

10-1

QUESTION 11:

Of the following fiscal policy issues, which do you feel North Carolina state lawmakers should address FIRST?

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | | | | |
|----------------------------|------|------|-------|---------------|----------------|----------------|---------------|----------------|--------------|-----|-------|-------|-------|-------|------------|-----|-----|-----|-----|-------|-------|-------|-----|-------|
| OR 2 YR | 4 YR | POST | TOTAL | TRI- ANGLE | SOUTH -EAST | NORTH -EAST | PIED- MONT | CHAR- LOTTE | WEST- ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS | COLL | COLL | GRAD | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| (U) | (V) | (W) | (X) | | | | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL | 152 | 162 | 175 | 96 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| REDUCING STATE TAX RATES | 67 | 58 | 62 | 23 | 218 | 46 | 26 | 28 | 39 | 50 | 28 | 101 | 116 | 17 | 32 | 59 | 46 | 52 | 36 | 46 | 19 | 25 | 46 | 35 |
| 44% | 36% | 35% | 24% | 36% | 36% | 30% | 37% | 37% | 39% | 37% | 35% | 37% | 35% | 45% | 38% | 35% | 38% | 34% | 40% | 38% | 29% | 33% | 38% | 36% |
| (1) | (2) | (1) | (2) | (1) | (1) | (2) | (1) | (2) | (1) | (2) | (2) | (1) | (2) | (1) | (2) | (1) | (1) | (1) | (1) | (2) | (2) | (1) | (1) | (1) |
| X | X | x | | | | | | | | | | | | | | | | | | | | | | |
| REDUCING THE SIZE OF THE | 52 | 61 | 58 | 37 | 212 | 44 | 27 | 26 | 39 | 44 | 30 | 113 | 98 | 10 | 33 | 75 | 39 | 43 | 33 | 47 | 25 | 31 | 45 | 19 |
| STATE BUDGET | 34% | 38% | 33% | 38% | 35% | 35% | 32% | 34% | 37% | 34% | 41% | 39% | 32% | 25% | 39% | 44% | 32% | 28% | 37% | 39% | 39% | 42% | 36% | 20% |
| (2) | (1) | (2) | (1) | (2) | (2) | (2) | (1) | (2) | (1) | (2) | (1) | (1) | (2) | (2) | (1) | (2) | (2) | (2) | (2) | (1) | (1) | (1) | (2) | (2) |
| | | | | | | | | | | | i | | | | JmN | | | | T | T | T | T | T | |
| SPENDING MORE MONEY ON | 10 | 22 | 23 | 18 | 76 | 15 | 15 | 7 | 15 | 18 | 6 | 31 | 45 | 7 | 9 | 19 | 12 | 21 | 9 | 8 | 9 | 13 | 14 | 14 |
| STATE GOVERNMENT PROGRAMS | 7% | 13% | 13% | 18% | 13% | 12% | 18% | 9% | 14% | 14% | 8% | 11% | 15% | 17% | 11% | 11% | 10% | 14% | 10% | 6% | 15% | 17% | 12% | 15% |
| (4) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (4) | (3) | (3) | (3) | (4) |
| u | u | U | | | | | | | | | | | | | | | | | | | | P | | P |
| INCREASING STATE TAX RATES | 11 | 6 | 14 | 10 | 41 | 8 | 9 | 5 | 8 | 8 | 4 | 18 | 23 | 2 | 6 | 5 | 9 | 19 | 5 | 8 | 4 | 2 | 6 | 15 |
| 7% | 4% | 8% | 10% | 7% | 6% | 10% | 6% | 8% | 6% | 5% | 6% | 7% | 4% | 7% | 3% | 7% | 13% | 5% | 7% | 7% | 3% | 5% | 16% | |
| (3) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (3) | (4) | (4) | (4) | (3) |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| v | | | | | | | | | | | | | | | | | | | jL | | | | | OpqRS |
| OTHER | 2 | 5 | 8 | 6 | 21 | 7 | 5 | 3 | 1 | 4 | 2 | 10 | 11 | - | 1 | 5 | 6 | 9 | 2 | 4 | 5 | 1 | 5 | 5 |
| 2% | 3% | 5% | 6% | 4% | 4% | 5% | 6% | 4% | 1% | 3% | 2% | 4% | 4% | - | 1% | 3% | 5% | 6% | 2% | 3% | 7% | 1% | 4% | 6% |
| | | | | | | e | | | | | | | | | | J | Jk | JK | | | r | | | |

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| DON'T KNOW | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | 9 | 10 | 3 | 31 | 6 | 4 | 8 | 2 | 6 | 5 | 13 | 18 | 4 | 3 | 7 | 8 | 8 | 5 | 7 | 1 | 3 | 7 | 7 |
| 6% | 6% | 5% | 3% | 5% | 5% | 4% | 10% | 2% | 4% | 7% | 5% | 6% | 9% | 4% | 4% | 6% | 5% | 6% | 6% | 1% | 4% | 6% | 7% |
| | | | | | | | e | | | | | | | | | | | | | | | | q |
| REFUSED | | | | | | | | | | | | | | | | | | | | | | | |
| - | 1 | - | 1 | 2 | - | - | - | 1 | 1 | - | 2 | - | - | - | - | 1 | 1 | - | 1 | 1 | - | - | - |
| - | 1% | - | 1% | - | - | - | - | 1% | 1% | - | 1% | - | - | - | - | 1% | 1% | - | 1% | 1% | - | - | - |

U/V/W/X

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

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Table 10-2
QUESTION 11:

Of the following fiscal policy issues, which do you feel North Carolina state lawmakers should address FIRST?

BANNER 2

| PARTY ID | | | | PARTY REG | | | PARTY REG/GENDER | | | | | | IDEOLOGY | | | RACE | | | EMPLOYMENT STATUS | | | | |
|--------------------------------------------------|------|------|-----|-----------|-----|-----|------------------|---------|-----------|---------|-----------|---------|-----------|-----|-----|------|-------|-------|-------------------|-----------|-----------|---------------|-----|
| IND | CELL | LAND | | TOTAL | GOP | DEM | IND | GOP MEN | GOP WOMEN | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | LIB | MOD | CONS | BLACK | WHITE | OTHER | FULL TIME | RET- IRED | UN-EMPL- OYED | GOP |
| (V) | (W) | (X) | | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| BASE=TOTAL SAMPLE | | | | 600 | 204 | 258 | 138 | 104 | 100 | 111 | 147 | 74 | 64 | 124 | 188 | 259 | 132 | 432 | 33 | 299 | 187 | 55 | 182 |
| 213 | 192 | 150 | 450 | 100% | 34% | 43% | 23% | 17% | 17% | 18% | 25% | 12% | 11% | 21% | 31% | 43% | 22% | 72% | 5% | 50% | 31% | 9% | 30% |
| 36% | 32% | 25% | 75% | | | | | | | | | | | | | | | | | | | | |
| REDUCING STATE TAX RATES | | | | 218 | 80 | 94 | 44 | 40 | 39 | 41 | 53 | 20 | 24 | 31 | 66 | 108 | 53 | 149 | 14 | 117 | 57 | 20 | 72 |
| 75 | 65 | 57 | 160 | 36% | 39% | 36% | 32% | 39% | 39% | 37% | 36% | 28% | 37% | 25% | 35% | 42% | 40% | 34% | 43% | 39% | 30% | 36% | 40% |
| 35% | 34% | 38% | 36% | (1) | (2) | (1) | (2) | (2) | (2) | (1) | (1) | (2) | (1) | (1) | (2) | (2) | (1) | (2) | (2) | (2) | (2) | (1) | (2) |
| (1) | (2) | (1) | (1) | | | | | | | | | | | | k | K | | | | r | | | |
| REDUCING THE SIZE OF THE STATE BUDGET | | | | 212 | 100 | 60 | 52 | 50 | 49 | 31 | 29 | 32 | 20 | 24 | 65 | 112 | 31 | 165 | 14 | 117 | 60 | 16 | 87 |
| 52 | 66 | 52 | 160 | 35% | 49% | 23% | 38% | 49% | 49% | 28% | 20% | 43% | 31% | 20% | 34% | 43% | 24% | 38% | 43% | 39% | 32% | 30% | 48% |
| 24% | 34% | 35% | 35% | (2) | (1) | (2) | (1) | (1) | (1) | (2) | (2) | (1) | (2) | (3) | (2) | (1) | (2) | (1) | (1) | (1) | (1) | (2) | (1) |
| (2) | (1) | (2) | (2) | | | | | | | | | | | | | | | | | | | | |
| SPENDING MORE MONEY ON STATE GOVERNMENT PROGRAMS | | | | 76 | 8 | 46 | 23 | 2 | 5 | 17 | 28 | 11 | 12 | 29 | 29 | 14 | 30 | 43 | 3 | 29 | 26 | 6 | 9 |
| 38 | 28 | 16 | 60 | 13% | 4% | 18% | 17% | 2% | 5% | 16% | 19% | 15% | 18% | 24% | 16% | 5% | 22% | 10% | 8% | 10% | 14% | 12% | 5% |
| 18% | 14% | 11% | 13% | (3) | (3) | (3) | (3) | (4) | (3) | (3) | (3) | (3) | (3) | (2) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| (3) | (3) | (3) | (3) | | | B | B | | | EF | EF | Ef | EF | M | M | | OP | | | | | | |
| INCREASING STATE TAX RATES | | | | 41 | 7 | 25 | 10 | 4 | 3 | 8 | 16 | 6 | 4 | 21 | 11 | 9 | 7 | 33 | - | 17 | 19 | 4 | 6 |
| 19 | 16 | 9 | 32 | 7% | 3% | 10% | 7% | 4% | 3% | 7% | 11% | 8% | 6% | 17% | 6% | 4% | 5% | 8% | 1% | 6% | 10% | 7% | 4% |
| 9% | 8% | 6% | 7% | (4) | (4) | (4) | (4) | (3) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) |
| (4) | (4) | (4) | (4) | | | | | | | | | | | | | | | | | | | | |
| OTHER | | | | 21 | 3 | 13 | 6 | 1 | 1 | 7 | 6 | 2 | 4 | 9 | 8 | 5 | 4 | 16 | 1 | 8 | 12 | 2 | 2 |
| 13 | 7 | 2 | 20 | 4% | 1% | 5% | 4% | 1% | 1% | 6% | 4% | 3% | 5% | 7% | 4% | 2% | 3% | 4% | 3% | 3% | 6% | 3% | 1% |
| 6% | 4% | 1% | 4% | | | | | | | | | | | | | | | | | | | | |
| T | | | W | | | B | | | | ef | | | | m | | | | | | | q | | |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|------|----|----|----|----|----|----|----|----|----|----|-----|----|
| DON'T KNOW | 17 | 10 | 14 | 17 | 31 | 6 | 21 | 4 | 4 | 2 | 7 | 14 | 3 | 2 | 10 | 9 | 9 | 7 | 23 | - | 11 | 12 | 6 | 4 |
| 8% | 5% | 9% | 4% | | 5% | 3% | 8% | 3% | 4% | 2% | 6% | 10% | 3% | 3% | 8% | 5% | 4% | 5% | 5% | 1% | 4% | 6% | 10% | 2% |
| T | | x | | | | | BD | | | | | eFiJ | | | | | | | P | | | | | |
| REFUSED | - | 1 | - | 2 | 2 | 2 | - | - | 2 | - | - | - | - | - | - | 1 | 1 | - | 2 | - | 1 | - | 1 | 1 |
| - | - | - | - | - | - | 1% | - | - | 2% | - | - | - | - | - | - | - | - | - | - | - | - | - | 2% | - |

