PRESS RELEASE
11/02/2016

For Immediate Release
Contact: Robert Cahaly
770-542-8170
info@trf-grp.com

New NC Poll Showing Trump Lead 4.97%

(North Carolina) – A new North Carolina Presidential poll of likely voters was released today, showing Donald Trump widening his lead over Hillary Clinton. The Trafalgar Group (TFG), a national political consulting and public relations firm, conducted the poll October 27th through November 1st.

The presidential results show Donald Trump leading with 49.13%, Hillary Clinton 44.16%, Gary Johnson 3.59%, Jill Stein 0.49%, and 2.63% undecided. TFG surveyed 1,154 likely general election voters using a random sample of registered voters in North Carolina. The survey was stratified to reflect the election demographics in North Carolina. The margin of error is +/- 2.88.

Commenting on the survey, TFG Senior Strategist Robert Cahaly said, "It's our belief that there is a significant "Brexit" type undercurrent of support for Trump that many polls are not capturing. We have been asking a second ballot test question to measure who survey takers believe most their neighbors will vote for. In our Ohio, Florida, and this North Carolina survey we find a consistent pattern of Clinton support dropping 5-6% while Trump support increases 4.5-5.5% for this question.

Cahaly continued, "We believe the most accurate measure of support for each candidate is somewhere between how people answer for themselves and answer on behalf of their neighbors."

Cahaly concluded: “Lastly we have noted that there will likely be a major influx of participation from registered voters who haven't voted since 2006 or before. This mobilization is reminiscent to the Obama turnout of 2008. These voters' primary motivation is the rejection of the establishment, just as the Obama '08 voters who rejected the establishment of that time.”

The Trafalgar Group conducted many of the most accurate GOP polls in the 2016 Primary, most notably South Carolina, Georgia, and Florida in the southeast, as well as Michigan, Ohio, Kansas, and Louisiana. For the 2016 General, TFG has released polls in Ohio and Florida. The results and information of these polls have been featured in numerous national news stories, television networks, and high-profile polling websites like Real Clear Politics.

###

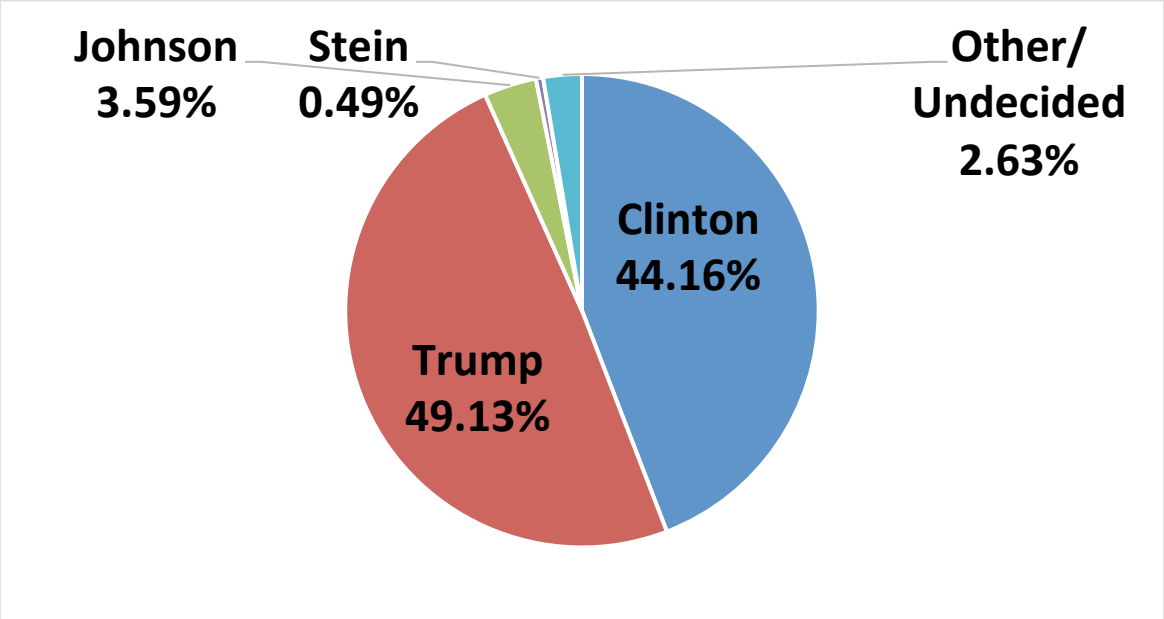
Editor’s note: Full report, including methodology and crosstabs, can be found on subsequent pages

NC Presidential Election Survey
Conducted 10/27-11/1
1150+ Respondents
Likely General Election Voters
Margin of Error: +/- 2.88
Response Rate: 2.81%
Confidence: 95%
Response Distribution: 50%

