Ipsos Poll Conducted for Reuters

State Poll: NORTH CAROLINA

10.20.2016

IPSOS POLL CONDUCTED FOR REUTERS
State Polling Data: NORTH CAROLINA

These are findings from an Ipsos poll conducted

for

REUTERS

date

October 6-19, 2016

For the survey,

a sample of

2,132
Americans

including

849
Democrats

866
Republicans

296
Independents

1,875
Registered voters

**1,233**
Likely voters

ages

18+

w e r e i n t e r v i e w e d o n l i n e

State Polling Data: NORTH CAROLINA

The precision of the Reuters/Ipsos online polls is measured using a credibility interval.

In this case, the poll has a credibility interval of plus or minus the following percentage points

2.4	3.8	3.8	6.5	2.6	3.2
for all adults	Democrats	Republicans	Independents	Registered voters	Likely voters
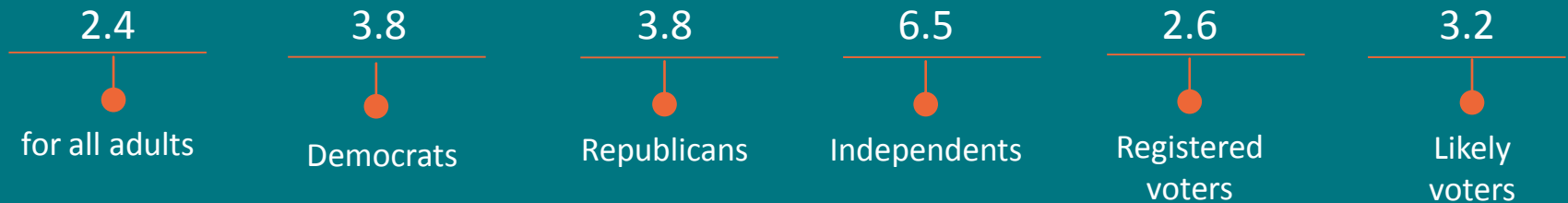
For more information about credibility intervals, please see the appendix.

State Polling Data: NORTH CAROLINA

- The data were weighted to the U.S. current population data by:
  - **Gender**
  - **Age**
  - **Education**
  - **Ethnicity**
  - **Urbanicity**

- Statistical margins of error are not applicable to online polls.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.
- Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent.
- Where figures do not sum to 100, this is due to the effects of rounding.

- *To see more information on this and other Reuters/Ipsos polls, please visit: http://polling.reuters.com/*

Right Direction/Wrong Track

Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Right Direction	21%	23%	44%	3%	15%
Wrong Track	69%	68%	42%	94%	76%
Don't know	10%	8%	13%	3%	10%

Main Problem Facing America

In your opinion, what is the most important problem facing the US today?
(All Adults n=2,132, Likely Voter n=1,233)

	All Adults	Likely Voters	Democrat (LV)	Republican (LV)	Independent (LV)
Economy generally	**21%**	**23%**	**21%**	**24%**	**28%**
Unemployment / lack of jobs	**12%**	**10%**	**14%**	**5%**	**12%**
War / foreign conflicts	4%	4%	5%	3%	1%
Immigration	6%	7%	2%	13%	7%
Terrorism / terrorist attacks	18%	20%	17%	23%	18%
Healthcare	9%	10%	12%	7%	14%
Energy issues	1%	0%	0%	0%	0%
Morality	8%	8%	4%	14%	5%
Education	4%	4%	7%	0%	1%
Crime	6%	5%	7%	4%	1%
Environment	2%	2%	4%	0%	4%
Other	6%	6%	5%	6%	7%
Don't know	3%	1%	2%	0%	1%

Trump / Clinton Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	39%	45%	86%	6%	24%
Donald Trump (Republican)	42%	43%	6%	81%	37%
Other	8%	5%	3%	6%	17%
Wouldn't Vote	5%	2%	2%	1%	2%
Don't know / Refused	6%	5%	3%	7%	20%

Four-Way Ballot Head-to-Head

If the 2016 presidential election were being held today and the candidates were as below, for whom would you vote? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Hillary Clinton (Democrat)	38%	45%	86%	5%	27%
Donald Trump (Republican)	42%	43%	7%	81%	36%
Gary Johnson (Libertarian)	7%	5%	2%	6%	21%
Jill Stein (Green)	1%	1%	1%	0%	2%
Other	2%	2%	1%	2%	6%
Wouldn't Vote	4%	1%	0%	0%	0%
Don't know / Refused	4%	4%	2%	4%	7%

Senate Head-to-Head

If the election for U.S. Senate were held today and the candidates were Democrat Deborah Ross and Republican Richard Burr, for whom would you vote?

