336 Trump Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-5.4 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
For Trump	197	111	85	24	53	61	59	77	120	170	16	76	121	125	26	41	65	55	49	22	1	4	1	120	71	5	76	71	38	4	2
Against Clinton	133	71	62	21	40	34	37	61	72	117	2	46	87	67	36	26	26	31	50	10	5	7	2	57	65	9	38	47	38	7	0
Not Sure	6	2	4	1	2	1	1	3	3	4	1	1	5	3	3	1	0	3	1	0	1	0	0	4	2	0	1	3	0	0	1
Total	336	185	151	46	95	97	97	141	195	291	20	123	213	195	65	68	92	89	100	31	7	11	3	181	139	14	115	121	76	11	3
Composition of Trump Voters	100%	55%	45%	14%	28%	29%	29%	42%	58%	87%	6%	37%	63%	58%	19%	20%	28%	26%	30%	9%	2%	3%	1%	54%	41%	4%	34%	36%	23%	3%	1%

2 Is yours more a vote FOR Donald Trump, or more a vote AGAINST Hillary Clinton?

336 Trump Voters Credibility Interval: +/-5.4 pct points	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
For Trump	197	197	0	171	6	168	17	72	24	50	28	109	70	3	9	41	49	104	107	71	61	132	50	71	71	63	79	47	37	67	89
Against Clinton	133	133	0	117	6	110	17	39	20	48	13	59	62	1	5	28	35	67	69	54	45	85	19	52	58	28	45	54	18	65	48
Not Sure	6	6	0	5	1	5	1	2	0	0	2	3	4	0	0	2	3	1	3	3	3	3	0	3	2	1	5	0	1	2	3
Total	336	336	0	293	13	284	35	114	45	98	43	171	136	4	14	72	87	172	179	127	109	220	70	126	131	92	129	101	56	135	140
Composition of Trump Voters	100%	100%	0%	87%	4%	85%	10%	34%	13%	29%	13%	51%	40%	1%	4%	22%	26%	52%	54%	39%	33%	67%	21%	39%	40%	29%	40%	31%	17%	41%	42%

2 Is yours more a vote FOR Donald Trump, or more a vote AGAINST Hillary Clinton?

336 Trump Voters Credibility Interval: +/-5.4 pct points	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
For Trump	197	47	150	79	33	48	37	39	29	50	39	42	29	28	34
Against Clinton	133	44	89	39	25	42	27	41	24	23	26	36	29	7	36
Not Sure	6	3	4	1	0	3	3	1	1	0	3	1	1	0	2
Total	336	94	242	119	59	92	66	81	54	73	67	80	58	36	72
Composition of Trump Voters	100%	28%	72%	35%	17%	27%	20%	24%	16%	22%	20%	24%	17%	11%	24%

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3 Do you vote for Trump enthusiastically? Or with reservations?

336 Trump Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
Credibility Interval: +/-5.2 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Enthusiastically	218	127	91	26	48	73	72	73	144	188	14	87	131	127	42	46	75	50	57	22	1	9	3	125	80	12	84	78	45	6	0
With Reservations	110	56	54	20	44	22	23	65	45	99	1	33	77	62	23	20	15	35	42	9	6	1	0	49	58	1	27	41	31	6	2
Not Sure	8	2	7	0	3	2	2	3	5	4	4	4	5	6	0	2	3	4	1	0	0	0	0	7	1	0	4	3	0	0	1
Total	336	185	151	46	95	97	97	141	195	291	20	123	213	195	65	68	92	89	100	31	7	11	3	181	139	14	115	121	76	11	3
Composition of Trump Voters	100%	55%	45%	14%	28%	29%	29%	42%	58%	87%	6%	37%	63%	58%	19%	20%	28%	26%	30%	9%	2%	3%	1%	54%	41%	4%	34%	36%	23%	3%	1%

3 Do you vote for Trump enthusiastically? Or with reservations?

336 Trump Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-5.2 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Enthusiastically	218	218	0	198	5	194	19	81	36	53	27	125	77	3	7	48	55	111	123	75	81	132	55	81	76	66	81	60	35	80	99
With Reservations	110	110	0	90	8	83	16	31	9	43	13	42	55	1	7	22	29	57	52	49	26	81	14	43	50	26	42	39	18	53	38
Not Sure	8	8	0	5	0	7	0	1	0	2	3	4	3	1	0	1	2	4	4	3	2	6	1	3	5	0	7	1	3	3	3
Total	336	336	0	293	13	284	35	114	45	98	43	171	136	4	14	72	87	172	179	127	109	220	70	126	131	92	129	101	56	135	140
Composition of Trump Voters	100%	100%	0%	87%	4%	85%	10%	34%	13%	29%	13%	51%	40%	1%	4%	22%	26%	52%	54%	39%	33%	67%	21%	39%	40%	29%	40%	31%	17%	41%	42%

3 Do you vote for Trump enthusiastically? Or with reservations?

336 Trump Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College												
Credibility Interval: +/-5.2 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites												
Enthusiastically	218	37	181	84	42	53	38	49	31	57	41	50	30	31	40												
With Reservations	110	54	56	32	16	34	27	31	21	16	23	30	28	4	29												
Not Sure	8	3	5	2	1	5	1	1	2	0	3	0	1	1	2												
Total	336	94	242	119	59	92	66	81	54	73	67	80	58	36	72												
Composition of Trump Voters	100%	28%	72%	35%	17%	27%	20%	24%	16%	22%	20%	24%	17%	11%	24%												

4 Is yours more a vote FOR Hillary Clinton or more a vote AGAINST Donald Trump?

287 Clinton Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
Credibility Interval: +/-5.8 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
For Clinton	173	65	108	20	45	57	51	65	108	98	68	95	78	7	137	24	2	3	0	15	32	45	75	5	47	120	6	17	47	57	36
Against Trump	110	45	65	28	37	27	18	65	45	56	45	40	70	1	81	28	0	0	3	13	48	33	14	0	63	47	2	18	37	30	21
Not Sure	4	3	1	2	1	0	2	3	2	3	2	3	2	3	0	1	0	0	1	0	3	0	0	0	4	0	0	3	1	0	0
Total	287	113	174	50	83	84	71	132	155	156	114	137	150	11	218	52	2	3	4	28	83	78	89	5	114	167	8	38	85	87	57
Composition of Clinton Voters	100%	40%	60%	17%	29%	29%	25%	46%	54%	54%	40%	48%	52%	4%	76%	18%	1%	1%	1%	10%	29%	27%	31%	2%	40%	58%	3%	13%	30%	30%	20%

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4 Is yours more a vote FOR Hillary Clinton or more a vote AGAINST Donald Trump?

