

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.

Roy Cooper

	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)	145 24%	62 35% CEGH	25 15%	34 31% CEGH	5 11%	10 23%	4 14%	4 17%	42 34% JMN	18 21%	21 31% MN	36 33% jMN	17 13%	12 15%	72 25%	73 23%	- 1%	23 30% Qs	35 18% Q	38 28% QS	39 29% QS	39 20%	83 31% VX	23 18%
TOTAL HEARD OF	328 55%	114 64% CEGH	77 46%	71 65% CEGH	19 40%	25 55%	14 47%	9 36%	83 68% JMN	36 42%	43 63% JM	72 65% JMN	54 42%	40 50%	164 57%	164 53%	4 23%	37 48% Q	107 57% Q	79 59% Q	80 59% Q	103 52%	149 55%	76 58%
TOTAL FAVORABLE	183 30%	73 41% CEGH	36 21%	42 39% CEH	6 13%	14 32% E	7 24%	4 17%	50 41% JMN	22 26%	26 38% MN	44 40% JMN	25 19%	16 20%	95 33%	88 28%	1 7%	25 33% Q	54 29% Q	47 35% Q	45 34% Q	54 27%	95 35% vX	33 25%
TOTAL UNFAVORABLE	38 6%	11 6% H	10 6% H	8 7% H	1 2%	4 9% h	3 10% h	- -	9 7%	4 5%	5 7%	8 7%	8 6%	4 5%	23 8%	15 5%	1 6%	2 2%	19 10% RU	9 7%	6 4%	15 8%	13 5%	10 7%
VERY FAVORABLE	67 11%	28 16% CEH	13 8%	17 16% CEH	2 5%	4 9%	2 7%	1 4%	16 13% n	6 7%	12 17% jN	17 15% jN	11 9%	5 6%	29 10%	38 12%	1 7%	7 9%	20 10%	18 13%	17 13%	10 5%	44 16% Vx	13 10%
SOMEWHAT FAVORABLE	116 19%	45 25% CE	23 14%	25 23% CE	4 9%	10 23% e	5 17%	3 13%	34 28% jMN	16 18%	14 20% m	27 25% Mn	14 11%	11 14%	66 23% P	50 16%	- -	18 24% Q	34 18% Q	29 22% Q	28 21% Q	44 22% x	52 19%	20 15%
SOMEWHAT UNFAVORABLE	27 4%	10 5% H	7 4% H	4 4% H	1 2%	3 7%	2 7%	- -	7 6%	3 4%	4 6%	4 4%	6 5%	3 4%	14 5%	13 4%	1 6%	2 2%	15 8% RTu	4 3%	5 3%	9 5%	10 4%	8 6%
VERY UNFAVORABLE	11 2%	2 1%	3 2% eh	4 4% EH	- -	1 2%	1 4%	- -	2 2%	1 1%	1 1%	4 4%	2 2%	1 1%	9 3% P	2 1%	- -	- -	4 2% QR	5 4% QR	1 1%	6 3%	3 1%	2 1%
HEARD OF/NO OPINION	108 18%	30 17%	31 19%	20 19%	11 25%	6 14%	4 13%	5 19%	24 20% j	10 11%	12 18%	20 18%	21 16%	20 25% J	46 16%	61 20%	2 11%	10 13%	34 18%	23 17%	29 21%	33 17%	41 15%	34 26% vW
NEVER HEARD OF	272 45%	64 36%	90 54% BD	38 35%	27 60% BD	20 45%	16 53% bd	16 64% BD	39 32%	50 58% IKL	25 37%	39 35%	76 58% IKL	41 50% IL	124 43%	148 47%	13 77% RSTU	40 52%	81 43%	54 41%	55 41%	95 48%	121 45%	56 42%
**RATIO (FAVORABLE / UNFAVORABLE)	4.8	6.4	3.4	5.3	5.9	3.6	2.4	-	5.8	5.3	5.4	5.6	3.0	4.0	4.1	5.9	1.2	13.4	2.8	5.2	7.9	3.5	7.5	3.4

