

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 Forest, the Republican or Linda Coleman, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION			
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)	
BASE=TOTAL SAMPLE	600 100%	128 21%	93 15%	64 11%	109 18%	123 21%	83 14%	288 48%	312 52%	14 2%	58 10%	150 25%	134 22%	221 37%	48 8%	123 21%	108 18%	54 9%	111 18%	133 22%	168 28%	164 27%	190 32%	73 12%	
**D/S (FOREST - COLEMAN)	-2 -	-20 -16%	4 BD	-4 b	3 BD	9 BD	6 BD	8 I	-10 -3%	-2 -16%	-22 -38%	-15 -10%	-5 -4%	45 20%	-13 -27%	-5 -4%	25 23%	-18 -34%	-11 -10%	22 17%	40 24%	-31 -19%	-9 -5%	-4 -5%	
TOTAL FOREST																									
OCT 20-21, 2012	253 42%	47 37%	41 44%	26 41%	44 40%	61 49%	34 41%	129 45%	124 40%	6 39%	12 21%	54 36%	53 40%	121 55%	13 27%	49 40%	63 58%	11 20%	43 38%	67 50%	89 53%	47 29%	84 44%	31 42%	
SEP 18-19, 2012	235 39%	44 34%	38 45%	23 34%	49 45%	48 36%	33 42%	119 41%	116 37%	4 15%	29 36%	67 38%	53 40%	63 45%	32 39%	50 40%	29 45%	16 23%	46 38%	42 46%	77 41%	59 44%	60 35%	26 32%	
TOTAL COLEMAN																									
OCT 20-21, 2012	256 43%	67 52%	37 40%	30 47%	42 38%	52 42%	28 34%	121 42%	135 43%	8 55%	35 59%	69 46%	58 44%	76 35%	26 54%	55 44%	38 35%	29 54%	53 48%	45 34%	49 29%	78 48%	93 49%	35 47%	
SEP 18-19, 2012	256 43%	66 52%	27 32%	35 51%	39 35%	58 44%	31 40%	127 44%	129 41%	17 64%	35 43%	77 44%	57 44%	55 39%	39 49%	54 43%	28 44%	32 46%	56 45%	32 35%	76 41%	52 38%	76 44%	45 54%	
UNDECIDED																									
OCT 20-21, 2012	83 14%	14 11%	11 12%	7 11%	22 20%	10 8%	20 24%	33 11%	50 16%	1 6%	12 20%	24 16%	21 16%	22 10%	9 18%	16 13%	5 5%	13 25%	15 14%	20 15%	29 17%	35 22%	13 7%	6 8%	
SEP 18-19, 2012	100 17%	16 13%	17 20%	7 11%	22 20%	22 16%	15 19%	38 13%	62 20%	6 21%	16 19%	30 17%	19 14%	22 16%	9 12%	20 16%	6 9%	19 27%	20 16%	17 19%	31 17%	22 16%	30 18%	12 15%	
DEFINITELY FOREST	222 37%	40 31%	35 37%	23 35%	37 34%	55 45%	32 39%	110 38%	112 36%	4 32%	9 16%	44 30%	47 35%	109 50%	11 24%	41 33%	54 50%	8 15%	39 35%	62 46%	81 48%	41 25%	71 37%	28 38%	
PROBABLY FOREST	26 4%	5 4%	6 6%	3 4%	6 5%	4 4%	2 2%	16 5%	10 3%	1 7%	3 5%	6 4%	6 4%	10 4%	2 4%	7 6%	7 6%	3 5%	2 2%	5 4%	6 4%	6 4%	12 6%	2 2%	
LEAN FOREST	6 1%	2 2%	1 1%	1 1%	1 1%	1 1%	- -	4 1%	2 1%	- -	- -	4 3%	- -	2 1%	- -	2 1%	2 2%	- -	2 2%	- -	2 1%	- -	2 1%	2 2%	
LEAN COLEMAN	7 1%	2 1%	1 1%	- -	- -	3 3%	1 1%	5 2%	2 1%	1 6%	- -	1 1%	4 3%	1 -	- -	4 3%	1 1%	1 2%	1 1%	- -	3 2%	1 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
 N A T I O N A L R E S E A R C H I N C

