

CIVITAS INSTITUTE STATEWIDE STUDY / OCTOBER 17-18, 2011

Now I am going to read you a list of people and organizations active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person or organization. If you have never heard of them, just tell me and we'll go on to the next one.

Elaine Marshall

	MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY REG			
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- INGTON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST (K)	PIED- MONT TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	178 30%	167 28%	109 18%	46 8%	45 7%	30 5%	25 4%	122 20%	85 14%	68 11%	110 18%	130 22%	81 13%	288 48%	312 52%	17 3%	77 13%	188 31%	133 22%	134 22%	198 33%	270 45%	132 22%
**D/S (FAVORABLE - UNFAVORABLE)	117 19%	50 28% CFGH	27 16% G	23 21% fg	10 22% G	5 10% G	-1 -2%	3 12% G	38 31% JLMN	4 5%	15 22% J	23 21% J	20 16% J	15 19% J	40 14%	77 25% O	1 8%	11 14%	33 17%	39 29% QRSu	27 20%	5 2%	91 34% VX	22 16% V
TOTAL HEARD OF -----	357 60%	130 73% CDEFG H	86 51%	65 60%	25 54%	24 53%	15 50%	12 50% JKLMN	94 77%	49 57%	39 57%	64 58%	66 51%	43 54%	163 57%	194 62%	7 41%	43 55%	113 60%	85 64% q	82 61%	105 53%	174 64% V	78 59%
TOTAL FAVORABLE -----	172 29%	71 40% CeFGH	36 22%	34 31% cG	12 26%	10 22%	4 14%	4 18% JKLMN	52 42% jklmn	17 20%	20 30%	34 31% jm	28 22%	19 24%	74 26%	98 31%	2 13%	17 22%	56 30% q	48 36% QR	39 29% q	34 17%	104 39% VX	33 25% v
TOTAL UNFAVORABLE -----	55 9%	21 12% Ce	9 5%	12 11%	4 4%	5 12%	5 16%	1 5%	13 11% MN	13 15% MN	5 8%	12 10%	8 6%	4 5%	34 12% P	21 7%	1 5%	6 7%	24 13% t	9 7%	13 9%	29 15% W	14 5%	12 9%
VERY FAVORABLE	61 10%	27 15% cdGH	14 8% H	9 9% H	5 11% H	5 11% H	1 4%	- -	16 14% J	5 6%	10 15% j	10 9%	11 9%	8 10%	22 8%	40 13% O	1 7%	3 4%	16 9%	19 14% R	17 13% R	8 4%	45 17% VX	8 6%
SOMEWHAT FAVORABLE	110 18%	44 25% CFG	22 13%	25 23% Cfg	7 15%	5 11%	3 10%	4 18% JKMN	35 29% jkmn	12 14%	10 14%	24 22% m	17 13%	11 14%	52 18%	58 19%	1 6%	14 18%	40 21% Q	29 22% Q	22 17%	26 13%	59 22% V	25 19%
SOMEWHAT UNFAVORABLE	34 6%	11 6%	8 5%	5 4%	4 4%	4 9%	3 10%	1 5%	6 5% KLMN	8 10%	4 6%	5 4%	7 5%	4 5%	21 7%	13 4%	- -	1 1%	18 10% QRT	4 3% Q	8 6% Qr	18 9% W	6 2%	9 7% w
VERY UNFAVORABLE	21 3%	10 6% CEH	1 1%	7 6% CEH	- -	1 2% 2%	2 7%	- -	8 6% kMN	5 5% mN	1 1%	7 6% kMN	1 1%	- -	13 5%	8 2%	1 5%	5 6%	6 3%	5 4%	5 4%	11 6%	7 3%	3 2%