287 Clinton Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-5.8 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
For Clinton	173	0	173	6	164	8	162	26	3	65	31	17	62	78	12	40	48	85	44	123	68	104	24	59	89	50	72	49	41	83	43
Against Trump	110	0	110	5	93	5	100	18	1	46	24	10	49	29	18	36	44	30	18	79	14	96	15	44	51	35	43	31	29	45	36
Not Sure	4	0	4	1	3	2	3	0	2	2	1	0	2	2	1	0	3	2	2	3	0	4	0	2	3	1	2	0	0	2	3
Total	287	0	287	12	260	15	265	44	6	113	57	27	113	108	31	76	94	117	63	204	82	204	38	105	143	86	116	80	70	130	81
Composition of Clinton Voters	100%	0%	100%	4%	91%	5%	92%	15%	2%	39%	20%	9%	39%	37%	11%	26%	33%	41%	22%	71%	29%	71%	13%	37%	50%	30%	41%	28%	24%	45%	28%

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287 Clinton Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-5.8 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
For Clinton	173	34	139	54	44	54	21	36	47	12	31	22	24	14	53
Against Trump	110	47	63	35	19	46	10	19	26	12	23	34	29	6	30
Not Sure	4	1	3	4	0	0	0	2	0	2	1	3	1	0	3
Total	287	82	205	93	63	99	31	57	73	26	55	59	55	21	86
Composition of Clinton Voters	100%	29%	71%	33%	22%	35%	11%	20%	26%	9%	19%	21%	19%	7%	31%

5 Do you vote for Clinton enthusiastically? Or with reservations?

287 Clinton Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-5.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Enthusiastically	185	67	117	21	36	71	57	57	128	102	75	94	91	7	156	18	2	2	0	12	35	55	78	4	47	133	6	24	44	61	41
With Reservations	92	40	52	25	42	12	12	67	25	44	40	40	53	3	57	32	0	0	4	15	44	19	9	0	63	28	2	13	35	24	15
Not Sure	10	6	4	3	5	1	2	8	3	10	0	4	7	1	5	3	0	0	0	1	3	3	2	0	4	5	0	0	5	2	1
Total	287	113	174	50	83	84	71	132	155	156	114	137	150	11	218	52	2	3	4	28	83	78	89	5	114	167	8	38	85	87	57
Composition of Clinton Voters	100%	40%	60%	17%	29%	29%	25%	46%	54%	54%	40%	48%	52%	4%	76%	18%	1%	1%	1%	10%	29%	27%	31%	2%	40%	58%	3%	13%	30%	30%	20%

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Enthusiastically	185	0	185	3	179	8	176	29	3	77	32	18	62	81	20	38	63	84	43	131	58	126	27	60	97	58	73	51	46	87	48
With Reservations	92	0	92	8	72	6	81	11	3	34	23	6	47	26	10	33	28	31	16	68	23	69	11	41	39	25	39	25	21	40	31
Not Sure	10	0	10	0	9	1	9	4	0	2	1	3	4	1	2	5	3	3	4	5	2	9	0	4	6	3	4	4	2	4	3
Total	287	0	287	12	260	15	265	44	6	113	57	27	113	108	31	76	94	117	63	204	82	204	38	105	143	86	116	80	70	130	81
Composition of Clinton Voters	100%	0%	100%	4%	91%	5%	92%	15%	2%	39%	20%	9%	39%	37%	11%	26%	33%	41%	22%	71%	29%	71%	13%	37%	50%	30%	41%	28%	24%	45%	28%

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Counts (Frequencies)

5 Do you vote for Clinton enthusiastically? Or with reservations?

287 Clinton Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-5.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Enthusiastically	185	33	152	45	48	66	27	40	47	11	37	27	20	16	53
With Reservations	92	44	49	43	15	30	4	16	24	13	18	30	33	5	27
Not Sure	10	5	5	6	1	3	0	1	3	2	0	3	1	0	6
Total	287	82	205	93	63	99	31	57	73	26	55	59	55	21	86
Composition of Clinton Voters	100%	29%	71%	33%	22%	35%	11%	20%	26%	9%	19%	21%	19%	7%	31%

6 If the election for United States Senator from North Carolina were today, and you were filling out your ballot right now, who would you vote for? Republican Richard Burr? Democrat Deborah Ross? Or Libertarian Sean Haugh?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Richard Burr (R)	320	181	139	46	87	92	95	133	187	277	20	123	197	183	64	65	87	84	95	23	13	11	4	171	132	15	111	128	66	10	1
Deborah Ross (D)	282	114	168	46	80	85	70	126	156	155	108	132	150	16	211	50	2	5	7	29	76	74	87	7	112	161	8	37	82	85	57
Sean Haugh (L)	16	9	7	4	2	7	3	7	9	13	1	1	15	6	1	5	2	2	7	4	0	1	2	3	11	2	3	2	8	1	1
Undecided	41	15	26	14	24	1	3	38	3	27	7	8	33	12	14	14	4	5	6	13	8	3	0	10	27	3	4	4	21	3	3
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

6 If the election for United States Senator from North Carolina were today, and you were filling out your ballot right now, who would you vote for? Republican Richard Burr? Democrat Deborah Ross? Or Libertarian Sean Haugh?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Richard Burr (R)	320	293	12	320	0	273	38	103	39	100	45	150	131	9	16	58	91	166	170	124	106	208	61	124	128	87	126	94	55	128	133
Deborah Ross (D)	282	13	260	0	282	17	263	43	9	109	49	29	112	104	31	81	85	115	69	193	83	198	38	102	141	84	112	81	67	134	75
Sean Haugh (L)	16	11	3	0	0	7	5	4	2	5	3	8	5	1	2	8	5	3	4	10	6	10	5	2	9	5	6	5	1	5	10
Undecided	41	19	12	0	0	10	7	15	1	10	6	18	15	2	4	9	18	15	11	25	8	33	11	14	15	15	16	10	9	20	11
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

6 If the election for United States Senator from North Carolina were today, and you were filling out your ballot right now, who would you vote for? Republican Richard Burr? Democrat Deborah Ross? Or Libertarian Sean Haugh?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Richard Burr (R)	320	86	234	105	57	96	62	80	48	71	62	78	53	30	72
Deborah Ross (D)	282	73	209	87	63	97	34	59	74	26	49	60	52	20	81
Sean Haugh (L)	16	2	14	12	1	2	3	2	4	7	3	7	4	5	6
Undecided	41	29	12	18	5	11	7	9	10	2	9	12	15	7	12
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

7 If the election for North Carolina Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Pat McCrory? Democrat Roy Cooper? Or Libertarian Lon Cecil?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation								Party Affiliation			Ideology				
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li	
Pat McCrory (R)	307	170	137	45	83	81	98	128	179	261	22	118	190	182	63	56	87	80	89	21	9	12	7	167	119	18	117	120	52	12	1	
Roy Cooper (D)	314	130	184	50	93	101	70	143	171	185	107	141	172	23	215	65	5	12	16	34	83	76	85	17	134	161	8	43	103	87	60	
Lon Cecil (L)	14	5	8	6	4	3	1	10	4	11	2	3	11	5	1	6	1	1	7	4	0	1	0	2	11	1	1	4	6	0	1	
Undecided	25	15	10	10	14	0	2	24	2	15	4	3	22	7	10	7	1	4	3	10	6	0	0	5	18	0	0	3	16	0	1	
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62	
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%	

7 If the election for North Carolina Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Pat McCrory? Democrat Roy Cooper? Or Libertarian Lon Cecil?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Pat McCrory (R)	307	284	15	273	17	307	0	104	41	89	38	149	127	11	11	59	72	170	178	103	104	195	64	114	120	88	115	90	51	125	128
Roy Cooper (D)	314	35	265	38	263	0	314	48	7	128	58	43	123	102	38	92	107	115	70	223	89	224	40	111	162	90	127	92	76	142	89
Lon Cecil (L)	14	9	0	6	0	0	0	2	2	3	2	5	4	2	2	4	6	4	1	10	1	12	3	6	4	2	8	4	1	7	6
Undecided	25	8	7	3	1	0	0	12	1	4	4	9	10	1	3	2	14	9	4	16	8	18	8	11	6	11	10	4	4	13	7
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