W/X

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

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Table 10-3
QUESTION 11:

Of the following fiscal policy issues, which do you feel North Carolina state lawmakers should address FIRST?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------------------------------|---------------------|------------------|-------------------|------------------------|-----------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|
| | TOTAL | YES | NO | RIGHT DIR | WRNG TRK | GOP | DEM | UND | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| REDUCING STATE TAX RATES | 218 36% (1) | 96 34% (2) | 110 38% (1) | 73 33% (2) | 114 40% (1) | 93 41% (2) G | 75 29% (1) | 32 43% (1) g | 103 35% (1) | 104 37% (2) | 127 40% (2) l | 55 31% (1) | 96 40% (2) N | 52 26% (2) | 94 37% (2) | 76 31% (1) | 90 35% (1) | 79 37% (2) |
| REDUCING THE SIZE OF THE STATE BUDGET | 212 35% (2) | 99 35% (1) | 106 37% (2) | 113 50% (1) E | 69 24% (2) | 111 49% (1) G | 57 22% (2) | 30 39% (2) G | 62 21% (2) | 141 51% (1) I | 143 45% (1) L | 39 22% (2) | 99 41% (1) N | 59 30% (1) | 125 50% (1) P | 54 23% (2) | 62 24% (2) | 111 52% (1) Q |
| SPENDING MORE MONEY ON STATE GOVERNMENT PROGRAMS | 76 13% (3) | 40 14% (3) | 33 12% (3) | 16 7% (3) | 48 17% (3) D | 11 5% (3) | 54 21% (3) FH | 7 10% (3) | 57 20% (3) J | 13 5% (3) | 21 6% (3) | 36 20% (3) K | 22 9% (3) M | 35 17% (3) | 15 6% (3) | 43 18% (3) O | 46 18% (3) R | 7 3% (3) |
| INCREASING STATE TAX RATES | 41 7% (4) | 21 7% (4) | 18 6% (4) | 10 4% (4) | 28 10% (4) D | 6 3% (4) | 31 12% (4) FH | 1 1% (4) | 28 10% (4) J | 12 4% (4) | 17 5% (4) | 20 11% (4) K | 13 5% (4) | 23 12% (4) M | 11 4% (4) | 28 12% (4) O | 27 11% (4) R | 7 3% (4) |
| OTHER | 21 4% | 14 5% | 8 3% | 3 1% | 16 6% D | 2 1% | 13 5% F | 3 4% | 19 6% J | 3 1% | 4 1% | 15 8% K | 6 2% | 15 8% M | 3 1% | 16 7% O | 13 5% | 5 2% |
| DON'T KNOW | 31 5% | 13 5% | 14 5% | 9 4% | 13 5% | 5 2% | 24 9% FH | 2 2% | 24 8% J | 6 2% | 10 3% | 13 7% k | 6 2% | 14 7% M | 4 2% | 18 8% O | 16 6% R | 4 2% |
| REFUSED | 2 - | 1 - | 1 - | - - | 1 - | - - | 1 - | - - | 1 - | - - | - - | 1 - | - - | 1 - | - - | 1 - | 1 - | - - |

Table 11-1
Summary Table: % Yes

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | |
|--------------------|------|------|------|---------------|-------|----------------|---------------|----------------|--------------|-----|--------|-------|-------|-------|-------|-----|-------|------------|-----|-------|-------|-------|-----|-----|
| OR 2 YR | 4 YR | POST | | TRI- ANGLE | SOUTH | NORTH -EAST | PIED- MONT | CHAR- LOTTE | WEST- ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS | COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | (F) | NC | (H) | (I) | (J) | (K) | (L) | (M) | (N) | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | (T) | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (T) | |
| BASE=TOTAL | 152 | 162 | 175 | 96 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| CLOTHES | 141 | 157 | 166 | 92 | 571 | 122 | 79 | 72 | 103 | 124 | 71 | 276 | 295 | 37 | 81 | 165 | 119 | 138 | 84 | 119 | 60 | 73 | 120 | 84 |
| 93% | 97% | 95% | 96% | 95% | 97% | 91% | 95% | 97% | 95% | 95% | 95% | 96% | 95% | 95% | 96% | 97% | 98% | 91% | 94% | 99% | 94% | 97% | 98% | 88% |
| (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (2) |
| | | | | | | | | | | | | | | n | N | N | | | | oqT | | T | T | |
| GROCERIES | 135 | 147 | 162 | 88 | 546 | 116 | 78 | 68 | 99 | 122 | 63 | 263 | 283 | 31 | 78 | 159 | 109 | 139 | 80 | 113 | 59 | 71 | 107 | 87 |
| 89% | 90% | 92% | 92% | 91% | 92% | 90% | 89% | 93% | 94% | 84% | 91% | 91% | 81% | 93% | 93% | 90% | 91% | 90% | 95% | 91% | 94% | 87% | 91% | |
| (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (1) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (1) |
| | | | | | | | | g | G | | | | | | | | | | | s | | | | |
| CAR REPAIRS | 107 | 113 | 121 | 64 | 411 | 88 | 48 | 50 | 81 | 95 | 49 | 211 | 201 | 19 | 60 | 124 | 82 | 105 | 65 | 86 | 51 | 43 | 88 | 57 |
| 70% | 70% | 69% | 67% | 69% | 70% | 56% | 66% | 76% | 73% | 66% | 73% | 64% | 48% | 72% | 73% | 68% | 69% | 73% | 72% | 79% | 57% | 72% | 60% | |
| (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (4) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| | | | | | | c | | C | C | | | | | | J | J | j | j | rt | rt | RT | | rt | |
| PRESCRIPTION DRUGS | 63 | 82 | 71 | 40 | 263 | 58 | 36 | 24 | 46 | 65 | 34 | 127 | 136 | 20 | 30 | 84 | 61 | 56 | 32 | 64 | 25 | 34 | 63 | 34 |
| 42% | 51% | 40% | 42% | 44% | 46% | 42% | 31% | 44% | 50% | 44% | 44% | 51% | 36% | 49% | 50% | 37% | 36% | 53% | 38% | 45% | 51% | 35% | | |
| (4) | (4) | (4) | (4) | (4) | (4) | (4) | (5) | (4) | (4) | (4) | (4) | (4) | (4) | (3) | (4) | (4) | (4) | (4) | (5) | (4) | (4) | (4) | (4) | (4) |
| | | | | | | d | | D | d | | | | | | kN | kN | | | OqT | | | | OT | |
| w | | | | | | | | | | | | | | | | | | | | | | | | |
| HAIRCUTS | 47 | 50 | 61 | 25 | 188 | 43 | 20 | 24 | 36 | 38 | 26 | 104 | 84 | 15 | 27 | 60 | 42 | 36 | 41 | 42 | 17 | 15 | 46 | 18 |
| 31% | 31% | 35% | 26% | 31% | 34% | 23% | 32% | 34% | 29% | 35% | 36% | 27% | 38% | 32% | 35% | 35% | 23% | 46% | 35% | 27% | 20% | 38% | 19% | |
| (5) | (5) | (5) | (5) | (5) | (5) | (5) | (4) | (5) | (5) | (5) | (5) | (5) | (5) | (5) | (5) | (5) | (5) | (4) | (5) | (5) | (5) | (5) | (5) | (5) |
| | | | | | | c | | | | | | | | | | | | | QRT | RT | | | RT | |

U/V/W/X

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

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

x

C

hJ

HJ

j

HJ

N

N

R

r

w/X

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

NORTH CAROLINA STATEWIDE STUDY / APRIL 2013

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Table 11-3
Summary Table: % Yes

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------|---------------------|-------------------|------------------------|-------------------|---------------------|-------------------------|------------------------|------------------|-------------------|-------------------|------------------------|--------------------|------------------------|------------------------|------------------------|------------------------|-------------------|-------------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT DIR (D) | WRNG TRK (E) | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| CLOTHES | 571 95% (1) | 263 93% (1) | 281 97% (1) B | 214 96% (1) | 276 96% (1) | 222 97% (1) | 240 94% (1) | 70 93% (1) | 278 95% (1) | 269 96% (1) | 311 97% (1) | 173 96% (1) | 232 96% (1) | 189 95% (1) | 240 95% (1) | 228 96% (1) | 246 96% (1) | 208 98% (1) |
| GROCERIES | 546 91% (2) | 257 91% (2) | 264 91% (2) | 202 90% (2) | 261 90% (2) | 211 92% (2) | 226 89% (2) | 70 92% (2) | 265 90% (2) | 255 91% (2) | 298 92% (2) | 164 92% (2) | 228 94% (2) N | 175 88% (2) | 232 92% (2) | 216 91% (2) | 234 92% (2) | 197 92% (2) |
| CAR REPAIRS | 411 69% (3) | 190 67% (3) | 207 72% (3) | 154 69% (3) | 195 67% (3) | 172 75% (3) gH | 170 67% (3) | 43 58% (3) | 193 66% (3) | 201 72% (3) | 238 74% (3) l | 118 66% (3) | 170 70% (3) | 132 67% (3) | 186 74% (3) p | 156 66% (3) | 172 68% (3) | 151 71% (3) |
| PRESCRIPTION DRUGS | 263 44% (4) | 124 44% (4) | 129 45% (4) | 94 42% (4) | 128 44% (4) | 102 45% (4) h | 121 47% (4) H | 24 32% (4) | 134 46% (4) | 118 42% (4) | 143 44% (4) | 85 47% (4) | 113 47% (4) | 81 41% (4) | 112 44% (4) | 107 45% (4) | 118 46% (4) | 97 46% (4) |
| HAIRCUTS | 188 31% (5) | 83 29% (5) | 98 34% (5) | 72 32% (5) | 91 31% (5) | 78 34% (5) H | 74 29% (5) | 17 22% (5) | 87 30% (5) | 92 33% (5) | 109 34% (5) | 51 29% (5) | 79 33% (5) | 67 34% (5) | 89 35% (5) | 74 31% (5) | 82 32% (5) | 70 33% (5) |

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

vX

X

P

U/V/W/X

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

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

W/X

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

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Summary Table: % No

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------|---------------------|-------------------|-------------------|-------------------|---------------------|----------------------|------------------------|------------------|-------------------|-------------------|-------------------|------------------------|-------------------|------------------------|-------------------|------------------------|-------------------|-------------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT | WRNG | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | DIR (D) | TRK (E) | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| HAIRCUTS | 321 54% (1) | 153 54% (1) | 149 52% (1) | 116 52% (1) | 161 56% (1) | 113 49% (1) | 154 61% (1) F | 37 49% (1) | 169 57% (1) | 141 50% (1) | 161 50% (1) | 107 60% (1) K | 134 55% (1) | 106 53% (1) | 123 49% (1) | 138 58% (1) O | 143 56% (1) | 109 51% (1) |
| PRESCRIPTION DRUGS | 208 35% (2) | 100 35% (2) | 97 34% (2) | 81 36% (2) | 106 37% (2) | 72 31% (2) | 91 36% (2) | 29 39% (2) | 103 35% (2) | 97 35% (2) | 112 35% (2) | 57 32% (2) | 79 32% (2) | 74 37% (2) | 85 34% (2) | 84 36% (2) | 83 32% (2) | 76 35% (2) |
| CAR REPAIRS | 116 19% (3) | 52 19% (3) | 56 19% (3) | 46 21% (3) | 58 20% (3) | 35 15% (3) | 58 23% (3) f | 15 19% (3) | 63 22% (3) | 45 16% (3) | 53 16% (3) | 37 21% (3) | 51 21% (3) | 39 19% (3) | 39 15% (3) | 50 21% (3) | 52 20% (3) | 37 17% (3) |
| GROCERIES | 42 7% (4) | 17 6% (4) | 22 8% (4) | 18 8% (4) | 22 8% (4) | 15 7% (4) H | 25 10% (4) H | 1 1% (4) | 22 8% (4) | 20 7% (4) | 18 6% (4) | 13 7% (4) | 10 4% (4) | 22 11% (4) M | 15 6% (4) | 19 8% (4) | 18 7% (4) | 13 6% (4) |
| CLOTHES | 17 3% (5) | 11 4% (5) | 5 2% (5) | 6 3% (5) | 8 3% (5) | 5 2% (5) H | 10 4% (5) H | - - (5) | 10 4% (5) | 6 2% (5) | 6 2% (5) | 3 2% (5) | 9 4% (5) | 4 2% (5) | 9 3% (5) | 6 3% (5) | 7 3% (5) | 3 2% (5) |

QUESTION 17:

If North Carolina were to completely eliminate its state personal income taxes while expanding the sales tax to also apply to services such as lawyers, accountants, car repair, house painting, etc., would this change make your household Better off, worse off, or about the same?