HEARD OF/NO OPINION	131 22%	39 22%	41 24%	19 18%	11 23%	9 20%	6 20%	7 27%	29 24%	19 22%	14 20%	18 17%	30 23%	20 25%	55 19%	75 24%	4 23%	20 26%	33 18%	28 21%	30 23%	42 21%	56 21%	32 25%
NEVER HEARD OF	243 40%	48 27%	81 49% B	44 40% B	21 46% B	21 47% B	15 50% B	13 50% B	28 23%	37 43% I	29 43% I	46 42% I	64 49% I	37 46% I	125 43%	118 38%	10 59% t	34 45%	75 40%	48 36%	52 39%	93 47% W	96 36%	54 41%
**RATIO (FAVORABLE / UNFAVORABLE)	3.1	3.4	4.0	3.0	6.1	1.9	0.9	3.3	3.9	1.3	3.9	3.0	3.6	4.7	2.2	4.7	2.5	2.9	2.4	5.2	3.1	1.2	7.6	2.8

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	GENDER/AGE						PARTY REG/GENDER						IDEOLOGY			RACE				
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	LIB (N)	MOD (O)	CONS (P)	BLACK (Q)	WHITE (R)	HISP- ANIC (S)	OTHER (T)
BASE=TOTAL SAMPLE	600 100%	73 12%	127 21%	65 11%	71 12%	133 22%	80 13%	108 18%	90 15%	105 18%	165 27%	75 13%	57 9%	103 17%	206 34%	260 43%	126 21%	444 74%	5 1%	16 3%
**D/S (FAVORABLE - UNFAVORABLE)	117 19%	1 1%	18 14% B	17 25% Bc	16 23% B	44 33% BCG	15 19% B	3 3%	1 2%	28 27% HIL	62 38% HIJLM	8 11% HI	13 23% HIL	39 38% P	64 31% P	11 4%	53 42% RST	62 14%	-1 -19%	2 10%
TOTAL HEARD OF	357 60%	42 57%	70 55%	41 63%	41 58%	88 66% c	48 60%	64 60% I	41 45%	60 57%	114 69% IJL	39 52% I	38 68% IL	63 61%	128 62%	144 55%	89 70% RS	255 57% S	1 19%	9 56% s
TOTAL FAVORABLE	172 29%	13 18%	34 27%	21 33% b	21 30%	49 37% Bc	23 29% f	23 21% i	11 12%	35 33% hIL	70 42% HILm	16 22%	17 30% I	41 40% P	79 38% P	45 17%	53 42% RSt	114 26% S	- -	4 22% S
TOTAL UNFAVORABLE	55 9%	12 17% deF	17 13% F	5 7%	5 7%	5 3%	9 11% f	20 18% JKM	10 11% k	6 6% I	7 5%	8 11% J	4 7%	3 3%	14 7% n	34 13% NO	- -	52 12% Q	1 19%	2 11%
VERY FAVORABLE	61 10%	1 1%	10 8% B	7 12% B	8 12% B	17 13% B	12 15% B	5 5%	3 3%	14 13% HIL	31 19% HILM	3 4%	5 9%	16 15% P	29 14% P	15 6%	16 12% S	43 10% S	- -	2 11%
SOMEWHAT FAVORABLE	110 18%	13 17%	24 19%	14 21%	13 18%	32 24% g	11 14%	18 17%	8 9%	21 20% I	38 23% I	13 18%	12 21% i	26 25% P	49 24% P	11% 11%	38 30% RST	71 16% S	- -	2 11%
SOMEWHAT UNFAVORABLE	34 6%	7 10% F	10 8% F	4 6%	3 4%	3 2%	5 6% iJKm	14 13% j	5 5% j	1 1%	6 3% J	6 8% J	3 5%	1 1%	12 6% N	19 7% N	- -	33 7% QS	- -	1 6%