Continued

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 Forest, the Republican or Linda Coleman, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						EDUCATION			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
PROBABLY COLEMAN	31 5%	10 8%	4 4%	4 6%	5 4%	5 4%	2 3%	12 4%	19 6%	2 12%	5 9%	7 5%	6 4%	11 5%	4 8%	5 4%	3 2%	7 12% qs	3 3%	9 7% q	3 2%	13 8% U	7 4%	8 11% Uw
DEFINITELY COLEMAN	219 36%	55 43%	32 35%	26 40%	37 34%	43 35%	25 30%	105 36%	114 37%	5 37%	30 51% N	61 40% n	48 36%	65 29%	22 46% T	45 37%	35 32%	22 40%	49 45% T	36 27%	42 25%	64 39% U	84 44% U	27 37% u
REFUSED	7 1%	- -	3 3%	1 1%	2 2%	1 1%	1 1%	5 2%	3 1%	- -	- -	3 2%	2 1%	2 1%	- -	3 2%	2 2%	1 2%	- -	1 1%	2 1%	3 2%	- -	2 3%

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 Forest, the Republican or Linda Coleman, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			NOVEMBER VOTE LIKELIHOOD		
	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)	10 (T)	10-8 (U)	7-5 (V)
BASE=TOTAL SAMPLE	600 100%	204 34%	276 46%	120 20%	94 16%	110 18%	122 20%	154 26%	72 12%	48 8%	126 21%	180 30%	276 46%	132 22%	449 75%	19 3%	247 41%	262 44%	42 7%	572 95%	590 98%	10 2%
**D/S (FOREST - COLEMAN)	-2 -	153 75% CD	-161 -58%	5 4% C	78 83% FGHIJ	75 68% GHIJ	-68 -56%	-93 -60%	-2 -3% GH	7 15% GHI	-101 -80%	-68 -38% K	166 60% KL	-97 -73%	113 25% N	-18 -96%	-4 -2% S	30 11% QS	-16 -38%	1 -	-3 -	- 2%
TOTAL FOREST																						
OCT 20-21, 2012	253 42%	167 82% CD	39 14%	48 40% C	83 88% FGHIJ	84 76% GHIJ	20 16%	19 12%	27 37% GH	21 44% GH	6 5%	39 22% K	201 73% KL	10 7%	243 54% NP	- 2%	101 41%	127 49% S	11 26%	244 43%	249 42%	4 38%
SEP 18-19, 2012	235 39%	144 73% CD	36 13%	56 42% C	77 81% FGHIJ	67 65% GHIJ	12 10%	24 16%	30 44% GH	26 40% GH	6 5%	43 24% K	180 68% KL	8 6%	225 50% NP	2 13%	104 38%	85 42% s	16 29%	225 40%	230 40%	5 26%
TOTAL COLEMAN																						
OCT 20-21, 2012	256 43%	14 7%	200 72% BD	42 35% B	5 5%	9 8% E	88 72% E	112 73% E	29 40% EF	14 29% EF	107 85% LM	107 60% M	36 13%	107 81% O	131 29%	18 98% O	105 42%	98 37%	27 64% QR	243 43%	252 43%	4 36%
SEP 18-19, 2012	256 43%	19 10%	188 70% BD	49 37% B	8 9%	11 10% E	94 75% E	94 65% E	25 37% EF	24 37% EF	105 82% LM	89 50% M	47 18%	103 78% Op	145 32%	8 44%	119 44%	86 42%	28 50%	244 43%	249 43%	5 27%
UNDECIDED																						
OCT 20-21, 2012	83 14%	20 10%	34 12%	29 24% EC	4 5%	16 15% E	13 10%	21 14% E	16 22% Eg	13 27% EGh	10 8%	31 17% k	37 14%	16 12% p	67 15% P	- 1%	38 15%	34 13%	4 9%	79 14%	81 14%	3 25%
SEP 18-19, 2012	100 17%	32 16%	41 15%	26 20%	8 9%	24 23% Eg	18 14%	24 16% e	12 17%	15 23% E	13 13%	39 22% KM	36 14%	20 15%	72 16%	43 17%	45 17%	31 15%	11 19%	88 16%	91 16%	9 47% TU
DEFINITELY FOREST	222 37%	147 72% CD	36 13%	40 33% C	72 77% GHIJ	75 68% GHIJ	17 14%	19 12%	22 30% GH	18 38% GH	5 4%	27 15% K	183 66% KL	7 5%	215 48% NP	- 1%	87 35% S	117 45% qS	7 17%	218 38%	220 37%	2 20%
PROBABLY FOREST	26 4%	17 8% C	3 1%	6 5%	8 9% gH	8 7% H	3 3%	- -	4 6% h	2 4% h	2 1%	11 6% k	13 5% k	3 2%	23 5% P	- -	11 4% 4%	9 3%	4 9%	22 4%	24 4%	2 18%
LEAN FOREST	6 1%	4 2% c	- -	2 2%	3 3%	1 1%	- -	- -	1 1% 1%	1 2%	- -	1 2% K	5 2% K	- -	6 1% N	- -	4 2%	2 1%	- -	5 1% v	6 1% V	- -

