

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.

June Atkinson

	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)	93 15%	54 30% CDeFG	11 6%	8 7%	8 18% cd	4 9%	4 13%	4 17%	40 33% JKLMN	15 17% LM	12 18% LM	9 8%	7 5%	10 13% m	39 14%	54 17%	1 7%	12 16%	31 16%	24 18%	16 12%	15 7%	65 24% VX	13 10%
TOTAL HEARD OF -----	234 39%	102 57% CDEG	42 25%	37 34% g	16 36%	20 43% CG	6 20%	12 46% cG	74 60% JLMN	30 35%	33 48% LMn	37 34%	33 25%	28 34%	106 37%	128 41%	5 32%	27 35%	84 44%	54 41%	49 36%	54 27%	132 49% VX	48 36% v
TOTAL FAVORABLE -----	112 19%	61 34% CDEFG H	13 8%	13 12%	8 18%	8 19%	4 13%	4 17%	43 36% JLMN	18 21% M	16 24% LM	14 13%	9 7%	11 14%	50 17%	63 20%	1 7%	14 19%	37 20% q	30 23% Q	21 16%	20 10%	74 27% VX	19 14%
TOTAL UNFAVORABLE -----	20 3%	7 4% EGH	3 2% egh	5 5% EGH	-	4 10% cEGH	-	-	4 3%	3 4%	4 6%	5 5%	3 2%	1 1%	11 4%	9 3%	-	2 3%	7 4% Q	6 4% Q	5 4% Q	5 2%	9 3%	6 4%
VERY FAVORABLE	34 6%	22 12% CDEFG	3 2% g	5 5% G	1 2%	1 2%	-	2 6%	15 12% jLMN	4 5% m	5 7% m	7 7% M	1 1%	2 3%	15 5%	19 6%	1 7%	4 5%	8 4%	15 11% SU	3 2%	4 2%	27 10% VX	3 2%
SOMEWHAT FAVORABLE	78 13%	39 22% CD	10 6%	8 7%	7 16% c	7 17% c	4 13%	3 10%	29 24% LMN	13 16% LM	12 17% LM	7 6%	8 6%	9 11%	34 12%	44 14%	-	10 14% Q	29 15% Q	15 11% Q	18 14% Q	16 8%	47 17% V	16 12%
SOMEWHAT UNFAVORABLE	13 2%	6 3% EGH	3 2% egh	2 2%	-	3 7% egh	-	-	2 1%	2 2%	4 6%	2 2%	3 2%	1 1%	9 3%	5 2%	-	1 1%	6 3% Q	3 2% q	4 3% Q	4 2%	5 2%	4 4%
VERY UNFAVORABLE	6 1%	2 1%	-	3 3% cegh	-	1 3%	-	-	2 1%	1 2%	-	3 3% kmn	-	-	2 1%	4 1%	-	1 2%	1 1%	3 2% q	1 1%	1 1%	4 2%	1 1%
HEARD OF/NO OPINION	102 17%	33 19% G	26 15% g	19 18% g	8 18% B	7 15% B	2 6% BdFH	7 29% G	27 22% J	9 10%	13 18%	18 16%	21 16%	15 19%	46 16%	56 18%	4 25%	10 14%	40 21% t	18 14%	23 17%	29 15%	49 18%	23 18%
NEVER HEARD OF	366 61%	76 43%	125 75% BFh	72 66% B	30 64% B	25 57% B	24 80% BdFH	13 54%	49 40%	55 65% I	35 52%	73 66% Ik	97 75% IK	53 66% Ik	182 63%	184 59%	11 68%	50 65%	105 56%	79 59%	85 64%	144 73% Wx	138 51%	84 64% W
**RATIO (FAVORABLE / UNFAVORABLE)	5.7	8.3	4.7	2.6	-	1.9	-	-	12.2	5.5	4.1	2.8	3.3	12.2	4.6	7.0	-	6.4	5.6	5.1	4.5	4.0	8.4	3.1

