JIM McLAUGHLIN & ASSOCIATES

Survey: **North Carolina Statewide**

Sample Size: **600 Likely General Election Voters**

Field Dates: **August 14-16, 2016**

Client: **Rebuilding America Now**

Q1: Are you, or is anyone in your household, employed by a newspaper, television or radio station, a political party, or by a candidate for political office?

	Total
No	100%

Q2: Thinking ahead, how likely is it you will vote in this year's November general elections for President, Governor and Attorney General of North Carolina?

	Total
Definitely	81%
Very Likely	15%
Somewhat Likely	4%

Q3: Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so. "Hillary Clinton"

	Total
Favorable	**44%**
Very Favorable	28%
Somewhat Favorable	16%
Unfavorable	**54%**
Somewhat Unfavorable	8%
Very Unfavorable	46%
No Opinion	**2%**
Never Heard Of	**0%**

Q4: Now, I am going to read you a list of names. Will you please tell me if you have a favorable or unfavorable opinion of each person? If you have no opinion or have never heard of the person, just say so. "Donald Trump"

	Total
Favorable	**39%**
Very Favorable	22%
Somewhat Favorable	17%
Unfavorable	**58%**
Somewhat Unfavorable	11%
Very Unfavorable	47%
No Opinion	**3%**
Never Heard Of	**0%**

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Q5: If the election for President were held today, for whom would you vote?

	Total
Donald Trump	**43%**
Definitely	38%
Probably	5%
Lean	1%
Hillary Clinton	**43%**
Definitely	37%
Probably	5%
Lean	2%
Gary Johnson	**8%**
Definitely	3%
Probably	5%
Lean	1%
Jill Stein	**1%**
Definitely	0%
Probably	1%
Lean	0%
Undecided	**4%**

Q6A-B: (If voted for Donald Trump or Hillary Clinton) Now, let me read you a few statements about the upcoming Presidential race, and please tell me which ONE comes closer to your own opinion?
Q6A:
1. I am definitely vote for Donald Trump
2. I am reluctantly voting for Donald Trump, mostly because I just can't vote for Hillary Clinton
Q6B:
1. I am definitely vote for Hillary Clinton
2. I am reluctantly voting for Hillary Clinton, mostly because I just can't vote for Donald Trump

	Total
Donald Trump	**49%**
Definitely	33%
Reluctantly	16%
Hillary Clinton	**50%**
Definitely	38%
Reluctantly	12%
Don't Know/Refused	**1%**

Q7: With which political party are you registered?

	Total
Republican	32%
Democratic	42%
Independent/No Party	24%
Other	1%
Don't Know/Refused	1%

Q8: If you were to label yourself, would you say you are a liberal, a moderate, or a conservative in your political beliefs?

	Total
Liberal	**16%**
Very	8%
Somewhat	8%
Moderate	**36%**
Conservative	**44%**
Somewhat	20%
Very	24%
Don't Know/Refused	**4%**

Q9: Would you say you always vote Democrat, usually vote Democrat, vote for as many Democrats as Republicans, usually vote Republican, or always vote Republican?

	Total
Democratic	**39%**
Always	15%
Usually	24%
Ticket Splitter	**16%**
Usually	26%
Always	14%
Republican	**40%**
Don't Know/Refused	**6%**

Q10: Do you agree or disagree with the priorities and agenda of the National Rifle Association, also known as the NRA?

	Total
Agree	**52%**
Strongly	34%
Somewhat	18%
Disagree	**41%**
Somewhat	12%
Strongly	29%
Don't Know/Refused	**7%**

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Q11: What is your current marital status?

	Total
Single	16%
Married	66%
Separated	1%
Divorced	8%
Widowed	8%
Refused	1%

Q12: What is your religion?

	Total
Protestant	66%
Catholic	13%
Jewish	1%
Mormon	1%
Muslim	0.3%
Atheist/Agnostic	7%
Other	2%
Refused	9%

Q13: (If Protestant) Do you consider yourself an Evangelical or Born-Again Christian?

	Total
Yes	63%
No	34%
Refused	4%

Q14: Are you or is a member of your immediate family from a Latino, Hispanic or Spanish speaking background?

	Total
Yes	6%
No	92%
Refused	2%

Q15: What is your main racial background?

	Total
White	69%
African-American	22%
Hispanic/Latino	6%
Asian/Asian-American	1%
Other	2%
Refused	1%

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Q16: What is your age?

	Total
18-29	10%
30-40	19%
41-55	26%
56-65	23%
Over 65	20%
Refused	2%

Q17: Of all the personal telephone calls that you receive, that is calls not related to your job, do you…?

	Total
Cell Phone More	**54%**
Only Use a Cell Phone	19%
Mostly Use a Cell Phone	35%
Use a Cell Phone and Landline Phone Equally	**23%**
Landline Phone More	**22%**
Mostly Use a Landline Phone	14%
Only Use a Landline Phone	7%
Don't Know/Refused	**1%**

Q18: Gender

	Total
Male	46%
Female	54%

Q19: Media Markets

	Total
Greensboro	18%
Charlotte	27%
Greenville – N. Bern	8%
Wilmington/Florence-Myrtle Beach	6%
Greenville – Spart/Ash/ATL/Chattanooga	8%
Norfolk	2%
Raleigh Durham	32%

Q20: Regions

	Total
Northeast	16%
Southeast	14%
Raleigh	17%
Greensboro	16%
Charlotte	20%
Western	17%

Q21: Major Markets

	Total
Major Markets	76%
Rest of State	24%

Q22: Voter History: 2008, 2010, 2012 & 2014

	Total
0 of 4	14%
1 of 4	12%
2 of 4	14%
3 of 4	18%
4 of 4	43%

Q23: Phone Interview

	Total
Cell Phone	32%
Landline Phone	68%