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
 N A T I O N A L R E S E A R C H I N C

Continued

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 Forest, the Republican or Linda Coleman, the Democrat?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			NOVEMBER VOTE LIKELIHOOD			
	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)	10 (T)	10-8 (U)	7-5 (V)
LEAN COLEMAN	7 1%	1 -	5 2%	1 1%	1 1%	- -	4 3%	1 1%	- -	1 2%	5 4% lm	1 -	1 -	3 3%	3 1% p	- -	1 -	2 1%	3 8%	7 1% V	7 1% V	- -
PROBABLY COLEMAN	31 5%	5 2%	16 6% b	10 8% b	2 2%	3 3%	5 4%	12 8% e	6 8%	4 9%	9 7% M	16 9% M	5 2%	7 6%	23 5%	- -	12 5%	15 6%	3 8%	27 5%	30 5%	1 9%
DEFINITELY COLEMAN	219 36%	8 4%	178 65% BD	32 27% B	2 3%	6 5%	79 65% EFIJ	99 64% EFIJ	23 32% EF	9 18% Ef	93 74% LM	90 50% M	29 11%	96 73% O	105 23%	18 98% NO	92 37%	81 31%	21 49% r	209 37%	216 37%	3 27%
REFUSED	7 1%	3 1%	4 1%	1 1%	2 2%	1 1%	2 2%	2 1%	1 1%	- -	3 2%	3 2%	2 1%	- -	7 2% NP	- -	3 1%	3 1%	- -	5 1% v	7 1% V	- -

