

This RDD telephone survey was conducted from October 20 - 26, 2016 throughout the state of North Carolina.

Responses are reported for 702 self-identified likely voters with a margin of sampling error of +/- 3.7 percentage points. Margins of sampling error for additional subgroups are listed in tables below.

Surveys are conducted with live interviewers calling land lines and cell phones.

All data was collected and tabulated by the Quinnipiac University Poll.

PARTY IDENTIFICATION QUESTION WORDING - Generally speaking, do you consider yourself a Republican, a Democrat, an Independent, or what?

	LIKELY VOTERS
PARTY IDENTIFICATION	
Republican	29%
Democrat	36
Independent	32
Other/DK/NA	3

PHONE DISTRIBUTION	
Cell only	46%
Land Line only	6
Both, cmp from cell sample	12
Both, cmp from land sample	36

RACE	
White	65%
Black	21
Hispanic	7
Other/DK/NA	8

	NORTH CAROLINA LIKELY VOTERS.....						WHITE.....	
	Tot	Rep	Dem	Ind	Men	Wom	COLLEGE DEG	
							Yes	No
Weighted Percentage	100%	29%	36%	32%	46%	54%	27%	37%
MoE (+/-%)	3.70	6.65	6.53	6.30	5.16	5.31	5.24	7.13

	WHITE.....			
	Men	Wom	Wht	NonWht
Weighted Percentage	31%	33%	65%	34%
MoE (+/-%)	5.81	6.14	4.22	7.87

	PARTY IDENTIFICATION.....						
	REPUBLICAN		DEMOCRAT..		INDEPENDENT		Early
	Men	Wom	Men	Wom	Men	Wom	Voters
Weighted Percentage	16%	14%	12%	23%	16%	16%	15%
MoE (+/-%)	8.98	9.90	10.11	8.56	8.40	9.52	9.14

METHODOLOGICAL DETAILS

Dual frame landline and cell phone samples are generated using Random Digit Dialing procedures by Survey Sampling International (SSI). Both the landline and cellular phone samples are stratified by Census division according to area code.

Land line numbers are scheduled for 5+ call attempts and cell phone numbers are scheduled for 4+ call attempts. When calling landlines interviewers ask to speak with the adult member of the household having the next birthday. Interviews are conducted on cell phones with both cell only and dual owner respondents. The complete land and cell sample is weighted to National Health Interview Survey estimates for [land only/cell only/dual owner] households.

Questions are asked of likely voters as they appear in the release document. If a question is asked of a subset of the sample a descriptive note is added in parenthesis preceding the question. Questions are numbered as asked with additional questions found in successive releases.

This survey uses statistical weighting procedures to account for deviations in the survey sample from known population characteristics, which helps correct for differential survey participation and random variation in samples. The overall adult sample is weighted to recent Census or American Community Survey data using a sample balancing procedure to match the demographic makeup of the population by county, gender, age, education and race. Margins of sampling error for this survey are not adjusted for design effect.

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Contact pollinginstitute@quinnipiac.edu for additional information or call 203-582-5201.