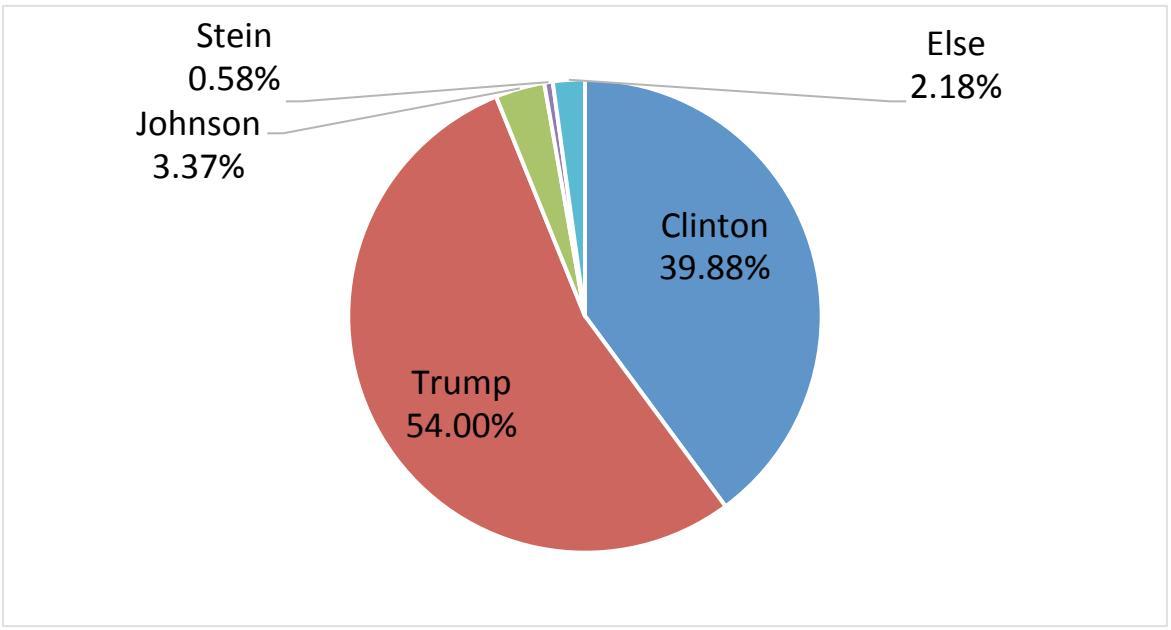
TRAFALGAR GROUP

Overall Survey

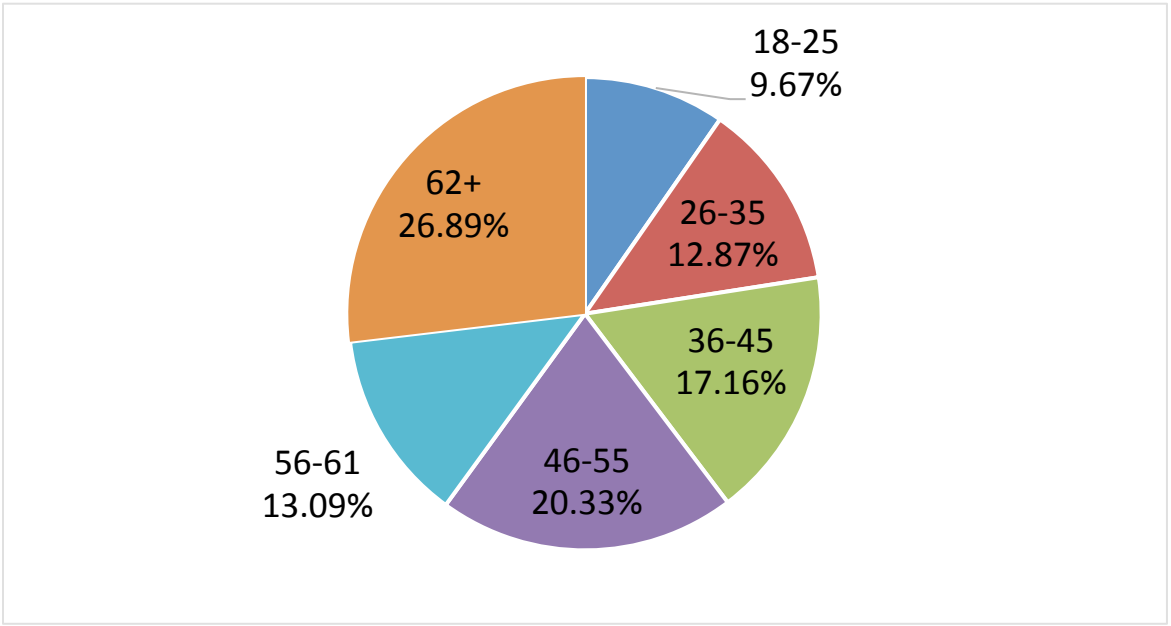
If the election were held today, for whom would you vote?



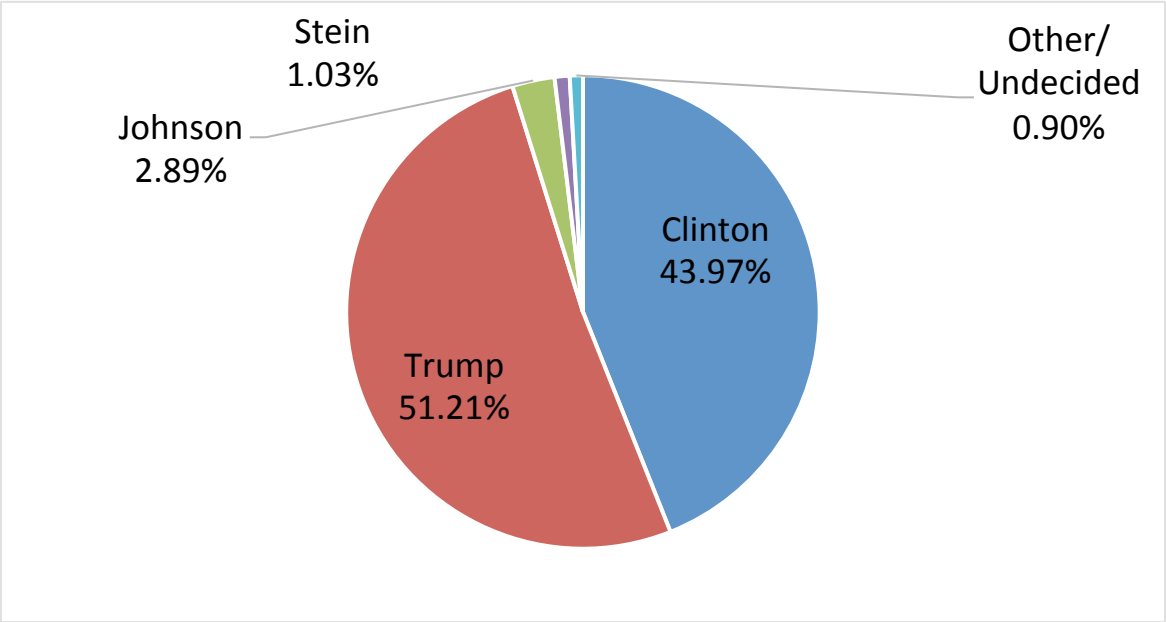
Which candidate do you think most of your neighbors are voting for?



