

QUESTION 1:
 If the election for Lieutenant Governor were being held today and you had to make a choice, for whom would you vote between: Dan Forrest, the Republican or Linda Coleman, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION			
	TOTAL (D)	TRI-ANGLE (E)	SOUTH-EAST (F)	NORTH-EAST NC (G)	PIED-MONT TRIAD (H)	CHAR-LOTTE (I)	WEST-ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD	
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%	
**D/S (FORREST - COLEMAN)	-3%	-18%	13%	-17%	9%	-7%	2%	-3%	-4%	-50%	-7%	-6%	-4%	6%	-10%	-3%	1%	-23%	-8%	11%	-	5%	-9%	-22%	
TOTAL FORREST	39%	34%	45%	34%	45%	36%	42%	41%	37%	15%	36%	38%	40%	45%	39%	40%	45%	23%	38%	46%	41%	44%	35%	32%	
TOTAL COLEMAN	43%	52%	32%	51%	35%	44%	40%	44%	41%	64%	43%	44%	44%	39%	49%	43%	44%	46%	45%	35%	41%	38%	44%	54%	
DEFINITELY FORREST	32%	28%	36%	25%	39%	31%	34%	34%	31%	7%	32%	28%	35%	38%	29%	33%	39%	18%	30%	40%	34%	36%	30%	27%	
PROBABLY FORREST	6%	6%	8%	8%	4%	6%	6%	7%	5%	7%	4%	8%	4%	6%	9%	6%	5%	4%	6%	5%	7%	7%	4%	4%	
LEAN FORREST	1%	1%	1%	2%	2%	-	1%	1%	1%	-	-	2%	1%	1%	1%	2%	-	2%	1%	1%	2%	1%	1%	1%	
LEAN COLEMAN	3%	2%	4%	-	4%	6%	-	3%	3%	4%	3%	4%	3%	2%	4%	2%	3%	5%	3%	2%	1%	2%	5%	4%	
PROBABLY COLEMAN	8%	7%	6%	13%	13%	8%	5%	10%	8%	16%	13%	8%	10%	4%	14%	10%	5%	8%	10%	3%	11%	13%	5%	4%	
DEFINITELY COLEMAN	31%	43%	22%	39%	19%	29%	35%	32%	31%	45%	27%	31%	31%	32%	31%	30%	36%	33%	32%	30%	29%	23%	34%	46%	
UNDECIDED	17%	13%	20%	11%	20%	16%	19%	13%	20%	21%	19%	17%	14%	16%	12%	16%	9%	27%	16%	19%	17%	16%	18%	15%	
REFUSED	2%	1%	2%	3%	-	3%	-	1%	2%	-	2%	1%	2%	1%	-	2%	2%	4%	1%	-	1%	2%	2%	-	

QUESTION 1:
If the election for Lieutenant Governor were being held today and you had to make a choice, for whom would you vote between: Dan Forrest, the Republican or Linda Coleman, the Democrat?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (FORREST - COLEMAN)	-3%	63% CD	-56%	5% C	72% FGHIJ	54% GHIJ	-65%	-49%	7% GH	3% GH	-77%	-26% K	50% KL	-72%	18% NP	-31%	-5% S	-	-21% QS	-30%	7% TVW	-7% T	-5% T	8% TVW
TOTAL FORREST	39%	73% CD	13%	42% C	81% FGHIJ	65% GHIJ	10%	16%	44% GH	40% GH	5%	24% K	68% KL	6%	50% NP	13%	38%	42% s	29%	26%	46% T	37%	40%	51% Tv
TOTAL COLEMAN	43%	10%	70% BD	37% B	9%	10%	75% EFIJ	65% EFIJ	37% EF	37% EF	82% LM	50% M	18%	78% Op	32%	44%	44%	42%	50%	56% Uv	40%	43%	45%	43%
DEFINITELY FORREST	32%	64% CD	10%	29% C	74% FGHIJ	55% GHIJ	8%	13%	26% GH	32% GH	4%	19% K	57% KL	5%	41% NP	13%	30%	36%	26%	24%	39% Tv	27%	32%	46% TVw
PROBABLY FORREST	6%	7% C	2%	13% C	5%	8% GH	2%	2%	17% EGH	8% g	1%	5% K	9% K	1%	8% NP	-	8%	4%	3%	3%	8%	6%	6%	3%
LEAN FORREST	1%	2%	1%	1%	2%	1%	-	1%	2%	-	-	1%	2% K	-	1% NP	-	1%	2% s	-	-	-	3% tu	2%	1%
LEAN COLEMAN	3%	2%	5% Bd	1%	2%	1%	4%	5% f	1%	2%	6% M	5% M	1%	2%	3% P	-	4%	2%	4%	3%	3%	4%	2%	6%
PROBABLY COLEMAN	8%	4%	11% B	10% B	3%	4%	13% EF	9% ef	11% ef	9%	11%	9%	6%	11% P	8% P	-	9%	10%	8%	16% vwx	12%	6%	7%	7%
DEFINITELY COLEMAN	31%	5%	54% BD	25% B	3%	6%	57% EFIJ	51% EFIJ	24% EF	26% EF	65% LM	36% M	11%	65% O	21%	44%	30%	30%	39%	37% u	24%	33%	37%	30%
UNDECIDED	17%	16%	15%	20%	9%	23% Eg	14%	16% e	17%	23% E	13%	22% KM	14%	15%	16%	43%	17%	15%	19%	16% X	13% x	20% X	11%	6%
REFUSED	2%	2%	2%	1%	1%	2%	2%	2% j	1%	-	-	3% KM	-	1%	2% P	-	2%	1%	2%	1%	1%	-	4%	1%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 2:
If the election for State Insurance Commissioner were being held today and you had to make a choice, for whom would you vote between: Mike Causey, the Republican or Wayne Goodwin, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						EDUCATION			
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (CAUSEY - GOODWIN)	-8%	-29%	7%	-25%	16%	-13%	-1%	-8%	-8%	-29%	-6%	-14%	-8%	1%	-6%	-12%	-5%	-20%	-14%	7%	-9%	8%	-12%	-26%
TOTAL CAUSEY	33%	26%	37%	29%	42%	31%	37%	34%	33%	19%	32%	29%	34%	39%	33%	32%	36%	24%	30%	42%	33%	42%	30%	25%
TOTAL GOODWIN	41%	54%	30%	55%	26%	44%	39%	42%	41%	48%	38%	44%	43%	38%	39%	44%	40%	43%	44%	35%	42%	34%	42%	52%
DEFINITELY CAUSEY	27%	20%	31%	22%	36%	27%	27%	28%	26%	7%	24%	24%	31%	31%	24%	28%	31%	18%	25%	32%	29%	31%	24%	22%
PROBABLY CAUSEY	4%	2%	4%	5%	5%	1%	9%	3%	5%	12%	4%	4%	1%	6%	7%	2%	2%	4%	4%	8%	3%	8%	3%	2%
LEAN CAUSEY	2%	3%	2%	3%	1%	2%	1%	3%	2%	-	4%	2%	2%	3%	3%	2%	3%	1%	2%	2%	1%	3%	2%	1%
LEAN GOODWIN	2%	3%	-	-	1%	5%	-	1%	2%	-	1%	3%	2%	1%	1%	2%	2%	5%	2%	1%	1%	2%	2%	5%
PROBABLY GOODWIN	7%	7%	6%	8%	5%	6%	7%	7%	6%	4%	12%	9%	2%	6%	9%	7%	5%	11%	4%	6%	7%	8%	8%	-
DEFINITELY GOODWIN	33%	44%	24%	47%	20%	33%	31%	33%	32%	44%	24%	32%	38%	31%	29%	36%	34%	27%	38%	27%	35%	24%	32%	46%
UNDECIDED	24%	19%	31%	14%	31%	22%	23%	23%	24%	34%	28%	26%	21%	21%	26%	23%	20%	31%	25%	22%	23%	25%	25%	22%
REFUSED	2%	1%	2%	2%	2%	3%	1%	2%	2%	-	2%	1%	2%	2%	1%	1%	3%	3%	1%	1%	2%	-	3%	1%

QUESTION 2:
 If the election for State Insurance Commissioner were being held today and you had to make a choice, for whom would you vote between: Mike Causey, the Republican or Wayne Goodwin, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (CAUSEY - GOODWIN)	-8%	57% CD	-61%	3% C	58% GHIJ	55% GHIJ	-63%	-59%	1% GH	4% GH	-70%	-29% K	39% KL	-71%	11% Np	-31%	-8% S	-4% S	-26%	-28%	2% TVWX	-3% T	-10% T	-8% T
TOTAL CAUSEY -----	33%	68% CD	8%	32% C	72% GHIJ	66% GHIJ	7%	9%	30% GH	34% GH	3%	20% K	59% KL	4%	43% NP	13%	32%	36%	25%	26%	36%	35%	37%	35%
TOTAL GOODWIN -----	41%	12%	69% BD	29% B	13%	10%	70% EFIJ	68% EFIJ	29% EF	29% EF	73% LM	48% M	20%	75% O	31%	44%	39%	41%	52%	54% UV	34%	38%	47%	43%
DEFINITELY CAUSEY	27%	59% CD	6%	22% C	66% fGHIJ	52% GHIJ	5%	7%	18% Gh	26% GH	3%	14% K	49% KL	2%	35% Np	13%	27% s	30% S	16%	22%	30%	25%	27%	33%
PROBABLY CAUSEY	4%	6% C	1%	7% C	3%	8% GH	1%	1%	6% h	8% gH	-	2% k	7% KL	-	5% NP	-	3%	4%	7%	4%	4%	6%	5%	1%
LEAN CAUSEY	2%	3% c	1%	3%	2%	5% hJ	1%	1%	6% hj	-	-	3% K	3% K	1%	3% P	-	2%	2%	2%	-	2%	4% T	5% t	1%
LEAN GOODWIN	2%	2%	3%	1%	2%	1%	2%	4% I	-	2%	4% m	2%	1%	-	3% NP	-	2%	1%	2%	1%	-	2%	2%	6% U
PROBABLY GOODWIN	7%	2%	10% B	7%	2%	3%	11% EF	9% EF	7%	6%	12% M	7%	4%	7%	6%	15%	6%	7%	9%	13% VX	10% VX	3%	7%	3%
DEFINITELY GOODWIN	33%	8%	56% BD	22% B	9%	7%	57% EFIJ	55% EFIJ	22% EF	22% EF	57% LM	40% M	16%	68% OP	23%	28%	31%	33%	41%	39% U	25%	33%	38% u	34%
UNDECIDED	24%	19%	21%	36% BC	14%	23%	21%	21%	38% EFGH	34% Egh	22%	29% M	20%	20%	24%	43%	27%	22%	21%	19%	27% w	26% w	15%	21%
REFUSED	2%	1%	2%	3%	1%	1%	2%	2%	3%	3%	2%	3% m	-	2%	2% P	-	2%	1%	2%	1%	3%	1%	2%	1%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
 NATIONAL RESEARCH INC

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 3:
If the election for State Treasurer were being held today and you had to make a choice, for whom would you vote between: Steven Royal, the Republican or Janet Cowell, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						EDUCATION			
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (ROYAL - COWELL)	-11%	-37%	9%	-27%	4%	-9%	-5%	-8%	-14%	-44%	-8%	-13%	-13%	-8%	-13%	-6%	-11%	-30%	-14%	-6%	-11%	-3%	-16%	-20%
TOTAL ROYAL	34%	23%	41%	31%	41%	35%	39%	37%	32%	12%	33%	33%	36%	37%	34%	38%	36%	18%	35%	38%	34%	39%	32%	31%
TOTAL COWELL	46%	60%	32%	58%	36%	44%	44%	45%	47%	56%	41%	46%	50%	45%	48%	44%	47%	49%	49%	44%	45%	42%	48%	51%
DEFINITELY ROYAL	28%	18%	32%	20%	36%	32%	26%	29%	26%	3%	27%	26%	30%	30%	26%	30%	30%	12%	30%	29%	30%	29%	26%	22%
PROBABLY ROYAL	5%	2%	8%	8%	4%	2%	10%	5%	5%	8%	7%	3%	5%	6%	8%	4%	5%	6%	2%	9%	4%	7%	4%	6%
LEAN ROYAL	2%	2%	1%	3%	1%	-	2%	2%	1%	-	-	4%	2%	1%	-	4%	2%	-	2%	-	-	3%	1%	4%
LEAN COWELL	2%	2%	1%	-	2%	4%	-	1%	3%	-	3%	1%	1%	3%	1%	-	3%	5%	2%	2%	1%	1%	3%	2%
PROBABLY COWELL	9%	14%	4%	8%	13%	5%	9%	9%	9%	8%	12%	11%	8%	8%	13%	9%	5%	8%	11%	10%	9%	14%	9%	3%
DEFINITELY COWELL	35%	44%	27%	50%	21%	35%	35%	35%	35%	48%	26%	34%	40%	34%	33%	35%	39%	36%	36%	32%	35%	28%	36%	46%
UNDECIDED	18%	16%	25%	8%	23%	18%	17%	17%	20%	33%	23%	20%	12%	17%	17%	15%	30%	16%	18%	20%	18%	17%	17%	
REFUSED	2%	1%	2%	3%	-	3%	-	2%	1%	-	2%	1%	2%	1%	2%	2%	3%	1%	-	1%	1%	3%	-	

QUESTION 3:
If the election for State Treasurer were being held today and you had to make a choice, for whom would you vote between: Steven Royal, the Republican or Janet Cowell, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME			
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (ROYAL - COWELL)	-11%	56% CD	-66%	1% C	66% FGHIJ	46% GHIJ	-74%	-60%	9% GHJ	-8% GH	-73%	-39% K	41% KL	-74%	8% N	-31%	-9% S	-12% S	-33%	-31%	-4% TV	-13% T	-8% T	-1% TV
TOTAL ROYAL	34%	68% CD	9%	36% C	75% FGHIJ	61% GHIJ	6%	12%	40% GH	32% GH	5%	18% K	62% KL	5%	44% NP	13%	33%	37%	25%	27%	38%	34%	37%	43% t
TOTAL COWELL	46%	12%	76% BD	35% B	9% 9	15% E	80% EFIJ	72% EFIJ	31% EF	40% EF	77% LM	57% M	21% 21	79% Op	36%	44%	43%	49%	58% q	58% Ux	42%	46%	45%	44%
DEFINITELY ROYAL	28%	60% CD	6%	23% C	68% FGHIJ	53% GHIJ	4%	8%	23% GH	23% GH	4%	14% K	51% KL	5%	35% Np	13%	26%	30% s	18%	21%	30%	26%	25%	36% t
PROBABLY ROYAL	5%	5%	2%	11% bc	4%	6%	2%	3%	12% eGH	9% g	1%	3%	9% KL	1%	7% NP	-	5%	5%	5%	5%	8%	5%	8%	4%
LEAN ROYAL	2%	3% c	-	2%	3% gj	2%	-	1%	5% gj	-	-	1%	3% K	-	2% NP	-	2%	1%	2%	1%	-	2%	3%	3%
LEAN COWELL	2%	1%	2%	2%	-	2%	1%	4% E	3%	2%	2%	5% M	-	2%	2% P	-	1%	2%	4%	3%	3%	1%	2%	3%
PROBABLY COWELL	9%	4%	11% B	11% B	-	8% E	15% E	9% E	10% E	12% E	11%	13% M	6%	7%	9%	15%	10%	8%	11%	11%	13% W	8%	5%	8%
DEFINITELY COWELL	35%	7%	62% BD	22% B	9%	6%	64% EFIJ	60% EFIJ	18% F	26% EF	65% LM	40% M	16%	69% OP	25%	28%	31%	38%	42%	44% U	26%	37% u	38%	33%
UNDECIDED	18%	19%	14%	27% bc	15%	22% g	12%	15%	27% eGh	28% eGh	18%	22%	16%	15%	18%	43%	22% R	14%	16%	14%	20%	20%	15%	11%
REFUSED	2%	2%	2%	2%	1%	2%	2%	1%	3%	-	-	3% K	1%	1%	2% P	-	2%	1%	2%	1%	1%	-	4%	3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 4:
If the election for Commissioner of Agriculture were being held today and you had to make a choice, for whom would you vote between: Steve Troxler, the Republican or Walter Smith, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						EDUCATION			
