

North Carolina HM Audience

Andy Zack

12/17/2019

Counts

Total Count	18000
Registered	18000

Geography

State	Count	Percent
NC	18000	100%

State Senate	Count	Percent
36	7973	44%
19	3993	22%
41	3992	22%
1	997	6%
12	993	6%
Other	7	0%

State House	Count	Percent
45	4000	22%
82	4000	22%
83	4000	22%
98	4000	22%
5	1000	6%
53	1000	6%

County	Count	Percent
CABARRUS	7993	44%
MECKLENBURG	4002	22%
CUMBERLAND	4000	22%
Other	2004	11%

Demographics

education	45	5	53	82	83	98	Total
College Graduate	831	223	219	1054	1086	1618	5031
High School	1596	457	488	1468	1429	779	6217
Less than HS	174	40	42	169	118	48	591
Post Graduate	285	73	62	335	402	685	1842
Some College	796	134	135	653	700	567	2985
Unknown	17	7	2	15	12	14	67

Gender	45	5	53	82	83	98	Total
Female	2386	544	605	2349	2279	2347	10510
Male	1605	456	395	1644	1718	1647	7465
Unknown	9	0	0	7	3	6	25

Race	45	5	53	82	83	98	Total
African-American	182	24	11	102	88	53	460
Asian	47	0	1	40	37	28	153
Caucasian	3365	971	975	3718	3743	3780	16552
Hispanic	165	1	4	78	69	56	373
Native American	112	1	6	9	14	3	145
Other	125	3	3	45	48	72	296
Uncoded	4	0	0	8	1	8	21

Marital Status	45	5	53	82	83	98	Total
Married	2591	772	782	2638	2860	2954	12597
Unknown	18	2	7	22	23	10	82
Unmarried	1391	226	211	1340	1117	1036	5321

Party	45	5	53	82	83	98	Total
Democrat	1786	859	930	1982	1996	1458	9011
Libertarian	19	0	2	13	7	23	64
Other	2	0	0	0	0	0	2
Republican	742	46	37	553	569	595	2542
Unaffiliated	1451	95	31	1452	1428	1924	6381

Demographic Percentages

education	45	5	53	82	83	98	Total
College Graduate	22%	24%	23%	29%	29%	44%	30%
High School	43%	49%	51%	40%	38%	21%	37%
Less than HS	5%	4%	4%	5%	3%	1%	4%
Post Graduate	8%	8%	7%	9%	11%	18%	11%
Some College	22%	14%	14%	18%	19%	15%	18%
Unknown	0%	1%	0%	0%	0%	0%	0%

Gender	45	5	53	82	83	98	Total
Female	60%	54%	60%	59%	57%	59%	58%
Male	40%	46%	40%	41%	43%	41%	41%
Unknown	0%	0%	0%	0%	0%	0%	0%

Race	45	5	53	82	83	98	Total
African-American	5%	2%	1%	3%	2%	1%	3%
Asian	1%	0%	0%	1%	1%	1%	1%
Caucasian	84%	97%	98%	93%	94%	94%	92%
Hispanic	4%	0%	0%	2%	2%	1%	2%
Native American	3%	0%	1%	0%	0%	0%	1%
Other	3%	0%	0%	1%	1%	2%	2%
Uncoded	0%	0%	0%	0%	0%	0%	0%

Marital Status	45	5	53	82	83	98	Total
Married	65%	77%	78%	66%	72%	74%	70%
Unknown	0%	0%	1%	1%	1%	0%	0%
Unmarried	35%	23%	21%	34%	28%	26%	30%

Party	45	5	53	82	83	98	Total
Democrat	45%	86%	93%	50%	50%	36%	50%
Libertarian	0%	0%	0%	0%	0%	1%	0%
Other	0%	0%	0%	0%	0%	0%	0%
Republican	19%	5%	4%	14%	14%	15%	14%
Unaffiliated	36%	10%	3%	36%	36%	48%	35%



