

CIVITAS INSTITUTE STATEWIDE STUDY / OCTOBER 17-18, 2011

Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

	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 NC (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% QR	133 22% QRsU	134 22% QR	198 33%	270 45%	132 22%	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-242 -40%	-35 -20% CDeF	-75 -45% d	-70 -64%	-19 -41%	-27 -60%	-12 -40%	-4 -17% CDF	-14 -12% JKLMN	-34 -40% L	-28 -42% 1	-72 -66%	-61 -47%	-33 -41% 1	-113 -39%	-128 -41%	-5 -28%	-37 -48%	-65 -34%	-52 -39%	-52 -39%	-97 -49%	-68 -25% VX	-77 -58%	
RIGHT DIRECTION -----																									
OCT 17-18, 2011	137 23%	57 32% CDF	35 21% D	13 12%	11 24% d	7 16%	7 25%	7 27%	44 36% JKLMN	19 23% L	15 22% 1	12 11%	26 20% L	19 23% L	69 24%	68 22%	5 30%	14 18%	49 26%	33 25%	32 24%	41 21% x	80 29% VX	17 13%	
SEP 21-25, 2011	151 25%	53 30% E	37 22%	24 22%	7 15%	16 36% E	8 27%	7 29%	40 32% lmn	24 28%	21 32%	23 21%	28 21%	16 21%	71 25%	80 26%	6 45%	21 24%	46 24%	31 29%	37 24%	35 18%	90 33% VX	26 21%	
JUL 12-13, 2011	171 28%	60 33% D	52 32% D	21 18%	15 33%	12 28%	7 24%	4 18%	53 40% JKL	15 17%	14 23%	21 18%	46 36% JkL	23 28%	106 37% P	65 21%	23 52% RSTu	36 24%	44 24%	27 27%	40 32%	47 24%	86 31%	37 31%	
MAY 10-11, 2011	185 31%	66 37% eH	51 30%	31 27%	9 21%	15 34%	9 32%	4 17%	48 37% N	32 38% N	15 25%	31 27%	43 32%	16 21%	105 36% P	80 26%	20 47%	45 27%	54 34%	32 32%	33 26%	57 29%	90 32%	37 31%	
MAR 14-15, 2011	214 36%	76 42% D	55 33%	32 28%	13 28%	24 54% CDEGH	7 26%	6 27%	56 44% Jln	25 27%	25 49% JLN	36 30%	52 37%	20 28%	109 38%	105 34%	22 50%	54 35%	63 34%	28 30%	47 37%	51 26%	112 40% V	51 43% V	
FEB 10,12-13, 2011	196 33%	52 29% H	71 43% BdH	34 30% H	16 35% H	13 30% H	32 32% H	9 4% H	43 33% H	20 24%	14 23%	35 30%	58 45% iJKL	25 32%	99 34%	97 31%	18 39%	54 36%	51 27%	32 31%	41 36% s	48 24%	103 36% V	46 38% V	
JAN 19-20, 2011	202 34%	75 42% DfH	55 33% H	32 28%	15 33% h	11 25%	10 36%	3 13%	56 44% jKLN	26 31%	16 24%	34 29%	54 41% KLN	17 22%	104 36%	98 31%	25 57% RSTu	45 30%	52 31%	35 36%	44 31%	49 24%	115 41% V	38 33%	
WRONG TRACK -----																									
OCT 17-18, 2011	379 63%	92 52% Bh	110 66% Bh	82 76% BcH	30 65% H	34 76% BH	19 65%	11 44%	59 48%	53 62% I	43 64% I	84 76% IJkmn	87 67% I	52 64% I	182 63%	197 63%	10 58%	51 66%	114 60%	84 63%	83 62%	138 70% W	147 55% W	94 71% W	