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (TROXLER - SMITH)	8%	-6%	15%	-	28%	6%	4%	13%	3%	-10%	-3%	10%	14%	11%	8%	17%	13%	-2%	-	12%	5%	18%	9%	-6%
TOTAL TROXLER	45%	40%	45%	47%	54%	40%	44%	48%	41%	31%	37%	46%	49%	47%	45%	49%	50%	34%	42%	46%	43%	50%	45%	37%
TOTAL SMITH	37%	46%	30%	47%	27%	33%	40%	35%	39%	40%	40%	36%	34%	37%	38%	33%	37%	36%	42%	34%	38%	32%	36%	43%
DEFINITELY TROXLER	36%	30%	38%	33%	48%	35%	30%	38%	34%	22%	30%	34%	40%	39%	37%	39%	38%	24%	34%	41%	37%	39%	35%	30%
PROBABLY TROXLER	7%	8%	6%	13%	5%	4%	11%	8%	6%	8%	4%	8%	8%	7%	7%	8%	11%	7%	6%	6%	6%	9%	8%	5%
LEAN TROXLER	2%	3%	1%	1%	1%	1%	2%	1%	2%	-	2%	3%	1%	1%	2%	2%	3%	2%	-	1%	2%	2%	1%	
LEAN SMITH	2%	2%	-	5%	2%	2%	1%	1%	2%	-	-	1%	3%	2%	-	3%	2%	2%	2%	2%	1%	2%	1%	3%
PROBABLY SMITH	5%	8%	2%	2%	3%	5%	9%	5%	5%	8%	6%	6%	6%	3%	5%	6%	2%	6%	7%	4%	6%	6%	4%	3%
DEFINITELY SMITH	30%	37%	28%	40%	22%	27%	30%	29%	31%	32%	34%	29%	26%	31%	33%	24%	34%	29%	34%	28%	31%	24%	31%	37%
UNDECIDED	17%	13%	22%	5%	18%	23%	16%	15%	18%	29%	19%	18%	15%	15%	16%	18%	9%	26%	15%	20%	17%	17%	15%	21%
REFUSED	2%	1%	2%	2%	1%	4%	-	2%	2%	-	4%	1%	2%	1%	1%	1%	3%	4%	1%	-	1%	1%	4%	-

QUESTION 4:
If the election for Commissioner of Agriculture were being held today and you had to make a choice, for whom would you vote between: Steve Troxler, the Republican or Walter Smith, the Democrat?

BANNER 2

	PARTY REG			PARTY REG/GENDER							IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME			
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (TROXLER - SMITH)	8%	69% CD	-42%	19% C	77% FGHIJ	61% GHIJ	-39%	-45%	21% GH	17% GH	-57%	-7% K	53% KL	-63%	30% NP	-31%	13% RS	5% S	-2%	-7%	23% TV	3% T	14% TV	20% TV
TOTAL TROXLER	45%	76% CD	22%	44% C	82% fGHIJ	70% GHIJ	25%	20%	44% GH	43% GH	13%	34% K	69% KL	10%	56% NP	13%	45%	46%	40%	39%	53% t	43%	50%	52%
TOTAL SMITH	37%	8% BD	64% BD	25% B	5% 5	9% 9	63% EFIJ	65% EFIJ	23% EF	26% EF	70% LM	41% M	17%	73% O	26%	44%	33%	40% q	42%	46% U	30%	40%	36%	32%
DEFINITELY TROXLER	36%	67% CD	14%	33% C	72% GHIJ	63% GHIJ	17%	12%	32% GH	34% GH	9%	25% K	58% KL	7%	45% NP	13%	37%	37%	30%	32%	42%	34%	39%	44%
PROBABLY TROXLER	7%	7%	6%	9%	8%	6%	7%	6%	11%	8%	3%	7%	10% K	3% P	9% NP	-	7%	8%	9%	5%	11%	8%	8%	6%
LEAN TROXLER	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	-	2% NP	-	2%	-	2%	1%	-	1%	3%	3%
LEAN SMITH	2%	1%	3%	1%	1%	1%	2%	4% J	2%	-	2%	2%	1%	2% p	2% P	-	2% S	2% S	-	-	1%	4% t	2%	4% t
PROBABLY SMITH	5%	2%	7% B	6%	2%	2%	8% eFi	6%	2%	9% efi	6%	6%	3%	4% P	5% P	-	5%	5%	6%	8%	4%	7%	3%	7%
DEFINITELY SMITH	30%	4%	55% BD	18% B	2%	7%	54% EFIJ	55% EFIJ	19% EF	17% Ef	61% LM	32% M	13%	67% O	19%	44%	26%	33%	37%	38% uX	25%	30%	31%	21%
UNDECIDED	17%	15%	12%	30% BC	11%	18%	11%	13%	30% EGH	30% EFGH	17%	21% M	13%	15%	16%	43%	20% R	13%	16%	14%	16%	17%	12%	13%
REFUSED	2%	2%	2%	2%	1%	2%	2%	2% j	3%	-	-	4% KM	-	2%	2% P	-	2%	1%	2%	1%	2%	-	2%	3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 5:
If the election for Auditor were being held today and you had to make a choice, for whom would you vote between: Debra Goldman, the Republican or Beth A. Wood, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION				