7 If the election for North Carolina Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Pat McCrory? Democrat Roy Cooper? Or Libertarian Lon Cecil?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Pat McCrory (R)	307	80	227	114	58	85	50	72	53	69	58	71	49	31	67
Roy Cooper (D)	314	88	225	91	65	113	45	65	77	33	56	71	63	22	98
Lon Cecil (L)	14	6	7	5	1	3	5	3	3	2	4	4	7	2	3
Undecided	25	16	9	11	3	5	6	10	4	2	5	12	6	7	4
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

8 If the election for North Carolina Lieutenant Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Dan Forest? Democrat Linda Coleman? Or Libertarian Jacki Cole?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Dan Forest (R)	321	184	137	49	89	90	93	138	183	273	22	120	200	182	64	67	86	75	100	29	10	14	4	162	139	18	111	126	68	12	1
Linda Coleman (D)	280	113	167	47	75	90	69	121	158	157	106	135	145	20	207	49	4	13	5	25	78	70	84	17	108	154	10	38	80	83	56
Jacki Cole (L)	12	7	5	4	4	2	2	8	4	9	2	3	8	2	2	4	1	1	3	3	0	2	1	3	6	2	3	4	3	1	0
Undecided	47	17	31	10	27	3	8	37	11	33	6	6	41	14	16	14	4	7	8	12	10	3	3	10	29	7	2	2	26	4	5
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

8 If the election for North Carolina Lieutenant Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Dan Forest? Democrat Linda Coleman? Or Libertarian Jacki Cole?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Dan Forest (R)	321	287	20	282	17	273	34	99	40	95	46	153	129	11	13	65	83	169	176	120	105	211	65	121	128	90	124	95	52	125	141
Linda Coleman (D)	280	24	251	21	252	16	261	46	9	106	51	37	114	96	29	79	90	110	64	196	81	198	37	101	140	85	108	83	67	131	75
Jacki Cole (L)	12	2	4	3	5	2	6	2	1	5	1	3	2	2	4	4	4	3	1	10	3	9	3	2	8	3	7	1	1	6	4
Undecided	47	22	13	15	8	16	12	19	1	17	4	13	18	7	7	8	23	16	13	27	13	32	10	18	17	13	21	11	11	24	10
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

8 If the election for North Carolina Lieutenant Governor were today, and you were filling out your ballot right now, who would you vote for? Republican Dan Forest? Democrat Linda Coleman? Or Libertarian Jacki Cole?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College											
		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites											
Dan Forest (R)	321	88	233	121	58	90	52	78	47	79	62	85	54	33	72											
Linda Coleman (D)	280	71	209	78	64	99	38	58	73	24	51	57	51	22	83											
Jacki Cole (L)	12	5	6	4	1	4	3	4	2	2	2	3	3	2	5											
Undecided	47	27	20	19	4	12	12	11	14	2	8	12	17	5	11											
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172											
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%											

9 If the election for North Carolina Attorney General were today, and you were filling out your ballot right now, who would you vote for? Republican Buck Newton? Or Democrat Josh Stein?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Buck Newton (R)	286	168	118	40	79	80	87	119	167	248	16	105	181	169	51	58	84	72	86	23	6	11	2	156	115	13	106	110	57	6	2
Josh Stein (D)	308	119	188	54	82	96	76	136	172	184	108	141	166	32	213	56	5	16	14	33	80	72	86	21	126	157	16	46	93	88	56
Undecided	65	33	33	16	33	8	7	50	16	40	12	19	47	15	26	20	6	9	15	13	12	6	4	14	40	10	4	15	27	5	4
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

9 If the election for North Carolina Attorney General were today, and you were filling out your ballot right now, who would you vote for? Republican Buck Newton? Or Democrat Josh Stein?

659 Likely & Actual Voters Credibility Interval: +/-3.9 pct points	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Buck Newton (R)	286	269	8	262	9	247	28	98	38	84	37	140	119	7	8	57	77	150	161	106	98	183	61	109	109	77	114	84	43	122	119
Josh Stein (D)	308	39	259	34	258	37	264	45	11	119	59	46	122	99	34	89	96	123	70	212	85	223	41	111	155	98	118	88	76	134	91
Undecided	65	28	20	24	15	22	21	23	2	20	7	19	23	9	11	11	27	26	23	34	19	44	13	22	28	16	28	18	13	31	20
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

9 If the election for North Carolina Attorney General were today, and you were filling out your ballot right now, who would you vote for? Republican Buck Newton? Or Democrat Josh Stein?

659 Likely & Actual Voters Credibility Interval: +/-3.9 pct points	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College												
		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites												
Buck Newton (R)	286	76	210	95	55	84	51	75	47	67	52	72	43	32	62												
Josh Stein (D)	308	83	225	105	67	99	37	56	78	32	59	62	64	21	92												
Undecided	65	31	34	21	4	22	18	19	12	7	12	24	16	9	18												
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172												
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%												

10 Which of the following issues is most important to you in your vote for United States President? (answers rotated) National Security? Immigration? The economy? Health care? Taxes? The environment? Or something else?

659 Likely & Actual Voters Credibility Interval: +/-3.9 pct points	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
National Security	166	87	79	18	41	54	53	59	107	130	20	74	92	75	59	30	35	34	32	19	14	11	20	69	65	31	48	45	42	11	13
Immigration	51	32	19	11	14	12	14	25	26	33	8	21	30	24	15	10	13	6	15	6	2	5	4	19	24	8	17	17	11	4	2
Economy	224	107	117	35	72	64	53	107	117	156	55	89	135	60	111	44	24	32	36	20	38	36	37	56	94	73	24	68	68	41	18
Health Care	103	42	61	19	36	25	23	55	48	71	26	32	71	27	55	16	12	16	13	10	23	14	14	28	46	28	16	20	35	18	9
Taxes	25	14	11	5	9	7	4	14	11	15	9	10	16	12	6	6	6	2	6	2	3	5	1	9	11	6	6	9	3	5	1
Environment	29	14	15	6	9	6	7	16	13	20	7	12	17	3	19	8	0	1	2	3	10	5	8	1	15	13	3	4	6	5	10
Other	50	21	29	14	10	16	9	24	25	38	8	22	28	13	18	17	4	4	9	8	6	11	6	8	23	18	9	6	10	11	11
Not Sure	13	4	9	1	4	0	8	5	8	9	2	6	6	3	7	3	1	1	2	1	2	3	1	2	5	4	2	2	2	5	0
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

10 Which of the following issues is most important to you in your vote for United States President? (answers rotated) National Security? Immigration? The economy? Health care? Taxes? The environment? Or something else?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
National Security	166	114	44	103	43	104	48	166	0	0	0	75	59	15	11	29	52	82	79	72	67	96	36	63	63	49	68	44	32	76	55
Immigration	51	45	6	39	9	41	7	0	51	0	0	24	21	4	0	15	14	21	20	27	22	27	12	15	22	11	22	16	11	25	15
Economy	224	98	113	100	109	89	128	0	0	224	0	47	105	51	15	56	71	95	81	125	58	164	27	85	111	63	86	68	51	93	79
Health Care	103	43	57	45	49	38	58	0	0	0	103	26	38	20	12	22	29	51	33	60	19	83	27	32	43	37	41	21	14	40	48
Taxes	25	15	9	13	10	13	10	0	0	0	0	11	8	5	1	5	5	15	12	13	6	20	1	12	12	1	14	10	8	13	4
Environment	29	1	24	1	26	3	24	0	0	0	0	6	13	6	3	12	10	7	11	16	8	21	2	9	18	4	8	16	4	19	6
Other	50	14	30	15	31	16	32	0	0	0	0	9	17	13	9	14	15	20	15	33	21	29	10	18	22	20	20	10	7	18	19
Not Sure	13	6	6	5	6	4	6	0	0	0	0	6	2	2	2	3	4	6	4	7	3	10	1	9	3	6	1	5	4	3	4
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