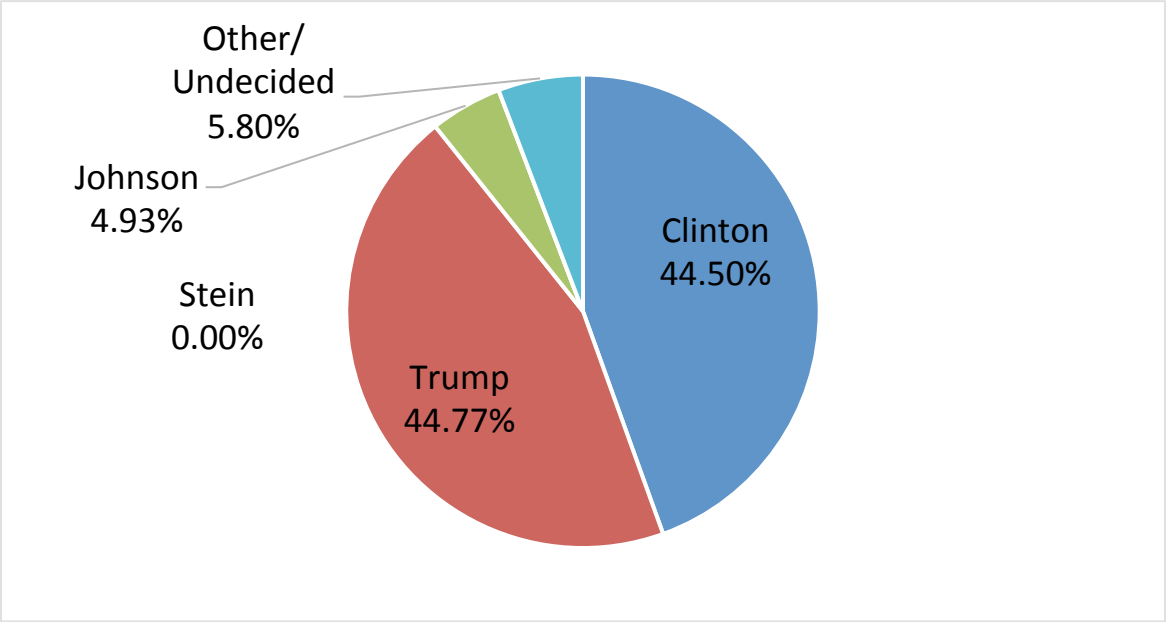
Age Ranges



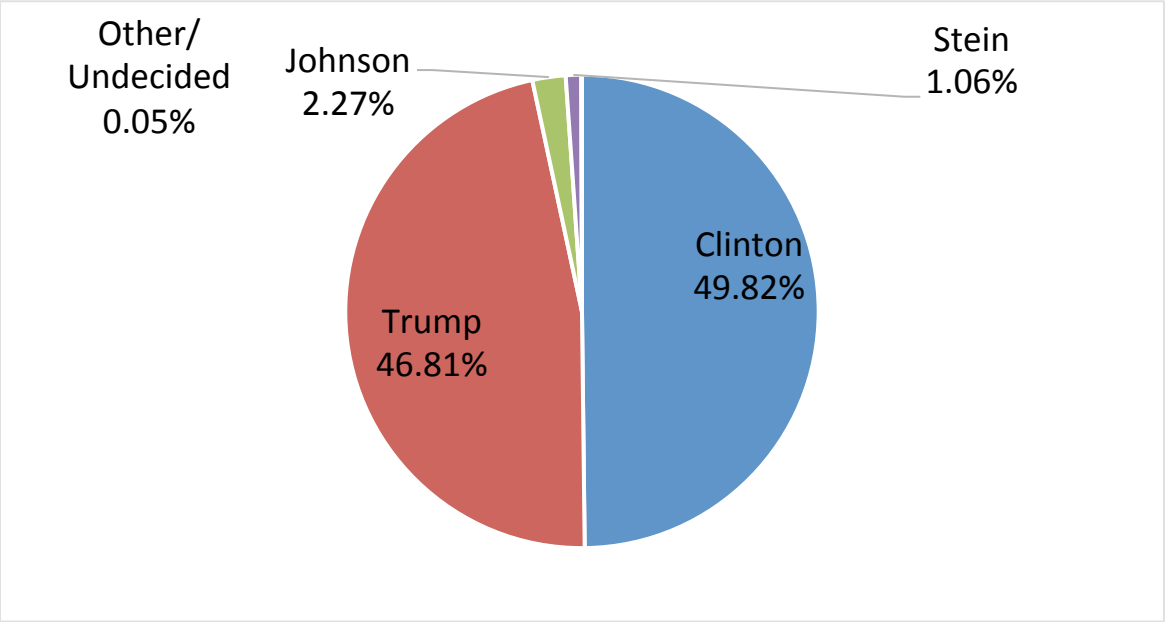
Seniors (62+)