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | | |
|--------------------------------|------|------|------|---------------|-------|----------------|---------------|----------------|--------------|--------|-------|-------|-------|-------|-------|-----|------------|-------|-----|-------|-------|-------|-----|----|
| OR 2 YR | 4 YR | POST | | TRI- ANGLE | SOUTH | NORTH -EAST | PIED- MONT | CHAR- LOTTE | WEST- ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS COLL | COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | LOTTE | NC | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| BASE=TOTAL | 152 | 162 | 175 | 96 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| **D/S (BETTER OFF - WORSE OFF) | 12 | 18 | 26 | -10 | 51 | -9 | 10 | 13 | 22 | 8 | 6 | 37 | 14 | 8 | 17 | 28 | 4 | -3 | 32 | 10 | - | 1 | 14 | -2 |
| 8% | 11% | 15% | -10% | 9% | -7% | 11% | 17% | 21% | 6% | 9% | 13% | 4% | 21% | 21% | 17% | 3% | -2% | 36% | 8% | - | 2% | 12% | -2% | |
| X | X | uX | | | | | B | BF | BcFG | B | B | I | | MN | MN | MN | N | PQRST | QRT | | T | QRT | | |
| BETTER OFF | 31 | 50 | 58 | 19 | 165 | 28 | 26 | 23 | 33 | 37 | 18 | 87 | 78 | 12 | 30 | 56 | 29 | 31 | 38 | 32 | 15 | 18 | 38 | 17 |
| 21% | 31% | 33% | 20% | 28% | 22% | 30% | 30% | 31% | 28% | 24% | 30% | 25% | 31% | 35% | 33% | 24% | 20% | 43% | 27% | 24% | 24% | 31% | 17% | |
| ux | UX | | | | | | | | | | | | | N | N | | | PQRT | | | | | T | |
| WORSE OFF | 19 | 32 | 29 | 114 | 37 | 17 | 10 | 11 | 28 | 12 | 50 | 64 | 4 | 12 | 28 | 26 | 34 | 6 | 22 | 16 | 17 | 24 | 19 | |
| 13% | 19% | 19% | 30% | 19% | 30% | 19% | 13% | 10% | 22% | 16% | 17% | 21% | 11% | 14% | 16% | 21% | 22% | 7% | 18% | 24% | 22% | 19% | 20% | |
| UvW | | | | | | cDEG | | | E | | | | | | | | | | O | O | O | O | O | |
| ABOUT THE SAME | 93 | 70 | 69 | 39 | 276 | 55 | 31 | 42 | 56 | 56 | 36 | 130 | 147 | 19 | 38 | 71 | 63 | 72 | 40 | 58 | 26 | 32 | 57 | 51 |
| 61% | 43% | 40% | 41% | 46% | 44% | 36% | 55% | 53% | 43% | 48% | 45% | 47% | 49% | 45% | 42% | 52% | 47% | 45% | 49% | 40% | 42% | 46% | 53% | |
| VWX | | | | | | | C | C | | | | | | | 1 | | | | | | | | q | |
| DON'T KNOW | 8 | 9 | 14 | 8 | 41 | 5 | 11 | 2 | 5 | 9 | 9 | 19 | 22 | 3 | 4 | 15 | 3 | 14 | 4 | 8 | 6 | 9 | 4 | 8 |
| 5% | 6% | 8% | 8% | 7% | 4% | 13% | 2% | 5% | 7% | 11% | 7% | 7% | 9% | 5% | 9% | 2% | 9% | 5% | 6% | 9% | 12% | 4% | 9% | |
| | | | | | | | BDe | | | bD | | | | | M | | M | | | | s | | | |
| REFUSED | - | 2 | 1 | - | 3 | - | 2 | - | 1 | - | - | 2 | 1 | - | - | 1 | 2 | - | - | 2 | - | - | 1 | |
| - | 1% | - | - | - | - | - | 2% | - | 1% | - | - | 1% | - | - | - | 1% | 1% | - | - | 3% | - | - | 1% | |

U/V/W/X

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

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

QUESTION 17:

If North Carolina were to completely eliminate its state personal income taxes while expanding the sales tax to also apply to services such as lawyers, accountants, car repair, house painting, etc., would this change make your household Better off, worse off, or about the same?

BANNER 2

| PHONE TYPE | | | | PARTY REG | | | PARTY REG/GENDER | | | | | | IDEOLOGY | | | RACE | | | EMPLOYMENT STATUS | | | | |
|--------------------------------|-----|-----|-----|-----------|-------|-----|------------------|-----|-----|-----|-----|-----|----------|-----|-----|------|-------|-------|-------------------|-----------|-----------|---------------|-----|
| PARTY ID | | | | TOTAL | PARTY | | | GOP | | DEM | | IND | | LIB | MOD | CONS | BLACK | WHITE | OTHER | FULL TIME | RET- IRED | UN-EMPL- OYED | GOP |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| BASE=TOTAL SAMPLE | | | | 600 | 204 | 258 | 138 | 104 | 100 | 111 | 147 | 74 | 64 | 124 | 188 | 259 | 132 | 432 | 33 | 299 | 187 | 55 | 182 |
| 213 | 192 | 150 | 450 | 100% | 34% | 43% | 23% | 17% | 17% | 18% | 25% | 12% | 11% | 21% | 31% | 43% | 22% | 72% | 5% | 50% | 31% | 9% | 30% |
| 36% | 32% | 25% | 75% | | | | | | | | | | | | | | | | | | | | |
| **D/S (BETTER OFF - WORSE OFF) | | | | 51 | 41 | -6 | 16 | 23 | 18 | -3 | -3 | 17 | -1 | -6 | 7 | 50 | -7 | 49 | 8 | 51 | -2 | -3 | 36 |
| -11 | 24 | 28 | 23 | 9% | 20% | -2% | 12% | 22% | 18% | -3% | -2% | 24% | -2% | -5% | 4% | 19% | -5% | 11% | 25% | 17% | -1% | -5% | 20% |
| -5% | 12% | 19% | 5% | | | | | | | | | | | | | | | | | | | | |
| U | X | | | | Cd | | C | GHJ | GHJ | | | GHJ | | | K | KL | | N | No | RS | | | Uv |
| BETTER OFF | | | | 165 | 71 | 55 | 39 | 38 | 33 | 24 | 31 | 26 | 14 | 29 | 43 | 87 | 25 | 127 | 13 | 97 | 35 | 14 | 62 |
| 44 | 54 | 49 | 117 | 28% | 35% | 21% | 29% | 36% | 33% | 22% | 21% | 35% | 21% | 24% | 23% | 33% | 19% | 29% | 39% | 32% | 19% | 26% | 34% |
| 21% | 28% | 32% | 26% | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | C | GHj | | gh | | | | | kL | | N | N | R | | | U |
| WORSE OFF | | | | 114 | 30 | 61 | 23 | 15 | 15 | 27 | 34 | 8 | 15 | 36 | 36 | 37 | 32 | 78 | 5 | 46 | 37 | 17 | 26 |
| 55 | 31 | 20 | 94 | 19% | 15% | 24% | 17% | 15% | 15% | 24% | 23% | 11% | 23% | 29% | 19% | 14% | 24% | 18% | 14% | 15% | 20% | 31% | 14% |
| 26% | 16% | 14% | 21% | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | B | | | efI | eI | | i | LM | | | | | | | | | Q |
| TV | | | w | | | | | | | | | | | | | | | | | | | | |
| ABOUT THE SAME | | | | 276 | 86 | 125 | 65 | 40 | 46 | 54 | 71 | 36 | 29 | 52 | 97 | 116 | 66 | 194 | 15 | 136 | 99 | 22 | 81 |
| 102 | 90 | 69 | 207 | 46% | 42% | 49% | 47% | 39% | 46% | 49% | 48% | 49% | 45% | 42% | 51% | 45% | 50% | 45% | 45% | 46% | 53% | 39% | 44% |
| 48% | 47% | 46% | 46% | | | | | | | | | | | | | | | | | | | | |
| DON'T KNOW | | | | 41 | 16 | 14 | 11 | 10 | 6 | 5 | 9 | 4 | 7 | 7 | 11 | 18 | 9 | 31 | 1 | 19 | 14 | 2 | 14 |
| 11 | 15 | 12 | 29 | 7% | 8% | 6% | 8% | 10% | 6% | 5% | 6% | 6% | 11% | 5% | 6% | 7% | 7% | 7% | 3% | 6% | 8% | 4% | 7% |
| 5% | 8% | 8% | 6% | | | | | | | | | | | | | | | | | | | | |
| REFUSED | | | | 3 | 1 | 2 | - | 1 | - | 1 | 1 | - | - | - | 1 | 1 | - | 3 | - | 1 | 2 | - | - |
| 1 | 2 | - | 3 | - | - | 1% | - | 1% | - | 1% | 1% | - | - | - | - | - | 1% | - | - | 1% | - | - | |
| - | 1% | - | 1% | | | | | | | | | | | | | | | | | | | | |

W/X

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

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QUESTION 17:

If North Carolina were to completely eliminate its state personal income taxes while expanding the sales tax to also apply to services such as lawyers, accountants, car repair, house painting, etc., would this change make your household Better off, worse off, or about the same?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------------|---------------------|----------------|-----------------|----------------|---------------------|-----------------|-----------------|--------------|----------------|----------------|-----------------|--------------------|-----------------|------------------------|----------------|------------------------|----------------|----------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT | WRNG | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | DIR (D) | TRK (E) | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| **D/S (BETTER OFF - WORSE OFF) | 51 9% | -5 -2% | 51 18% B | 27 12% E | 19 7% | 62 27% GH | -19 -7% | 1 2% G | -20 -7% | 64 23% I | 63 20% L | -24 -13% | 30 13% N | 3 1% | 58 23% P | -5 -2% | -14 -5% | 62 29% Q |
| BETTER OFF | 165 28% | 59 21% | 96 33% B | 66 29% | 82 28% | 86 37% GH | 53 21% | 13 18% | 59 20% | 98 35% I | 103 32% L | 36 20% | 70 29% | 56 28% | 88 35% P | 57 24% | 55 22% | 87 41% Q |
| WORSE OFF | 114 19% | 64 23% C | 46 16% | 38 17% | 63 22% | 24 10% | 72 28% FH | 12 16% | 79 27% J | 33 12% | 40 12% | 60 33% K | 39 16% | 53 27% M | 30 12% | 62 26% O | 69 27% R | 25 12% |
| ABOUT THE SAME | 276 46% | 136 48% | 132 45% | 105 47% | 127 44% | 103 45% | 115 45% | 39 52% | 139 47% | 127 46% | 162 50% L | 72 40% | 122 50% N | 76 38% | 113 45% | 105 44% | 117 46% | 86 40% |
| DON'T KNOW | 41 7% | 21 8% | 16 6% | 14 6% | 16 6% | 16 7% | 15 6% | 9 12% | 15 5% | 20 7% | 16 5% | 12 7% | 11 5% | 13 6% | 20 8% | 11 5% | 13 5% | 15 7% |
| REFUSED | 3 - | 3 1% | - - | 1 - | 1 - | - - | - - | 2 2% | 1 - | - - | - - | - - | - - | 1 - | - - | 1 - | 1 - | - - |

QUESTION 18:

Of the following state tax reform options, which do you feel would create the most jobs for North Carolina?