(All Adults n=2,132, Likely Voter n=1,233)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Deborah Ross (Democrat)	36%	43%	79%	6%	41%
Richard Burr (Republican)	45%	45%	8%	84%	41%
Other	3%	2%	1%	3%	2%
Wouldn't vote	6%	2%	3%	2%	1%
Don't know / Refused	10%	8%	9%	6%	15%

Governor Head-to-Head

If the election for North Carolina governor was held today and the candidates were Democrat Roy Cooper and Republican Pat McCrory, for whom would you vote?

(All Adults n=2,132, Likely Voter n=1,233)

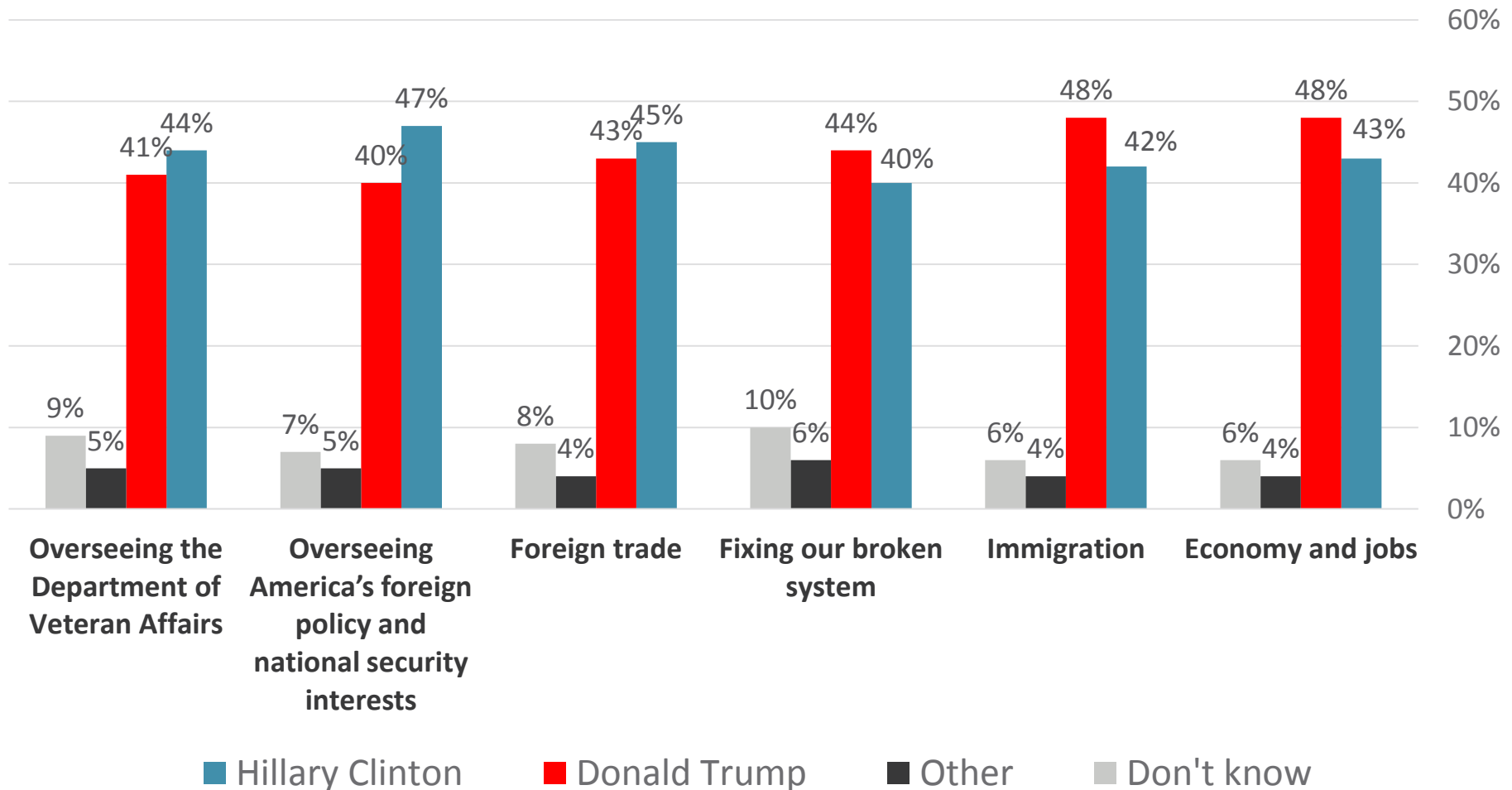|	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Roy Cooper (Democrat)	40%	47%	83%	9%	52%
Pat McCrory (Republican)	45%	45%	8%	85%	32%
Other	2%	1%	1%	1%	6%
Wouldn't vote	5%	1%	2%	1%	2%
Don't know / Refused	8%	5%	7%	3%	7%