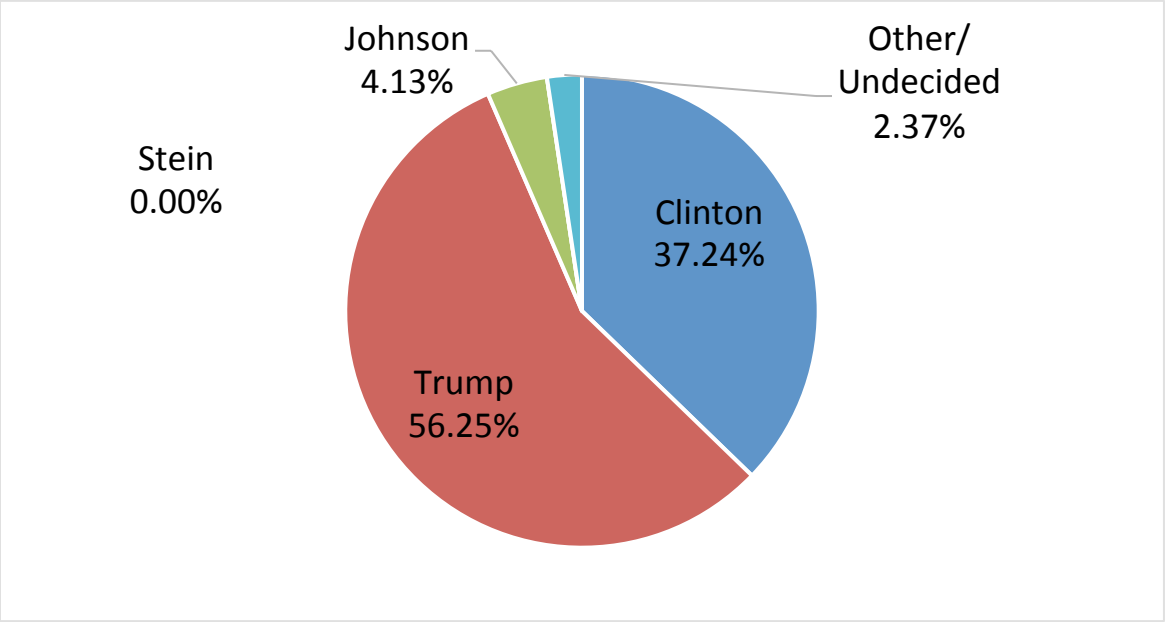
Ages 56-61



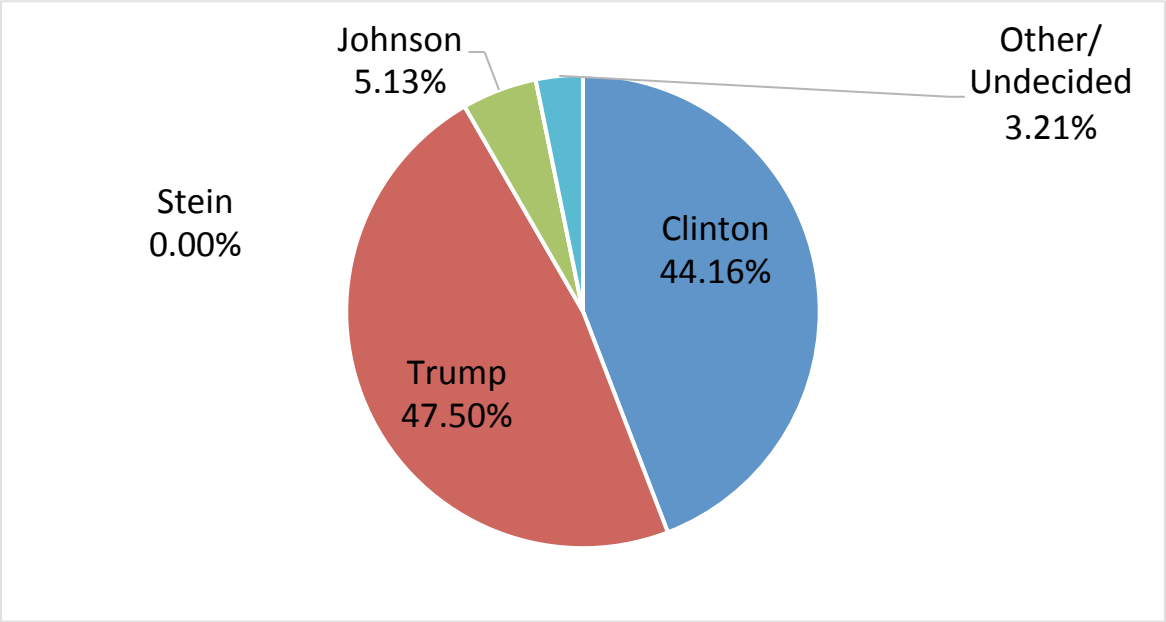
Ages 46-55



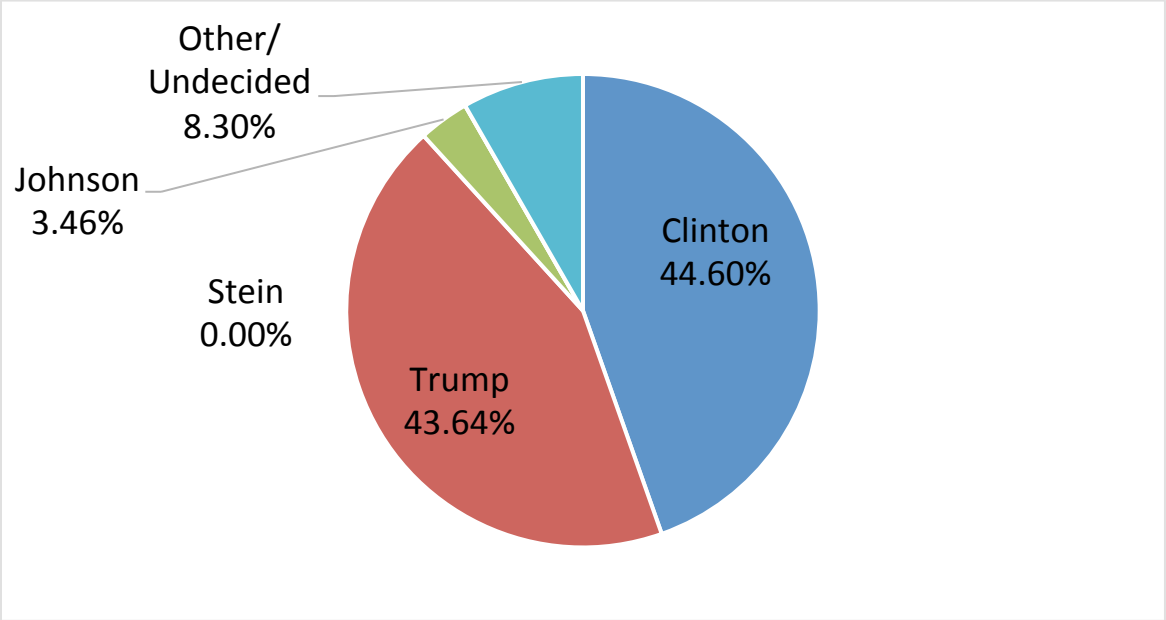
Ages 36-45



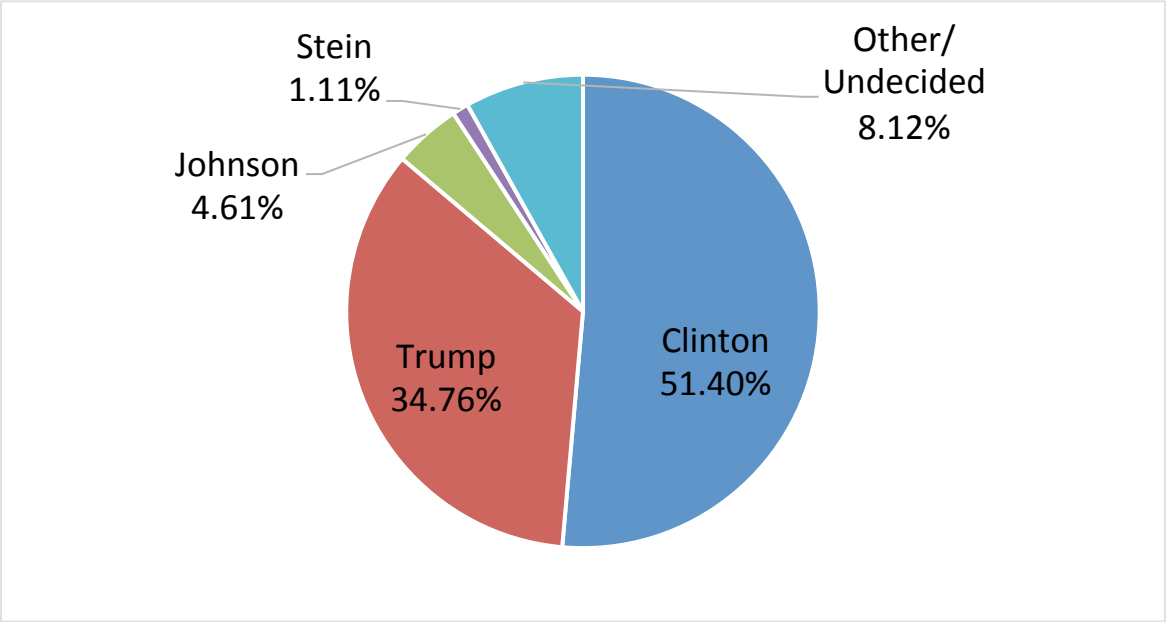
Ages 26-35



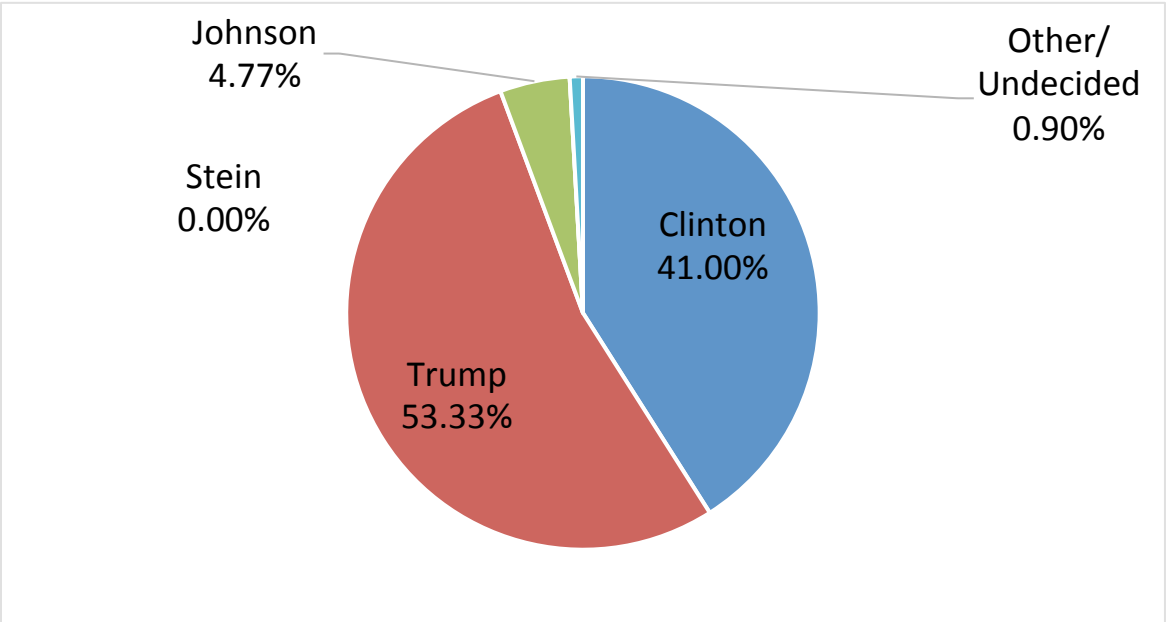
Ages 18-25



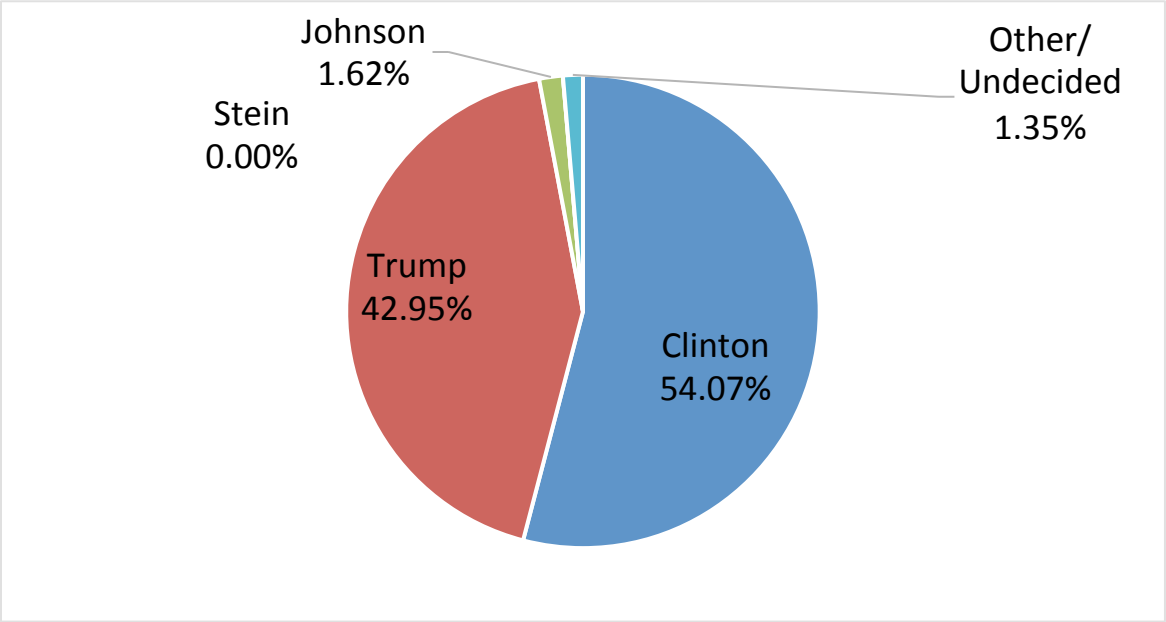
Charlotte Metro



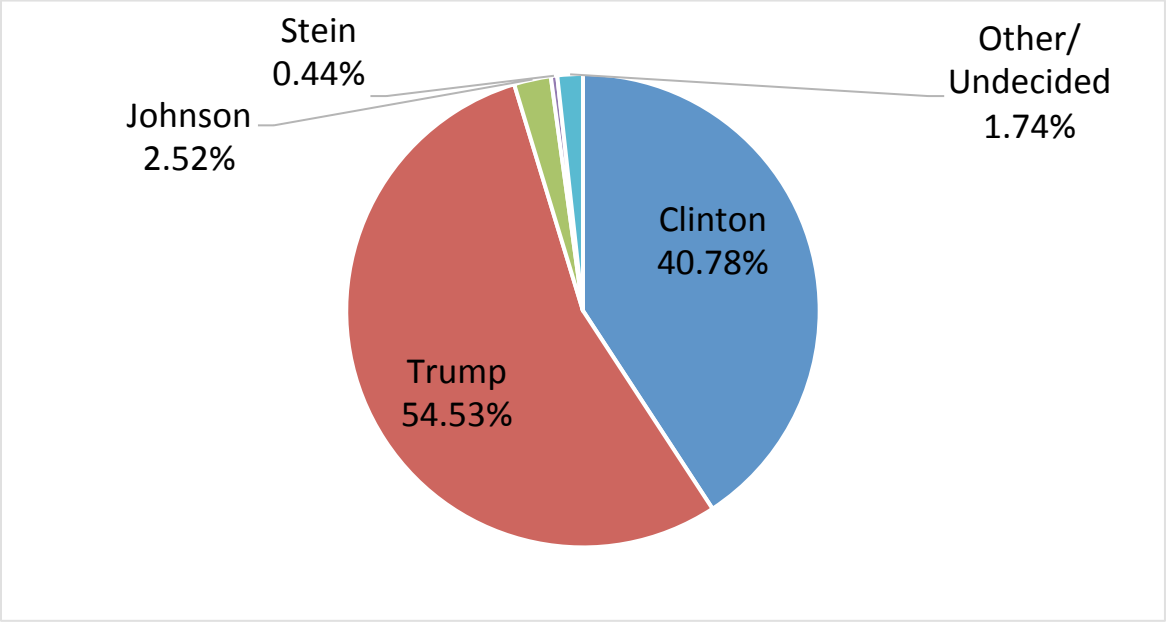
Tidewater