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Roy Cooper

	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)	145 24%	14 20%	30 24%	23 35% BF	20 27%	26 19%	23 29%	22 21%	17 19%	34 33% HILM	49 29% hIM	16 21%	8 14%	36 35% P	59 29% P	45 17%	41 32% rST	104 23% S	-	2 12%
TOTAL HEARD OF	328 55%	35 49%	79 62% be	40 61%	35 49%	70 53%	48 60%	61 57%	42 46%	57 54%	92 56%	46 61% i	30 53%	56 55%	123 60%	135 52%	71 56% S	246 55% S	-	8 51% S
TOTAL FAVORABLE	183 30%	20 28%	44 35%	25 38% f	22 31%	34 25%	27 34%	34 31% m	21 23%	39 37% IM	57 34% iM	22 30%	11 19%	39 38% P	74 36% P	64 25%	44 35% St	136 31% S	-	3 17% s
TOTAL UNFAVORABLE	38 6%	6 8%	14 11% Deg	2 3%	3 4%	8 6%	4 5%	11 11% ijk	4 4%	5 4%	8 5%	7 9%	3 5%	3 3%	15 7% n	19 7% n	3 3% s	32 7% QS	-	1 5%
VERY FAVORABLE	67 11%	7 9%	13 10%	7 11%	6 8%	17 12%	14 17% e	5 5%	5 5%	15 15% HI	28 17% HIm	9 12%	5 8%	17 17% P	27 13% P	20 8%	18 15% S	47 10% S	-	2 11%
SOMEWHAT FAVORABLE	116 19%	13 18%	31 25% F	17 27% F	17 24% f	17 13%	13 17%	28 26% KM	16 17%	24 22% M	28 17%	14 18%	6 11%	22 22%	46 23%	44 17%	26 20% ST	89 20% ST	-	1 5%
SOMEWHAT UNFAVORABLE	27 4%	5 7%	8 6% d	1 1%	3 4%	5 5%	4 5%	5 5% IKL	4 4%	3 3%	7 4%	6 8%	2 3%	3 3%	10 5% N	14 5% N	3 3% s	23 5% S	-	1 5%
VERY UNFAVORABLE	11 2%	1 1%	6 5% EG	1 2%	-	2 1%	-	6 6% IKL	-	2 2%	1 1%	1 1%	1 2%	-	5 2% N	5 2% N	-	10 2% QST	-	-
HEARD OF/NO OPINION	108 18%	9 13%	21 17%	13 20%	10 13%	28 21%	17 21%	16 15%	17 19%	13 12%	28 17%	17 23% j	17 30% HJk	14 14%	34 17%	53 20%	24 19% S	78 18% S	-	5 29% S
NEVER HEARD OF	272 45%	38 51% c	48 38%	25 39%	37 51% c	63 47%	32 40%	46 43%	49 54% l	49 46%	73 44%	29 39%	26 47%	46 45%	83 40%	125 48%	55 44%	198 45%	5 100% QRT	8 49%
**RATIO (FAVORABLE / UNFAVORABLE)	4.8	3.4	3.1	12.4	7.9	4.1	7.3	2.9	5.2	8.4	7.1	3.3	3.8	13.1	4.9	3.4	13.0	4.2	-	3.3