Congressional Head-to-Head

In 2016, if the election for U.S. Congress were held today, would you vote for the Democratic candidate or the Republican candidate for U.S. Congress in your district where you live? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Democratic Candidate	37%	44%	85%	3%	32%
Republican Candidate	44%	45%	5%	88%	31%
Candidate from Another Party	4%	2%	1%	2%	10%
Will not/do not plan to vote	5%	1%	1%	0%	0%
Don't know / Refused	10%	9%	8%	6%	27%

Presidential Matchups on Key Issues

Which candidate would do a better job with... *(Likely Voter n=1,233)*

Legend: ■ Hillary Clinton ■ Donald Trump ■ Other ■ Don't know

Issue	Don't know	Other	Donald Trump	Hillary Clinton
Overseeing the Department of Veteran Affairs	9%	5%	41%	44%
Overseeing America's foreign policy and national security interests	7%	5%	40%	47%
Foreign trade	8%	4%	43%	45%
Fixing our broken system	10%	6%	44%	40%
Immigration	6%	4%	48%	42%
Economy and jobs	6%	4%	48%	43%

International Affairs (1)

Do you agree or disagree with the following statements?

America should uphold its agreement to defend other NATO states only if they have fulfilled their financial obligations to the alliance *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	28%	29%	25%	34%	25%
Somewhat agree	38%	40%	38%	44%	39%
Somewhat disagree	14%	14%	18%	10%	19%
Strongly disagree	5%	5%	7%	3%	2%
Don't Know	15%	11%	13%	8%	15%
TOTAL AGREE	*66%*	*69%*	*63%*	*78%*	*64%*
TOTAL DISAGREE	*19%*	*19%*	*25%*	*13%*	*21%*

Where figures do not sum up exactly, this is due to the effects of rounding

International Affairs (2)

Do you agree or disagree with the following statements?

The United States should cooperate with Russia against ISIS *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	23%	20%	16%	24%	21%
Somewhat agree	44%	47%	42%	52%	49%
Somewhat disagree	13%	15%	18%	12%	11%
Strongly disagree	5%	6%	8%	4%	8%
Don't Know	15%	13%	16%	9%	11%
TOTAL AGREE	*67%*	*67%*	*58%*	*76%*	*70%*
TOTAL DISAGREE	*18%*	*21%*	*26%*	*16%*	*19%*

Where figures do not sum up exactly, this is due to the effects of rounding

International Affairs (3)

Do you agree or disagree with the following statements?

The next U.S. president should meet with the leader of North Korea to negotiate an end to its nuclear program *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly agree	32%	32%	35%	30%	27%
Somewhat agree	37%	37%	39%	35%	35%
Somewhat disagree	11%	13%	10%	16%	8%
Strongly disagree	8%	9%	6%	11%	15%
Don't Know	12%	10%	10%	9%	15%
TOTAL AGREE	*69%*	*69%*	*74%*	*65%*	*62%*
TOTAL DISAGREE	*19%*	*22%*	*16%*	*27%*	*23%*

Where figures do not sum up exactly, this is due to the effects of rounding

Combating ISIS

Which of the following, if any, do you think the U.S. should do to combat ISIS? Choose all that apply *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Airstrikes on ISIS positions in Iraq	52%	58%	45%	73%	58%
Airstrikes on ISIS positions in Syria	50%	57%	44%	70%	58%
Deploy U.S. special forces troops against ISIS in Iraq	39%	40%	31%	50%	43%
Deploy U.S. special forces troops against ISIS in Syria	37%	39%	31%	47%	42%
Deploy U.S. ground troops against ISIS in Iraq	22%	22%	14%	31%	14%
Deploy U.S. ground troops against ISIS in Syria	21%	20%	13%	29%	11%
None of these	9%	8%	13%	2%	8%
Don't know	24%	22%	26%	16%	22%

Where figures do not sum up exactly, this is due to the effects of rounding

Restroom-Gender Preferences

Which of the below statements comes closer to your opinion?

(All Adults n=2,132, Likely Voter n=1,233)

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
People should use public restrooms according to the gender with which they identify (regardless of their biological sex)	34%	35%	54%	16%	43%
People should use public restrooms according to the biological sex on their birth certificate (regardless of how they appear or identify)	58%	58%	38%	79%	47%
Don't know	8%	7%	8%	5%	10%

Where figures do not sum up exactly, this is due to the effects of rounding

Photo ID at Polls: Support/ Oppose

Earlier this year, a federal appeals court struck down a North Carolina law that required voters to show certain types of photo ID at the polls, ruling that it discriminated against African Americans. Do you support or oppose this ruling? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
Strongly support	28%	31%	51%	11%	32%
Somewhat support	13%	11%	15%	6%	12%
Somewhat oppose	12%	11%	11%	12%	13%
Strongly oppose	37%	40%	14%	66%	37%
Not sure	11%	7%	8%	4%	6%
TOTAL SUPOPRT	*41%*	*42%*	*66%*	*17%*	*44%*
TOTAL OPPOSE	*49%*	*51%*	*25%*	*78%*	*50%*