VERY UNFAVORABLE	21 3%	5 7% df	7 5% f	1 1%	2 3%	2 1%	4 5% k	6 6% k	5 5% k	5 5% k	2 1% k	2 3%	1 2%	2 2%	3 1% no	15 6% no	- -	19 4% Q	1 19%	1 5%
HEARD OF/NO OPINION	131 22%	16 22%	19 15%	15 23%	15 21%	34 26% C	16 20%	22 20%	20 22%	19 18%	37 23%	15 20%	18 31% j	19 18%	35 17%	66 25% O	35 28% rS	89 20% S	- -	4 23% S
NEVER HEARD OF	243 40%	31 43%	57 45% f	24 37%	30 42%	46 34%	32 40%	43 40%	49 55% HKM	46 43% K	50 31%	36 48% Km	18 32%	40 39%	79 38%	116 45%	37 30%	189 43% Q	4 81% QRt	7 44%
**RATIO (FAVORABLE / UNFAVORABLE)	3.1	1.1	2.1	4.4	4.4	10.6	2.7	1.2	1.2	5.6	9.4	2.0	4.5	15.1	5.5	1.3	-	2.2	-	1.9

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Beth Wood

	MEDIA MARKET								KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST (K)	PIED-MONT TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	178 30%	167 28%	109 18%	46 8%	45 7%	30 5%	25 4%	122 20%	85 14%	68 11%	110 18%	130 22%	81 13%	288 48%	312 52%	17 3%	77 13%	188 31%	133 22%	134 22%	198 33%	270 45%	132 22%
**D/S (FAVORABLE - UNFAVORABLE)	23 4%	10 6% D	9 5% D	-4 -3%	1 2% D	4 9% D	2 7% D	1 3% D	3 3% L	9 10% ILMN	5 8% L	-3 -2%	4 3% L	2 3% L	13 5%	10 3%	-2 -10%	1 1%	7 4% qr	13 10% QRSU	3 2%	3 1%	18 7% VX	2 2%
TOTAL HEARD OF	151 25%	48 27%	36 22%	26 24%	12 27%	13 29%	6 20%	9 37%	37 30% M	18 21%	20 29%	28 26%	25 19%	20 25%	76 26%	75 24%	6 34%	13 17%	47 25%	46 34% Rs	34 25%	47 24%	69 26%	34 26%
TOTAL FAVORABLE	44 7%	16 9% D	12 7%	4 4%	2 4%	6 13% d	2 7%	2 7%	9 7%	10 11% l	8 11%	5 4%	6 5%	4 5%	24 8%	19 6%	- -	2 3%	13 7% Q	19 14% QRSU	9 7% Q	9 5%	27 10% V	7 6%
TOTAL UNFAVORABLE	21 3%	6 4% G	3 2% g	8 7% CG	1 2%	2 5%	- -	1 3%	5 4%	1 1%	2 3%	8 7% Jm	3 2%	2 2%	11 4%	9 3%	2 10%	2 2%	6 3%	6 4%	6 4%	7 3%	9 3%	5 4%
VERY FAVORABLE	11 2%	6 3% EFGH	2 1%	3 3% efgh	- -	- -	- -	- -	2 1%	1 1%	3 4%	3 3% n	2 2%	- -	7 2%	4 1%	- -	- -	2 1% QRs	6 5% QRs	2 1%	1 1%	9 3% Vx	1 1%
SOMEWHAT FAVORABLE	33 5%	11 6% D	10 6% D	1 1%	4 4%	6 13% D	2 7%	2 7%	7 6% Lm	9 10% Lm	5 7%	2 2%	4 3%	4 5%	17 6%	15 5%	- -	2 3%	10 6% Q	12 9% Qr	7 5% Q	8 4%	18 7%	6 5%
SOMEWHAT UNFAVORABLE	11 2%	4 3% GH	2 1%	2 2%	1 2%	2 5%	- -	- -	4 3% j	- -	2 3%	2 2%	2 1%	2 2%	7 2%	5 2%	1 5%	1 1%	4 2% 1%	2 1% 3%	4 3% 1%	2 1% 2%	5 2% 1%	4 2% 3%
VERY UNFAVORABLE	9 2%	2 1%	1 1%	6 5% bCEFG	- -	- -	- -	1 3%	2 2%	1 1%	- -	6 5% jKMN	1 1%	- -	5 2%	5 2%	1 5%	1 1%	2 1% 3%	4 3% 1%	2 1% 1%	5 2% 2%	4 1% 1%	1 1%