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | | |
|-----------------------------|------|------|-----|-------------|-------|-------------|-----------|-------|----------|--------|-------|-------|-------|-------|-------|-----|------------|-------|-----|-------|-------|-------|-----|-----|
| OR 2 YR | 4 YR | POST | | TRI-ANGLE | SOUTH | NORTH -EAST | PIED-MONT | CHAR- | WEST-ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS COLL | COLL | GRAD | | -EAST | NC | TRIAD | LOTTE | NC | | | | | | | | | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| BASE=TOTAL | 152 | 162 | 175 | 96 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| ELIMINATE THE CORPORATE TAX | 47 | 45 | 35 | 20 | 154 | 25 | 19 | 18 | 38 | 34 | 19 | 86 | 68 | 13 | 20 | 45 | 33 | 37 | 26 | 35 | 21 | 17 | 31 | 17 |
| 31% | 28% | 20% | 21% | 26% | 20% | 22% | 24% | 36% | 26% | 26% | 30% | 22% | 33% | 23% | 26% | 27% | 24% | 29% | 29% | 32% | 22% | 25% | 18% | |
| (1) | (1) | (2) | (2) | (1) | (3) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (2) | |
| W | | | | | | | | BC | | | I | | | | | | t | t | t | | | | | |
| ELIMINATE INCOME TAXES | 24 | 42 | 43 | 18 | 127 | 28 | 23 | 17 | 17 | 29 | 13 | 68 | 58 | 10 | 19 | 43 | 29 | 23 | 23 | 32 | 11 | 17 | 29 | 12 |
| 16% | 26% | 25% | 19% | 21% | 22% | 27% | 22% | 16% | 22% | 17% | 24% | 19% | 26% | 23% | 25% | 23% | 15% | 26% | 26% | 18% | 22% | 23% | 13% | |
| (3) | (2) | (1) | (3) | (2) | (1) | (1) | (2) | (2) | (2) | (3) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (1) | (2) | (4) | |
| U | u | | | | | | e | | | | | | | | N | | | | T | T | | | T | |
| ELIMINATE SALES TAXES | 26 | 20 | 28 | 11 | 91 | 26 | 15 | 12 | 12 | 21 | 5 | 39 | 53 | 5 | 12 | 31 | 10 | 22 | 12 | 17 | 8 | 16 | 14 | 14 |
| 17% | 12% | 16% | 11% | 15% | 21% | 17% | 16% | 12% | 16% | 7% | 13% | 17% | 12% | 15% | 18% | 8% | 14% | 13% | 14% | 13% | 21% | 11% | 15% | |
| (2) | (3) | (3) | (4) | (3) | (2) | (3) | (3) | (4) | (4) | (4) | (3) | (3) | (4) | (4) | (3) | (4) | (4) | (3) | (4) | (3) | (3) | (3) | (4) | (3) |
| INCREASE TAXES TO FUND | 14 | 18 | 25 | 23 | 80 | 15 | 9 | 8 | 13 | 21 | 14 | 33 | 47 | 5 | 16 | 11 | 24 | 21 | 12 | 16 | 5 | 10 | 15 | 20 |
| 9% | 11% | 14% | 24% | 13% | 12% | 11% | 11% | 12% | 16% | 18% | 11% | 15% | 14% | 19% | 7% | 19% | 14% | 13% | 13% | 8% | 13% | 12% | 21% | |
| SPENDING | (4) | (4) | (1) | (4) | (4) | (4) | (4) | (3) | (3) | (2) | (4) | (4) | (3) | (3) | (4) | (3) | (4) | (4) | (3) | (4) | (4) | (3) | (1) | |
| UVw | | | | | | | | | | | | | | | L | L | L | | | | | | Qs | |
| OTHER | 5 | 8 | 13 | 7 | 33 | 6 | 5 | 7 | 5 | 5 | 4 | 18 | 15 | - | 3 | 9 | 7 | 11 | 2 | 5 | 8 | 3 | 8 | 3 |
| 3% | 5% | 7% | 8% | 5% | 5% | 6% | 10% | 4% | 4% | 6% | 6% | 6% | 5% | - | 4% | 5% | 6% | 7% | 3% | 4% | 12% | 4% | 7% | 4% |
| u | | | | | | | | | | | | | | | j | J | J | J | | | ot | | | |

| | | | | | | | | | | | | | | | | | | | | | | | |
|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|
| DON'T KNOW | | | | 109 | 36 | 51 | 22 | 17 | 19 | 15 | 36 | 9 | 13 | 19 | 41 | 39 | 21 | 86 | 2 | 45 | 43 | 11 | 34 |
| 42 | 29 | 30 | 80 | 18% | 18% | 20% | 16% | 17% | 19% | 14% | 24% | 12% | 21% | 15% | 22% | 15% | 16% | 20% | 7% | 15% | 23% | 20% | 19% |
| 20% | 15% | 20% | 18% | | | | | | | | GI | | | | m | | | P | | | Q | | |
| REFUSED | | | | 6 | 2 | 3 | - | 1 | 1 | 2 | 1 | - | - | - | 2 | 2 | 3 | 2 | - | - | 4 | - | 1 |
| 3 | 1 | - | 6 | 1% | 1% | 1% | - | 1% | 1% | 2% | 1% | - | - | - | 1% | 1% | 2% | - | - | - | 2% | - | 1% |
| 1% | 1% | - | 1% | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | d |
| | | | | | | | | | | | | | | | | | | | | | | | qS |
| W | | | | | | | | | | | | | | | | | | | | | | | |

W/X

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

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Table 19-3
QUESTION 18:

Of the following state tax reform options, which do you feel would create the most jobs for North Carolina?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|-------------------------------------------------------------------|---------------------|------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|------------------|-----------------------|------------------------|------------------------|-----------------------|-----------------------|------------------------|-----------------------|------------------------|-----------------------|-----------------------|
| | TOTAL | YES | NO | RIGHT DIR | WRNG TRK | GOP | DEM | UND | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV | FAV | UNFAV |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| ELIMINATE THE CORPORATE TAX | 154 26% (1) | 73 26% (1) | 73 25% (2) | 79 35% (1) E | 59 20% (2) | 89 39% (1) GH | 39 15% (4) | 18 24% (1) | 50 17% (3) | 101 36% (1) I | 105 33% (1) L | 28 16% (3) | 74 31% (1) N | 35 18% (3) | 88 35% (1) P | 45 19% (2) | 51 20% (2) | 74 35% (1) Q |
| ELIMINATE INCOME TAXES | 127 21% (2) | 50 18% (2) | 76 26% (1) B | 53 24% (2) | 50 17% (3) | 59 26% (2) G | 45 18% (3) | 13 17% (2) | 44 15% (4) | 78 28% (2) I | 81 25% (2) L | 27 15% (4) | 66 27% (2) n | 40 20% (2) | 69 27% (2) P | 41 17% (3) | 52 20% (1) | 60 28% (2) q |
| ELIMINATE SALES TAXES | 91 15% (3) | 45 16% (3) | 39 13% (4) | 34 15% (3) | 48 17% (4) | 29 13% (3) | 49 19% (2) fH | 8 10% (3) | 54 18% (2) J | 32 11% (3) | 44 14% (3) | 33 18% (2) | 31 13% (3) | 34 17% (4) | 30 12% (3) | 40 17% (4) | 42 16% (4) | 29 14% (3) |
| INCREASE TAXES TO FUND ADDITIONAL STATE GOVERNMENT SPENDING | 80 13% (4) | 34 12% (4) | 43 15% (3) | 13 6% (4) | 61 21% (1) D | 13 6% (4) | 57 22% (1) FH | 5 7% (4) | 62 21% (1) J | 17 6% (4) | 22 7% (4) | 48 27% (1) K | 21 9% (4) | 41 21% (1) M | 14 6% (4) | 52 22% (1) O | 49 19% (3) R | 13 6% (4) |
| OTHER | 33 5% | 18 6% | 15 5% | 4 2% | 26 9% D | 9 4% | 13 5% | 7 9% | 18 6% | 11 4% | 13 4% | 15 8% | 9 4% | 19 10% M | 12 5% | 16 7% | 12 5% | 13 6% |
| DON'T KNOW | 109 18% | 60 21% C | 42 15% | 38 17% | 43 15% | 29 13% | 47 19% f | 24 31% FG | 62 21% J | 37 13% | 53 16% | 27 15% | 38 16% | 29 15% | 36 14% | 41 17% | 46 18% r | 25 12% |
| REFUSED | 6 1% | 2 1% | 1 - | 2 1% | 2 1% | 1 1% | 3 1% | 1 1% | 4 1% | 2 1% | 4 1% | 1 1% | 2 1% | 1 1% | 2 1% | 2 1% | 4 2% r | - |

Table 20-1

QUESTION 19:

North Carolina's unemployment rate is 9.4 percent - tied for fifth highest in the nation. Which of the following policy changes would best help North Carolina lower its high unemployment rate?