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (GOLDMAN - WOOD)	-6%	-24%	1%	-22%	13%	-6%	2%	-3%	-9%	-37%	-1%	-10%	-7%	-3%	-1%	-5%	-9%	-26%	-10%	3%	-5%	4%	-10%	-24%
TOTAL GOLDMAN	34%	29%	35%	31%	41%	33%	38%	37%	31%	15%	33%	31%	34%	39%	37%	35%	38%	20%	31%	39%	37%	38%	31%	26%
TOTAL WOOD	40%	53%	34%	53%	28%	39%	36%	40%	41%	52%	35%	41%	41%	42%	38%	40%	47%	46%	41%	36%	42%	34%	41%	50%
DEFINITELY GOLDMAN	26%	18%	28%	19%	35%	27%	30%	27%	25%	3%	25%	23%	27%	30%	27%	24%	32%	13%	26%	30%	30%	27%	25%	17%
PROBABLY GOLDMAN	6%	5%	6%	11%	5%	3%	6%	6%	5%	12%	5%	4%	5%	8%	7%	6%	5%	7%	3%	9%	6%	7%	5%	5%
LEAN GOLDMAN	2%	5%	1%	2%	1%	2%	1%	4%	1%	-	3%	4%	2%	1%	3%	6%	2%	-	2%	-	2%	4%	1%	4%
LEAN WOOD	2%	3%	1%	-	2%	2%	-	1%	2%	-	-	3%	2%	1%	1%	2%	-	2%	2%	2%	1%	1%	2%	1%
PROBABLY WOOD	6%	8%	4%	8%	6%	5%	5%	6%	6%	12%	5%	7%	8%	4%	5%	8%	5%	10%	7%	3%	7%	7%	5%	4%
DEFINITELY WOOD	33%	42%	30%	45%	20%	33%	31%	33%	33%	40%	30%	31%	32%	37%	31%	31%	42%	34%	33%	31%	33%	26%	33%	45%
UNDECIDED	24%	17%	30%	13%	31%	25%	26%	21%	26%	33%	28%	27%	22%	19%	24%	24%	12%	31%	27%	25%	20%	27%	25%	24%
REFUSED	2%	1%	1%	3%	1%	4%	-	2%	2%	-	4%	1%	2%	1%	1%	1%	3%	4%	1%	-	1%	2%	4%	-

QUESTION 5:
 If the election for Auditor were being held today and you had to make a choice, for whom would you vote between: Debra Goldman, the Republican or Beth A. Wood, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)	
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%	
**D/S (GOLDMAN - WOOD)	-6%	53% CD	-55%	6% C	56% GHIJ	50% GHIJ	-58%	-53%	17% GHJ	-6% GH	-71%	-29% K	43% KL	-68%	13% Np	-31%	-4% s	-8%	-17%	-27%	2% TVX	-1% T	1% TVX	-7% T	
TOTAL GOLDMAN -----	34%	63% CD	12%	37% C	66% GHIJ	60% GHIJ	12%	12%	44% GHJ	29% GH	3%	19% K	62% KL	7%	43% NP	13%	32%	36%	29%	26%	39% t	37%	39%	36%	
TOTAL WOOD -----	40%	11%	67% BD	31% B	11%	10%	69% EFIJ	65% EFIJ	27% EF	36% EF	74% LM	48% M	18%	75% O	30%	44%	37%	44%	46%	53% UVw	37%	38%	38%	42%	
DEFINITELY GOLDMAN	26%	54% CD	7%	24% C	57% GHIJ	52% GHIJ	6%	8%	26% GH	21% GH	2%	13% K	49% KL	5%	33% N	13%	24%	28%	24%	22%	27%	25%	28%	29%	
PROBABLY GOLDMAN	6%	7% C	3%	9% C	6%	8%	3%	3%	11% gh	8%	2%	2%	10% KL	2%	7% NP	-	6%	6%	4%	2%	11% Tx	7%	5%	4%	
LEAN GOLDMAN	2%	2%	2%	4%	3% j	1%	3% j	1%	8% fHJ	-	-	3% K	3% K	1%	3% nP	-	2%	2%	2%	1%	1%	4%	5%	3%	
LEAN WOOD	2%	1%	3% D	-	1%	1%	2%	4% IJ	-	-	2%	2%	1%	2% p	1% P	-	2%	1%	2%	-	2%	1%	-	6% TW	
PROBABLY WOOD	6%	3%	8% B	7%	5% f	1%	9% FI	7% Fi	1%	12% FI	7%	7%	4%	6% P	6% P	-	6%	6%	7%	9%	9%	5%	5%	6%	
DEFINITELY WOOD	33%	6%	56% BD	25% B	4%	8%	59% EFIJ	54% EFIJ	26% EF	23% EF	65% LM	38% M	13%	67% O	23%	44%	29%	37% q	37%	44% U	26%	32%	33%	31%	
UNDECIDED	24%	25%	19%	31% C	22%	28% g	17%	22%	27%	35% eGh	23%	30% M	19%	16%	25% N	44%	29% R	19%	23%	19%	22%	26%	20%	20%	
REFUSED	2%	2%	2%	1%	1%	2%	3% j	2% j	2%	-	-	3% Km	1%	2%	2% P	-	2%	1%	2%	1%	2%	-	4%	3%	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
 N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 6:
If the election for Commissioner of Labor were being held today and you had to make a choice, for whom would you vote between: Cherie Berry, the Republican or John C. Brooks, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION				
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (BERRY - BROOKS)	5%	-15%	13%	-3%	20%	3%	15%	8%	2%	-17%	16%	3%	7%	-	9%	8%	4%	4%	-4%	7%	-6%	24%	4%	-5%