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June Atkinson

BANNER 2

	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)	93 15%	9 13%	17 13%	10 15%	17 24% bcG	24 18% g	8 10%	9 8%	6 7%	24 23% HILM	42 25% HILM	6 8%	6 11%	22 21% P	38 19% P	30 11%	39 31% RS	50 11% S	- -	3 16% s
TOTAL HEARD OF -----	234 39%	27 36%	51 40%	25 38%	30 42%	62 46% G	25 31%	32 29%	22 25%	50 47% HIL	83 50% HIL	25 33%	23 40% i	46 45% P	92 45% P	83 32%	69 54% RS	158 36% S	- -	6 39% S
TOTAL FAVORABLE -----	112 19%	12 16%	23 18%	12 18%	19 27% G	28 21%	10 13%	13 12%	7 8%	26 25% HILm	48 29% HILM	10 14%	8 14%	27 27% P	44 21% P	37 14%	42 33% RSt	67 15% S	- -	3 16% s
TOTAL UNFAVORABLE -----	20 3%	3 4%	6 5%	2 3%	2 3%	4 3%	3 3%	4 4%	1 1%	3 3%	6 4% I	4 5%	2 3%	5 5%	6 3%	7 3%	2 2% ST	17 4% ST	- -	- -
VERY FAVORABLE	34 6%	1 1%	10 8% Bdg	2 3%	7 10% Bdg	9 7% B	2 3%	3 3% m	1 1%	9 9% hIM	18 11% HILM	3 4% m	- -	11 11% P	14 7%	8 3%	11 9% S	20 5% S	- -	2 11% s
SOMEWHAT FAVORABLE	78 13%	11 15%	12 10%	10 16%	12 17%	19 15%	8 10%	10 9%	6 7%	17 16% I	30 18% HIL	7 10%	8 14%	16 15%	30 15%	28 11%	30 24% RST	47 11% S	- -	1 5% s
SOMEWHAT UNFAVORABLE	13 2%	3 4%	4 3%	2 3%	1 1%	2 1%	2 2%	3 3%	1 1%	3 3%	2 1%	3 4%	2 3%	3 3%	4 2%	6 2%	- -	13 3% QST	- -	- -
VERY UNFAVORABLE	6 1%	- -	2 2%	- -	1 2%	2 2%	1 1%	1 1%	- -	- -	4 3% IJM	1 1%	- -	2 2%	2 1%	1 -	2 2% st	4 1% st	- -	- -
HEARD OF/NO OPINION	102 17%	12 16%	22 18%	11 17%	9 13%	29 22% e	12 15%	15 14%	14 16%	21 20%	29 17%	10 14%	13 23%	13 13%	43 21% n	39 15%	25 19% S	74 17% S	- -	4 23% S
NEVER HEARD OF	366 61%	46 64%	76 60%	40 62%	41 58%	72 54%	55 69% F	76 71% JK	68 75% JKm	55 53%	82 50%	50 67% JK	34 60%	57 55%	114 55%	177 68% NO	57 46%	286 64% Q	5 100% QRT	10 61% s
**RATIO (FAVORABLE / UNFAVORABLE)	5.7	4.3	3.9	5.8	8.5	7.1	3.8	3.2	7.4	9.9	7.8	2.6	4.4	5.0	7.8	5.4	16.7	3.9	-	-