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | | |
|-----------------------------|------|------|------|---------------|-------|----------------|---------------|--------------|--------|-----|-------|-------|-------|-------|-------|------------|-------|-------|-----|-------|-------|-----|-----|
| OR 2 YR | 4 YR | POST | | TRI- ANGLE | SOUTH | NORTH -EAST | PIED- MONT | WEST- ERN | | | | | | | | | | | | | | | |
| LESS | COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | LOTTE | NC | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| BASE=TOTAL | 152 | 162 | 175 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| SAMPLE | 152 | 162 | 175 | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% |
| 25% | 27% | 29% | 16% | | | | | | | | | | | | | | | | | | | | |
| REDUCING STATE GOVERNMENT | 50 | 74 | 70 | 224 | 43 | 25 | 34 | 50 | 47 | 25 | 113 | 112 | 16 | 27 | 76 | 47 | 46 | 34 | 53 | 21 | 23 | 56 | 26 |
| REGULATIONS ON BUSINESSES | 33% | 45% | 40% | 37% | 34% | 28% | 45% | 47% | 36% | 33% | 39% | 36% | 41% | 32% | 45% | 39% | 30% | 38% | 44% | 33% | 31% | 45% | 27% |
| (1) | (1) | (1) | (2) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (1) | (2) | (1) | (2) | |
| UX | x | | | | | | c | bCg | | | | | | | kN | | | | rT | | | rT | |
| INCREASING STATE SPENDING | 30 | 31 | 51 | 148 | 36 | 22 | 15 | 20 | 31 | 24 | 68 | 81 | 14 | 20 | 30 | 31 | 41 | 23 | 24 | 16 | 24 | 21 | 28 |
| ON GOVERNMENT PROGRAMS SUCH | 19% | 19% | 29% | 25% | 29% | 25% | 20% | 18% | 24% | 32% | 23% | 26% | 35% | 24% | 18% | 25% | 27% | 25% | 20% | 24% | 32% | 17% | 29% |
| AS EDUCATION, | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (2) | (1) | (2) | (1) |
| TRANSPORTATION, AND | uV | UV | | | e | | | | | E | | | 1 | | | | 1 | | | | S | | s |
| MEDICAID | | | | | | | | | | | | | | | | | | | | | | | |
| REDUCING THE STATE TAX | 24 | 27 | 32 | 96 | 25 | 16 | 11 | 11 | 20 | 12 | 51 | 45 | 4 | 13 | 26 | 23 | 27 | 15 | 20 | 13 | 9 | 19 | 15 |
| BURDEN | 16% | 16% | 18% | 16% | 20% | 18% | 15% | 11% | 16% | 16% | 18% | 14% | 10% | 16% | 15% | 19% | 18% | 16% | 17% | 21% | 12% | 16% | 16% |
| (3) | (3) | (3) | (4) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) | (3) |
| x | X | | | | e | | | | | | | | | | | | | | | | | | |
| MORE SUBSIDY PROGRAMS THAT | 11 | 12 | 6 | 40 | 7 | 5 | 7 | 5 | 11 | 5 | 20 | 20 | 1 | 12 | 12 | 9 | 5 | 10 | 7 | 4 | 7 | 11 | 2 |
| AWARD TAXPAYER DOLLARS TO | 7% | 8% | 4% | 7% | 5% | 6% | 10% | 5% | 8% | 6% | 7% | 6% | 4% | 15% | 7% | 8% | 4% | 11% | 6% | 5% | 9% | 9% | 2% |
| SPECIFIC COMPANIES | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) | (4) |
| w | | | | | | | | | | | | | JLN | | | | | T | | | t | T | |
| OTHER | 7 | 2 | 7 | 21 | 3 | 5 | 2 | 3 | 6 | 2 | 9 | 12 | - | 6 | 6 | 3 | 6 | 3 | 3 | 2 | 4 | 4 | 4 |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------|------------|----|-----|-----|----|-----|----|-----|-----|----|----|-----|-----|----|-----|----|-----|----|-----|----|-----|----|-------|--|
| 4% | 1% | 4% | 6% | 4% | 2% | 6% | 3% | 3% | 5% | 2% | 3% | 4% | - | 7% | 4% | 3% | 4% | 4% | 3% | 3% | 5% | 4% | 4% | |
| v | | | | | | | | | | | | | | J | J | j | J | | | | | | | |
| DON'T 29 | KNOW 15 | 9 | 11 | 64 | 8 | 14 | 5 | 15 | 15 | 6 | 22 | 42 | 4 | 5 | 19 | 8 | 24 | 5 | 11 | 6 | 8 | 11 | 19 | |
| 19% | 9% | 5% | 12% | 11% | 7% | 16% | 6% | 14% | 12% | 9% | 8% | 13% | 10% | 7% | 11% | 6% | 16% | 6% | 9% | 9% | 10% | 9% | 20% | |
| VW | | | w | | | bd | | bd | | | | H | | | | KM | | | | | | | OPQrS | |
| REFUSED 3 | 2 | - | 2 | 7 | 3 | - | 1 | 2 | - | 1 | 6 | 1 | - | - | 1 | 1 | 4 | - | 2 | 3 | - | - | 1 | |
| 2% | 1% | - | 2% | 1% | 2% | - | 1% | 2% | - | 1% | 2% | - | - | - | 1% | 1% | 2% | - | 2% | 5% | - | - | 1% | |
| | | | | | cf | | | | | | i | | | | | jk | | | ors | | | | | |

U/V/W/X

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

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

| | | | | | | | | | | | | | | | | | | | | | | | | |
|------------|----|-----|-----|-----|-----|-----|----|----|-----|----|-----|-------|------|----|-----|----|-----|-----|----|----|-----|-----|-----|----|
| 4% | 6% | 6% | 3% | 4% | 2% | 2% | 9% | 4% | - | 1% | 3% | 6% | 12% | 4% | 3% | 4% | 4% | 3% | 6% | 5% | 3% | - | 1% | |
| T | | | | | | | BC | | | | f | f | eFGh | | | | | | | S | S | | | |
| DON'T KNOW | 28 | 17 | 19 | 45 | 64 | 20 | 36 | 7 | 10 | 10 | 10 | 26 | 2 | 5 | 11 | 23 | 23 | 22 | 41 | - | 21 | 25 | 11 | 18 |
| 13% | 9% | 13% | 10% | 11% | 10% | 14% | 5% | 9% | 10% | 9% | 18% | 3% | 8% | 9% | 12% | 9% | 17% | 10% | - | 7% | 13% | 21% | 10% | |
| | | | | | | | D | | | | i | efGIJ | | | | | | oP | P | | | Q | Q | |
| REFUSED | 4 | 2 | - | 7 | 7 | 2 | 3 | 2 | 2 | - | 2 | 1 | 2 | - | 1 | 2 | 2 | 2 | 5 | - | 3 | 3 | - | 1 |
| 2% | 1% | - | 1% | 1% | 1% | 1% | 1% | 2% | - | 2% | 1% | 3% | - | 1% | 1% | 1% | 2% | 1% | - | 1% | 1% | - | 1% | |
| W | | | | | | | | | | | | | | | | | | | P | | | | | |

W/X

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

QUESTION 19:

North Carolina's unemployment rate is 9.4 percent - tied for fifth highest in the nation. Which of the following policy changes would best help North Carolina lower its high unemployment rate?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------------------------------------------------------------------------------|---------------------|------------------|------------------------|------------------------|-----------------------|-------------------------|-------------------------|-----------------------|------------------------|------------------------|------------------------|-----------------------|------------------------|------------------------|------------------------|------------------------|------------------------|------------------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT DIR (D) | WRNG TRK (E) | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | | | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| REDUCING STATE GOVERNMENT REGULATIONS ON BUSINESSES | 224 37% (1) | 93 33% (1) | 120 42% (1) B | 111 50% (1) E | 78 27% (2) | 135 59% (1) GH | 46 18% (2) | 29 38% (1) G | 58 20% (2) | 158 57% (1) I | 173 54% (1) L | 29 16% (2) | 122 50% (1) N | 44 22% (2) | 144 57% (1) P | 48 20% (2) | 71 28% (2) | 115 54% (1) Q |
| INCREASING STATE SPENDING ON GOVERNMENT PROGRAMS SUCH AS EDUCATION, TRANSPORTATION, AND MEDICAID | 148 25% (2) | 66 23% (2) | 76 26% (2) | 35 16% (3) | 98 34% (1) D | 18 8% (3) | 116 46% (1) FH | 8 10% (3) | 119 41% (1) J | 26 9% (3) | 38 12% (3) | 82 46% (1) K | 39 16% (3) | 81 41% (1) M | 27 11% (3) | 104 44% (1) O | 100 39% (1) R | 20 9% (3) |
| REDUCING THE STATE TAX BURDEN | 96 16% (3) | 47 17% (3) | 44 15% (3) | 42 19% (2) | 41 14% (3) | 50 22% (2) G | 24 10% (3) | 13 17% (2) | 36 12% (3) | 59 21% (2) I | 67 21% (2) L | 17 10% (4) | 46 19% (2) N | 20 10% (3) | 50 20% (2) P | 27 11% (3) | 28 11% (3) | 47 22% (2) Q |
| MORE SUBSIDY PROGRAMS THAT AWARD TAXPAYER DOLLARS TO SPECIFIC COMPANIES | 40 7% (4) | 21 7% (4) | 19 7% (4) | 12 5% (4) | 22 8% (4) | 7 3% (4) F | 23 9% (4) | 7 9% (4) | 25 9% (4) J | 9 3% (4) | 13 4% (4) | 19 10% (3) K | 14 6% (4) | 16 8% (4) | 13 5% (4) | 17 7% (4) | 19 8% (4) r | 8 4% (4) |
| OTHER | 21 4% | 11 4% | 10 4% | 2 1% | 12 4% D | 3 1% | 9 3% | 8 11% Fg | 12 4% | 6 2% | 3 1% | 13 7% K | 3 1% | 13 6% M | 3 1% | 14 6% O | 7 3% | 7 3% |
| DON'T KNOW | 64 11% | 41 14% C | 18 6% | 20 9% | 34 12% | 16 7% | 31 12% f | 11 14% | 38 13% J | 21 7% | 28 9% | 16 9% | 18 7% | 22 11% | 13 5% | 24 10% o | 24 9% | 16 8% |
| REFUSED | 7 1% | 4 1% | 2 1% | 1 - | 4 1% | 1 - | 5 2% H | - | 5 2% | 1 - | 1 - | 4 2% | 1 - | 3 1% | 1 - | 4 2% | 6 2% R | - |

QUESTION 21:

There is a proposal being considered that would reform North Carolina's tax system. Among other things, it would not tax the first 12 thousand dollars of any family's income, would institute a flat tax rate for personal income above that amount, and lower the corporate tax rate. The proposal would also lower the sales tax rate, BUT would expand sales taxes to services not currently being taxed. Do you support or oppose this tax reform proposal?