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / 122385 / OCTOBER 20-21, 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 (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)	
BASE=TOTAL SAMPLE	600 100%	128 21%	93 15%	64 11%	109 18%	123 21%	83 14%	288 48%	312 52%	14 2%	58 10%	150 25%	134 22%	221 37%	48 8%	123 21%	108 18%	54 9%	111 18%	133 22%	168 28%	164 27%	190 32%	73 12%		
**D/S (CAUSEY - GOODWIN)	4 1%	-13 -10%	3 3%	-5 -7%	-3 -3%	11 9%	12 15%	14 5%	-9 -3%	-1 -5%	-9 -15%	-13 -9%	-6 -4%	37 17%	-8 -16%	6 5%	15 14%	-9 -17%	-16 -15%	21 16%	31 19%	-4 -2%	-19 -10%	-5 -7%		
TOTAL CAUSEY																										
OCT 20-21, 2012	234 39%	41 32%	35 38%	24 37%	36 33%	60 49%	37 45%	118 41%	116 37%	5 33%	17 29%	45 30%	49 36%	111 50%	13 27%	48 39%	52 48%	14 26%	36 32%	63 48%	80 48%	53 32%	71 38%	27 37%		
SEP 18-19, 2012	199 33%	32 26%	31 37%	20 29%	46 42%	40 31%	29 37%	97 34%	102 33%	5 19%	26 32%	52 29%	45 34%	55 39%	26 33%	41 32%	23 36%	17 24%	37 30%	38 42%	61 33%	56 42%	50 30%	21 25%		
TOTAL GOODWIN																										
OCT 20-21, 2012	229 38%	54 42%	32 35%	29 44%	40 36%	49 40%	25 30%	104 36%	126 40%	5 37%	26 44%	58 39%	55 41%	73 33%	21 43%	42 34%	37 34%	23 43%	52 47%	43 32%	49 29%	56 34%	90 47%	33 44%		
SEP 18-19, 2012	248 41%	69 54%	25 30%	37 55%	28 26%	58 44%	30 39%	120 42%	127 41%	13 48%	31 38%	77 44%	56 43%	54 38%	31 39%	56 44%	26 40%	31 43%	54 44%	32 35%	78 42%	45 34%	72 42%	43 52%		
UNDECIDED																										
OCT 20-21, 2012	127 21%	32 25%	23 24%	11 17%	30 28%	12 10%	20 24%	61 21%	66 21%	4 30%	15 26%	44 29%	28 21%	34 15%	14 30%	30 24%	17 15%	16 29%	23 21%	25 18%	35 21%	52 31%	29 15%	11 16%		
SEP 18-19, 2012	142 24%	25 19%	26 31%	10 14%	34 31%	30 22%	18 23%	65 23%	76 24%	9 34%	23 28%	46 26%	27 21%	30 21%	21 26%	29 23%	13 20%	22 31%	31 25%	20 22%	44 23%	33 25%	43 25%	18 22%		
DEFINITELY CAUSEY	186 31%	34 26%	28 30%	22 34%	29 27%	43 35%	30 36%	87 30%	100 32%	4 25%	9 16%	34 22%	40 30%	93 42%	7 14%	36 29%	40 37%	10 18%	29 26%	58 43%	67 40%	38 23%	56 30%	22 30%		
PROBABLY CAUSEY	40 7%	7 6%	6 6%	1 2%	6 6%	13 11%	6 7%	27 10%	12 4%	1 7%	8 14%	10 7%	7 5%	12 6%	6 13%	12 10%	8 7%	4 8%	3 3%	5 3%	10 6%	13 8%	14 7%	4 5%		
LEAN CAUSEY	8 1%	- -	1 1%	1 1%	1 1%	4 3%	1 1%	4 1%	4 1%	- -	- -	1 1%	2 2%	5 2%	- -	- -	4 3%	- -	3 3%	1 1%	3 2%	2 1%	1 1%	2 2%		
LEAN GOODWIN	3 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 -	2 1%	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	1 1%	3 2%	- -	- -	- -		

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

Continued

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 (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)	
PROBABLY GOODWIN	29 5%	9 7%	2 2%	5 7%	5 4%	5 4%	3 4%	10 3%	20 6%	2 12%	4 7%	7 5%	5 4%	10 4%	2 5%	2 2%	5 4%	6 12%	5 5%	7 5%	6 4%	10 6%	8 4%	5 7%	
DEFINITELY GOODWIN	197 33%	45 35%	29 31%	24 37%	34 31%	43 35%	22 26%	93 32%	104 33%	4 25%	22 37%	51 34%	48 36%	62 28%	18 38%	38 31%	32 30%	17 31%	47 42%	35 26%	40 24%	46 28%	82 43%	28 38%	
REFUSED	10 2%	1 1%	3 3%	1 1%	3 3%	2 1%	1 1%	6 2%	4 1%	- -	- -	3 2%	3 2%	3 2%	- -	3 2%	3 2%	1 2%	- -	2 2%	4 3%	3 2%	- -	2 3%	