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Cherie Berie

	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)	94 16%	33 19% H	22 13% h	16 15% h	13 29% CdFgH	5 11%	3 11%	1 4%	27 22% KM	14 16% K	3 5%	16 15% K	14 11% K	18 23% KM	55 19% P	39 13% P	3 18%	9 11% RU	45 24% RU	24 18% U	11 8% U	25 13% U	51 19% v	19 14% v
TOTAL HEARD OF -----	285 48%	89 50% G	87 52% G	47 44% g	23 51% g	20 44%	9 31%	10 38%	70 57% JL	28 33%	31 46%	47 42%	63 48% J	45 56% JL	144 50%	141 45%	8 48%	37 47%	109 58% U	67 50% U	48 36%	93 47%	125 46%	67 51%
TOTAL FAVORABLE -----	129 21%	47 26% H	32 19%	21 19%	14 31% gH	8 18%	4 14%	2 9%	36 29% JKLM	16 19%	11 15%	21 19%	23 18%	21 26%	71 25% p	58 18%	3 18%	14 18%	54 29% rU	34 26% U	19 14%	34 17%	67 25% V	27 21% V
TOTAL UNFAVORABLE -----	34 6%	14 8% E	10 6%	5 5%	1 2%	3 7%	1 3%	1 5%	9 7%	2 2% j	7 10% j	5 5% j	9 7% j	3 4% j	16 6%	18 6%	- -	5 7% Q	9 5% Q	10 7% Q	8 6% Q	9 5% Q	17 6% Q	9 7% Q
VERY FAVORABLE	44 7%	12 7%	12 7%	10 9% f	5 11%	1 2%	3 11%	1 4%	9 7%	5 6% j	4 5% j	10 9% j	8 6% j	7 9% j	24 8% j	20 6% j	2 13%	5 6% j	12 6% j	16 12% sU	7 5% sU	9 5% sU	21 8% sU	14 10% v
SOMEWHAT FAVORABLE	85 14%	35 20% cDGH	20 12% G	12 11% g	9 19% Gh	7 16% g	1 3%	1 6%	27 22% JKLM	11 13%	7 10%	12 10%	15 12%	14 17%	47 16%	38 12%	1 5%	9 12%	42 22% QRTU	18 13%	12 9%	25 13%	47 17% X	13 10%
SOMEWHAT UNFAVORABLE	18 3%	8 4% EGH	4 2% EGH	3 3% egh	- -	3 7% egh	- -	- -	5 4% J	- -	5 7% Jn	3 3% j	4 3% J	1 1%	7 2%	11 3%	- -	2 3% Q	5 3% Q	5 4% Q	3 2% q	6 3%	7 3%	4 3%
VERY UNFAVORABLE	17 3%	6 3% F	6 4% F	2 2%	1 2%	- -	1 3%	1 5%	4 3%	2 2% j	2 3%	2 2%	5 4%	2 2%	9 3%	8 2%	- -	3 4% q	4 2% q	5 4% Q	5 4% Q	3 2% W	9 3% W	4 3% W
HEARD OF/NO OPINION	122 20%	29 16%	45 27% Bg	21 20%	8 18%	9 19%	4 13%	6 24%	25 21% j	10 11%	14 20%	20 19%	31 24% J	21 26% J	57 20%	65 21%	5 30%	17 22%	47 25% u	24 18%	22 16%	49 25% W	41 15% W	32 24% W
NEVER HEARD OF	315 52%	89 50%	80 48%	62 56%	23 49%	25 56%	21 69% BCe	15 62%	53 43%	57 67% IMN	37 54%	64 58% In	67 52%	36 44%	144 50%	171 55%	9 52%	40 53%	79 42%	66 50%	86 64% ST	105 53%	145 54%	65 49%
**RATIO (FAVORABLE / UNFAVORABLE)	3.7	3.5	3.3	4.2	15.9	2.7	4.8	1.8	4.2	7.6	1.5	4.2	2.6	7.4	4.4	3.1	-	2.6	6.0	3.5	2.5	3.8	4.0	3.1