10 Which of the following issues is most important to you in your vote for United States President? (answers rotated) National Security? Immigration? The economy? Health care? Taxes? The environment? Or something else?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
National Security	166	40	126	63	20	48	35	42	34	27	28	42	23	25	40
Immigration	51	9	42	15	13	15	7	16	8	8	8	15	9	8	11
Economy	224	72	152	59	52	75	39	50	42	32	46	49	45	7	64
Health Care	103	36	66	50	13	32	8	15	25	21	26	20	25	15	25
Taxes	25	9	16	4	5	11	5	11	2	3	1	10	1	1	3
Environment	29	7	22	11	3	10	4	9	10	2	4	8	7	0	12
Other	50	16	34	18	17	10	5	7	11	12	8	12	11	6	15
Not Sure	13	2	10	3	3	4	3	0	3	2	2	2	3	0	2
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%

11 Thinking about your vote for U.S. President, which of the following is most important to you: Trustworthiness? Positions on issues? Experience? Character? Or something else?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Trustworthiness	205	112	94	34	60	53	59	94	112	159	25	80	125	102	62	37	55	45	49	21	5	16	13	100	75	29	69	67	45	12	5
Issues	263	131	132	42	89	65	67	131	132	193	49	93	170	86	110	60	36	37	49	24	52	27	37	73	125	64	48	72	61	43	30
Experience	115	41	75	16	22	43	34	39	77	60	49	68	47	6	90	16	3	3	2	10	21	39	36	6	33	75	3	21	33	34	19
Character	53	27	26	15	15	18	5	30	23	40	11	12	41	14	23	14	1	6	8	10	14	5	7	8	32	12	3	5	30	9	4
Something Else	16	8	8	1	7	5	3	8	8	14	1	7	9	6	4	6	1	3	5	3	5	0	0	4	13	0	2	4	5	1	4
Not Sure	6	1	5	2	1	1	3	3	3	5	1	4	2	2	1	2	0	2	2	1	0	1	0	2	3	1	1	2	3	0	0
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

11	Thinking about your vote for U.S. President, which of the following is most important to you: Trustworthiness? Positions on issues? Experience? Character? Or something else?																															
659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity			
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural	
Trustworthiness	205	171	27	150	29	149	43	75	24	47	26	205	0	0	0	40	73	91	99	88	68	134	44	78	79	58	80	59	39	84	80	
Issues	263	136	113	131	112	127	123	59	21	105	38	0	263	0	0	71	68	122	108	138	74	185	43	101	114	72	105	79	48	130	84	
Experience	115	4	108	9	104	11	102	15	4	51	20	0	0	115	0	26	34	54	27	80	37	77	15	38	61	34	45	33	31	43	35	
Character	53	14	31	16	31	11	38	11	0	15	12	0	0	0	53	14	16	23	16	32	15	38	8	17	28	17	21	15	10	22	21	
Something Else	16	8	7	10	4	8	6	4	1	4	3	0	0	0	0	4	5	7	3	13	6	11	2	4	10	5	7	4	2	6	8	
Not Sure	6	3	1	4	1	2	1	1	0	1	3	0	0	0	0	1	2	2	2	1	2	4	2	3	1	3	2	1	0	2	3	
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230	
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%	

11

Thinking about your vote for U.S. President, which of the following is most important to you: Trustworthiness? Positions on issues? Experience? Character? Or something else?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College	
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites	
Trustworthiness	205	55	150	69	32	63	42	53	31	42	38	47	28	23	41	
Issues	263	85	178	93	50	73	47	68	62	38	45	65	60	25	77	
Experience	115	19	97	31	30	41	12	18	25	12	22	19	15	7	29	
Character	53	25	29	19	10	20	4	9	12	11	10	21	11	5	19	
Something Else	16	5	11	6	3	6	1	3	3	3	5	6	7	1	5	
Not Sure	6	3	3	3	1	2	0	0	2	1	3	1	2	0	1	
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172	
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%	

12	And thinking now just about the election for Governor ... How strongly does the economy influence your vote for Governor? Strongly? Somewhat? Or not at all?																															
659 Likely & Actual Voters		All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.8 pct points			Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Strongly		406	192	215	59	123	122	102	182	225	282	94	180	226	137	184	73	73	55	62	38	49	57	70	128	149	126	77	114	103	58	40
Somewhat		191	97	93	39	57	49	44	97	94	146	26	58	133	60	75	51	18	30	45	26	36	20	15	48	106	35	35	53	61	22	17
Not At All		49	24	25	8	10	10	21	18	31	35	13	24	25	12	27	8	4	5	7	5	11	11	7	8	23	18	11	3	8	17	6
Not Sure		13	7	6	4	4	3	3	7	6	9	3	3	10	7	4	2	1	6	2	0	2	0	1	7	4	1	3	1	5	2	0
Total		659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter		100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

12

And thinking now just about the election for Governor ... How strongly does the economy influence your vote for Governor? Strongly? Somewhat? Or not at all?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.8 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Strongly	406	218	175	207	174	200	197	100	34	167	47	138	157	71	29	96	124	183	167	211	127	274	73	151	176	114	160	119	86	177	134
Somewhat	191	92	80	90	76	86	84	53	15	41	47	48	88	26	20	48	54	87	66	109	52	137	31	72	86	51	84	52	31	82	77
Not At All	49	16	30	18	29	16	30	7	2	13	4	13	15	16	2	10	19	19	15	28	20	28	9	15	24	21	11	16	13	24	12
Not Sure	13	9	3	5	3	5	3	5	0	2	4	6	3	2	2	2	3	9	7	4	3	10	2	4	7	5	5	3	1	5	7
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

12 And thinking now just about the election for Governor ... How strongly does the economy influence your vote for Governor? Strongly? Somewhat? Or not at all?																													
659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College														
Credibility Interval: +/-3.8 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites														
Strongly	406	123	283	131	80	130	66	94	83	59	75	80	69	37	95														
Somewhat	191	59	131	67	37	58	28	42	40	38	38	60	46	17	60														
Not At All	49	4	46	18	7	14	10	11	13	6	5	14	9	7	15														
Not Sure	13	5	8	5	3	3	2	4	1	3	5	4	0	0	2														
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172														
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%														

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
		Credibility Interval: +/-3.9 pct points	Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew
Strongly	375	144	231	56	102	112	105	158	217	245	104	159	216	99	194	76	42	46	43	43	59	63	76	88	145	138	53	80	108	72	47
Somewhat	201	124	77	38	66	49	48	103	98	162	23	79	122	83	67	44	39	38	51	19	22	19	12	78	92	31	51	72	44	18	12
Not At All	58	39	18	8	22	17	11	30	28	46	4	19	38	26	17	12	12	8	17	2	10	5	3	20	30	8	21	14	15	5	1
Not Sure	26	13	13	9	4	6	7	13	13	19	5	8	18	10	12	2	1	4	3	6	7	2	2	5	16	4	1	4	10	5	3
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