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	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			NOVEMBER VOTE LIKELIHOOD		
	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)	10 (T)	10-8 (U)	7-5 (V)
BASE=TOTAL SAMPLE	600 100%	204 34%	276 46%	120 20%	94 16%	110 18%	122 20%	154 26%	72 12%	48 8%	126 21%	180 30%	276 46%	132 22%	449 75%	19 3%	247 41%	262 44%	42 7%	572 95%	590 98%	10 2%
**D/S (CAUSEY - GOODWIN)	4 1%	140 69% CD	-146 -53%	10 9% C	64 69% GHIJ	76 69% GHIJ	-53 -44%	-93 -60%	3 4% GH	8 16% GHi	-91 -72%	-60 -33% K	158 57% KL	-81 -62%	95 21% N	-9 -48%	10 4% S	21 8% S	-13 -30%	12 2% V	6 1% V	-1 -14%
TOTAL CAUSEY																						

OCT 20-21, 2012	234 39%	150 74% CD	35 13%	49 41% C	71 76% GHIJ	79 71% GHIJ	17 14%	17 11%	29 40% GH	20 42% GH	9 7%	29 16% K	191 69% KL	14 11%	219 49% NP	- 2%	96 39%	117 45% S	11 25%	227 40%	231 39%	3 29%
SEP 18-19, 2012	199 33%	135 68% CD	22 8%	42 32% C	68 72% GHIJ	68 66% GHIJ	9 7%	13 9%	20 30% GH	22 34% GH	4 3%	35 20% K	156 59% KL	5 4%	192 43% NP	2 13%	87 32%	74 36%	14 25%	186 33%	194 34%	5 26%
TOTAL GOODWIN																						

OCT 20-21, 2012	229 38%	10 5%	181 65% BD	39 32% B	7 8%	3 3%	71 58% EFIJ	110 72% EFgIJ	26 36% EF	13 26% EF	100 79% LM	89 50% M	33 12%	96 72% O	124 28%	9 50%	85 34%	96 37%	23 55% Qr	215 38%	225 38%	4 43%
SEP 18-19, 2012	248 41%	23 12%	186 69% BD	39 29% B	12 13%	11 10%	88 70% EFIJ	98 68% EFIJ	20 29% EF	19 29% EF	94 73% LM	86 48% M	54 20%	99 75% O	141 31%	8 44%	108 39%	83 41%	29 52%	238 42%	243 42%	5 27%
UNDECIDED																						

OCT 20-21, 2012	127 21%	39 19%	56 20%	31 26%	12 13%	27 25% e	32 26% Eh	24 16%	16 23%	15 31% Eh	15 12%	57 32% KM	50 18%	22 17%	96 21%	9 49%	64 26% R	43 17%	8 20%	122 21%	124 21%	3 28%
SEP 18-19, 2012	142 24%	37 19%	57 21%	47 36% BC	14 14%	24 23%	26 21%	31 21%	25 38% EFGH	22 34% Egh	28 22%	52 29% M	53 20%	26 20%	108 24%	8 43%	74 27%	44 22%	12 21%	130 23%	131 23%	9 48% tu
DEFINITELY CAUSEY	186 31%	123 60% CD	27 10%	36 30% C	54 58% GHIJ	69 62% GHIJ	11 9%	16 10%	22 30% GH	15 31% GH	6 4%	19 11%	158 57% KL	9 7%	177 39% NP	- 2%	67 27% S	104 40% QS	5 13%	183 32% V	185 31% V	1 11%
PROBABLY CAUSEY	40 7%	24 12% C	6 2%	9 8% c	15 16% GHJ	9 8% H	5 4%	2 1%	7 10% H	2 4%	2 2%	10 5%	27 10% K	4 3%	36 8% NP	- -	24 10% R	9 3%	5 13%	37 6%	38 6%	2 18%
LEAN CAUSEY	8 1%	3 1%	2 1%	3 3%	2 2%	1 1%	2 1%	- -	- -	3 7%	1 1%	1 -	6 2%	1 1%	7 2% P	- -	4 2%	4 2% S	- -	7 1% V	8 1% V	- -

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
 N A T I O N A L R E S E A R C H I N C

