The Times-Picayune/Lucid 2016 Battleground State Poll

Weighted Results (10/17 – 10/18)

Candidate	Party	Result
Hillary Clinton	Democrat	42%
Donald Trump	Republican	41%
Gary Johnson	Libertarian	8%
Jill Stein	Green Party	2%
Undecided		7%
Deborah Ross	Democrat	44%
Richard Burr	Republican	46%
Undecided		10%
Roy Cooper	Democrat	50%
Pat McCrory	Republican	43%
Undecided		7%
	Total N:	924

Methodology

This Times-Picayune/Lucid 2016 Battleground State poll of North Carolina is among a demographically representative sample of 924 adults who report both being registered to vote and likely to vote this November. Survey was conducted between October 17 and October 18, 2016.

Respondents are selected from among the nearly one million survey-takers who pass through Lucid's technology each day. Results are post-stratified using simple survey weights to reflect North Carolina's demographics according to the US Census.

All respondents on the Lucid platform have volunteered to participate in a survey and were not chosen for participation in the North Carolina poll through random selection. No sampling error can therefore be calculated.

Unlike reader polls that survey respondents who happen to be reading a specific article or website, Lucid's platform finds survey-takers through a marketplace that diversifies where respondents come from and blinds the subject matter of the survey that each respondent will take. Lucid's findings also takes into account each survey-taker's demographics so that the model is representative of the population at-large.

Online polls remain relatively unproven in their application to political projections though they hold great potential as telephone polls conducted through probability sampling rise in cost and representivity becomes more challenging to achieve. This is Lucid's first attempt to leverage its platform for such a purpose. Analysts of these results should bear that in mind. Constructive feedback is always welcome and appreciated.

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Unweighted data are below:

Demographic	Respondents (10/17-10/18)	Weight	Population Weight
18 to 34	297	0.9	30%
34 to 44	137	0.9	14%
54 to 64	357	0.9	36%
65 Plus	133	1.4	21%
Male	391	1.1	47%
Female	533	0.9	53%
White	768	0.9	71%
Black	103	2.0	22%
Hispanic	14	2.0	3%
Asian	11	1.2	1%
Other	28	0.8	3%
Republican	334	1.0	
Democrat	312	1.0	
Independent	278	1.0	
Bachelor's Degree or Greater	389	1.0	
Less than Bachelor's Degree	535	1.0	
Income below $50k	442	1.0	
Income greater than or equal to $50k	436	1.0	
Total N	924		

*Weights are applied on age, gender, and race/ethnicity, not income, education, or party affiliation

Questionnaire

1. What is your zip code? [TERMINATE IF NOT NORTH CAROLINA]

2. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?
   o Republican
   o Democrat
   o Independent
   o Other

3. [IF REPUBLICAN] Would you call yourself a strong Republican or a not very strong Republican?
   o Strong Republican

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o Not very strong Republican

4. [IF DEMOCRAT] Would you call yourself a strong Democrat or a not very strong Democrat?
   o Strong Democrat
   o Not very strong Democrat

5. [IF INDEPENDENT or OTHER] Do you think of yourself as closer to the Republican or Democratic party?
   o Closer to the Republican party
   o Closer to the Democratic party
   o Neither

6. Are you registered to vote?
   o Yes
   o No [TERMINATION]

7. How likely are you to vote in the upcoming November Presidential election?
   o Definitely Will Vote
   o Probably Will Vote
   o Probably Will Not Vote [TERMINATION]
   o Definitely Will Not Vote [TERMINATION]

8. Thinking about the upcoming Presidential election, if it were held today, who would you vote for?
   o Hillary Clinton, the Democratic Party Candidate
   o Donald Trump, the Republican Party Candidate
   o Gary Johnson, the Libertarian Party Candidate
   o Jill Stein, the Green Party Candidate
   o Not sure

9. [IF NOT SURE] Who are you leaning toward?
   o Hillary Clinton, the Democratic Party Candidate
   o Donald Trump, the Republican Party Candidate
   o Gary Johnson, the Libertarian Party Candidate
   o Jill Stein, the Green Party Candidate
   o Undecided

10. Thinking now about the upcoming election for US Senate in North Carolina if it were held today, who would you vote for?
    o Deborah Ross, the Democratic Party Candidate
    o Richard Burr, the Republican Party Candidate
    o Not Sure

11. [IF NOT SURE] Who are you leaning toward?
    o Deborah Ross, the Democratic Party Candidate
    o Richard Burr, the Republican Party Candidate
    o Undecided

12. Thinking now about the upcoming election for Governor in North Carolina if it were held today, who would you vote for?
    o Roy Cooper, the Democratic Party Candidate
    o Pat McCrory, the Republican Party Candidate
    o Not Sure

13. [IF NOT SURE] Who are you leaning toward?
    o Roy Cooper, the Democratic Party Candidate
    o Pat McCrory, the Republican Party Candidate
    o Undecided

14. What is your gender?

    o Male
    o Female

15. What is your age? [TERMINATE IF < 18]

16. What is your race?

    - White
    - Black or African American
    - American Indian or Alaska Native
    - Asian
        - Asian Indian
        - Chinese
        - Filipino
        - Japanese
        - Korean
        - Vietnamese
        - Other
    - Pacific Islander
        - Native Hawaiian
        - Guamanian
        - Samoan
        - Other Pacific Islander
    - Some Other Race
    - Prefer not to answer

17. Are you of Hispanic, Latino, or Spanish origin?

    - No, not of Hispanic, Latino, or Spanish origin
    - Yes, Mexican, Mexican American, Chicano
    - Yes, Cuban
    - Yes, another Hispanic Latino, or Spanish origin
        - Argentina
        - Colombia
        - Ecuador
        - El Salvador
        - Guatemala
        - Nicaragua
        - Panama
        1. Peru
        2. Spain
        3. Venezuela
        4. Other
    - Prefer not to answer

18. What is your highest level of education that you have completed?

- o Some high school or less
- o High school graduate
- o Other post high school vocational training
- o Completed some college, but no degree
- o Associate's degree
- o Bachelor's degree
- o Master's or professional degree
- o Doctorate degree
- o None of the above

19. How much total combined income do all members of your household earn before taxes?

- o Less than $14,999
- o $15,000 to $19,999
- o $20,000 to $24,999
- o $25,000 to $29,999
- o $30,000 to $34,999
- o $35,000 to $39,999
- o $40,000 to $44,999
- o $45,000 to $49,999
- o $50,000 to $54,999
- o $55,000 to $59,999
- o $60,000 to $64,999
- o $65,000 to $69,999
- o $70,000 to $74,999
- o $75,000 to $79,999
- o $80,000 to $84,999
- o $85,000 to $89,999
- o $90,000 to $94,999
- o $95,000 to $99,999
- o $100,000 to $124,999
- o $125,000 to $149,999
- o $150,000 to $174,999
- o $175,000 to $199,999
- o $200,000 to $249,999
- o $250,000 and above
- o Prefer not to answer