13

How strongly does education funding influence your vote for Governor?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Strongly	375	147	212	135	211	129	233	87	20	134	65	103	146	85	32	94	110	168	125	216	116	254	61	138	171	111	152	102	86	154	125
Somewhat	201	139	49	139	49	131	57	54	19	75	26	77	82	19	14	41	66	92	93	94	54	145	34	75	89	52	73	70	30	97	73
Not At All	58	40	12	39	9	39	13	18	11	9	7	18	28	5	4	20	14	24	28	27	23	35	13	17	28	17	24	15	14	22	22
Not Sure	26	10	14	7	13	8	11	7	0	6	5	8	7	6	4	2	10	14	9	15	10	16	7	12	6	11	11	3	2	15	9
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

13

How strongly does education funding influence your vote for Governor?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College	
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites	
Strongly	375	98	277	121	79	120	54	64	90	50	75	67	78	25	98	
Somewhat	201	76	125	67	39	63	33	62	35	41	32	57	34	23	53	
Not At All	58	11	46	24	6	14	13	16	6	13	9	23	6	11	18	
Not Sure	26	6	20	10	2	8	6	9	6	3	6	10	5	3	2	
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172	
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%	

14

How strongly does House Bill 2 influence your vote for Governor?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.8 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Strongly	383	175	208	57	100	124	103	156	227	280	81	164	219	109	179	87	57	45	51	41	66	50	73	102	157	123	81	81	98	61	54
Somewhat	135	64	71	28	45	32	29	73	62	101	23	52	83	47	58	25	17	26	33	15	14	22	6	43	62	29	14	53	35	24	4
Not At All	105	67	38	17	33	26	29	50	55	72	22	36	69	52	35	15	18	21	24	10	7	14	10	39	41	24	25	32	28	9	3
Not Sure	36	14	22	8	16	3	9	24	12	18	9	12	24	9	19	8	3	5	7	3	11	3	2	8	21	5	6	5	16	5	2
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

14

How strongly does House Bill 2 influence your vote for Governor?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.8 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Strongly	383	169	199	164	196	159	212	93	31	138	51	100	162	80	30	96	111	175	143	216	115	266	54	146	179	104	148	121	89	163	125
Somewhat	135	80	49	76	46	71	58	33	9	42	28	51	49	18	13	30	43	60	53	71	35	97	34	43	56	45	51	34	18	56	57
Not At All	105	73	26	68	30	65	32	24	10	37	16	37	43	12	9	26	26	51	47	46	33	69	17	39	46	29	43	30	18	45	40
Not Sure	36	14	13	12	10	12	12	16	0	7	6	17	9	5	1	5	19	13	10	19	19	17	10	15	12	13	18	5	6	23	7
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

14

How strongly does House Bill 2 influence your vote for Governor?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College												
Credibility Interval: +/-3.8 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites												
Strongly	383	92	291	131	93	122	38	86	77	53	73	86	72	27	112												
Somewhat	135	54	81	45	15	37	37	24	32	30	27	33	29	15	32												
Not At All	105	29	76	35	15	34	22	30	16	24	16	27	14	14	21												
Not Sure	36	15	21	11	4	12	10	11	11	0	7	11	10	5	7												
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172												
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%												

15

Thinking about where you vote, how often do you think in-person voter fraud occurs in your polling place? Often, sometimes, almost never, or never?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Often	88	43	45	16	20	30	21	37	51	61	21	44	43	39	34	13	27	13	15	4	3	10	14	40	22	24	27	24	17	6	6
Sometimes	212	119	93	44	66	50	51	111	101	150	37	72	140	95	69	43	44	38	54	26	21	19	10	82	100	29	63	74	58	8	2
Almost Never	166	76	90	24	56	42	44	81	86	133	24	61	106	47	71	41	12	32	32	17	25	26	19	45	74	45	22	50	41	32	18
Never	156	73	84	18	37	57	45	55	101	100	47	78	78	21	104	27	6	5	8	17	44	29	46	12	69	75	7	15	49	47	34
Not Sure	37	9	28	7	14	6	9	21	16	28	7	9	28	14	12	10	6	7	6	5	5	4	3	13	17	7	7	8	12	6	3
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

15

Thinking about where you vote, how often do you think in-person voter fraud occurs in your polling place? Often, sometimes, almost never, or never?

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.9 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Often	88	58	27	51	26	54	26	26	11	26	12	41	34	7	3	17	30	39	39	38	28	57	27	38	21	29	34	23	24	27	35
Sometimes	212	160	43	155	39	151	48	66	28	59	31	102	79	14	9	40	74	96	105	93	71	137	37	88	83	65	79	61	32	101	77
Almost Never	166	76	76	77	79	71	88	35	5	65	25	35	75	31	20	54	42	69	66	89	47	119	25	59	81	50	72	37	30	72	59
Never	156	19	128	18	127	12	138	29	6	60	28	16	58	62	19	39	43	74	29	115	40	116	23	38	95	36	55	64	40	70	46
Not Sure	37	23	12	19	12	19	13	9	1	14	8	12	17	2	3	7	10	19	15	16	16	21	3	21	13	10	21	6	7	17	13
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

15

Thinking about where you vote, how often do you think in-person voter fraud occurs in your polling place? Often, sometimes, almost never, or never?

659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College												
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites												
Often	88	28	60	29	9	31	19	18	9	16	19	11	11	12	11												
Sometimes	212	68	144	64	41	65	42	61	39	36	41	60	40	20	47												
Almost Never	166	52	114	69	40	39	18	33	40	29	30	38	36	12	51												
Never	156	24	133	46	31	57	22	33	37	22	25	44	24	16	56												
Not Sure	37	20	17	13	6	14	4	5	11	4	9	4	13	1	7												
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172												
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%												

16

Thinking about your vote for North Carolina's Supreme Court and Court of Appeals, how confident are you that you are able to make an informed choice about the candidates? Very confident? Somewhat confident? Not very confident? Or not at all confident?

659 Likely & Actual Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.9 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Very	248	128	121	38	66	85	60	104	145	170	60	110	138	87	105	48	55	29	31	27	20	33	53	84	78	86	64	57	58	32	28
Somewhat	264	122	142	56	82	54	72	138	126	186	50	97	167	91	114	53	30	39	52	24	49	34	31	69	126	66	41	78	72	41	27
Not Very	102	48	54	10	27	34	32	37	66	81	18	41	61	27	50	22	8	19	19	13	21	16	6	27	53	22	15	29	31	22	4
Not At All	24	11	13	2	10	7	5	12	12	19	4	9	14	7	11	5	1	6	3	2	5	5	1	8	10	6	6	1	12	3	2
Not Sure	21	11	10	4	9	5	2	14	7	16	3	7	14	4	10	6	1	2	10	3	2	0	1	3	14	2	0	7	4	2	1
Total	659	320	340	110	194	185	171	304	355	472	136	265	395	217	290	134	95	96	115	69	98	89	92	192	282	181	126	171	177	99	62
Composition of Likely & Actual Voter	100%	48%	52%	17%	29%	28%	26%	46%	54%	72%	21%	40%	60%	33%	44%	20%	14%	15%	17%	11%	15%	13%	14%	29%	43%	27%	19%	26%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
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Counts (Frequencies)