Continued

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			NOVEMBER VOTE LIKELIHOOD			
	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)	10 (T)	10-8 (U)	7-5 (V)
LEAN GOODWIN	3 1%	-	3 1%	-	-	-	1 1%	2 1%	-	-	2 2%	-	1	3 2%	-	-	-	1	1 2%	3 1%	3 1%	-
PROBABLY GOODWIN	29 5%	3 2%	20 7% B	6 5%	3 4%	-	5 4% f	15 10% eFgI	2 2%	4 8% f	9 7% m	13 7% m	6 2%	8 6%	21 5%	-	13 5%	12 4%	3 8%	24 4%	26 4%	3 25%
DEFINITELY GOODWIN	197 33%	7 3%	158 57% BD	33 27% B	4 4%	3 3%	65 53% EFLJ	93 60% EFLJ	24 34% EFj	9 18% EF	88 70% LM	76 42% M	26 9%	85 64% O	103 23%	9 49%	72 29%	84 32%	19 45%	188 33%	195 33%	2 18%
REFUSED	10 2%	5 2%	4 2%	1 1%	3 3%	2 2%	2 2%	2 1%	1 1%	-	3 2%	5 3%	2 1%	-	10 2% NP	-	3 1%	5 2% S	-	8 1% V	10 2% V	-

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 (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS LESS (U)	OR 2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)	
BASE=TOTAL SAMPLE	600 100%	128 21%	93 15%	64 11%	109 18%	123 21%	83 14%	288 48%	312 52%	14 2%	58 10%	150 25%	134 22%	221 37%	48 8%	123 21%	108 18%	54 9%	111 18%	133 22%	168 28%	164 27%	190 32%	73 12%	
**D/S (ROYAL - COWELL)	-28 -5%	-37 -29%	3 3% BDE	-1 -1% B	-3 -3% B	4 3% BDE	6 7% BDE	-4 -1% I	-24 -8%	1 8% KLM	-9 -15%	-33 -22%	-16 -12%	27 12% KLM	-7 -14%	-16 -13%	16 15% OPRSt	-9 -17%	-23 -21%	10 7% OPRS	32 19% VWX	-24 -15%	-27 -14%	-8 -11%	
TOTAL ROYAL																									
OCT 20-21, 2012	226 38%	35 28%	36 39%	26 40%	38 35%	56 46% B	34 41% b	114 40%	112 36%	6 39%	18 30%	42 28%	44 33%	108 49% KLM	13 28%	43 35%	53 50% OpRS	16 29%	31 28%	61 46% oRS	80 48% VwX	52 32%	68 36%	24 33%	
SEP 18-19, 2012	207 34%	30 23%	35 41% B	21 31% B	45 41% B	46 35% B	30 39% B	106 37%	101 32%	3 12%	27 33% J	58 33% J	48 36% J	52 37% J	28 34% R	48 38% R	23 36% R	13 18%	43 35% R	34 38% R	63 34%	53 39%	54 32%	26 31%	
TOTAL COWELL																									
OCT 20-21, 2012	254 42%	73 57% CdEFG	33 36%	26 40%	41 38%	52 43%	29 34%	118 41%	136 44%	4 31%	26 45%	75 50% n	61 45%	81 36%	20 41%	58 47%	38 35%	25 46%	54 49% q	51 38%	49 29%	76 46% U	95 50% U	32 44% U	
SEP 18-19, 2012	275 46%	76 60% CEFG	27 32%	39 58% CEF	40 36%	58 44% c	34 44%	129 45%	145 47%	15 56%	34 41%	80 46%	65 50%	64 45%	38 48%	55 44%	30 47%	35 49%	60 49%	40 44%	84 45%	57 42%	82 48%	43 51%	
UNDECIDED																									
OCT 20-21, 2012	109 18%	20 15%	21 22% f	11 17%	25 23% F	13 11%	19 23% f	50 17%	59 19%	4 30%	15 25% n	30 20%	26 19%	29 13%	14 29% qt	19 16%	14 13%	12 23%	25 23%	18 14%	34 20%	33 20%	26 13%	15 21%	
SEP 18-19, 2012	109 18%	20 16% d	21 25% D	5 8%	25 23% D	24 18% D	14 17% d	48 17%	62 20%	9 33% M	19 23% m	36 20% M	15 12%	24 17%	13 17%	21 17%	10 15%	22 30% oPQSt	19 16%	17 18%	37 20%	24 18%	29 17%	14 17%	
DEFINITELY ROYAL	193 32%	31 25%	29 32%	21 33%	30 28%	47 38% b	34 40% B	96 33%	97 31%	4 32%	11 19%	34 23%	41 31%	94 43% KLM	9 18%	39 31%	45 42% ORS	12 22%	26 24%	55 41% ORS	72 43% VWX	44 27%	56 29%	19 26%	
PROBABLY ROYAL	28 5%	3 3%	6 7% g	4 5%	6 5%	8 7% g	1 1%	15 5%	13 4%	1 7%	6 11% m	7 5%	3 2%	10 5%	5 9%	4 3%	5 5%	4 8%	4 4%	5 4%	9 5%	6 4%	10 5%	4 6%	
LEAN ROYAL	5 1%	1 1%	-	1 1%	2 2%	1 1%	-	3 1%	2 1%	-	-	1 1%	1 -	3 2% jk	-	-	3 3% opr	-	1 1%	1 1%	-	2 1%	2 1%	1 -	
LEAN COWELL	6 1%	1 1%	-	1 2%	2 2%	-	2 3%	2 1%	4 1%	-	-	4 3%	1 1%	1 -	2 1%	-	-	2 4%	1 1%	1 1%	1 1%	3 2%	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
N A T I O N A L R E S E A R C H I N C