SEP 21-25, 2011	373 62%	106 59% H	111 67% H	71 65% H	33 71% H	25 55% H	18 60%	9 39%	76 61%	47 56%	32 48%	74 66% K	91 68% jK	53 68% K	182 63%	190 61%	6 46%	53 60%	131 68% T	58 55%	97 64%	136 69% W	153 55% W	84 66% W	
JUL 12-13, 2011	360 60%	102 57% O	100 60% O	76 66% O	23 52% QU	26 60% Qu	19 68% Q	13 58%	64 49%	64 72% IMn	35 59%	78 69% Im	73 57%	46 58%	152 53% O	208 67% O	16 36%	101 69% QU	113 63% Qu	62 61% Q	66 53% Q	135 68% WX	158 56% WX	67 56%	
MAY 10-11, 2011	339 57%	89 50% j	100 60% j	66 58% j	29 63% j	25 58% j	16 56%	14 62%	66 51%	37 45%	41 67% J	67 58% J	81 61% j	46 60% j	149 52%	190 61% o	19 45%	109 66% su	83 52%	59 58%	69 53%	125 63% w	150 53% w	64 54%	

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	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 NC (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)
MAR 14-15, 2011	298 50%	71 39%	85 51% bF	72 63% BcF	29 64% BF	12 27%	18 64% BF	12 50%	51 40%	51 55% iK	16 31%	73 61% IKM	64 46% k	43 61% IKm	136 47%	162 52%	11 25%	78 51% Q	97 53% Q	52 57% Q	60 47% q	120 60% WX	127 45%	51 43%
FEB 10,12-13, 2011	321 53%	94 52%	72 44%	72 63% C	26 57%	27 61%	15 52%	17 72% C	67 51%	46 54%	39 64% M	71 62% M	55 43%	42 54%	151 52%	170 55%	16 33%	75 50%	115 62% QU	61 59% qU	54 47%	120 61% wX	145 51%	56 46%
JAN 19-20, 2011	324 54%	82 45%	95 57% B	61 54%	21 47%	29 66% Be	17 60%	19 87% BCDEfg	55 44%	48 57% i	44 66% Im	63 55% i	67 51%	48 61% I	148 51%	177 57%	11 25%	91 60% Q	91 54% Q	54 55% Q	77 55% Q	137 67% WX	131 46%	57 50%
DON'T KNOW/UNSURE	80 13%	28 16%	20 12%	14 13%	5 11%	3 7%	3 10%	7 28% cF	18 15%	13 15%	10 14%	14 13%	15 11%	10 13%	35 12%	45 14%	2 12%	11 15%	25 13%	15 11%	17 13%	19 10%	40 15% v	21 16%
REFUSED	4 1%	1 1%	3 2% defgh	-	-	-	-	-	1 1%	-	-	-	3 2% jklm	-	2 1%	2 1%	-	1 1%	-	1 1%	2 2%	-	3 1% v	1 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% BE	65 11% BE	71 12%	133 22% BdE	80 13% BE	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 (RIGHT DIRECTION - WRONG TRACK)	-242 -40%	-30 -41%	-46 -36%	-25 -38%	-29 -41%	-48 -36%	-33 -42%	-53 -49%	-45 -49%	-18 -17% HIKLM	-50 -30% hiLM	-43 -57%	-34 -60%	-26 -25% P	-74 -36% P	-134 -52%	-7 -5% R	-228 -51%	1 21% RT	-4 -23% R
RIGHT DIRECTION -----																				
OCT 17-18, 2011	137 23%	15 21%	34 27%	18 28%	17 24%	33 25%	15 19%	23 22% m	18 20%	35 33% hiLM	45 27% LM	11 14%	6 11%	29 28% P	56 27% P	47 18%	48 38% R	81 18%	2 41%	5 33%