HEARD OF/NO OPINION	86 14%	25 14%	21 13%	15 14%	9 20%	5 11%	4 14%	7 27%	23 19% J	8 9%	10 15%	16 14%	15 12%	14 18%	40 14%	46 15%	4 24%	9 12%	28 15%	21 16%	19 14%	31 16%	33 12%	22 17%
NEVER HEARD OF	449 75%	130 73%	131 78%	83 76%	34 73%	32 71%	24 80%	16 63%	85 70%	67 79%	48 71%	82 74%	105 81% I	60 75%	212 74%	237 76%	11 66%	64 83% T	142 75% t	88 66%	100 75%	151 76%	201 74%	98 74%
**RATIO (FAVORABLE / UNFAVORABLE)	2.1	2.6	4.1	0.5	2.0	2.9	-	2.1	1.6	12.2	3.7	0.6	2.2	2.1	2.2	2.0	-	1.3	2.2	3.3	1.5	1.4	3.0	1.5

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	GENDER/AGE						PARTY REG/GENDER						IDEOLOGY			RACE				
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	LIB (N)	MOD (O)	CONS (P)	BLACK (Q)	WHITE (R)	HISP- ANIC (S)	OTHER (T)
BASE=TOTAL SAMPLE	600 100%	73 12%	127 21%	65 11%	71 12%	133 22%	80 13%	108 18%	90 15%	105 18%	165 27%	75 13%	57 9%	103 17%	206 34%	260 43%	126 21%	444 74%	5 1%	16 3%
**D/S (FAVORABLE - UNFAVORABLE)	23 4%	-2 -2%	13 10% BDEFG	2 3% B	2 3% B	5 4% B	2 3% B	4 4% I	-2 -2%	8 7% IL	10 6% IL	1 1% I	1 3% I	8 8% I	10 5% I	8 3% I	14 11% RST	9 2% S	- -	- 2%
TOTAL HEARD OF	151 25%	11 15%	47 37% BdeF	15 24%	18 25%	32 24% b	22 27% b	28 26%	19 21%	35 33% iKL	35 21%	13 18%	21 37% IKL	34 33% P	51 25%	55 21%	32 26% S	112 25% S	- -	5 33% S
TOTAL FAVORABLE	44 7%	1 1%	18 14% BeFG	5 8% b	5 7%	9 7% B	5 6%	7 7%	2 2%	14 13% IL	13 8% I	3 4% I	4 8% I	13 13% P	16 8%	14 5%	15 12% rS	26 6% S	- -	2 12% S
TOTAL UNFAVORABLE	21 3%	3 4%	6 4%	3 5%	3 4%	4 3% Q	3 4%	3 3%	4 4%	6 6%	3 2% Q	2 3%	3 5% Q	6 6%	7 3%	6 2%	1 1% Q	17 4% QS	- -	2 10% Q
VERY FAVORABLE	11 2%	- -	6 5% BE	1 1%	- -	3 2%	1 1%	1 1%	- -	6 6% hIL	3 2% il	- -	1 2%	4 4%	4 2%	2 1%	4 3% s	6 1% S	- -	1 5% S
SOMEWHAT FAVORABLE	33 5%	1 1%	12 10% B	4 6%	5 7%	6 5%	4 5%	6 6%	2 2%	8 8% i	10 6%	3 4%	3 6%	9 9%	12 6%	12 5%	12 9% S	20 5% S	- -	1 6% S
SOMEWHAT UNFAVORABLE	11 2%	3 4%	2 1%	2 3%	1 1%	2 1% Q	2 2%	- -	2 2%	4 4% Hk	1 1%	2 3%	2 3%	4 4%	5 2%	2 1%	- -	9 2% QS	- -	1 5% Q
VERY UNFAVORABLE	9 2%	- -	4 3% b	1 2%	2 2%	2 2%	1 1% 1	3 3% 1	2 2%	2 2%	2 1%	- -	1 2%	2 2%	2 1%	4 2%	1 1% S	8 2% S	- -	1 5% S
HEARD OF/NO OPINION	86 14%	7 10%	23 18% b	8 12%	11 15%	20 15% c	14 17% C	18 16%	14 15%	14 14%	19 11%	8 11%	14 24% KL	15 15%	28 14%	35 14%	16 13% S	68 15% S	- -	2 12% S