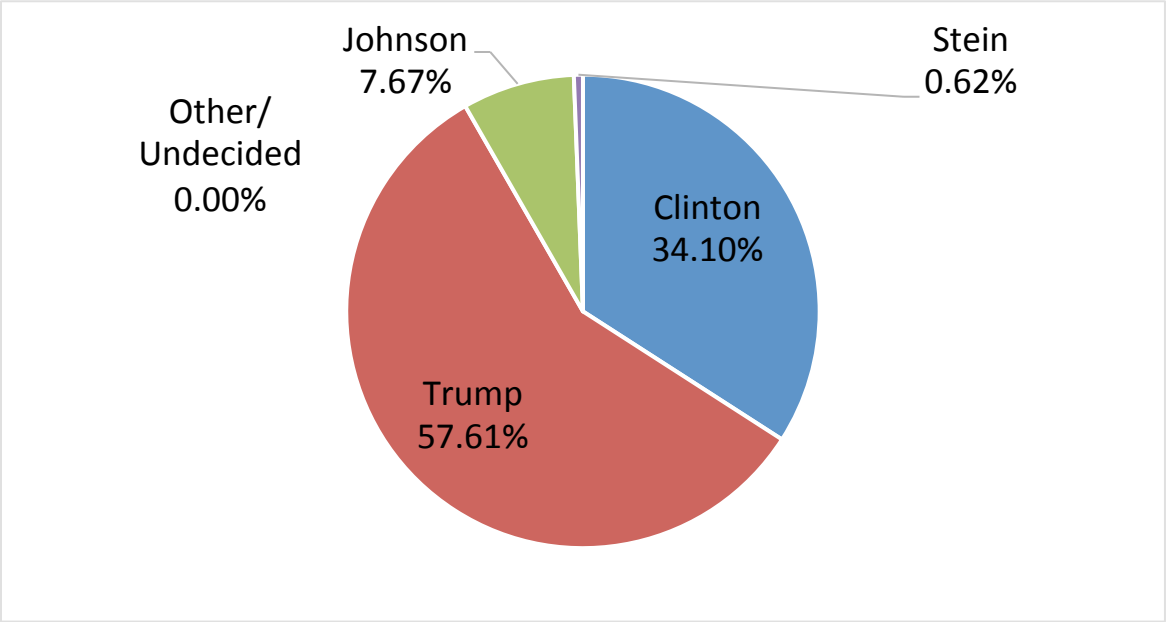
Inner Coastal Plain



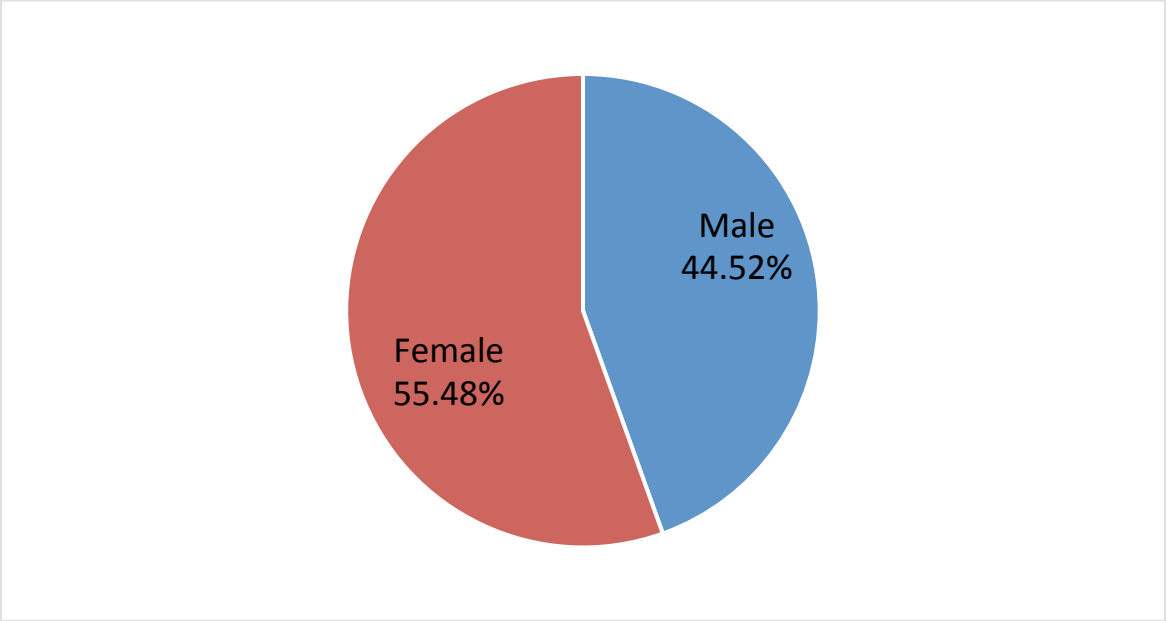
Piedmont



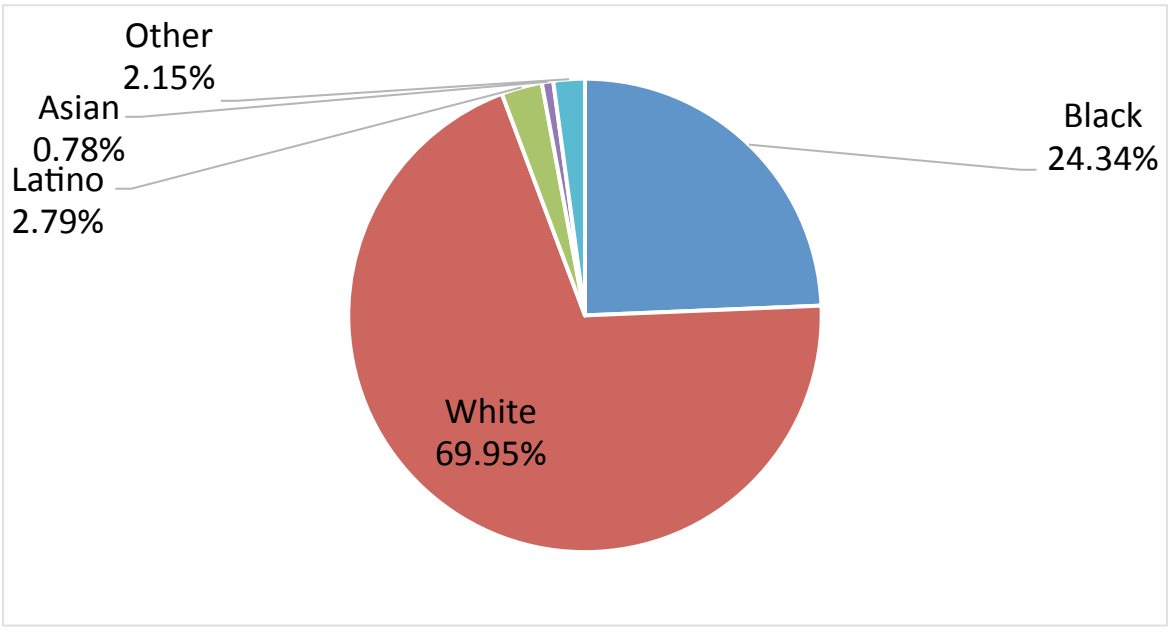
Mountains



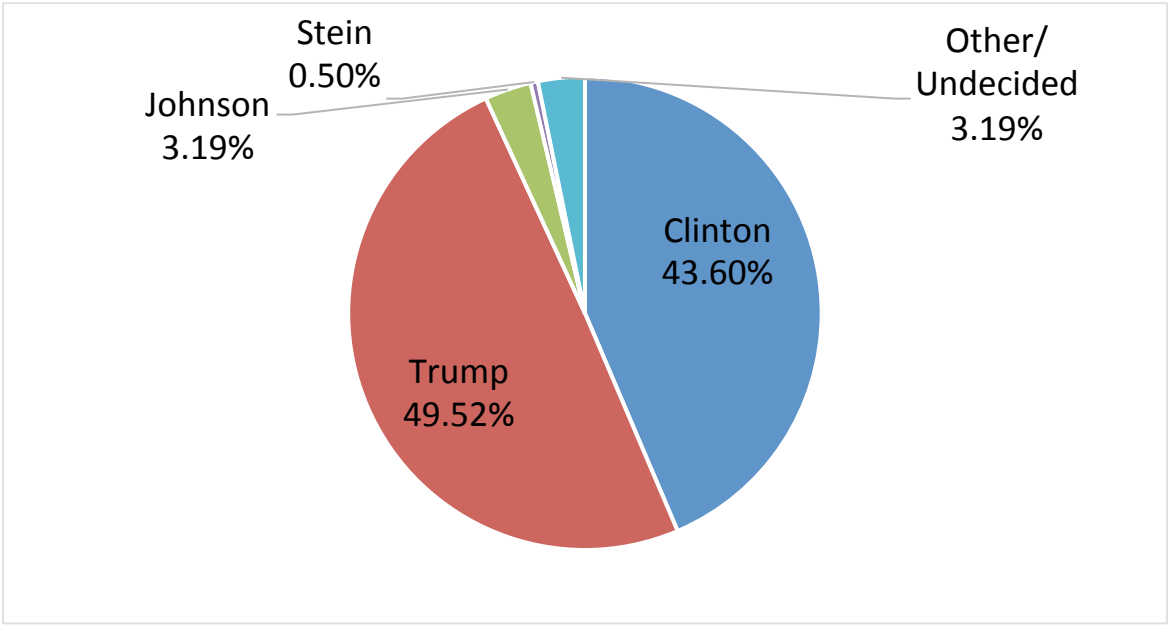
Self-Identified Gender



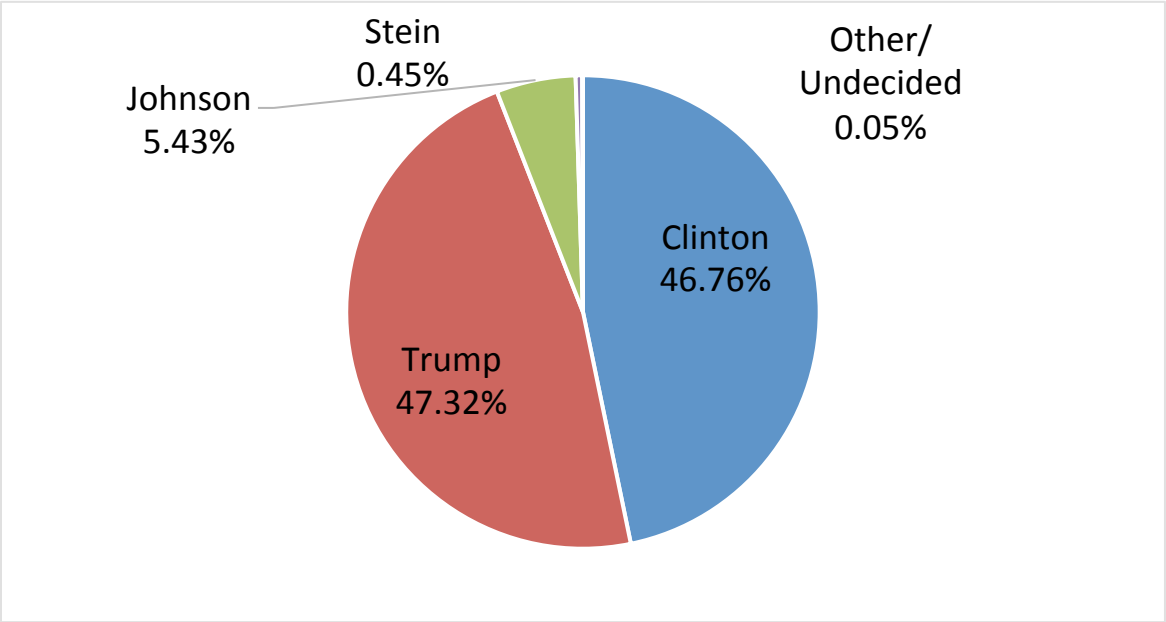
Self Identified Race/Ethnicity



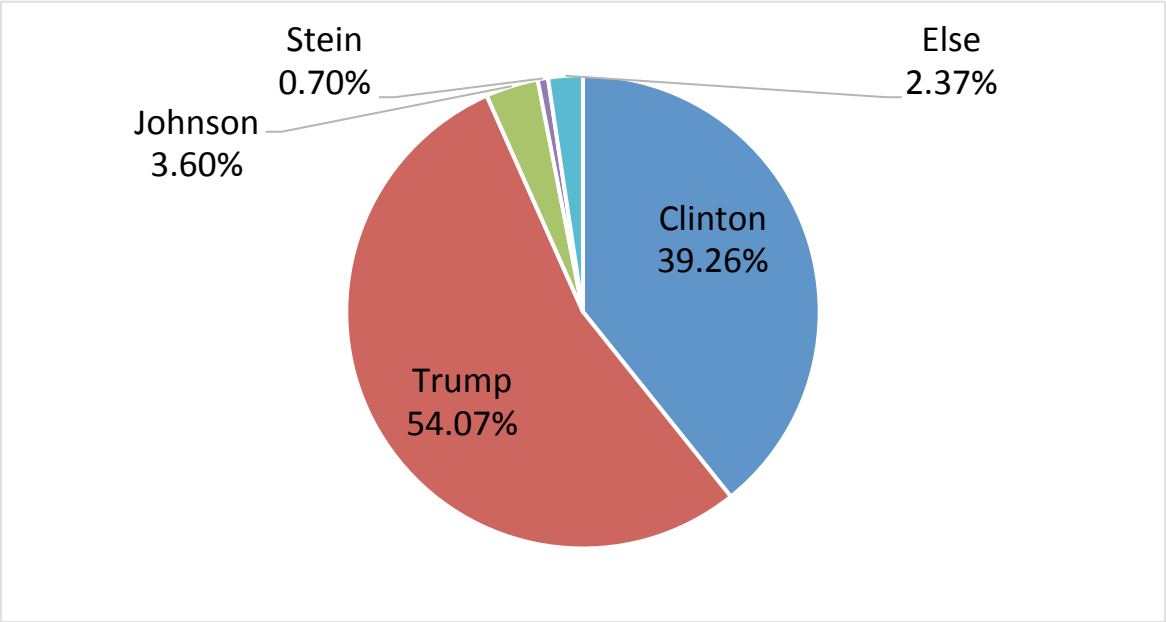
Survey Question #1