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Cherie Berie

	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)	94 16%	10 14% G	33 26% BFG	12 18% G	15 21% G	21 16% G	1 1%	17 16% M	8 9%	22 21% IM	29 17% IM	16 21% IM	3 4%	15 15%	32 16%	42 16%	23 19% S	66 15% S	- -	4 23% S
TOTAL HEARD OF -----	285 48%	42 57% DG	71 55% DG	25 39% G	37 52% G	68 51% G	27 33%	53 49%	40 44%	53 51%	72 44%	38 51%	29 52%	45 44%	99 48%	127 49%	51 41%	225 51% qs	1 19%	7 40%
TOTAL FAVORABLE -----	129 21%	16 22% G	38 30% G	16 24% G	18 25% G	30 22% G	6 7%	23 22% i	11 12%	28 27% IM	39 24% Im	20 26% Im	8 13%	25 24%	45 22%	53 20%	29 23% S	95 21% S	- -	4 23% S
TOTAL UNFAVORABLE -----	34 6%	6 9%	5 4%	4 6%	3 4%	9 7%	5 6%	6 6%	3 3%	7 6%	10 6%	4 5%	5 9%	10 10% p	13 7%	11 4%	6 5% ST	29 6% ST	- -	- -
VERY FAVORABLE	44 7%	5 7%	12 9% G	7 10% G	5 7%	11 8% G	2 2%	7 7%	2 2%	8 7% i	13 8% I	9 12% I	5 8%	10 10%	18 9%	15 6%	7 5% ST	36 8% ST	- -	- -
SOMEWHAT FAVORABLE	85 14%	11 15% G	26 20% G	9 14% g	13 18% G	19 14% G	4 5%	16 15% M	9 10%	21 20% IM	26 16% M	10 14% m	3 5%	15 15%	27 13%	38 15%	23 18% S	59 13% S	- -	4 23% S
SOMEWHAT UNFAVORABLE	18 3%	3 4%	2 2%	1 1%	2 3%	4 3%	3 4%	3 3%	3 3%	3 3%	5 3%	1 2%	3 5%	6 6%	6 3%	6 2%	2 2%	15 3% ST	- -	- -
VERY UNFAVORABLE	17 3%	3 4%	3 2%	3 5%	1 2%	5 4%	2 2%	3 3% i	- -	4 4% I	6 3% I	2 3%	2 4%	4 4%	8 4%	5 2%	4 3% st	13 3% ST	- -	- -
HEARD OF/NO OPINION	122 20%	19 26% D	28 22% D	6 9%	16 22% D	30 22% D	16 20% d	23 22%	26 29% JK	18 18%	23 14%	15 20%	17 29% JK	10 10%	40 19% N	63 24% N	16 12%	102 23% Q	1 19%	3 18%
NEVER HEARD OF	315 52%	31 43%	57 45%	39 61% BC	35 48%	65 49%	53 67% BCEF	55 51%	50 56%	52 49%	93 56%	37 49%	27 48%	58 56%	108 52%	133 51%	75 59% r	219 49% r	4 81% r	10 60%
**RATIO (FAVORABLE / UNFAVORABLE)	3.7	2.6	7.6	4.0	5.6	3.4	1.2	3.8	3.7	4.3	3.8	5.5	1.5	2.5	3.4	4.7	4.9	3.3	-	-

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Walter Dalton

	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)	21 4%	6 4%	6 3%	3 3%	-2 -4%	5 12%	- -	3 10%	-2 -1%	12 14%	6 8%	3 3%	3 2%	-2 -2%	5 2%	16 5%	-1 -5%	3 3%	4 2%	8 6%	7 5%	3 2%	27 10%	-10 -7%
TOTAL HEARD OF -----	276 46%	91 51%	64 38%	49 45%	18 39%	30 67%	13 43%	10 40%	70 57%	37 43%	39 58%	48 44%	47 36%	34 42%	128 45%	148 47%	5 28%	37 48%	97 52%	66 49%	56 42%	70 36%	144 53%	61 46%
TOTAL FAVORABLE -----	77 13%	29 16%	15 9%	15 14%	1 3%	11 24%	3 9%	3 10%	18 15%	16 19%	12 18%	15 13%	9 7%	5 7%	37 13%	40 13%	- -	9 12%	29 15%	21 16%	15 11%	16 8%	51 19%	10 8%
TOTAL UNFAVORABLE -----	56 9%	23 13%	9 6%	12 11%	3 7%	6 13%	3 10%	- -	20 16%	4 5%	7 10%	12 11%	7 5%	7 9%	32 11%	24 8%	1 5%	7 9%	24 13%	14 10%	8 6%	12 6%	24 9%	20 15%
VERY FAVORABLE	16 3%	6 3%	4 3%	4 4%	1 3%	1 2%	- -	- -	3 2%	- -	4 5%	4 4%	2 2%	3 4%	8 3%	8 3%	- -	- -	6 3%	8 6%	1 1%	3 2%	10 4%	3 2%
SOMEWHAT FAVORABLE	61 10%	24 13%	11 7%	11 10%	- -	10 22%	3 9%	3 10%	15 13%	16 19%	8 12%	11 10%	7 5%	2 3%	29 10%	32 10%	- -	9 12%	23 12%	13 10%	14 11%	12 6%	41 15%	7 5%
SOMEWHAT UNFAVORABLE	30 5%	13 7%	5 3%	5 4%	3 7%	2 5%	2 7%	- -	10 8%	3 4%	3 4%	5 4%	4 3%	5 6%	19 7%	11 3%	- -	1 1%	19 10%	5 4%	5 4%	9 5%	11 4%	9 7%
VERY UNFAVORABLE	26 4%	10 6%	5 3%	7 6%	- -	4 8%	1 3%	- -	10 8%	1 1%	4 5%	7 6%	3 2%	2 2%	13 4%	13 4%	1 5%	6 7%	6 3%	9 7%	3 2%	3 2%	12 5%	10 8%
HEARD OF/NO OPINION	144 24%	39 22%	39 24%	23 21%	14 29%	14 31%	7 25%	8 30%	31 26%	17 20%	21 30%	22 20%	31 24%	22 27%	60 21%	84 27%	4 23%	21 27%	44 24%	31 23%	33 25%	43 22%	70 26%	31 24%
NEVER HEARD OF	324 54%	87 49%	103 62%	60 55%	28 61%	15 33%	17 57%	15 60%	53 43%	48 57%	29 42%	62 56%	83 64%	47 58%	160 55%	164 53%	12 72%	40 52%	91 48%	67 51%	78 58%	128 64%	126 47%	71 54%
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	1.3	1.6	1.3	0.4	1.9	1.0	-	0.9	4.0	1.9	1.3	1.4	0.8	1.2	1.7	-	1.4	1.2	1.6	1.9	1.3	2.1	0.5