Continued

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 (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
PROBABLY COWELL	33 5%	10 8%	6 7%	4 6%	4 4%	6 5%	3 4%	14 5%	19 6%	1 5%	5 9%	10 7%	7 5%	7 3%	1 3%	8 7%	4 3%	7 12%	5 5%	5 4%	6 4%	10 6%	12 6%	4 5%
DEFINITELY COWELL	215 36%	62 49% CdEG	27 29%	21 33%	35 32%	46 37%	23 28%	102 35%	113 36%	4 26%	21 36%	61 40%	52 39%	72 33%	19 38%	48 39%	34 32%	16 29%	48 43%	45 33%	42 25%	62 38% U	82 43% U	28 38% U
REFUSED	11 2%	- -	3 3%	2 3%	5 4% B	1 1%	1 1%	7 2%	5 2%	- -	- -	4 3%	3 2%	4 2% jk	1 2%	3 2%	3 2%	1 2%	- -	3 2% s	5 3%	3 2%	1 1%	2 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		NOVEMBER VOTE LIKELIHOOD			
	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)	10 (T)	10-8 (U)	7-5 (V)
BASE=TOTAL SAMPLE	600 100%	204 34%	276 46%	120 20%	94 16%	110 18%	122 20%	154 26%	72 12%	48 8%	126 21%	180 30%	276 46%	132 22%	449 75%	19 3%	247 41%	262 44%	42 7%	572 95%	590 98%	10 2%
**D/S (ROYAL - COWELL)	-28 -5%	130 64% CD	-163 -59%	5 4% C	63 67% GHIJ	68 61% GHIJ	-68 -56%	-95 -62%	1 2% GH	3 7% GH	-88 -70%	-85 -47% k	146 53% KL	-90 -68%	80 18% N	-18 -95%	-18 -7% S	16 6% QS	-15 -36%	-24 -4% V	-30 -5% V	2 19% TU
TOTAL ROYAL																						
OCT 20-21, 2012	226 38%	143 70% CD	35 13%	47 39% C	70 75% GHIJ	74 67% GHIJ	18 14%	17 11%	26 36% GH	21 44% GH	10 8%	26 14%	184 67% KL	11 8%	215 48% NP	- 2%	85 34%	118 45% QS	11 26%	217 38%	221 37%	5 46%
SEP 18-19, 2012	207 34%	134 68% CD	25 9%	48 36% C	71 75% FGHIJ	63 61% GHIJ	8 6%	17 12%	27 40% GH	21 32% GH	6 5%	32 18% K	164 62% KL	7 5%	197 44% NP	2 13%	91 33%	74 37%	14 25%	195 35%	202 35%	5 25%
TOTAL COWELL																						
OCT 20-21, 2012	254 42%	13 6%	199 72% BD	42 35% B	7 8%	6 6%	86 70% EFIJ	113 73% EFIJ	25 35% EF	17 36% EF	99 78% LM	111 62% M	38 14%	101 77% O	135 30%	18 97% nO	103 41%	102 39%	26 62% QR	241 42%	251 43%	3 26%