Likely voters whose most recent general election was 2008 and forward



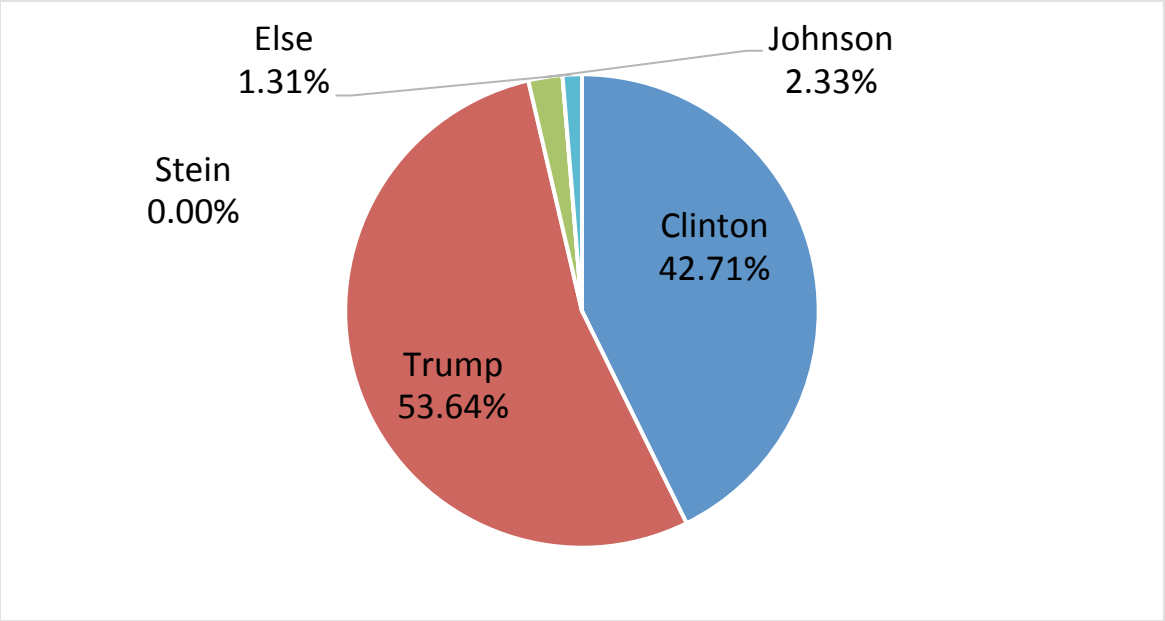
Survey Question #1
Likely voters whose most recent general election was 2006 and before



Survey Question #2
Likely voters whose most recent general election was 2008 and forward



Survey Question #2
Likely voters whose most recent general election was 2006 and before



Methodology

Likely general election voters were selected at random from a list of registered voters based on election participation and registration date. Household ages and locations were extracted as well from this list. In excess of 60,000 households were called over the duration of the poll. Each household participant was asked to opt-in to the survey if they planned to vote in the 2016 Presidential Election.