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Steve Troxler

	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)	91 15%	39 22% CEFG	11 7% G	34 31% bCEFGH	4 8% G	2 4% G	-1 -2%	3 11% G	23 19% MN	11 12% M	8 12% M	37 33% IJKMN	4 3%	7 9%	46 16% P	45 14%	-1 -5%	10 13% Q	35 18% Q	25 19% Q	17 13% Q	36 18% x	41 15%	15 11%
TOTAL HEARD OF -----	289 48%	98 55% CEf	57 34%	75 69% BCEFGH	17 36%	18 41%	12 41%	11 43%	74 61% JMN	31 36%	34 51% jM	78 70% JKMN	40 31%	30 37%	155 54% P	134 43%	6 34%	35 46% U	102 54% u	70 53% u	55 41%	99 50%	121 45%	69 52%
TOTAL FAVORABLE -----	124 21%	50 28% CEFG	17 10%	41 38% bCEFGH	5 11%	6 13%	1 3%	4 16%	34 28% JMN	14 16% M	13 19% M	44 40% IJKMN	9 7%	10 13%	67 23%	57 18%	- -	16 20% Q	42 22% Q	33 25% Q	25 19% Q	43 22%	58 21%	24 18%
TOTAL UNFAVORABLE -----	33 6%	11 6%	6 4%	8 7%	1 3%	4 9%	2 6%	1 5%	10 9%	3 3%	4 6%	8 7%	5 4%	3 4%	21 7% p	12 4%	1 5%	6 8%	8 4%	8 6%	8 6%	7 4%	17 6%	9 7%
VERY FAVORABLE	40 7%	13 7% eG	6 4% G	17 15% BCEFG	1 2%	1 3%	- -	2 6%	5 4%	7 8%	5 7%	17 15% Ijkmn	4 3%	2 2%	23 8%	17 5%	- -	3 4% q	15 8% Q	11 8% Q	9 7% Q	13 7%	20 7%	7 5%
SOMEWHAT FAVORABLE	85 14%	37 21% CEfGh	11 6%	25 23% CEfGh	4 9%	5 11%	1 3%	2 9%	29 24% JKMN	7 8%	8 12% m	28 25% JKMN	5 4%	8 10% m	44 15%	40 13%	- -	13 17% Q	27 14% Q	22 16% Q	16 12% Q	30 15%	38 14%	17 13%
SOMEWHAT UNFAVORABLE	20 3%	9 5% EH	4 2% EH	3 2% eh	- -	2 4%	2 6%	- -	9 7% jlm	2 2%	2 3%	3 2%	3 2%	2 2%	11 4%	9 3%	1 5%	3 4%	6 3%	4 3%	5 3%	5 3%	11 4%	4 3%
VERY UNFAVORABLE	14 2%	2 1%	2 1%	5 5% G	1 3%	2 5%	- -	1 5%	2 2%	1 1%	2 3%	5 4%	2 2%	1 2%	11 4% P	3 1%	- -	3 4% q	2 1% Q	4 3% Q	3 2% q	2 1%	6 2%	5 4%
HEARD OF/NO OPINION	131 22%	37 21%	34 20%	26 24%	10 22%	8 18%	9 31%	6 23%	30 25%	15 17%	17 26%	26 23%	27 21%	16 20%	66 23%	65 21%	5 29%	14 18%	52 27% rU	29 22%	22 17%	49 25% W	46 17%	36 27% W
NEVER HEARD OF	311 52%	80 45% D	110 66% BD	34 31%	29 64% BD	27 59% bD	18 59% D	14 57% D	48 39%	54 64% IkL	34 49% L	33 30%	90 69% IKL	51 63% IL	133 46%	178 57% O	11 66%	42 54%	87 46%	63 47%	79 59% St	99 50%	149 55%	63 48%
**RATIO (FAVORABLE / UNFAVORABLE)	3.7	4.4	2.8	5.4	4.2	1.4	0.6	3.1	3.2	4.6	2.9	5.8	1.8	3.2	3.2	4.7	-	2.7	5.5	4.1	3.2	6.0	3.4	2.6