TOTAL BERRY -----	44%	36%	44%	43%	51%	40%	51%	46%	41%	23%	49%	42%	47%	43%	47%	45%	47%	38%	39%	45%	38%	54%	43%	38%
TOTAL BROOKS -----	39%	51%	31%	46%	32%	36%	36%	39%	39%	40%	32%	40%	40%	42%	38%	37%	43%	34%	44%	38%	44%	30%	40%	43%
DEFINITELY BERRY	35%	27%	36%	29%	46%	33%	39%	37%	33%	15%	42%	32%	36%	36%	39%	34%	41%	28%	31%	39%	33%	45%	33%	27%
PROBABLY BERRY	7%	6%	6%	11%	5%	6%	10%	7%	7%	4%	4%	9%	9%	6%	5%	9%	5%	9%	7%	7%	4%	7%	8%	10%
LEAN BERRY	2%	3%	2%	3%	-	-	2%	2%	1%	4%	3%	2%	2%	1%	3%	3%	2%	1%	2%	-	1%	2%	2%	1%
LEAN BROOKS	1%	1%	1%	-	1%	2%	-	-	2%	-	-	1%	1%	2%	-	-	2%	2%	1%	2%	1%	-	2%	-
PROBABLY BROOKS	6%	7%	2%	8%	8%	5%	8%	7%	6%	8%	4%	9%	6%	6%	8%	8%	5%	1%	9%	5%	11%	4%	6%	4%
DEFINITELY BROOKS	32%	43%	28%	38%	22%	29%	29%	31%	32%	32%	29%	30%	34%	35%	30%	29%	37%	32%	34%	31%	33%	26%	32%	40%
UNDECIDED	16%	12%	24%	9%	17%	21%	12%	14%	18%	37%	17%	18%	12%	14%	14%	17%	8%	25%	16%	16%	17%	16%	14%	18%
REFUSED	1%	1%	1%	2%	-	3%	-	1%	1%	-	2%	1%	1%	1%	1%	-	2%	3%	1%	-	1%	-	3%	-

QUESTION 6:
If the election for Commissioner of Labor were being held today and you had to make a choice, for whom would you vote between: Cherie Berry, the Republican or John C. Brooks, the Democrat?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME					
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMBL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (BERRY - BROOKS)	5%	67% CD	-48%	20% C	69% GHIJ	65% GHIJ	-46%	-50%	22% GH	19% GH	-62%	-12% K	50% KL	-67%	27% NP	-31%	11% RS	-2%	2% r	-8%	1% T	2% T	20% TUV	14% TUV
TOTAL BERRY	44%	75% CD	18%	49% C	77% GHIJ	73% GHIJ	21%	15%	49% GH	48% GH	11%	33% K	68% KL	9%	55% NP	13%	46%	41%	44%	36%	42%	43%	51%	52% t
TOTAL BROOKS	39%	9%	66% BD	28% B	9%	9%	68% EFIJ	65% EFIJ	27% EF	29% EF	73% LM	45% M	18%	76% Op	28%	44%	35%	42%	42%	45%	41%	41%	31%	38%
DEFINITELY BERRY	35%	64% CD	13%	37% C	65% GHIJ	63% GHIJ	14%	12%	40% GH	34% GH	8%	23% K	58% KL	8%	44% NP	13%	36%	36%	30%	29%	37%	34%	39%	37%
PROBABLY BERRY	7%	10% C	3%	10% C	11% GH	9% gh	3%	3%	8%	13% GH	2%	8% K	9% K	1%	9% NP	-	8% r	4%	13% r	8%	4%	7%	10%	12% u
LEAN BERRY	2%	1%	2%	2%	1%	1%	4%	1%	2%	1%	1%	2%	2%	-	2% NP	-	2%	1%	2%	-	1%	3% t	2%	3%
LEAN BROOKS	1%	1%	2% D	-	-	1%	1%	3% eij	-	-	2%	2% m	-	2%	1% P	-	-	2%	2%	1%	1%	1%	-	1%
PROBABLY BROOKS	6%	2%	8% B	9% B	2%	2%	8% eF	9% EF	13% EF	5%	11% m	6%	5%	6% P	7% P	-	7% S	6% s	2%	7%	12% vW	5%	3%	7%
DEFINITELY BROOKS	32%	6%	56% BD	19% B	6%	6%	59% EFIJ	54% EFIJ	14% f	25% EF	61% LM	38% M	13%	68% O	20%	44%	28%	34%	39%	36%	29%	35%	28%	30%
UNDECIDED	16%	15%	14%	22% c	13%	16%	10%	18% g	22% g	23% G	16%	20% m	13%	14%	16%	43%	18%	17%	12%	18% X	15% x	16% X	17% x	7%
REFUSED	1%	2%	1%	1%	1%	2%	1%	1%	2%	-	-	2% k	-	1%	1% P	-	1%	1%	2%	1%	1%	-	2%	3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 7:
If the election for Secretary of State were being held today and you had to make a choice, for whom would you vote between: Ed Goodwin, the Republican or Elaine Marshall, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE					GENDER/AGE					EDUCATION					
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (GOODWIN - MARSHALL)	-11%	-36%	-7%	-12%	5%	-7%	-3%	-5%	-17%	-37%	-10%	-10%	-16%	-8%	-13%	-1%	-7%	-20%	-26%	-5%	-4%	-1%	-19%	-37%