SEP 21-25, 2011	151 25%	23 33% d	28 23%	14 20%	18 22%	31 27%	26 29%	17 16%	19 20%	39 35% HIM	51 31% HIM	16 23%	10 18%	35 37% P	61 28% P	46 19%	41 34% R	95 22%	4 48%	7 51% R
JUL 12-13, 2011	171 28%	52 42% cEFG	28 29%	25 39% EFG	28 20%	22 20%	15 22%	35 35% IM	13 13%	45 36% IM	42 27% I	26 41% IkM	11 19%	33 33% p	79 34% P	59 23%	41 38% R	115 25%	4 100% QRT	9 43%
MAY 10-11, 2011	185 31%	51 40% eG	32 34% G	22 33% G	33 24%	34 32% G	12 18%	38 40% I	20 19%	48 37% I	42 28%	19 31%	18 31%	32 36%	79 34%	69 26%	36 33%	132 29%	4 83% qR	9 34%
MAR 14-15, 2011	214 36%	50 43% c	29 29%	29 40%	52 35%	32 32%	21 33%	21 23%	30 28%	53 40% H	59 40% H	34 56% HIjKM	17 29%	44 43% P	95 43% P	73 28%	55 51% RT	151 32% T	4 61% t	1 9%
FEB 10,12-13, 2011	196 33%	49 39% f	28 27%	22 38% f	48 34%	27 26%	22 34%	30 30%	18 18%	42 36% I	60 37% I	26 38% I	19 38% I	45 46% P	82 36% P	66 27%	36 33%	153 33%	3 46%	2 17%
JAN 19-20, 2011	202 34%	36 34%	39 34% g	28 42% fg	55 38% G	24 28%	20 24%	28 27%	21 22%	55 47% HI	60 36% I	20 31%	18 35%	50 53% oP	80 40% P	64 24%	40 42% r	151 32%	1 24%	6 37%
WRONG TRACK -----																				
OCT 17-18, 2011	379 63%	45 62%	79 62%	43 66%	46 65%	81 61%	48 60%	76 70% JK	62 69% Jk	53 50%	94 57%	53 71% JK	40 71% Jk	55 53%	131 63% n	181 70% N	55 43%	309 70% QS	1 20%	9 56%
SEP 21-25, 2011	373 62%	39 55%	78 64%	48 69% b	54 65%	75 64%	52 58%	76 72% JK	60 65% k	63 57%	89 54%	43 60%	41 75% JKL	55 57%	127 58% no	169 68%	57 47%	298 67% QT	5 52%	4 28%
JUL 12-13, 2011	360 60%	59 47%	60 62% Bd	32 49% Bd	98 71% BDg	72 67% BD	38 58%	58 59%	77 77% HJKL	64 51%	94 60% l	29 46%	38 67% jL	52 52%	128 55% NO	175 69%	52 48% S	296 64% QSt	- -	9 42% S
MAY 10-11, 2011	339 57%	60 47%	55 58%	34 52%	91 67% Bd	59 56%	38 56%	51 53%	74 73% HJKM	64 49%	86 57%	35 57%	29 50%	49 55%	119 52%	159 61%	55 51%	266 59%	1 17%	14 54%

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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)
MAR 14-15, 2011	298 50%	48 42%	53 53%	34 47%	72 49%	60 59% Bd	30 48%	57 62% JKL	63 59% JkL	59 44%	68 46% 1	20 32%	31 54% L	39 38%	95 43%	156 59% NO	36 34%	245 53% QS	1 13%	9 91% QRS
FEB 10,12-13, 2011	321 53%	64 52%	59 56%	28 48%	67 48%	70 66% bDEG	32 49%	59 58%	61 64% jlm	59 50%	86 52%	33 48%	23 45%	44 45%	114 50%	156 63% NO	63 58%	246 53%	3 34%	5 47%