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Steve Troxler

	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)	91 15%	7 10%	29 23% BDg	7 10%	12 17%	20 15%	11 14%	22 20% M	14 15%	15 14%	26 16%	9 13%	5 9%	9 8%	38 18% N	44 17% N	20 16% ST	70 16% ST	-	-
TOTAL HEARD OF	289 48%	38 51% G	75 59% efG	32 49%	33 46%	63 47% g	28 35%	63 59% IK	35 39%	52 50%	68 42%	39 52%	30 53% i	47 46%	109 53%	118 46%	51 40% S	231 52% QS	-	6 39% S
TOTAL FAVORABLE	124 21%	14 19%	36 28% Fg	13 19%	16 23%	24 18%	14 17%	28 26% m	15 17%	24 22%	34 21%	16 21%	8 14%	20 20%	47 23%	53 21%	25 20% S	97 22% S	-	2 12%
TOTAL UNFAVORABLE	33 6%	7 10% f	7 6%	6 9% f	4 5%	4 3%	3 3%	6 6% i	1 1%	9 8% I	8 5% i	7 9% I	3 5%	12 11% OP	9 4%	9 3%	5 4% S	27 6% S	-	2 11%
VERY FAVORABLE	40 7%	3 4%	14 11% BE	5 7%	2 3%	9 7%	6 7%	9 8%	4 4%	9 8%	11 7%	5 7%	2 3%	6 6%	15 7%	18 7%	4 3% s	33 8% qS	-	2 12%
SOMEWHAT FAVORABLE	85 14%	11 15%	21 17%	8 12%	14 20% g	15 11%	8 10%	19 17%	11 12%	15 14%	23 14%	11 15%	6 11%	15 14%	32 15%	35 14%	21 17% ST	64 14% ST	-	-
SOMEWHAT UNFAVORABLE	20 3%	5 7%	2 2%	3 4%	3 4%	4 3%	2 2%	4 4%	1 1%	4 4%	6 4%	2 3%	2 3%	9 9% OP	4 2%	5 2%	1 1%	18 4% QS	-	1 5%
VERY UNFAVORABLE	14 2%	2 3%	5 4% F	3 5% f	1 1%	-	1 1%	2 2%	-	4 4% I	2 1%	4 6% I	1 2%	2 2%	5 3%	4 2%	4 3% s	9 2% S	-	1 6%
HEARD OF/NO OPINION	131 22%	16 23%	32 25% g	13 20%	13 19%	35 27% G	12 15%	30 28% K	19 21%	20 19%	26 16%	16 22%	20 34% iJK	15 15%	54 26% N	56 21%	21 16% S	107 24% qS	-	3 16% s
NEVER HEARD OF	311 52%	35 49%	53 41%	33 51%	38 54% c	70 53% c	52 65% BCf	44 41%	55 61% Hm	53 50%	96 58% H	36 48%	27 47%	55 54%	97 47%	142 54%	75 60% R	213 48%	5 100% QRT	10 61%
**RATIO (FAVORABLE / UNFAVORABLE)	3.7	2.0	5.0	2.1	4.3	6.5	5.0	4.5	15.2	2.7	4.1	2.5	2.9	1.7	5.2	5.9	5.2	3.6	-	1.0

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Wayne Goodwin

	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)	37 6%	10 6%	8 5%	6 6%	3 7%	3 7%	3 10%	4 16%	6 5%	9 10% M	8 11% M	7 7% m	3 2%	4 5%	24 8% P	13 4%	- -	6 8% Q	15 8% Q	9 7% Q	6 4% Q	11 6%	19 7%	7 5%
TOTAL HEARD OF -----	160 27%	52 29%	38 23%	23 21%	9 20%	17 37% cde	9 31%	12 47% CDE	40 33% LM	25 29%	24 36% LM	23 21%	26 20%	20 24%	90 31% P	69 22%	4 22%	22 29%	52 28%	43 33% u	32 23%	50 25%	76 28%	35 26%
TOTAL FAVORABLE -----	53 9%	19 10%	11 6%	9 8%	3 7%	5 11%	3 10%	4 16%	12 10%	11 13% M	9 13% m	10 9%	6 4%	5 6%	31 11% p	21 7%	1 5%	9 12%	18 10%	15 11%	8 6%	13 7%	28 11%	11 9%
TOTAL UNFAVORABLE -----	16 3%	8 5% EGH	3 2% egh	2 2%	- -	2 5%	- -	- -	6 5% n	2 3%	1 1%	2 2%	3 2%	1 1%	8 3%	8 3%	1 5%	3 4%	3 2%	6 5%	2 2%	2 1%	9 3% v	4 3%
VERY FAVORABLE	13 2%	4 2% f	1 1%	4 4% cF	1 2%	- -	1 3%	2 9%	1 1%	4 5% iM	3 4% m	4 4% M	- -	1 1%	9 3% p	4 1%	- -	2 3% Q	6 3%	2 1%	2 1%	2 1%	9 3%	2 2%
SOMEWHAT FAVORABLE	40 7%	15 8%	10 6%	5 4%	4 4%	5 11%	2 6%	2 7%	11 9%	7 8%	6 8%	6 5%	6 4%	5 5%	22 8%	18 6%	1 5%	7 9%	12 6%	13 10% u	6 4%	11 6%	20 7%	9 7%
SOMEWHAT UNFAVORABLE	7 1%	4 2% DEGH	2 1%	- -	- -	1 3%	- -	- -	3 3% k1	1 1%	- -	- -	2 1%	1 1%	3 1%	4 1%	- -	3 4% q	2 1%	1 1%	1 1%	1 -	3 1%	3 3%
VERY UNFAVORABLE	8 1%	4 2% EGH	1 1%	2 2%	- -	1 2%	- -	- -	3 2% n	1 1%	1 1%	2 2%	1 1%	- -	4 1%	4 1%	1 5%	- -	1 1% Rs	5 4%	1 1%	1 1%	7 2% v	1 1%
HEARD OF/NO OPINION	91 15%	26 14%	24 14%	12 11%	6 13%	9 21%	6 22%	8 31% bcD	23 19% 1	12 14%	15 22% 1	11 10%	18 14%	13 17%	51 18% p	40 13%	2 12%	10 13%	31 16%	22 17%	21 16%	35 17%	38 14%	19 14%
NEVER HEARD OF	440 73%	126 71%	129 77% fh	86 79% fh	37 80% fh	28 63%	21 69%	13 53%	82 67%	60 71%	44 64%	87 79% IK	104 80% IK	61 76%	198 69%	243 78% O	13 78%	55 71%	136 72%	90 67%	103 77% t	148 75%	195 72%	97 74%
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	2.3	3.5	3.7	-	2.4	-	-	1.9	4.8	8.7	4.1	1.9	5.6	4.1	2.7	0.9	2.9	5.7	2.4	3.5	6.7	3.0	2.7