Using automated voice response technology allows each participant to hear the questions exactly the same way, from the same voice, spoken with the same tone and nuance. Calls are placed to randomly-selected phone numbers through a stratified process that insures approrpiate geographic representation. These calls were placed from 6:00pm to 8:30pm local time from Thursday, October 27th though Tuesday, November 1st.

Survey results undergo a weighting process to ensure the sample is comparable to the demographic breakdown of 2012 North Carolina general election participants. Final results are based on these weights in order to address non-response bias.

For more information, please contact info@trf-grp.com.

APPENDIX CROSSTABS I

	18-25	26-35	36-45	46-55	56-61	62+	Black	White	Latino	Asian	Other
Clinton	44.60%	44.16%	37.24%	49.82%	44.50%	43.97%	77.51%	31.27%	61.82%	87.70%	47.36%
Trump	43.64%	47.50%	56.25%	46.81%	44.77%	51.21%	18.26%	61.35%	34.25%	0.00%	38.08%
Johnson	3.46%	5.13%	4.13%	2.27%	4.93%	2.89%	2.02%	4.19%	0.00%	12.30%	3.09%
Stein	0.00%	0.00%	0.00%	1.06%	0.00%	1.03%	0.36%	0.42%	3.93%	0.00%	0.00%
Other/Undecided	8.30%	3.21%	2.37%	0.05%	5.80%	0.90%	1.85%	2.77%	0.00%	0.00%	11.47%
18-25	100%	0%	0%	0%	0%	0%	10.30%	9.35%	3.81%	19.88%	16.89%
26-35	0%	100%	0%	0%	0%	0%	13.03%	13.19%	0.00%	0.00%	21.85%
36-45	0%	0%	100%	0%	0%	0%	15.22%	17.54%	23.42%	36.92%	11.50%
46-55	0%	0%	0%	100%	0%	0%	21.33%	20.35%	16.98%	14.93%	14.59%
56-61	0%	0%	0%	0%	100%	0%	11.96%	12.83%	29.47%	22.64%	9.94%
62+	0%	0%	0%	0%	0%	100%	28.17%	26.76%	26.32%	5.64%	25.23%
Charlotte Metro	33.58%	16.92%	18.14%	19.68%	18.99%	16.14%	19.36%	18.95%	27.58%	41.10%	14.48%
Tidewater	7.56%	3.31%	9.09%	3.38%	7.37%	7.54%	5.90%	6.52%	11.04%	0.00%	4.21%
Inner Coastal Plain	7.97%	14.32%	19.25%	18.50%	16.29%	16.90%	27.58%	12.43%	6.44%	0.00%	35.58%
Piedmont	44.67%	47.56%	36.86%	49.49%	48.92%	43.62%	43.58%	45.89%	35.72%	58.90%	36.96%
Mountains	6.21%	17.89%	16.66%	8.95%	8.42%	15.80%	3.58%	16.21%	19.22%	0.00%	8.77%
Male	45.09%	38.26%	50.50%	43.54%	47.23%	42.94%	37.18%	46.23%	69.11%	36.92%	42.95%
Female	54.91%	61.74%	49.50%	56.46%	52.77%	57.06%	62.82%	53.77%	30.89%	63.08%	57.05%
Black	25.93%	24.64%	21.59%	25.55%	22.23%	25.50%	100%	0%	0%	0%	0%
White	68%	71.71%	71.49%	70.02%	68.52%	69.60%	0%	100%	0%	0%	0%
Latino	1%	0.00%	3.80%	2.33%	6.27%	2.73%	0%	0%	100%	0%	0%
Asian	2%	0.00%	1.67%	0.57%	1.35%	0.16%	0%	0%	0%	100%	0%
Other	3.75%	3.64%	1.44%	1.54%	1.63%	2.01%	0%	0%	0%	0%	100%

APPENDIX CROSSTABS II

	Clinton	Trump	Johnson	Stein	Other/Undecided	Male	Female	Charlotte Metro	Tidewater	Inner Coastal Plain	Piedmont	Mountains
Clinton	100%	0%	0%	0%	0%	40.10%	47.42%	51.40%	41.00%	54.07%	40.78%	34.10%
Trump	0%	100%	0%	0%	0%	52.12%	46.73%	34.76%	53.33%	42.95%	54.53%	57.61%
Johnson	0%	0%	100%	0%	0%	4.37%	2.96%	4.61%	4.77%	1.62%	2.52%	7.67%
Stein	0%	0%	0%	100%	0%	0.44%	0.53%	1.11%	0.00%	0.00%	0.44%	0.62%
Other/Undecided	0%	0%	0%	0%	100%	2.97%	2.36%	8.12%	0.90%	1.35%	1.74%	0.00%
18-25	9.76%	8.59%	9.32%	0.00%	30.49%	9.79%	9.57%	16.77%	11.43%	4.71%	9.61%	4.64%
26-35	12.87%	12.44%	18.39%	0.00%	15.67%	11.05%	14.32%	11.24%	6.66%	11.27%	13.61%	17.80%
36-45	14.47%	19.64%	19.76%	0.00%	15.48%	19.46%	15.31%	16.08%	24.38%	20.20%	14.07%	22.10%
46-55	22.93%	19.37%	12.86%	43.66%	0.35%	19.88%	20.69%	20.66%	10.74%	23.00%	22.38%	14.08%
56-61	13.19%	11.93%	17.99%	0.00%	28.86%	13.89%	12.46%	12.84%	15.08%	13.04%	14.25%	8.53%
62+	26.78%	28.03%	21.68%	56.34%	9.15%	25.94%	27.66%	22.42%	31.71%	27.79%	26.09%	32.85%
Charlotte Metro	22.54%	13.70%	24.89%	43.66%	59.73%	19.27%	19.44%	100%	0%	0%	0%	0%
Tidewater	5.94%	6.94%	8.51%	0.00%	2.18%	6.43%	6.37%	0%	100%	0%	0%	0%
Inner Coastal Plain	20.02%	14.30%	7.39%	0.00%	8.42%	15.54%	17.00%	0%	0%	100%	0%	0%
Piedmont	41.51%	49.89%	31.57%	40.11%	29.67%	44.53%	45.30%	0%	0%	0%	100%	0%
Mountains	9.99%	15.16%	27.64%	16.23%	0.00%	14.23%	11.89%	0%	0%	0%	0%	100%
Male	40.43%	47.23%	54.22%	40.11%	50.26%	100%	0%	44.31%	44.78%	42.31%	44.10%	48.98%
Female	59.57%	52.77%	45.78%	59.89%	49.74%	0%	100%	55.69%	55.22%	57.69%	55.90%	51.02%
Black	42.73%	9.05%	13.71%	17.82%	17.08%	20.33%	27.56%	24.33%	22.46%	41.05%	23.60%	6.73%
White	49.53%	87.35%	81.77%	59.89%	73.57%	72.63%	67.79%	68.44%	71.32%	53.18%	71.40%	87.67%
Latino	3.90%	1.94%	0.00%	22.28%	0.00%	4.33%	1.55%	3.97%	4.81%	1.10%	2.21%	4.14%
Asian	1.55%	0.00%	2.67%	0.00%	0.00%	0.65%	0.88%	1.65%	0.00%	0.00%	1.02%	0.00%
Other	2.30%	1.66%	1.85%	0.00%	9.35%	2.07%	2.21%	1.60%	1.41%	4.67%	1.76%	1.45%