JAN 19-20, 2011	324 54%	56 52%	60 53%	32 47%	76 52%	50 60%	50 61% d	68 63% JK	69 72% JKLM	48 41%	83 50%	32 50%	25 49%	31 33%	93 47% N	183 67% NO	44 45%	265 56% q	1 33%	9 58%
DON'T KNOW/UNSURE	80 13%	13 17% D	13 10%	3 5%	7 10%	19 14% D	16 20% cDe	9 8%	10 12%	17 16% h	24 14%	10 13%	11 19% h	18 18% o	20 9%	31 12%	22 18%	51 11%	2 39%	2 11%
REFUSED	4 1%	- -	1 1%	1 1%	1 1%	- -	1 1%	- -	- -	1 1%	2 1%	1 1%	- -	1 1%	- -	1 1%	1 1%	3 1% st	- -	- -

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	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 NC (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 (RIGHT DIRECTION - WRONG TRACK)	-372 -62%	-85 -48% Cd	-119 -72%	-78 -72%	-30 -65%	-27 -60%	-16 -52%	-17 -67%	-57 -47% LM	-44 -52%	-38 -56%	-82 -74%	-97 -75%	-52 -64%	-188 -65%	-184 -59%	-6 -38%	-55 -71%	-126 -67%	-67 -51%	-86 -64%	-160 -81%	-104 -39% VX	-109 -82%
RIGHT DIRECTION	89 15%	37 21% CD	17 10%	11 10%	7 15%	8 18%	7 22%	3 10%	25 20% LM	17 21% LM	13 18% lm	10 9%	11 8%	12 15%	41 14%	48 15%	4 22%	8 11%	27 14%	26 19% r	18 14%	15 8%	67 25% VX	7 5%
WRONG TRACK	461 77%	122 69%	136 81% B	89 82% B	37 80% b	35 77%	22 74%	19 77%	82 67%	62 73%	51 75%	92 83% Ij	108 83% Ij	64 79% i	229 79%	232 74%	10 61%	63 82% qT	153 81% qT	93 70%	104 78%	175 88% W	171 63%	115 87% W
DON'T KNOW/UNSURE	46 8%	18 10% G	12 7% G	9 9% G	2 4%	2 5%	-	3 13% g	14 12% j	5 5% 5	5 7%	8 8%	10 7%	5 6%	16 6%	30 10% o	3 17%	5 6%	8 4%	14 10% s	10 8%	7 4%	30 11% V	9 7%
REFUSED	4 1%	1 1%	2 1%	-	-	-	1 4%	-	1 1%	1 1%	-	-	2 2%	-	2 1%	2 1%	-	1 1%	-	1 1%	1 1%	1 1%	2 1%	1 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 (RIGHT DIRECTION - WRONG TRACK)	-372 -62%	-45 -61%	-85 -67%	-44 -67%	-47 -66%	-72 -54%	-48 -60%	-81 -75%	-79 -87%	-46 HILM	-58 HILM	-61 -82%	-47 -83%	-30 OP	-117 P	-212 -81%	-11 RT	-343 -77%	-3 -62%	-9 -53%
RIGHT DIRECTION	89 15%	12 16%	18 14%	10 15%	9 12%	25 18%	11 13%	12 11% I	3 4%	25 24% HILM	42 25% HILM	4 5%	3 5%	31 30% OP	35 17% P	18 7%	47 37% R	37 8%	1 19%	3 21%
WRONG TRACK	461 77%	57 78%	103 81%	53 82%	55 77%	97 73%	59 74%	93 86% JK	82 91% JK	71 68%	100 61%	65 87% JK	50 88% JK	60 59%	152 74% N	229 88% NO	58 46%	380 86% Q	4 81% q	12 74% Q
DON'T KNOW/UNSURE	46 8%	4 6%	6 5%	2 3%	7 9%	12 9% d	9 12% cD	2 2%	5 6%	9 8% H	21 13% HI	5 7%	4 7%	11 11% p	18 9%	13 5%	20 16% RSt	24 5% S	- -	1 5%
REFUSED	4 1%	- -	1 1%	- -	1 1%	- -	1 1%	- -	- -	- -	2 1%	1 1%	- -	1 1%	1 1%	- -	1 1%	3 1% st	- -	- -