BANNER 1

EDUCATION

| EDUCATION | | | | KEY REGIONS | | | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | |
|------------------|----------|------|---------|---------------|-------|----------------|---------------|----------------|--------------|-----|--------|-------|-------|-------|-------|-----|-------|------------|-------|-------|-------|-----|-------|-----|
| OR 2 YR | 4 YR | POST | | TRI- ANGLE | SOUTH | NORTH -EAST | PIED- MONT | CHAR- LOTTE | WEST- ERN | | | | | | | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | | |
| LESS | COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | LOTTE | NC | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| BASE=TOTAL | 152 | 162 | 175 | 96 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| **D/S | (SUPPORT | - | OPPOSE) | 116 | 4 | 13 | 27 | 34 | 14 | 22 | 77 | 39 | 14 | 29 | 53 | 16 | 3 | 29 | 32 | 15 | 29 | 25 | -15 | |
| 37 | 36 | 36 | 4 | 19% | 3% | 15% | 35% | 32% | 11% | 30% | 27% | 12% | 37% | 34% | 31% | 14% | 2% | 33% | 27% | 23% | 38% | 20% | -16% | |
| 25% | 22% | 21% | 4% | | | B | BCF | BCF | B | BCF | I | | MN | MN | MN | N | | sT | T | T | qST | T | | |
| X | X | X | | | | | | | | | | | | | | | | | | | | | | |
| TOTAL SUPPORT | 83 | 82 | 92 | 43 | 306 | 56 | 37 | 44 | 64 | 63 | 41 | 162 | 144 | 23 | 53 | 95 | 60 | 62 | 53 | 68 | 35 | 48 | 61 | 28 |
| 54% | 51% | 52% | 44% | 51% | 44% | 43% | 59% | 60% | 49% | 55% | 56% | 46% | 60% | 63% | 56% | 49% | 40% | 60% | 57% | 54% | 63% | 49% | 30% | |
| | | | | | | | bc | BCf | | | I | | n | mN | N | | | T | T | T | sT | T | | |
| TOTAL OPPOSE | 45 | 46 | 56 | 39 | 190 | 52 | 24 | 18 | 29 | 49 | 19 | 86 | 105 | 9 | 24 | 42 | 43 | 59 | 24 | 36 | 20 | 19 | 36 | 43 |
| 30% | 29% | 32% | 40% | 32% | 41% | 28% | 23% | 28% | 38% | 26% | 30% | 34% | 22% | 29% | 25% | 35% | 39% | 27% | 30% | 30% | 25% | 29% | 45% | |
| v | | | | | | cDEG | | | Dg | | | | | | | l | jL | | | | | | OPqRS | |
| STRONGLY SUPPORT | 28 | 39 | 43 | 14 | 130 | 25 | 14 | 17 | 28 | 31 | 14 | 79 | 51 | 9 | 17 | 41 | 29 | 24 | 23 | 37 | 15 | 10 | 26 | 10 |
| 18% | 24% | 25% | 15% | 22% | 20% | 16% | 23% | 27% | 24% | 19% | 27% | 16% | 23% | 20% | 24% | 24% | 16% | 26% | 31% | 23% | 13% | 21% | 11% | |
| x | x | | | | | | | | | | I | | | | n | | | rT | RsT | t | | T | | |
| SOMEWHAT SUPPORT | 55 | 43 | 49 | 28 | 176 | 31 | 23 | 27 | 35 | 32 | 27 | 84 | 93 | 14 | 36 | 54 | 30 | 38 | 30 | 31 | 20 | 38 | 35 | 18 |
| 36% | 26% | 28% | 29% | 29% | 25% | 27% | 36% | 33% | 25% | 37% | 29% | 30% | 36% | 43% | 32% | 25% | 25% | 34% | 26% | 31% | 50% | 28% | 19% | |
| v | | | | | | | | | | bf | | | | MN | | | | T | | t | oPQST | | | |
| SOMEWHAT OPPOSE | 19 | 16 | 27 | 11 | 75 | 19 | 6 | 10 | 12 | 18 | 10 | 36 | 39 | 3 | 12 | 22 | 12 | 22 | 15 | 14 | 4 | 5 | 15 | 18 |
| 13% | 10% | 15% | 12% | 13% | 15% | 7% | 13% | 11% | 14% | 13% | 13% | 13% | 13% | 7% | 15% | 13% | 10% | 15% | 17% | 12% | 7% | 7% | 12% | 19% |
| | | | | | | c | | | | | | | | | | | | | qr | | | | QR | |

| | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--|
| 15% | 12% | 8% | 14% | 13% | 11% | 13% | 13% | 4% | 18% | 19% | 9% | 15% | 10% | 16% | 17% | 8% | 12% | 13% | 7% | 11% | 16% | 12% | 10% | |
| w | | | | | | | | | Eh | Eh | | E | | M | M | | | | | | | | | |
| 55 | STRONGLY | OPPOSE | 94 | 115 | 25 | 66 | 24 | 12 | 13 | 26 | 39 | 11 | 13 | 38 | 42 | 32 | 36 | 70 | 8 | 46 | 49 | 10 | 19 | |
| 26% | 19% | 14% | 21% | 19% | 12% | 25% | 17% | 12% | 13% | 24% | 27% | 14% | 21% | 31% | 22% | 12% | 28% | 16% | 24% | 15% | 26% | 18% | 10% | |
| T | T | | | | | Bd | | | | EF | EFI | | | M | M | | O | | | | Q | | | |
| UNDECIDED/DON'T KNOW | | | | 98 | 30 | 45 | 23 | 15 | 15 | 12 | 33 | 9 | 13 | 18 | 29 | 41 | 25 | 68 | 4 | 45 | 28 | 11 | 23 | |
| 34 | 40 | 22 | 76 | 16% | 14% | 18% | 16% | 14% | 15% | 11% | 23% | 13% | 21% | 15% | 15% | 16% | 19% | 16% | 11% | 15% | 15% | 21% | 12% | |
| 16% | 21% | 14% | 17% | | | | | | | | Gi | | | | | | | | | | | | | |
| T | | | | | | | | | | | | | | | | | | | | | | | | |
| REFUSED | | | | 6 | 3 | 3 | - | 2 | 1 | 2 | 1 | - | - | 1 | 2 | 1 | 2 | 4 | - | - | 4 | 1 | 2 | |
| 3 | 1 | - | 6 | 1% | 2% | 1% | - | 2% | 1% | 1% | 1% | - | - | 1% | 1% | - | 2% | 1% | - | - | 2% | 1% | 1% | |
| 1% | 1% | - | 1% | | | d | | | | | | | | | | | | p | | | Q | | | |
| w | | | | | | | | | | | | | | | | | | | | | | | | |

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

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Table 22-3
QUESTION 21:

There is a proposal being considered that would reform North Carolina's tax system. Among other things, it would not tax the first 12 thousand dollars of any family's income, would institute a flat tax rate for personal income above that amount, and lower the corporate tax rate. The proposal would also lower the sales tax rate, BUT would expand sales taxes to services not currently being taxed. Do you support or oppose this tax reform proposal?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------|---------------------|-----------------|-----------------|-----------------|---------------------|------------------|------------------|----------------|-----------------|-----------------|-----------------|--------------------|-----------------|------------------------|-----------------|------------------------|-----------------|-----------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT DIR (D) | WRNG TRK (E) | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| **D/S (SUPPORT - OPPOSE) | 116 19% | 26 9% | 88 30% B | 108 48% E | -12 -4% | 114 50% GH | -20 -8% | 19 25% G | -16 -5% | 125 45% I | 137 42% L | -41 -23% | 89 37% N | -20 -10% | 113 45% P | -19 -8% | -10 -4% | 94 44% Q |
| TOTAL SUPPORT ----- | 306 51% | 127 45% | 167 58% B | 151 68% E | 111 39% | 154 67% GH | 96 38% | 39 52% G | 113 39% | 181 65% I | 207 64% L | 54 30% | 150 62% N | 73 37% | 165 66% P | 89 38% | 103 40% | 138 65% Q |
| TOTAL OPPOSE ----- | 190 32% | 101 36% C | 80 27% | 43 19% | 124 43% D | 40 18% | 115 45% FH | 20 26% | 129 44% J | 56 20% | 70 22% | 95 53% K | 61 25% | 93 47% M | 52 21% | 109 46% O | 112 44% R | 44 21% |
| STRONGLY SUPPORT | 130 22% | 49 17% | 72 25% B | 66 29% E | 46 16% | 80 35% GH | 30 12% | 10 13% | 35 12% | 91 33% I | 101 31% L | 17 10% | 61 25% N | 32 16% | 76 30% P | 33 14% | 35 14% | 69 32% Q |
| SOMEWHAT SUPPORT | 176 29% | 78 28% | 95 33% | 86 38% E | 65 23% | 75 33% | 65 26% | 29 38% g | 78 27% | 90 32% | 106 33% L | 37 21% | 89 37% N | 41 21% | 89 36% P | 57 24% | 68 26% | 69 32% |
| SOMEWHAT OPPOSE | 75 13% | 37 13% | 35 12% | 15 7% | 50 17% D | 18 8% | 42 17% F | 11 14% | 47 16% J | 25 9% | 29 9% | 32 18% K | 24 10% | 33 17% m | 24 9% | 38 16% O | 41 16% R | 19 9% |
| STRONGLY OPPOSE | 115 19% | 64 23% C | 45 15% | 29 13% | 74 26% D | 22 10% | 73 29% FH | 9 12% | 82 28% J | 31 11% | 41 13% | 63 35% K | 37 15% | 60 30% M | 28 11% | 70 30% O | 71 28% R | 25 12% |
| UNDECIDED/DON'T KNOW | 98 16% | 50 18% | 42 14% | 26 11% | 53 18% D | 32 14% | 41 16% | 17 22% | 47 16% | 40 14% | 42 13% | 29 16% | 28 12% | 30 15% | 31 12% | 37 16% | 36 14% | 30 14% |
| REFUSED | 6 1% | 4 1% | 1 - | 3 1% | 1 - | 2 1% | 2 1% | - - | 4 1% | 2 1% | 3 1% | 1 1% | 3 1% | 2 1% | 3 1% | 2 1% | 4 2% | 1 - |

Table 34-1
QUESTION 27A:

If you knew this tax reform plan would be the biggest tax cut in state history for North Carolina families would you support or oppose the proposal?

BANNER 1

EDUCATION

| | | | | KEY REGIONS | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | | | |
|--------------------------|------|------|------|---------------|-------|----------------|---------------|----------------|--------------|-----|-------|-------|-------|-------|-------|------------|-------|-------|-----|-------|-------|-------|------|--|
| OR 2 YR | 4 YR | POST | | TRI- ANGLE | SOUTH | NORTH -EAST | PIED- MONT | CHAR- LOTTE | WEST- ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS | COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | LOTTE | NC | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| BASE=SAMPLE A | | | | 300 | 67 | 43 | 35 | 52 | 67 | 36 | 149 | 151 | 22 | 47 | 80 | 57 | 77 | 52 | 52 | 34 | 37 | 61 | 46 | |
| 77 | 64 | 107 | 42 | 100% | 22% | 14% | 12% | 17% | 22% | 12% | 50% | 50% | 7% | 16% | 27% | 19% | 26% | 17% | 17% | 11% | 12% | 20% | 15% | |
| 26% | 21% | 36% | 14% | | | | | | | | | | | | | | | | | | | | | |
| **D/S (SUPPORT - OPPOSE) | | | | 138 | 30 | 23 | 27 | 25 | 18 | 15 | 81 | 57 | 19 | 31 | 31 | 28 | 22 | 37 | 21 | 19 | 26 | 26 | 3 | |
| 31 | 31 | 55 | 16 | 46% | 45% | 53% | 79% | 48% | 26% | 41% | 55% | 38% | 87% | 65% | 39% | 49% | 29% | 71% | 40% | 54% | 69% | 43% | 6% | |
| 40% | 49% | 51% | 38% | | F | F | BCEFG | F | | I | | KLMN | LN | | N | | PST | T | T | PST | T | | | |
| TOTAL SUPPORT | | | | 203 | 45 | 31 | 29 | 35 | 40 | 23 | 108 | 95 | 21 | 36 | 51 | 40 | 46 | 43 | 34 | 25 | 29 | 41 | 22 | |
| 51 | 45 | 75 | 27 | 68% | 67% | 72% | 84% | 67% | 59% | 64% | 73% | 63% | 94% | 76% | 64% | 71% | 60% | 82% | 66% | 73% | 77% | 68% | 47% | |
| 65% | 70% | 70% | 64% | | | | beFg | | | i | | KLMN | n | | | | pT | t | T | T | T | | | |
| TOTAL OPPOSE | | | | 65 | 15 | 8 | 2 | 10 | 22 | 8 | 27 | 38 | 1 | 5 | 20 | 12 | 24 | 6 | 13 | 7 | 3 | 15 | 19 | |
| 20 | 14 | 20 | 11 | 22% | 22% | 19% | 5% | 19% | 33% | 23% | 18% | 25% | 6% | 10% | 25% | 22% | 31% | 11% | 25% | 19% | 8% | 25% | 41% | |
| 26% | 22% | 19% | 26% | | D | d | | d | De | D | | | | JK | j | JK | | oR | | | | oR | OQRs | |
| STRONGLY SUPPORT | | | | 124 | 26 | 21 | 17 | 20 | 27 | 14 | 74 | 50 | 18 | 25 | 29 | 21 | 27 | 35 | 20 | 15 | 17 | 19 | 13 | |
| 30 | 26 | 46 | 20 | 41% | 39% | 49% | 48% | 38% | 40% | 38% | 50% | 33% | 81% | 54% | 36% | 36% | 35% | 67% | 39% | 44% | 47% | 31% | 27% | |
| 39% | 41% | 43% | 46% | | | | | | | I | | KLMN | lmn | | | | PqrST | | | | t | | | |
| SOMEWHAT SUPPORT | | | | 79 | 19 | 10 | 13 | 16 | 13 | 10 | 34 | 45 | 3 | 10 | 22 | 20 | 19 | 8 | 14 | 10 | 11 | 22 | 9 | |
| 21 | 19 | 29 | 7 | 26% | 28% | 23% | 36% | 30% | 19% | 26% | 23% | 30% | 13% | 22% | 28% | 35% | 25% | 15% | 27% | 29% | 31% | 37% | 20% | |
| 27% | 29% | 28% | 18% | | | | | | | | | | | | | j | | | | | | Ot | | |
| SOMEWHAT OPPOSE | | | | 18 | 3 | - | 2 | 5 | 6 | 2 | 8 | 10 | 1 | 1 | 6 | 1 | 6 | 2 | 4 | 1 | 1 | 3 | 5 | |
| 6 | 2 | 6 | 4 | 6% | 4% | - | 5% | 9% | 9% | 5% | 5% | 6% | 6% | 3% | 7% | 2% | 8% | 4% | 7% | 2% | 2% | 5% | 11% | |
| 8% | 3% | 5% | 10% | | | | | C | C | | | | | | | | | | | | | | r | |
| STRONGLY OPPOSE | | | | 48 | 12 | 8 | - | 6 | 16 | 6 | 19 | 29 | - | 3 | 15 | 11 | 17 | 3 | 9 | 6 | 2 | 12 | 14 | |
| 14 | 12 | 15 | 7 | 16% | 17% | 19% | - | 11% | 24% | 18% | 13% | 19% | - | 7% | 18% | 20% | 23% | 7% | 18% | 17% | 6% | 20% | 30% | |
| 18% | 19% | 14% | 16% | | D | D | | D | De | D | | | | j | Jk | Jk | JK | | or | | | or | OR | |

| | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----|-----|----|-----|-----|----|-----|----|-----|---|-----|-----|----|----|----|----|----|-----|----|-----|
| UNDECIDED/DON'T KNOW | 30 | 6 | 4 | 4 | 7 | 5 | 3 | 13 | 17 | - | 7 | 8 | 4 | 7 | 4 | 5 | 3 | 6 | 5 | 5 |
| 7 5 12 4 | 10% | 10% | 9% | 11% | 13% | 8% | 10% | 9% | 11% | - | 14% | 11% | 8% | 9% | 7% | 9% | 7% | 15% | 8% | 12% |
| 9% 8% 11% 10% | | | | | | | | | | | J | J | J | J | | | | | | |
| REFUSED | 2 | 1 | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | - | - | - | - | - |
| - - - - | 1% | 2% | - | - | - | - | 3% | 1% | 1% | - | - | - | - | - | - | - | - | - | - | - |
| - - - - | | | | | | | | | | | | | | | | | | | | |

U/V/W/X

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

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

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Table 34-2
QUESTION 27A:

If you knew this tax reform plan would be the biggest tax cut in state history for North Carolina families would you support or oppose the proposal?

BANNER 2

| PARTY ID | | | | PARTY REG | | | PARTY REG/GENDER | | | | | | IDEOLOGY | | | RACE | | | EMPLOYMENT STATUS | | | | | | | | | | |
|--------------------------|------|------|-----|-----------|-----|-----|------------------|---------|-----------|---------|-----------|---------|-----------|-----|-----|------|-------|-------|-------------------|-----------|-----------|---------------|-----|----|--|---|--|----|--|
| IND | CELL | LAND | | TOTAL | GOP | DEM | IND | GOP MEN | GOP WOMEN | DEM MEN | DEM WOMEN | IND MEN | IND WOMEN | LIB | MOD | CONS | BLACK | WHITE | OTHER | FULL TIME | RET- IRED | UN-EMPL- OYED | GOP | | | | | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | | | | | | |
| BASE=SAMPLE A | | | | 300 | 102 | 129 | 69 | 52 | 50 | 59 | 70 | 37 | 31 | 64 | 97 | 118 | 70 | 217 | 11 | 149 | 95 | 24 | 90 | | | | | | |
| 108 | 92 | 81 | 219 | 100% | 34% | 43% | 23% | 17% | 17% | 20% | 23% | 12% | 10% | 21% | 32% | 39% | 23% | 72% | 4% | 50% | 32% | 8% | 30% | | | | | | |
| 36% | 31% | 27% | 73% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **D/S (SUPPORT - OPPOSE) | | | | 138 | 81 | 33 | 24 | 45 | 36 | 22 | 10 | 13 | 11 | 10 | 38 | 88 | 13 | 117 | 7 | 73 | 32 | 12 | 68 | | | | | | |
| 16 | 51 | 48 | 90 | 46% | 79% | 25% | 35% | 86% | 72% | 38% | 15% | 36% | 34% | 15% | 39% | 75% | 18% | 54% | 62% | 49% | 33% | 49% | 75% | | | | | | |
| 15% | 55% | 59% | 41% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| U | X | | | CD | | | | fGHIJ | | GHIJ | | H | | H | | h | | K | | KL | | N | | N | | R | | UV | |
| TOTAL SUPPORT | | | | 203 | 87 | 75 | 41 | 46 | 41 | 39 | 36 | 23 | 18 | 34 | 63 | 98 | 38 | 156 | 8 | 104 | 58 | 16 | 74 | | | | | | |
| 58 | 65 | 62 | 142 | 68% | 85% | 58% | 60% | 88% | 82% | 66% | 52% | 62% | 58% | 52% | 65% | 84% | 55% | 72% | 71% | 70% | 62% | 69% | 82% | | | | | | |
| 54% | 71% | 76% | 65% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| U | | | | CD | | | | GHIJ | | gHiJ | | | | KL | | N | | | | | | | | U | | | | | |
| TOTAL OPPOSE | | | | 65 | 6 | 42 | 17 | 1 | 5 | 16 | 26 | 10 | 7 | 24 | 25 | 10 | 26 | 38 | 1 | 31 | 27 | 5 | 6 | | | | | | |
| 42 | 15 | 13 | 52 | 22% | 6% | 33% | 25% | 2% | 10% | 27% | 37% | 26% | 24% | 37% | 26% | 9% | 37% | 18% | 9% | 21% | 28% | 20% | 7% | | | | | | |
| 39% | 16% | 16% | 24% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TV | t | | | B | | | | B | | e | | EF | | EF | | Ef | | E | | M | | M | | OP | | | | | |
| STRONGLY SUPPORT | | | | 124 | 56 | 40 | 28 | 37 | 19 | 23 | 17 | 14 | 14 | 18 | 36 | 65 | 22 | 96 | 6 | 65 | 34 | 8 | 42 | | | | | | |
| 29 | 49 | 47 | 76 | 41% | 55% | 31% | 41% | 70% | 38% | 39% | 24% | 37% | 46% | 29% | 37% | 55% | 32% | 44% | 51% | 44% | 36% | 34% | 47% | | | | | | |
| 27% | 54% | 58% | 35% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| U | X | | | C | | | | FGHIJ | | h | | h | | KL | | n | | | | | | | | U | | | | | |
| SOMEWHAT SUPPORT | | | | 79 | 31 | 35 | 13 | 9 | 22 | 16 | 20 | 9 | 4 | 15 | 26 | 33 | 16 | 60 | 2 | 39 | 24 | 8 | 32 | | | | | | |
| 29 | 16 | 14 | 65 | 26% | 30% | 27% | 19% | 18% | 44% | 26% | 28% | 25% | 12% | 24% | 27% | 28% | 23% | 28% | 20% | 26% | 26% | 35% | 35% | | | | | | |
| 27% | 17% | 17% | 30% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| W | | | | EgHiJ | | | | j | | | | | | | | | | | | | | | | V | | | | | |
| SOMEWHAT OPPOSE | | | | 18 | 3 | 10 | 5 | - | 3 | 4 | 6 | 4 | 1 | 4 | 4 | 5 | 10 | 8 | - | 8 | 8 | 1 | 3 | | | | | | |
| 10 | 2 | 4 | 14 | 6% | 3% | 8% | 7% | - | 6% | 7% | 8% | 10% | 4% | 7% | 5% | 4% | 14% | 4% | - | 5% | 8% | 4% | 3% | | | | | | |
| 9% | 3% | 5% | 6% | | | | | | | | | | | | | | | | | | | | | | | | | | |
| tv | | | | e | | | | E | | E | | e | | OP | | P | | | | | | | | | | | | | |

| | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----|----|-----|-----|----|----|-----|-----|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|-----|-----|
| STRONGLY OPPOSE | 48 | 3 | 32 | 12 | 1 | 2 | 12 | 21 | 6 | 6 | 19 | 21 | 5 | 16 | 30 | 1 | 24 | 19 | 4 | 3 |
| 32 12 10 38 | 16% | 3% | 25% | 18% | 2% | 4% | 20% | 29% | 16% | 20% | 30% | 21% | 5% | 23% | 14% | 9% | 16% | 20% | 16% | 4% |
| 30% 13% 12% 17% | | | B | B | | | EF | EF | E | Ef | M | M | | | | | | | | |
| TV T | | | | | | | | | | | | | | | | | | | | |
| UNDECIDED/DON'T KNOW | 30 | 9 | 11 | 10 | 4 | 4 | 4 | 7 | 4 | 6 | 7 | 10 | 9 | 4 | 23 | 2 | 13 | 8 | 2 | 9 |
| 8 12 7 23 | 10% | 8% | 8% | 15% | 8% | 8% | 7% | 10% | 12% | 18% | 11% | 10% | 8% | 5% | 11% | 20% | 9% | 9% | 11% | 10% |
| 7% 13% 8% 11% | | | | | | | | | | | | | | | | | | | | |
| REFUSED | 2 | 1 | 1 | - | 1 | - | - | 1 | - | - | - | - | - | 2 | - | - | - | 1 | - | 1 |
| - - - 2 | 1% | 1% | 1% | - | 2% | - | - | 1% | - | - | - | - | - | 3% | - | - | - | 1% | - | 1% |
| - - - 1% | | | | | | | | | | | | | | | | | | | | |

W/X

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

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Table 34-3
QUESTION 27A:

If you knew this tax reform plan would be the biggest tax cut in state history for North Carolina families would you support or oppose the proposal?