Where figures do not sum up exactly, this is due to the effects of rounding

Support for Gov. McCrory

This year, North Carolina Governor Pat McCrory signed a law that removed certain protections to gay and transgender people. Since, national organizations have canceled a variety of events within the state, including concerts, conventions and college basketball tournaments to protest the law.
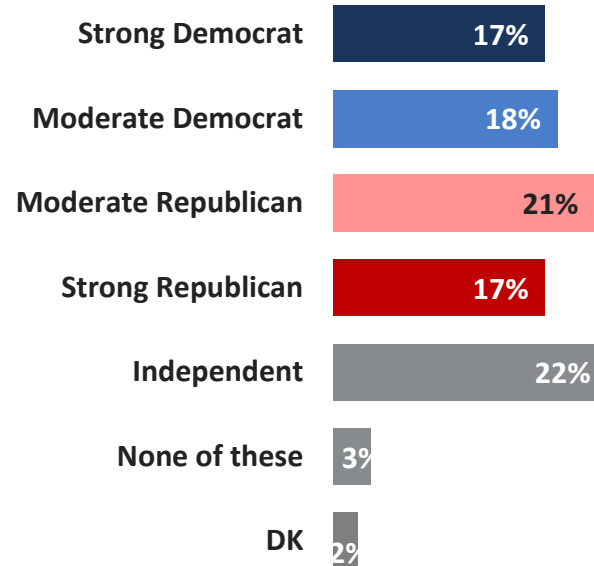
How has the law, and the public response, affected your support for Gov. McCrory's re-election bid? *(All Adults n=2,132, Likely Voter n=1,233)*

	All Adults	Likely Voters	Democrats (LV)	Republicans (LV)	Independents (LV)
I'm more likely to support McCrory	32%	32%	9%	58%	18%
I'm less likely to support McCrory	36%	38%	61%	13%	57%
No change	25%	26%	26%	26%	24%
Don't know	7%	4%	5%	3%	2%

Political Identity

NON-PUSHED POLITICAL IDENTITY (prior to 'pushing' Independents, None, and DK responses)

Strong Democrat	17%
Moderate Democrat	18%
Moderate Republican	21%
Strong Republican	17%
Independent	22%
None of these	3%
DK	2%

'PUSHED' POLITICAL IDENTITY

Democrat	40%
Republican	48%
Independent	9%
None/DK	3%
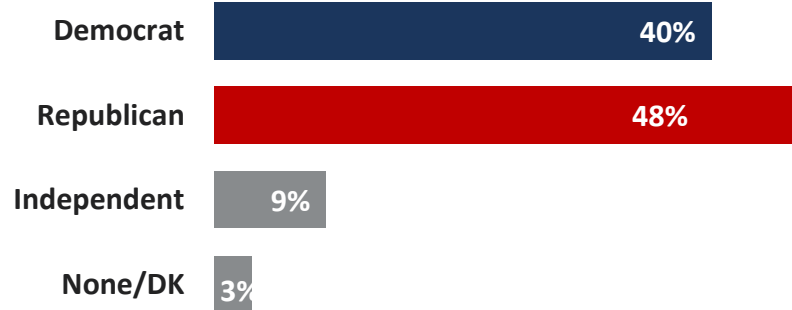
All Adults: n= 2,132

For more information on Ipsos' 'pushed' and 'non-pushed' Party Identification questions, please see:
http://spotlight.ipsos-na.com/index.php/news/just-cause-you-lean-dont-make-you-a-pushover-party-identification-measurement-in-polling/

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ\, i.E., Y|θ~bin(n,θ), where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean ($\bar{y}$) is a natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the bayesian and the classical framework. The bayesian 1 statistics combines both the prior distribution and the likelihood function to create a posterior distribution.

The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution (π(θ/y)~β(y+a,n-y+b)), but with updated hyper-parameters.

Our credibility interval for θ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for θ given our updated knowledge base. There are different ways to calculate these intervals based on π(θ/y). Since we want only one measure of precision for all variables in the survey, analogous to what is done within the classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and y=n/2. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} + \frac{1}{\sqrt{n}}$$

How to Calculate Bayesian Credibility Intervals

FOR THIS POLL

The Bayesian credibility interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting2

Examples of credibility intervals for different base sizes are below:

SAMPLE SIZE	CREDIBILITY INTERVALS
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

Ipsos does not publish data for base sizes (sample sizes) below 100.

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*
[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*

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