NEVER HEARD OF	449 75%	62 85% Cfg	80 63%	49 76% c	53 75% c	101 76% C	58 73%	80 74%	71 79% jM	71 67%	130 79% JM	62 82% JM	36 63%	68 67%	155 75%	205 79% N	94 74%	332 75%	5 100% QRT	11 67%
**RATIO (FAVORABLE / UNFAVORABLE)	2.1	0.4	3.3	1.7	1.8	2.2	1.7	2.4	0.5	2.3	4.4	1.5	1.5	2.4	2.5	2.4	13.3	1.6	-	1.1

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	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST (K)	PIED-MONT TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)	
BASE=TOTAL SAMPLE	600 100%	178 30%	167 28%	109 18%	46 8%	45 7%	30 5%	25 4%	122 20%	85 14%	68 11%	110 18%	130 22%	81 13%	288 48%	312 52%	17 3%	77 13%	188 31%	133 22%	134 22%	198 33%	270 45%	132 22%	
**D/S (FAVORABLE - UNFAVORABLE)	31 5%	17 10% CDG	5 3% G	3 3% g	2 4%	2 5%	-	1 5%	15 12% JLMN	3 4%	4 6%	4 4%	2 2%	3 4%	13 5%	18 6%	1 5%	5 7%	7 4%	9 6%	4 3%	-4 -2%	29 11% VX	6 5% V	
TOTAL HEARD OF	154 26%	65 37% CDG	31 19%	19 18%	12 27% g	12 26% g	3 10%	11 46% CDG	52 42% JKLMN	19 23%	19 28% m	20 18%	22 17%	21 27%	75 26%	79 25%	3 18%	16 21%	51 27% U	46 35% qRU	23 17%	42 21%	76 28% v	35 27%	
TOTAL FAVORABLE	48 8%	26 15% CDEFG	7 4% G	7 6% G	3 7% g	2 5%	-	2 7%	22 18% JKLMN	5 6%	4 6%	8 7%	4 3%	5 6%	23 8%	25 8%	1 5%	7 9%	14 8%	15 12% U	5 4%	5 3%	34 13% VX	9 7%	
TOTAL UNFAVORABLE	17 3%	9 5% CFG	2 1%	4 4% FG	1 2%	-	-	1 3%	7 6% Km	2 2%	-	4 4% K	2 2%	2 2%	10 3%	7 2%	-	2 2%	7 4% Qu	7 5% QU	1 1%	9 5%	5 2%	3 2%	
VERY FAVORABLE	18 3%	7 4% FG	4 3% FG	4 4% FG	1 3%	-	-	1 4%	6 5% K	2 2%	-	4 4% K	2 2%	3 4% k	6 2%	12 4%	-	2 3%	4 2% Q	8 6% QU	1 1%	1 1%	14 5% V	3 2%	
SOMEWHAT FAVORABLE	30 5%	19 11% CDeG	3 2% g	3 3% g	4 4%	2 5%	-	1 4%	16 13% JKLMN	3 4%	4 6%	4 4%	2 2%	2 2%	17 6%	14 4%	1 5%	5 7%	10 5%	8 6%	4 3%	4 2%	20 7% V	6 5%	
SOMEWHAT UNFAVORABLE	5 1%	2 1%	-	1 1%	1 2%	-	-	1 3%	1 1%	1 1%	-	1 1%	1 1%	1 1%	3 1%	2 1%	-	-	4 2% QRU	1 1%	-	1 1%	1 -	3 2%	
VERY UNFAVORABLE	12 2%	7 4% EFGH	2 1%	3 3% efgh	-	-	-	-	6 5% Km	1 1%	-	3 3% k	1 1%	1 1%	7 2%	5 2%	-	2 2%	3 2% q	6 5% Qu	1 1%	8 4% X	4 2% X	-	
HEARD OF/NO OPINION	89 15%	30 17% D	22 13%	8 7% d	8 18% d	9 21% d	3 10%	9 35% bCDG	23 19% L	12 15%	15 23% Lm	8 7%	16 12%	14 18% L	43 15%	46 15%	2 12%	7 9%	30 16%	24 18% r	17 13%	28 14%	37 14%	24 18%	