SEP 18-19, 2012	275 46%	24 12%	204 76% BD	47 35% B	8 9%	16 15%	100 80% EFIJ	104 72% EFIJ	21 31% EF	26 40% EF	99 77% LM	101 57% M	57 21%	104 79% Op	163 36%	8 44%	117 43%	99 49%	32 58% q	261 46%	266 46%	7 38%
UNDECIDED																						
OCT 20-21, 2012	109 18%	43 21% c	38 14%	28 24% c	15 16%	28 25% gh	16 13%	22 14%	19 26% gh	10 20%	14 11%	39 22% K	49 18%	20 15% P	88 20% P	- -	56 23% RS	38 14%	4 10%	105 18%	106 18%	3 28%
SEP 18-19, 2012	109 18%	37 19%	37 14%	36 27% bC	14 15%	23 22% g	12 12%	15 15%	18 27% eGh	18 28% eGh	23 18%	39 22%	41 16%	20 15%	82 18%	43%	61 43%	29 14%	9 16%	101 18%	102 18%	7 38%
DEFINITELY ROYAL	193 32%	123 60% CD	31 11%	39 32% C	60 64% GHIJ	64 58% GHIJ	15 13%	15 10%	21 29% GH	18 37% GH	8 6%	19 10%	161 58% KL	9 7%	183 41% NP	- 2%	71 29% S	106 41% QS	5 13%	188 33%	191 32%	2 19%
PROBABLY ROYAL	28 5%	18 9% C	2 1%	8 6% C	9 9% GH	10 9% GH	1 1%	2 1%	6 8% gh	2 4%	1 1%	6 3%	21 8% KL	1 1%	27 6% N	- 1%	14 6%	8 3%	6 13%	25 4%	26 4%	3 26%
LEAN ROYAL	5 1%	2 1%	2 1%	1 1%	2 2%	- -	1 1%	1 1%	- -	1 2%	1 1%	1 1%	2 1%	- -	5 1% NP	- -	- -	4 2% QS	- -	4 1% v	5 1% v	- -

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
N A T I O N A L R E S E A R C H I N C

Continued

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			NOVEMBER VOTE LIKELIHOOD			
	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)	10 (T)	10-8 (U)	7-5 (V)
LEAN COWELL	6 1%	1 -	3 1%	2 2%	1 1%	- -	1 1%	2 1%	- -	2 5%	- -	4 2%	2 1%	1 1%	5 1% P	- -	2 1%	3 1%	1 2%	6 1% V	6 1% V	- -
PROBABLY COWELL	33 5%	6 3%	20 7% b	7 6%	4 5%	2 2%	6 5%	14 9% F	4 5%	3 6%	10 8% M	18 10% M	3 1%	11 8% P	22 5% P	- -	15 6%	11 4%	5 12%	29 5%	32 5%	1 9%
DEFINITELY COWELL	215 36%	6 3%	175 64% BD	33 28% B	2 2%	4 4%	79 64% EFIJ	97 63% EFIJ	21 30% EF	12 25% EF	89 71% IM	89 50% M	33 12%	89 67% O	108 24%	18 97% NO	85 34%	88 34%	20 48%	206 36%	213 36%	2 17%
REFUSED	11 2%	5 2%	5 2%	2 2%	2 2%	3 3%	3 2%	2 1%	2 3%	- -	3 2%	4 2%	5 2%	- -	11 3% NP	- -	4 2%	5 2%	1 3%	8 1% V	11 2% V	- -

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
 N A T I O N A L R E S E A R C H I N C