TOTAL GOODWIN	37%	27%	36%	39%	44%	36%	43%	40%	33%	15%	35%	35%	37%	40%	36%	42%	39%	25%	30%	42%	39%	43%	33%	24%
TOTAL MARSHALL	47%	63%	43%	51%	38%	43%	45%	45%	50%	52%	45%	45%	52%	48%	49%	43%	47%	46%	55%	47%	43%	43%	52%	61%
DEFINITELY GOODWIN	29%	20%	28%	22%	38%	30%	33%	32%	26%	7%	28%	27%	30%	30%	29%	33%	32%	17%	24%	31%	33%	30%	26%	17%
PROBABLY GOODWIN	7%	6%	7%	16%	6%	5%	7%	7%	7%	8%	5%	6%	6%	9%	5%	7%	6%	9%	4%	11%	5%	11%	6%	6%
LEAN GOODWIN	1%	1%	1%	2%	-	1%	3%	1%	1%	-	1%	2%	1%	1%	1%	2%	2%	-	2%	-	1%	2%	1%	1%
LEAN MARSHALL	2%	3%	2%	-	4%	2%	-	2%	2%	-	3%	4%	1%	1%	4%	2%	-	5%	2%	1%	1%	1%	3%	4%
PROBABLY MARSHALL	6%	6%	5%	3%	7%	5%	9%	5%	6%	8%	8%	5%	7%	4%	7%	5%	3%	4%	10%	4%	7%	6%	6%	4%
DEFINITELY MARSHALL	40%	53%	36%	48%	27%	36%	37%	38%	41%	44%	35%	36%	44%	43%	38%	36%	44%	37%	43%	42%	35%	36%	43%	54%
UNDECIDED	15%	10%	20%	8%	18%	19%	12%	14%	16%	33%	18%	19%	10%	11%	14%	16%	12%	27%	14%	11%	17%	14%	13%	15%
REFUSED	1%	1%	1%	2%	-	2%	-	1%	1%	-	2%	-	1%	1%	1%	-	2%	1%	1%	-	1%	-	2%	-

QUESTION 7:
 If the election for Secretary of State were being held today and you had to make a choice, for whom would you vote between: Ed Goodwin, the Republican or Elaine Marshall, the Democrat?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (GOODWIN - MARSHALL)	-11%	52% CD	-65%	5% C	62% FGHIJ	42% GHIJ	-66%	-64%	14% GHJ	-4% GH	-84%	-37% K	45% KL	-77%	9% Np	-31% n	-14%	-9%	-21%	-24%	-6% Tv	-14%	-9% t	-9% t
TOTAL GOODWIN	37%	68% CD	12%	41% C	74% FGHIJ	62% GHIJ	11%	12%	46% GH	36% GH	2%	20% K	67% KL	5%	47% NP	13%	34%	39%	31%	30%	41%	36%	40%	38%
TOTAL MARSHALL	47%	16%	76% BD	36% B	12% f	20% GHIJ	77% EFGIJ	75% EFGIJ	32% Efg	40% EFG	86% LM	57% M	22%	82% OP	38%	44%	48%	48%	52%	54%	47%	50%	49%	48%
DEFINITELY GOODWIN	29%	56% CD	8%	30% C	62% FGHIJ	50% GHIJ	9%	7%	32% GH	28% GH	1%	17% K	52% KL	4%	36% Np	13%	26%	31%	24%	24%	33%	26%	29%	30%
PROBABLY GOODWIN	7%	10% C	3%	9% C	10% Gh	11% GH	3%	4%	11% gh	8%	1%	2%	13% KL	1%	9% NP	-	7%	6%	7%	6%	6%	9%	8%	8%
LEAN GOODWIN	1%	2%	-	2%	2%	1%	-	1%	3%	-	-	1%	2% K	-	1% NP	-	1%	2% s	-	-	2%	1%	3%	-
LEAN MARSHALL	2%	1%	3%	2%	1%	1%	2%	4%	3%	2%	2%	5% kM	-	2%	2% P	-	2%	1%	6%	1%	2%	2%	2%	4%
PROBABLY MARSHALL	6%	3%	8% B	5%	1%	5%	10% Ei	7% E	3%	8% e	10% m	6%	4%	6% P	6% P	-	8%	5%	4%	8%	5%	7%	5%	8%
DEFINITELY MARSHALL	40%	12%	65% BD	28% B	10%	14%	66% EFGIJ	65% EFGIJ	26% Efg	31% EFG	75% LM	45% M	18%	75% O	29%	44%	38%	43%	42%	44%	40%	40%	43%	35%
UNDECIDED	15%	15%	11%	22% C	13%	18%	11%	11%	20%	24% eGH	12%	21% KM	11%	13%	14%	43%	17%	12%	15%	15%	13%	14%	9%	11%
REFUSED	1%	1%	1%	1%	1%	1%	1%	1%	2%	-	-	2% k	-	1%	1% P	-	1%	1%	2%	1%	-	-	2%	3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
 NATIONAL RESEARCH INC

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 18-19, 2012

QUESTION 8:
 If the election for Superintendent of Public Instruction were being held today and you had to make a choice, for whom would you vote between: John Tedesco, the Republican or June Atkinson, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						EDUCATION			
	TOTAL (D)	TRI- ANGLE (E)	SOUTH -EAST (F)	NORTH -EAST NC (G)	PIED- MONT TRIAD (H)	CHAR- LOTTE (I)	WEST- ERN NC (J)	MEN (K)	WOMEN (L)	18-25 (M)	26-40 (N)	41-55 (O)	56-65 (P)	66+ (Q)	MEN 18-44 (R)	MEN 45-64 (S)	MEN 65+ (T)	WOMEN 18-44 (U)	WOMEN 45-64 (V)	WOMEN 65+ (W)	HS OR LESS (X)	2 YR COLL	4 YR COLL	POST GRAD