659 Likely & Actual Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Credibility Interval: +/-3.9 pct points																															
Very	248	127	110	128	107	125	116	65	21	75	37	92	88	51	12	50	65	130	115	122	89	155	41	86	117	68	103	69	62	107	78
Somewhat	264	132	116	127	117	120	128	67	20	103	37	69	119	43	25	68	93	102	89	147	71	192	56	89	117	75	111	74	45	124	94
Not Very	102	50	47	46	45	45	53	24	9	32	21	30	40	15	12	27	29	46	36	60	31	70	14	48	39	34	34	31	17	44	36
Not At All	24	12	10	12	9	10	13	4	1	5	6	7	8	3	3	8	7	9	7	15	7	17	2	10	11	6	9	8	4	7	12
Not Sure	21	14	4	8	4	7	4	6	1	9	1	7	8	3	1	3	5	11	7	7	4	16	2	9	8	8	3	9	3	5	10
Total	659	336	287	320	282	307	314	166	51	224	103	205	263	115	53	156	199	298	254	352	202	449	115	243	293	191	260	190	132	287	230
Composition of Likely & Actual Voter	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	24%	30%	46%	39%	54%	31%	69%	18%	37%	45%	30%	41%	30%	20%	44%	35%

16	Thinking about your vote for North Carolina's Supreme Court and Court of Appeals, how confident are you that you are able to make an informed choice about the candidates? Very confident? Somewhat confident? Not very confident? Or not at all confident?																												
659 Likely & Actual Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College														
Credibility Interval: +/-3.9 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites														
Very	248	59	189	74	53	77	44	63	44	36	42	48	31	24	62														
Somewhat	264	90	174	89	45	91	40	56	67	43	51	68	58	28	70														
Not Very	102	26	76	39	22	26	14	25	19	15	21	27	26	8	26														
Not At All	24	5	19	13	3	7	1	1	5	8	5	5	5	1	8														
Not Sure	21	11	10	6	3	5	6	4	1	5	5	10	5	1	6														
Total	659	191	469	222	126	205	106	150	137	107	123	158	124	62	172														
Composition of Likely & Actual Voter	100%	29%	71%	34%	19%	31%	16%	23%	21%	16%	19%	24%	19%	9%	28%														

7	Do you approve? Or disapprove? Of the job Pat McCrory is doing as Governor?																														
718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Approve	326	176	149	53	96	80	97	149	177	261	34	121	187	179	73	65	85	81	87	33	11	19	8	166	131	27	117	125	63	13	2
Disapprove	328	140	187	68	94	95	72	161	166	211	98	129	171	27	209	78	7	13	25	41	86	71	81	19	153	152	10	39	114	89	60
Not Sure	65	25	40	15	23	13	13	38	27	38	16	15	37	24	28	10	7	12	12	9	10	6	5	19	31	11	8	17	19	4	2
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

17

Do you approve? Or disapprove? Of the job Pat McCrory is doing as Governor?

718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.7 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Approve	326	275	23	263	27	281	21	103	42	93	33	155	119	10	13	59	83	179	187	110	106	213	70	122	126	93	124	96	57	128	137
Disapprove	328	33	248	33	243	4	277	41	5	122	59	34	121	98	37	102	105	120	73	229	88	238	42	124	159	104	130	87	80	145	93
Not Sure	65	28	16	24	12	22	16	22	4	9	11	15	23	7	3	16	26	21	18	39	27	36	18	25	19	23	24	16	5	30	26
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

17	Do you approve? Or disapprove? Of the job Pat McCrory is doing as Governor?																													
718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College															
Credibility Interval: +/-3.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites															
Approve	326	100	226	117	56	96	56	74	55	72	64	75	57	33	66															
Disapprove	328	98	230	110	70	113	35	70	75	39	55	81	72	26	102															
Not Sure	65	26	39	17	9	16	22	16	13	7	19	16	16	10	12															
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179															
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%															

18

Do you approve or disapprove of the job Roy Cooper is doing as North Carolina Attorney General?

718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Approve	334	146	188	51	101	102	81	151	183	213	96	139	179	62	203	60	23	28	28	31	71	67	86	51	131	152	29	64	95	78	54
Disapprove	238	143	96	37	64	67	71	101	138	195	21	94	128	118	65	46	62	51	62	25	15	18	4	113	101	23	87	82	54	9	3
Not Sure	145	53	92	48	48	19	30	96	49	102	31	31	87	51	41	46	14	27	35	28	21	12	4	41	84	15	19	35	48	19	6
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

18

Do you approve or disapprove of the job Roy Cooper is doing as North Carolina Attorney General?

718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.7 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Approve	334	75	225	75	229	58	248	59	17	125	51	61	129	89	32	87	107	139	98	210	94	237	51	113	166	100	128	99	74	147	107
Disapprove	238	191	22	189	25	185	30	73	25	65	30	99	91	10	13	49	60	126	132	88	85	149	52	94	89	68	95	66	42	87	105
Not Sure	145	70	40	56	28	64	36	33	9	34	22	45	43	17	9	41	48	54	47	80	42	100	27	65	50	52	55	34	26	69	43
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

18

Do you approve or disapprove of the job Roy Cooper is doing as North Carolina Attorney General?

718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Approve	334	80	255	110	60	113	51	79	68	39	68	77	54	28	97
Disapprove	238	61	177	88	49	66	35	57	30	60	46	60	42	29	46
Not Sure	145	83	62	46	25	47	27	24	45	19	24	35	49	11	36
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%

19

How would you rate Governor Pat McCrory's response to Hurricane Matthew: Excellent? Good? Fair? Or poor?

718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation							Party Affiliation			Ideology				
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Excellent	280	147	134	32	86	83	80	118	163	222	35	109	162	143	72	60	76	58	65	32	17	13	17	134	114	29	100	105	55	13	3
Good	224	104	120	41	67	50	66	108	116	147	52	83	126	61	115	40	14	34	40	22	38	43	30	48	100	73	22	53	64	47	23
Fair	150	69	81	38	40	45	27	78	72	97	45	55	74	21	92	32	3	11	14	21	38	33	31	14	72	64	7	20	56	35	18
Poor	40	14	25	15	10	9	6	24	15	27	9	13	20	2	20	14	4	1	2	4	9	4	15	4	15	19	4	2	11	8	15
Not Sure	24	8	16	10	10	0	4	20	4	17	7	5	14	3	10	8	1	3	4	4	6	4	2	3	14	5	2	2	10	3	5
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

19

How would you rate Governor Pat McCrory's response to Hurricane Matthew: Excellent? Good? Fair? Or poor?

718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.7 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Excellent	280	223	37	216	37	214	43	92	32	78	33	124	111	17	13	51	75	149	146	110	93	180	58	101	114	73	113	82	62	108	106
Good	224	84	112	81	108	78	125	50	12	77	33	52	76	50	23	52	86	86	74	131	71	152	45	80	99	68	86	66	36	98	83
Fair	150	19	104	17	102	12	108	12	5	58	25	20	56	38	13	49	36	63	44	95	43	105	16	62	70	48	54	43	34	69	44
Poor	40	2	25	2	27	0	28	8	2	5	9	4	13	8	2	15	9	16	12	25	10	29	7	17	15	19	15	5	7	18	13
Not Sure	24	7	10	4	9	3	10	3	0	6	3	6	7	1	3	10	9	5	2	16	4	20	5	11	8	12	8	3	4	9	9
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

19

How would you rate Governor Pat McCrory's response to Hurricane Matthew: Excellent? Good? Fair? Or poor?