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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)	37 6%	4 6%	14 11% FG	5 7%	7 9% fg	4 3%	2 2%	8 8%	3 3%	10 10% im	9 5%	5 7%	2 3%	10 10%	10 5%	17 6%	7 6% S	28 6% S	- -	3 16% s
TOTAL HEARD OF -----	160 27%	21 28% G	44 35% G	22 34% G	19 27% g	35 27% G	11 14%	29 27%	21 23%	41 39% hIKLm	35 21%	20 27%	14 25%	34 33%	50 24%	64 25%	39 31% S	112 25% S	- -	9 54% qRS
TOTAL FAVORABLE -----	53 9%	7 10%	17 13% fg	6 9%	8 12% g	9 7%	3 4%	9 9%	4 4%	14 14% Im	14 9%	8 10%	3 6%	15 14% p	16 8%	20 8%	14 11% S	35 8% S	- -	4 22% S
TOTAL UNFAVORABLE -----	16 3%	3 4%	3 3%	1 2%	2 3%	5 4%	1 1%	1 1%	1 1%	4 4%	5 3%	2 3%	2 3%	4 4%	6 3%	3 1%	7 6% rS	8 2% S	- -	1 5%
VERY FAVORABLE	13 2%	2 3%	5 4%	1 1%	1 1%	2 1%	1 1%	1 1%	1 1%	6 6% hiM	3 2%	2 3%	- -	3 3%	5 2%	5 2%	3 3% s	9 2% S	- -	1 5%
SOMEWHAT FAVORABLE	40 7%	5 7%	12 9% G	5 8%	8 11% g	7 5%	2 3%	8 8%	3 3%	8 8%	12 7%	6 7%	3 6%	11 11%	12 6%	15 6%	11 9% S	27 6% S	- -	3 16% s
SOMEWHAT UNFAVORABLE	7 1%	2 3%	1 1%	- -	2 3%	1 1%	1 1%	- -	1 1%	1 1%	2 1%	2 3%	1 2%	1 1%	2 1%	3 1%	2 2%	5 1% ST	- -	- -
VERY UNFAVORABLE	8 1%	1 1%	2 2%	1 2%	- -	4 3% EG	- -	1 1%	- -	3 3% il	3 2% il	- -	1 2%	3 3% p	4 2% P	- -	5 4% S	3 1% s	- -	1 5%
HEARD OF/NO OPINION	91 15%	10 14%	24 19% G	15 23% G	9 13%	21 16%	7 9%	19 17% k	16 18% k	23 21% K	15 9%	10 14%	9 16%	15 14%	27 13%	41 16%	18 14% S	69 16% S	- -	4 27% S
NEVER HEARD OF	440 73%	52 72%	83 65%	43 66%	52 73%	98 73%	69 86% BCDeF	79 73% j	70 77% J	64 61%	130 79% J	55 73% j	43 75% j	69 67%	157 76%	196 75%	87 69% t	332 75% T	5 100% QRT	8 46%
**RATIO (FAVORABLE / UNFAVORABLE)	3.4	2.4	5.1	4.9	4.7	1.8	2.8	9.4	4.0	3.4	2.7	3.3	1.9	3.4	2.7	6.0	2.0	4.6	-	4.1