NEVER HEARD OF	446 74%	113 63%	136 81% BH	90 82% BH	34 73%	33 74%	27 90% BefH	14 54%	71 58%	66 77% I	49 72% i	90 82% I	108 83% Ik	59 73% I	213 74%	233 75%	14 82% t	61 79% T	137 73%	87 65%	111 83% ST	156 79% w	194 72%	97 73%	
**RATIO (FAVORABLE / UNFAVORABLE)	2.9	3.0	3.7	1.8	2.8	-	-	2.7	3.2	2.8	-	2.0	2.2	2.5	2.3	3.7	-	3.7	2.0	2.3	5.5	0.6	7.2	3.1	

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	GENDER/AGE							PARTY REG/GENDER						IDEOLOGY			RACE			
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	LIB (N)	MOD (O)	CONS (P)	BLACK (Q)	WHITE (R)	HISP- ANIC (S)	OTHER (T)
BASE=TOTAL SAMPLE	600 100%	73 12%	127 21%	65 11%	71 12%	133 22%	80 13%	108 18%	90 15%	105 18%	165 27%	75 13%	57 9%	103 17%	206 34%	260 43%	126 21%	444 74%	5 1%	16 3%
**D/S (FAVORABLE - UNFAVORABLE)	31 5%	1 2%	9 7% bd	1 2%	5 7% d	7 5%	3 4%	-3 -3%	-1 -1%	13 12% HILm	17 10% HIL	3 4% HI	3 5% HI	11 11% OP	8 4%	10 4%	15 12% RS	15 3% S	-	2 11%
TOTAL HEARD OF -----	154 26%	15 21%	43 34% BDeG	11 18%	16 22%	41 31% bDG	13 16%	27 25%	16 17%	31 29% i	46 28% i	18 23%	17 31% i	35 34% P	54 26%	53 20%	35 28% S	111 25% S	-	6 34% S
TOTAL FAVORABLE -----	48 8%	4 6%	14 11% DG	2 3%	7 10%	12 9% d	3 4%	4 4%	1 1%	14 14% HIL	20 12% HIL	4 6%	5 8% i	14 14% oP	14 7%	17 6%	17 14% RS	29 7% S	-	2 11%
TOTAL UNFAVORABLE -----	17 3%	3 4% g	6 5% G	1 1%	2 3%	5 4% G	-	7 7% jkl	2 2%	2 2%	3 2%	1 1%	2 3%	3 3%	6 3%	7 3%	2 2%	14 3% ST	-	-
VERY FAVORABLE	18 3%	-	5 4% BD	-	2 3%	6 5% BD	1 1%	1 1%	-	4 4% I	10 6% HIL	1 1%	2 3%	8 8% P	7 4% p	2 1%	8 6% rS	9 2% S	-	1 5%
SOMEWHAT FAVORABLE	30 5%	4 6%	10 7%	2 3%	5 7%	5 4%	2 3%	3 3%	1 1%	10 10% HI	10 6% I	3 4%	3 5%	6 6%	7 3%	15 6%	9 7% S	20 5% S	-	1 5%
SOMEWHAT UNFAVORABLE	5 1%	-	3 2%	-	1 1%	1 1%	-	1 1%	-	1 1%	-	1 1%	2 3%	-	3 1% n	1 -	-	5 1% QST	-	-
VERY UNFAVORABLE	12 2%	3 4% g	3 2% g	1 1%	1 1%	4 3% G	-	6 6% jLM	2 2%	1 1%	3 2% lm	-	-	3 3%	3 1%	6 2%	2 2% ST	10 2% ST	-	-
HEARD OF/NO OPINION	89 15%	8 11%	23 18% e	8 13%	7 10%	24 18% e	9 12%	16 14%	13 14%	15 14%	23 14%	13 17%	11 19%	18 17%	34 16%	30 11%	16 13% S	68 15% S	-	4 23% S
NEVER HEARD OF	446 74%	58 79% Cf	84 66%	53 82% CF	56 78% c	92 69%	67 84% CF	81 75%	75 83% jkm	75 71%	119 72%	57 77%	39 69%	67 66%	152 74%	207 80% N	91 72%	333 75%	5 100% QRT	11 66%
**RATIO (FAVORABLE / UNFAVORABLE)	2.9	1.4	2.5	2.0	3.8	2.4	-	0.6	0.5	8.9	6.3	4.4	2.5	4.7	2.4	2.5	7.5	2.0	-	-