718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Excellent	280	72	209	98	41	86	56	64	45	53	53	63	51	32	60
Good	224	66	158	72	43	78	31	50	49	39	44	60	40	21	59
Fair	150	50	100	50	34	48	18	34	35	18	27	40	33	8	47
Poor	40	18	22	17	10	10	3	6	12	6	7	4	12	5	7
Not Sure	24	18	6	7	6	5	5	6	3	2	7	6	8	3	6
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%

20

Does K through 12 education in North Carolina public schools receive ...Too much funding? Adequate funding? Or inadequate funding? Too much funding, press 1.
Adequate funding, 2.
Inadequate funding, 3.
Not sure? 4.

718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.6 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Too Much	23	17	7	5	11	3	5	15	8	16	2	9	14	12	7	4	7	4	5	1	4	1	1	11	11	1	11	6	6	0	0
Adequate	184	127	58	31	41	54	59	71	113	147	11	67	104	94	45	38	48	42	44	20	11	12	6	90	75	18	64	67	34	9	4
Inadequate	469	182	287	92	148	130	99	240	229	319	123	175	255	108	242	105	37	55	64	57	90	77	83	93	211	160	46	97	147	93	59
Not Sure	42	16	25	8	14	2	18	22	20	28	13	14	22	16	16	6	6	5	12	4	2	7	4	11	18	11	13	12	10	4	1
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

20

Does K through 12 education in North Carolina public schools receive ...Too much funding? Adequate funding? Or inadequate funding? Too much funding, press 1.
Adequate funding, 2.
Inadequate funding, 3.
Not sure? 4.

718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.6 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Too Much	23	15	3	15	3	16	1	9	6	2	1	8	12	1	0	6	10	8	11	12	8	15	9	6	8	6	14	4	3	14	6
Adequate	184	145	21	144	22	138	31	54	25	57	18	81	66	11	9	36	53	93	102	70	68	112	44	69	68	51	70	56	34	70	77
Inadequate	469	151	254	142	248	129	275	95	16	157	79	98	176	99	44	129	145	192	144	283	139	325	72	175	216	142	181	133	93	205	157
Not Sure	42	24	10	19	9	24	7	8	4	8	5	17	9	5	1	7	7	27	20	13	7	33	5	22	13	20	13	6	12	13	15
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

20	Does K through 12 education in North Carolina public schools receive ...Too much funding? Adequate funding? Or inadequate funding? Too much funding, press 1. Adequate funding, 2. Inadequate funding, 3. Not sure? 4.														
718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.6 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Too Much	23	8	16	7	5	6	6	10	4	5	2	10	1	7	5
Adequate	184	44	140	65	34	52	34	51	18	48	30	56	19	27	30
Inadequate	469	159	309	160	86	157	66	90	116	59	98	94	116	34	136
Not Sure	42	13	29	13	10	11	7	8	5	6	8	11	8	1	8
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%

21	After ranking close to the bottom among states, North Carolina's governor and state legislature have worked to raise teacher pay here. Do you feel North Carolina still has a long way to go? Some way to go? Is it paying the right amount? Or is it paying too much?																														
	718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology				
Credibility Interval: +/-3.7 pct points	Male		Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Long Way To Go	393	161	232	83	101	112	98	184	210	263	107	160	205	79	217	86	33	42	42	49	74	71	80	75	165	152	44	84	102	84	55
Some Way To Go	222	120	102	40	74	53	56	113	108	173	25	73	130	103	69	44	40	43	61	19	27	20	8	83	107	28	58	62	71	17	8
Paying The Right Amount	70	46	24	6	26	20	18	32	38	53	7	28	41	38	12	18	18	20	16	8	6	1	1	38	30	2	27	26	12	2	1
Paying Too Much	8	4	4	3	3	1	1	6	2	3	4	2	3	4	0	2	4	0	1	3	0	0	0	4	4	0	2	2	4	0	0
Not Sure	25	10	14	4	10	3	8	13	11	18	5	3	15	7	11	3	3	2	6	3	0	5	5	5	9	9	5	8	8	3	0
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

21	After ranking close to the bottom among states, North Carolina's governor and state legislature have worked to raise teacher pay here. Do you feel North Carolina still has a long way to go? Some way to go? Is it paying the right amount? Or is it paying too much?																														
	718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity	
Credibility Interval: +/-3.7 pct points	Trump		Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Long Way To Go	393	112	234	105	231	91	254	75	14	125	72	81	138	98	35	106	119	164	117	242	120	267	49	149	187	116	158	106	86	168	128
Some Way To Go	222	147	46	140	45	139	54	57	24	76	21	82	85	12	17	50	63	106	108	97	68	151	52	80	86	64	79	73	41	94	83
Paying The Right Amount	70	59	3	60	2	62	3	29	11	16	5	35	28	3	1	14	24	32	40	27	24	45	21	21	28	24	29	16	8	31	31
Paying Too Much	8	5	0	4	0	4	0	1	1	0	2	0	4	1	0	4	0	4	5	3	1	7	2	6	1	4	3	1	3	1	3
Not Sure	25	12	5	11	4	12	3	4	1	8	3	7	8	1	0	4	8	13	9	10	8	16	6	15	4	12	9	2	4	9	10
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
Data Collected: 10/28/2016 - 10/31/2016
Release Date: 11/01/2016
Counts (Frequencies)

21

After ranking close to the bottom among states, North Carolina's governor and state legislature have worked to raise teacher pay here. Do you feel North Carolina still has a long way to go? Some way to go? Is it paying the right amount? Or is it paying too much?

718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Long Way To Go	393	109	284	129	75	142	48	79	88	47	82	79	86	26	115
Some Way To Go	222	85	136	81	38	57	45	51	43	48	35	62	46	26	47
Paying The Right Amount	70	17	53	23	15	19	13	23	8	17	14	25	5	14	14
Paying Too Much	8	3	5	5	0	3	0	1	0	2	1	1	3	1	1
Not Sure	25	9	16	7	6	5	6	5	4	5	5	5	4	2	2
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%

22

Over the past three years, North Carolina has expanded the use of tax money to pay for some children to attend private schools. This is sometimes referred to as a school voucher program. Do you ... strongly support? Support? Oppose? Or strongly oppose ... school vouchers?