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	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)	21 4%	-3 -4%	2 2%	5 7%	6 9%	6 5%	4 5%	-3 -3%	6 7%	10 10%	17 10%	-2 -3%	-7 -13%	2 2%	11 5%	9 3%	13 10%	8 2%	- -	1 7%
TOTAL HEARD OF -----	276 46%	31 42%	65 51%	28 44%	40 55%	67 50%	31 38%	41 38%	29 32%	58 55%	87 53%	30 39%	31 55%	48 47%	106 51%	107 41%	75 60%	187 42%	1 22%	10 62%
TOTAL FAVORABLE -----	77 13%	6 8%	20 16%	10 15%	13 18%	19 14%	7 9%	7 7%	8 9%	21 20%	30 18%	8 11%	2 3%	12 12%	32 16%	29 11%	24 19%	49 11%	- -	4 24%
TOTAL UNFAVORABLE -----	56 9%	9 13%	18 14%	5 8%	6 9%	13 9%	3 4%	10 9%	2 2%	11 10%	13 8%	11 14%	9 16%	10 10%	21 10%	20 8%	11 8%	41 9%	- -	3 16%
VERY FAVORABLE	16 3%	- -	6 5%	1 1%	2 3%	6 5%	- -	1 1%	2 2%	5 4%	5 3%	2 3%	1 2%	3 3%	7 3%	5 2%	5 4%	10 2%	- -	1 5%
SOMEWHAT FAVORABLE	61 10%	6 8%	14 11%	9 14%	11 15%	13 10%	7 9%	6 6%	7 7%	16 16%	25 15%	6 8%	1 2%	10 9%	25 12%	24 9%	19 15%	38 9%	- -	3 18%
SOMEWHAT UNFAVORABLE	30 5%	6 9%	10 8%	3 5%	3 4%	6 4%	2 3%	8 8%	1 1%	4 4%	7 4%	6 8%	3 5%	5 5%	13 6%	11 4%	5 4%	23 5%	- -	1 5%
VERY UNFAVORABLE	26 4%	3 4%	8 6%	2 3%	4 5%	7 5%	1 1%	2 2%	1 1%	6 6%	6 4%	4 6%	6 11%	5 5%	8 4%	9 3%	6 5%	18 4%	- -	2 11%
HEARD OF/NO OPINION	144 24%	16 21%	28 22%	14 21%	20 29%	35 27%	20 25%	24 22%	19 21%	25 24%	44 27%	11 14%	21 36%	26 25%	53 26%	58 22%	41 32%	97 22%	1 22%	4 22%
NEVER HEARD OF	324 54%	42 58%	62 49%	37 56%	32 45%	66 50%	49 62%	66 62%	61 68%	48 45%	78 47%	46 61%	25 45%	54 53%	100 49%	153 59%	51 40%	257 58%	4 78%	6 38%
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	0.7	1.1	2.0	2.0	1.5	2.4	0.7	4.2	1.9	2.3	0.8	0.2	1.2	1.5	1.4	2.2	1.2	-	1.4