BASE=TOTAL SAMPLE	100%	21%	14%	11%	18%	22%	13%	48%	52%	4%	14%	29%	22%	24%	13%	21%	11%	12%	21%	15%	31%	22%	28%	14%
**D/S (TEDESCO - ATKINSON)	-10%	-33%	-4%	-9%	7%	-10%	-6%	-4%	-16%	-25%	-11%	-12%	-16%	-6%	-1%	-7%	-8%	-26%	-27%	-	-4%	-1%	-14%	-40%
TOTAL TEDESCO	35%	28%	35%	39%	42%	32%	37%	38%	32%	19%	34%	35%	33%	36%	38%	37%	34%	24%	29%	40%	37%	38%	34%	22%
TOTAL ATKINSON	45%	61%	39%	48%	35%	42%	44%	42%	48%	44%	45%	47%	49%	43%	39%	44%	42%	50%	56%	39%	41%	40%	48%	62%
DEFINITELY TEDESCO	28%	19%	30%	28%	37%	29%	30%	31%	26%	11%	28%	26%	29%	31%	32%	28%	31%	17%	25%	33%	30%	29%	30%	17%
PROBABLY TEDESCO	5%	8%	5%	9%	4%	2%	6%	6%	5%	7%	5%	7%	2%	6%	5%	7%	3%	7%	2%	6%	7%	6%	4%	5%
LEAN TEDESCO	1%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	2%	2%	-	1%	2%	-	-	2%	-	1%	3%	-	-
LEAN ATKINSON	2%	3%	-	-	3%	2%	-	1%	2%	-	-	3%	1%	2%	-	3%	-	3%	1%	3%	1%	1%	3%	1%
PROBABLY ATKINSON	6%	6%	5%	2%	6%	9%	9%	6%	7%	8%	5%	7%	9%	5%	7%	7%	3%	3%	12%	5%	6%	6%	7%	9%
DEFINITELY ATKINSON	37%	52%	34%	47%	26%	30%	35%	35%	39%	36%	40%	37%	38%	36%	32%	35%	39%	44%	43%	31%	34%	33%	38%	52%
UNDECIDED	18%	10%	25%	10%	22%	23%	19%	19%	18%	37%	18%	18%	16%	20%	21%	17%	20%	23%	15%	20%	21%	21%	15%	16%
REFUSED	2%	1%	1%	3%	1%	4%	-	2%	2%	-	2%	1%	2%	1%	1%	1%	3%	3%	1%	1%	1%	1%	4%	-

QUESTION 8:
 If the election for Superintendent of Public Instruction were being held today and you had to make a choice, for whom would you vote between: John Tedesco, the Republican or June Atkinson, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME			
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EML- OYED (S)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)
BASE=TOTAL SAMPLE	100%	33%	45%	22%	16%	17%	21%	24%	11%	11%	21%	30%	44%	22%	75%	3%	46%	34%	9%	14%	20%	19%	10%	13%
**D/S (TEDESCO - ATKINSON)	-10%	57% CD	-67%	5% C	66% FGHIJ	49% GHIJ	-65%	-68%	14% GHJ	-5% GH	-76%	-38% K	43% KL	-74%	9% Np	-31%	-9% S	-11%	-26%	-25%	-	-10% T	-17%	-8% T
TOTAL TEDESCO	35%	70% CD	7%	39% C	75% GHIJ	65% GHIJ	7%	8%	43% GH	34% GH	2%	19% K	63% KL	5%	45% NP	13%	35%	35%	26%	26%	40% T	36%	35%	40% t
TOTAL ATKINSON	45%	13%	74% BD	34% B	10%	16%	72% EFIJ	76% EFIJ	29% Ef	39% EF	78% LM	57% M	20%	78% Op	35%	44%	44%	46%	51%	51%	40%	45%	52%	48%
DEFINITELY TEDESCO	28%	59% CD	6%	29% C	64% GHIJ	53% GHIJ	5%	7%	30% GH	28% GH	2%	15% K	52% KL	4%	36% Np	13%	28%	30%	20%	21%	32% t	28%	27%	32%
PROBABLY TEDESCO	5%	9% C	2%	7% C	10% GH	9% GH	2%	1%	8% h	6%	1%	2%	9% KL	1%	7% NP	-	7%	4%	6%	5%	6%	6%	5%	8%
LEAN TEDESCO	1%	2% c	-	2% c	1%	2%	-	-	5% ghj	-	-	2% k	1% k	-	1% NP	-	1% s	1%	-	-	2%	2%	3%	-
LEAN ATKINSON	2%	1%	2%	2%	1%	1%	2%	3% i	-	3%	1%	4% m	1%	2%	2% P	-	2% S	2% S	-	-	1%	2%	2%	4% t
PROBABLY ATKINSON	6%	6%	7%	5%	5%	7%	6%	7%	5%	6%	6%	10% m	4%	3% p	7% NP	-	7%	6%	7%	8%	7%	7%	5%	8%
DEFINITELY ATKINSON	37%	6%	65% BD	27% B	3%	8%	64% EFIJ	66% EFIJ	24% EF	30% EF	72% LM	43% M	15%	73% O	26%	44%	36%	39%	44%	43%	32%	37%	45%	36%
UNDECIDED	18%	16%	16%	27% BC	14%	18%	18%	14%	26% eh	27% eH	18%	22%	16%	15%	18%	43%	19%	18%	21%	21% wx	19% wx	19% x	10%	10%
REFUSED	2%	2%	2%	1%	1%	2%	3% j	2% j	2%	-	1%	3%	1%	2% p	2% P	-	2%	2%	2%	2%	2%	-	4%	3%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V/W/X
 NATIONAL RESEARCH INC