718 Registered Voters	All	Gender		Age				<50 / 50+		Race		Already Voted?		Party Registration			Party Affiliation						Party Affiliation			Ideology					
Credibility Interval: +/-3.7 pct points		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Yes	No	Republi	Democr	Unaffili	Strong	Republi	Indy Le	Indepe	Indy Le	Democr	Strong	Republi	Indepe	Democr	Very C	Somew	Modera	Somew	Very Li
Strongly Support	122	73	49	25	32	30	36	57	65	78	33	42	76	49	39	30	34	14	21	11	10	18	14	48	42	31	42	31	21	12	10
Support	232	113	118	45	72	52	62	117	115	158	47	88	123	87	91	43	30	46	46	31	32	21	24	76	108	46	39	74	68	19	19
Oppose	174	66	108	24	48	56	46	72	102	134	32	70	86	54	80	35	15	31	29	17	26	32	23	46	71	55	32	41	49	31	13
Strongly Oppose	128	66	62	18	39	45	27	57	71	103	14	48	73	29	70	26	16	9	20	17	25	16	25	24	62	41	16	21	38	35	14
Not Sure	62	23	39	24	22	5	11	46	16	36	21	18	36	11	30	20	4	6	9	8	15	9	7	10	32	17	6	15	20	9	7
Total	718	342	376	135	213	188	182	348	370	510	148	265	395	231	309	153	98	106	125	83	107	97	94	204	315	190	135	182	196	106	64
Composition of Registered Voters	100%	48%	52%	19%	30%	26%	25%	49%	51%	71%	21%	40%	60%	32%	43%	21%	14%	15%	17%	12%	15%	13%	13%	28%	44%	27%	19%	25%	27%	15%	9%

22

Over the past three years, North Carolina has expanded the use of tax money to pay for some children to attend private schools. This is sometimes referred to as a school voucher program. Do you ... strongly support? Support? Oppose? Or strongly oppose ... school vouchers?

718 Registered Voters	All	President Vote		Senate Vote		Governor Vote		Presidential Issue				Presidential Quality				Attend Church			Evangelical		Military Househo		Education			Income			Urbanity		
Credibility Interval: +/-3.7 pct points		Trump	Clinton	Burr	Ross	McCror	Cooper	Nationa	Immigr	Econo	Health	Trustwo	Issues	Experie	Charact	Never	Occasi	Regular	Yes	No	Yes	No	High Sc	Some	4-year	< \$40K	\$40K -	> \$80K	Urban	Suburb	Rural
Strongly Support	122	73	39	71	40	75	39	29	15	38	14	47	54	12	3	26	31	61	58	54	39	79	18	57	42	36	54	25	24	52	43
Support	232	121	81	116	79	108	91	56	15	76	41	69	73	38	19	59	65	108	87	128	75	155	46	80	105	66	96	66	41	98	91
Oppose	174	72	74	76	72	70	81	50	8	47	20	45	68	26	13	37	54	81	76	87	51	120	38	67	66	63	57	48	35	73	59
Strongly Oppose	128	47	64	42	62	37	72	24	12	38	19	27	50	29	14	42	48	39	38	77	41	86	17	34	75	32	46	48	35	51	42
Not Sure	62	24	28	16	29	18	31	7	1	24	10	18	18	11	4	14	16	30	18	33	15	46	11	33	16	22	25	11	7	29	22
Total	718	336	287	320	282	307	314	166	51	224	103	205	263	115	53	177	215	319	278	378	222	486	130	272	305	220	278	199	142	303	256
Composition of Registered Voters	100%	51%	44%	49%	43%	47%	48%	25%	8%	34%	16%	31%	40%	17%	8%	25%	30%	45%	39%	53%	31%	69%	18%	38%	43%	32%	40%	29%	20%	42%	36%

Results of SurveyUSA Election Poll #23326

Geography: North Carolina
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22 Over the past three years, North Carolina has expanded the use of tax money to pay for some children to attend private schools. This is sometimes referred to as a school voucher program. Do you ... strongly support? Support? Oppose? Or strongly oppose ... school vouchers?

718 Registered Voters	All	Cell Phone / Lan		Region				Suburban		Rural		Independent		HS Edu	College
Credibility Interval: +/-3.7 pct points		Cell Ph	Landlin	Charlott	Greens	Raleigh	Souther	Men	Women	Men	Women	Men	Women	Men	Whites
Strongly Support	122	34	88	37	28	40	17	35	17	23	19	29	13	10	19
Support	232	79	153	89	34	74	35	49	49	49	42	57	51	22	51
Oppose	174	44	130	58	31	55	30	34	38	22	37	32	39	24	44
Strongly Oppose	128	34	94	42	27	34	25	29	23	18	23	36	26	11	54
Not Sure	62	33	29	19	15	22	6	13	16	6	16	17	15	2	11
Total	718	224	494	245	134	226	113	159	143	118	138	171	144	69	179
Composition of Registered Voters	100%	31%	69%	34%	19%	31%	16%	22%	20%	16%	19%	24%	20%	10%	27%

Statement of Methodology: SurveyUSA is an independent, non-partisan, apolitical research company that conducts opinion surveys for media, academic institutions, commercial clients, non-profits, governments, agencies and elected officials. SurveyUSA opinion research is conducted using a methodology optimized for each particular project. In some cases, this means data is collected 100% by telephone, in some cases, 100% online, and in other cases a blend of the two. For those projects that are conducted “mixed-mode” (or “multi-mode”): Respondents who have a home (landline) telephone are interviewed by phone, sometimes using live interviewers, other times using the recorded voice of a professional announcer. The youngest male is requested on approximately 30% of calls to home phones, the youngest adult is requested on approximately 70% of calls. This method of intra-household selection reduces the potential for age and gender imbalance in the unweighted sample. Re-attempts are made to busy signals, no-answers and answering machines. For surveys using random-digit-dial (RDD) to call landline phones, sample is purchased from SSI of Shelton CT. For surveys using voter-list (RBS) sample to call landline phones, sample is purchased from Aristotle of Washington DC. Respondents who do not use a home telephone are interviewed on an electronic device, which means, for some projects, that call-center employees hand-dial cell phones and interview respondents verbally on the respondent's cell phone, and means, for other projects, that SurveyUSA displays the questions visually on the respondent’s phone, tablet, or other device. Sample for respondents who do not use a home telephone is purchased from SSI, from Aristotle, or from one of several other research companies that provide access to cell respondents. Where meaningful, SurveyUSA indicates the percentage of respondents who use a home phone and the percentage who do not, and crosstabs by this distinction. If sample of adults is drawn from SSI, responses are minimally weighted to U.S. Census targets for gender, age and race. If sample of voters is drawn from Aristotle, responses are minimally weighted to the known demographics of the voter file, which include gender and age but, typically, not race. Target (cell) weighting is used. On questionnaires that ask about political party identification, SurveyUSA may or may not weight to Party ID, depending on client preference. Where necessary, questions and answer choices are rotated to prevent order bias, recency and latency effects. On some studies, certain populations are over-sampled, so that the number of unweighted respondents exceeds the number of weighted respondents. Each individual SurveyUSA release contains the date(s) on which interviews are conducted and a release date. If interviewing for a particular study is conducted in Spanish, or in any other foreign language, it will be noted on the specific release. If no notation appears, interviews are conducted in English. Where respondents are filtered, such as adults, filtered to registered voters, in turn filtered to likely voters, SurveyUSA describes the filtering on the specific release. On pre-election polls in geographies with early voting, SurveyUSA differentiates between respondents who have already voted and those who are likely to vote but have not yet done so. SurveyUSA assigns to each question within the instrument a theoretical margin of sampling error, but such error is useful only in theory. Though commonly cited in the presentation of research results, “sampling error” is only one of many types of error that may influence the outcome of an opinion research study. More practical concerns include the way in which questions are worded and ordered, the inability to contact some, the refusal of others to be interviewed, and the difficulty of translating each questionnaire into all possible languages and dialects. Non-sampling errors cannot be quantified. This statement conforms to the principals of disclosure as recommended by the National Council on Public Polls (NCPP). Questions about SurveyUSA research can be addressed to editor@surveyusa.com.