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------|---------------------|------------|-----------------|------------|---------------------|------------|------------|-------------|------------|---------------|------------|--------------------|------------|------------------------|------------|------------------------|------------|------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT | WRNG | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | DIR (D) | TRK (E) | | | | | | | | | | | | | |
| BASE=SAMPLE A | 300 100% | 129 43% | 152 51% | 101 34% | 152 51% | 111 37% | 130 43% | 33 11% | 147 49% | 142 47% | 163 54% | 87 29% | 117 39% | 100 33% | 122 41% | 117 39% | 130 43% | 107 36% |
| **D/S (SUPPORT - OPPOSE) | 138 46% | 46 36% | 81 53% | 70 69% | 46 30% | 93 84% | 28 21% | 9 26% | 27 18% | 110 77% | 111 68% | 8 9% | 71 61% | 32 32% | 89 73% | 22 19% | 41 31% | 76 71% |
| TOTAL SUPPORT ----- | 203 68% | 79 61% | 111 73% | 82 81% | 89 59% | 99 89% | 73 56% | 17 50% | 79 54% | 119 84% | 130 80% | 44 50% | 89 76% | 61 61% | 99 81% | 63 54% | 78 60% | 88 82% |
| TOTAL OPPOSE ----- | 65 22% | 33 26% | 30 20% | 12 12% | 43 29% | 6 5% | 45 35% | 8 24% | 52 36% | 10 7% | 19 12% | 36 41% | 18 15% | 30 30% | 10 8% | 41 35% | 37 29% | 12 11% |
| STRONGLY SUPPORT | 124 41% | 47 36% | 69 46% | 57 56% | 47 31% | 68 61% | 39 30% | 8 25% | 39 27% | 84 59% | 87 53% | 25 28% | 59 51% | 34 34% | 66 54% | 37 31% | 45 35% | 57 54% |
| SOMEWHAT SUPPORT | 79 26% | 32 25% | 41 27% | 25 25% | 42 28% | 31 28% | 34 26% | 8 25% | 40 27% | 36 25% | 44 27% | 19 22% | 29 25% | 27 27% | 33 27% | 26 23% | 33 25% | 30 28% |
| SOMEWHAT OPPOSE | 18 6% | 11 9% | 5 4% | 4 4% | 11 7% | 2 2% | 11 8% | 4 11% | 12 8% | 3 2% | 7 4% | 9 10% | 5 5% | 8 8% | 2 2% | 11 9% | 10 8% | 3 3% |
| STRONGLY OPPOSE | 48 16% | 22 17% | 24 16% | 8 8% | 32 21% | 4 4% | 35 27% | 4 13% | 41 28% | 6 4% | 13 8% | 27 31% | 12 11% | 22 22% | 8 7% | 30 26% | 27 21% | 9 9% |
| UNDECIDED/DON'T KNOW | 30 10% | 17 13% | 12 8% | 6 6% | 18 12% | 5 5% | 10 8% | 9 26% | 14 10% | 12 8% | 11 7% | 8 9% | 8 8% | 9 9% | 11 9% | 12 10% | 14 11% | 7 6% |
| REFUSED | 2 1% | - | - | 1 1% | 1 1% | 1 1% | 1 1% | - | 1 1% | 1 1% | 2 1% | - | 1 1% | - | 1 1% | 1 1% | 1 1% | - |

QUESTION 28:

Currently non-profit Hospitals get a state refund on sales taxes worth almost 150 million dollars a year. With that in mind, please tell me which of the following comes closer to your own opinion when it comes to non-profit Hospitals getting these sales tax refunds.

Some people say that they oppose non-profit Hospitals getting sales tax refunds because recent news reports show these hospitals mark up the prices on life saving cancer drugs by up to 500% and make billions of dollars in profits. Even though they are nonprofits, these hospitals pay their executives multi-million dollar salaries.

Other people say they support non-profit Hospitals getting sales tax refunds because these hospitals provide a vital service, are a business, and tax refunds can help them make improvements in medical care and equipment.

BANNER 1

EDUCATION

| EDUCATION | | | | KEY REGIONS | | | | | | | GENDER | | AGE | | | | | GENDER/AGE | | | | | | |
|-------------------------------------------------------|------|------|------------|-------------|-------|-------------|-----------|-------|----------|-----|--------|-------|-------|-------|-------|------|-------|------------|------|-------|-------|-------|-----|--|
| OR 2 YR | 4 YR | POST | | TRI-ANGLE | SOUTH | NORTH -EAST | PIED-MONT | CHAR- | WEST-ERN | MEN | WOMEN | 18-25 | 26-40 | 41-55 | 56-65 | 66+ | MEN | MEN | MEN | WOMEN | WOMEN | WOMEN | HS | |
| LESS COLL | COLL | GRAD | TOTAL | -EAST | NC | TRIAD | LOTTE | NC | | | | | | | | | 18-44 | 45-64 | 65+ | 18-44 | 45-64 | 65+ | | |
| (U) | (V) | (W) | (X) | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | |
| BASE=TOTAL | 152 | 162 | SAMPLE 175 | 600 | 126 | 87 | 76 | 106 | 130 | 75 | 288 | 312 | 39 | 84 | 170 | 122 | 153 | 89 | 120 | 64 | 75 | 123 | 95 | |
| 25% | 27% | 29% | 16% | 100% | 21% | 14% | 13% | 18% | 22% | 12% | 48% | 52% | 6% | 14% | 28% | 20% | 25% | 15% | 20% | 11% | 13% | 20% | 16% | |
| **D/S (SUPPORT - OPPOSE) | -42 | -45 | -15 -22 | -123 | -37 | -21 | -19 | -16 | -22 | -7 | -63 | -60 | -3 | -14 | -32 | -44 | -27 | -14 | -32 | -20 | -15 | -31 | -9 | |
| 27% | -27% | -8% | -23% | -21% | -30% | -25% | -25% | -15% | -17% | -9% | -22% | -19% | -7% | -17% | -19% | -36% | -18% | -15% | -26% | -31% | -20% | -25% | -9% | |
| UVX | | | | | | | B | b | BCd | | | lM | M | M | | M | q | | | | | | PQS | |
| SUPPORT NON-PROFIT | 43 | 46 | 67 32 | 191 | 33 | 25 | 22 | 38 | 47 | 28 | 89 | 103 | 15 | 28 | 58 | 31 | 51 | 30 | 36 | 18 | 25 | 39 | 36 | |
| HOSPITALS GETTING SALES TAX REFUNDS | 28% | 28% | 38% 34% | 32% | 26% | 29% | 28% | 36% | 36% | 37% | 31% | 33% | 38% | 33% | 34% | 25% | 34% | 33% | 30% | 27% | 33% | 31% | 38% | |
| uv | | | | | | | | b | | | | | | | | | | | | | | | | |
| OPPOSE NON-PROFIT HOSPITALS GETTING SALES TAX REFUNDS | 84 | 90 | 82 54 | 314 | 70 | 46 | 41 | 55 | 69 | 34 | 152 | 162 | 18 | 42 | 90 | 75 | 78 | 43 | 67 | 38 | 40 | 70 | 44 | |
| 55% | 55% | 47% | 57% | 52% | 56% | 53% | 54% | 51% | 53% | 46% | 53% | 52% | 46% | 50% | 53% | 61% | 51% | 48% | 56% | 59% | 53% | 57% | 47% | |
| DON'T KNOW | 21 | 22 | 24 5 | 76 | 17 | 15 | 11 | 11 | 14 | 8 | 40 | 36 | 6 | 13 | 20 | 12 | 15 | 14 | 14 | 7 | 10 | 12 | 10 | |
| 14% | 14% | 13% | 5% | 13% | 13% | 17% | 15% | 10% | 11% | 11% | 14% | 12% | 16% | 15% | 12% | 10% | 10% | 16% | 12% | 10% | 14% | 10% | 10% | |
| X | X | X | | | | | | | | | | | | | | | | | | | | | | |
| REFUSED | 4 | 4 | 3 4 | 18 | 7 | 1 | 2 | 3 | 1 | 5 | 8 | 11 | - | 2 | 2 | 4 | 8 | 2 | 3 | 3 | - | 3 | 5 | |
| 3% | 3% | 2% | 5% | 3% | 5% | 1% | 3% | 2% | 1% | 6% | 3% | 3% | - | 2% | 1% | 3% | 5% | 3% | 2% | 4% | - | 2% | 5% | |
| | | | | | F | | | | | f | | | | | | j | Jl | | | | | | R | |

U/V/W/X

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

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

1% 2% 4% 3% 3% 5% 1% 4% 3% 7% 2% 1% 4% 5% 3% 4% 2% 1% 4% - 1% 5% 1% 5%
c H NP Q u

W/X

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

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Table 36-3
QUESTION 28:

Currently non-profit Hospitals get a state refund on sales taxes worth almost 150 million dollars a year. With that in mind, please tell me which of the following comes closer to your own opinion when it comes to non-profit Hospitals getting these sales tax refunds.

Some people say that they oppose non-profit Hospitals getting sales tax refunds because recent news reports show these hospitals mark up the prices on life saving cancer drugs by up to 500% and make billions of dollars in profits. Even though they are nonprofits, these hospitals pay their executives multi-million dollar salaries.

Other people say they support non-profit Hospitals getting sales tax refunds because these hospitals provide a vital service, are a business, and tax refunds can help them make improvements in medical care and equipment.

BANNER 3

| | GOVERNMENT BENEFITS | | DIRECTION OF NC | | GENERIC LEG. BALLOT | | | OBAMA IMAGE | | MCCRORY IMAGE | | NC STATE LEG IMAGE | | NC STATE LEG GOP IMAGE | | NC STATE LEG DEM IMAGE | | |
|--------------------------------------------------------|---------------------|-------------|-----------------|------------------|---------------------|-------------|-------------|-----------------|------------------|-----------------|-------------|--------------------|-------------|------------------------|-------------|------------------------|------------------|-----------------|
| | TOTAL (A) | YES (B) | NO (C) | RIGHT DIR | WRNG TRK | GOP (F) | DEM (G) | UND (H) | FAV (I) | UNFAV (J) | FAV (K) | UNFAV (L) | FAV (M) | UNFAV (N) | FAV (O) | UNFAV (P) | FAV (Q) | UNFAV (R) |
| | | | | (D) | (E) | | | | | | | | | | | | | |
| BASE=TOTAL SAMPLE | 600 100% | 283 47% | 289 48% | 224 37% | 289 48% | 229 38% | 254 42% | 75 13% | 294 49% | 279 46% | 322 54% | 179 30% | 243 40% | 198 33% | 251 42% | 237 39% | 255 43% | 213 36% |
| **D/S (SUPPORT - OPPOSE) | -123 -21% | -61 -22% | -64 -22% | -39 -17% e | -78 -27% | -53 -23% | -59 -23% | -3 -3% FG | -41 -14% J | -80 -29% | -74 -23% | -37 -21% | -48 -20% | -51 -25% | -55 -22% | -52 -22% | -36 -14% R | -64 -30% |
| SUPPORT NON-PROFIT HOSPITALS GETTING SALES TAX REFUNDS | 191 32% | 93 33% | 90 31% | 77 34% | 85 29% | 70 30% | 77 30% | 30 40% | 103 35% j | 78 28% | 100 31% | 58 32% | 78 32% | 59 30% | 80 32% | 73 31% | 89 35% | 60 28% |
| OPPOSE NON-PROFIT HOSPITALS GETTING SALES TAX REFUNDS | 314 52% | 154 54% | 154 53% | 116 52% | 163 57% | 122 54% | 137 54% | 33 44% | 144 49% | 158 57% i | 173 54% | 95 53% | 126 52% | 110 55% | 135 54% | 125 53% | 125 49% | 125 58% q |
| DON'T KNOW | 76 13% | 30 11% | 37 13% | 26 11% | 34 12% | 27 12% | 35 14% | 11 15% | 40 14% | 32 11% | 36 11% | 22 12% | 26 11% | 25 12% | 26 10% | 35 15% | 35 14% | 22 10% |
| REFUSED | 18 3% | 6 2% | 9 3% | 6 3% | 6 2% | 10 4% | 5 2% | 1 1% | 6 2% | 11 4% | 12 4% | 4 2% | 12 5% | 5 3% | 10 4% | 4 2% | 6 2% | 7 3% |