

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / OCTOBER 20-24, 2013

In the next election for US Senator from North Carolina, which of the following is more important to you? Would you rather...

Elect a Republican who will be a check and balance to President Obama's policies and programs.

Elect a Democrat who will support President Obama's programs and policies.

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE- BOOK (V)	TWIT- TER (W)	NO (X)	
BASE=TOTAL SAMPLE	600 100%	131 22%	88 15%	68 11%	106 18%	116 19%	90 15%	288 48%	312 52%	49 8% Lmn	101 17% Ln	149 25%	119 20%	152 25%	101 17% PqS	100 17%	73 12%	87 14% p	120 20%	90 15%	291 48%	274 46%	81 13%	299 50%	
**D/S (GOP CHECK AND BALANCE - DEM SUPPORT)	62 10%	7 5% F	6 7% F	18 26% BCEF	13 12% bF	-6 -5%	24 27% BCEF	51 18% I	11 3%	1 2%	3 3%	24 16% JKM	8 6%	27 18% JKM	6 6% ORST	25 25% ORST	22 30% ORST	1 1%	2 1%	8 9% RS	28 9% W	22 8% W	-3 -3%	33 11% W	
GOP CHECK AND BALANCE																									
OCT 2013	287 48%	59 45%	41 46%	37 55% f	51 48%	48 42%	50 56% F	149 52% i	138 44%	23 47%	44 43%	74 50%	55 46%	79 52%	47 46%	53 54%	43 59% Rs	36 42%	53 44%	42 47%	137 47%	127 46%	34 41%	144 48%	
MAY 2013	288 48%	50 41%	48 49%	33 45%	53 52% b	56 49%	49 53% b	169 59% I	118 38%	23 45%	49 59% N	81 50% n	64 55% N	63 40%	57 60% ST	64 60% ST	46 58% ST	40 48% T	49 42% T	25 27%	-	-	-	-	
FEB 2013	270 45%	50 41%	33 40%	29 41%	50 42%	61 49%	46 58% BCDe	141 49%	130 42%	4 28%	29 60% lM	105 47%	53 38%	73 51% M	28 57% pS	65 41%	43 58% PS	32 52%	56 39%	39 47%	-	-	-	-	
DEM SUPPORT																									
OCT 2013	225 37%	52 39%	34 39%	20 29%	38 36%	55 47% DG	26 29%	98 34%	127 41% h	22 45%	40 40%	50 34%	47 40%	52 34%	41 41% q	29 29%	21 28%	35 40%	51 43% PQ	34 38%	110 38%	105 38%	36 45%	111 37%	
MAY 2013	249 42%	58 47%	38 39%	30 41%	44 42%	46 41%	34 37%	90 31%	159 51% H	25 48% k	26 32%	57 36%	44 37%	82 52% KLM	29 30%	28 27%	29 36%	33 40% p	57 49% OPq	58 64% OPQRS	-	-	-	-	
FEB 2013	261 44%	60 48% FG	37 45% G	35 50% FG	63 52% FG	44 35%	22 28%	117 41%	144 46%	10 67%	14 30%	87 39%	75 54% KLN	60 41%	16 32%	74 47% oq	25 34%	26 42%	68 47% oq	37 44%	-	-	-	-	
DON'T KNOW/NEITHER/OTHER	87 15%	20 15%	13 14%	11 16%	17 16%	14 12%	14 15%	41 14%	47 15%	3 6%	17 17% j	25 17% J	17 14%	21 14%	12 12%	17 17%	9 13%	16 18%	15 13%	13 15%	43 15%	41 15%	11 14%	44 15%	
REFUSED	1 -	1 1%	-	-	-	-	-	1 -	-	1 2%	-	-	-	-	1 1%	-	-	-	-	-	1 -	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

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In the next election for US Senator from North Carolina, which of the following is more important to you? Would you rather...

Elect a Republican who will be a check and balance to President Obama's policies and programs.

Elect a Democrat who will support President Obama's programs and policies.

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	204 34%	258 43%	138 23%	107 18%	97 16%	105 18%	153 25%	76 13%	62 10%	118 20%	184 31%	261 44%	132 22%	432 72%	29 5%	309 52%	198 33%	51 8%	200 33%	217 36%	170 28%	150 25%	450 75%
**D/S (GOP CHECK AND BALANCE - DEM SUPPORT)	62 10%	168 82% CD	-128 -50%	22 16% C	88 82% GHIJ	80 82% GHIJ	-46 -44%	-82 -54%	9 12% GH	14 22% GH	-86 -73%	-25 -14% K	180 69% KL	-93 -70%	149 35% NP	4 16% N	34 11% S	29 15% S	-5 -9%	163 81% UV	-151 -70%	46 27% U	9 6%	53 12% W
GOP CHECK AND BALANCE																								
OCT 2013	287 48%	175 86% CD	46 18%	66 48% C	93 87% GHIJ	82 84% GHIJ	21 20%	25 17%	35 46% GH	31 50% GH	13 11%	63 34% K	203 78% KL	11 9%	258 60% N	15 51% N	147 48%	102 51%	20 39%	170 85% UV	21 10%	89 53% U	69 46%	218 48%
MAY 2013	288 48%	178 87% CD	38 15%	72 52% C	107 88% GHIJ	70 85% GHIJ	22 24% H	16 9%	40 53% GH	32 51% GH	7 6%	65 35% K	205 81% KL	9 7%	264 61% NP	12 41% N	168 57% RS	79 39%	21 40%	186 91% UV	18 8%	77 51% U	82 55% x	205 46%
FEB 2013	270 45%	166 84% CD	48 18%	57 41% C	86 84% GHIJ	79 83% GHIJ	21 19%	27 17%	33 44% GH	23 38% gH	7 6%	48 28% K	204 77% KL	9 7%	255 59% NP	5 18%	145 49% S	84 46% S	17 25%	173 87% UV	29 11%	62 47% U	- -	- -
DEM SUPPORT																								
OCT 2013	225 37%	7 3% BD	175 68% BD	44 32% B	4 4% GHIJ	2 2% GHIJ	67 64% EFLJ	108 70% EFLJ	26 35% EF	17 28% EF	99 84% LM	88 48% M	23 9% KL	104 79% OP	109 25% OP	10 35% OP	114 37%	73 37%	24 48%	7 3%	172 79% TV	44 26% T	60 40%	165 37%
MAY 2013	249 42%	8 4% BD	195 76% BD	47 34% B	5 4% GHIJ	3 3% GHIJ	59 65% EFLJ	136 81% EFGIJ	26 34% EF	21 33% EF	105 86% LM	95 51% M	29 11% KL	114 87% OP	119 28% OP	13 44% o	95 32%	102 51% Q	25 49% Q	9 4%	195 85% TV	43 29% T	54 36%	195 43%
FEB 2013	261 44%	14 7% BD	186 70% BD	62 45% B	9 9% GHIJ	5 5% GHIJ	75 69% EFLJ	110 71% EFLJ	33 44% EF	28 46% EF	98 88% LM	95 55% M	38 14% KL	106 80% O	129 30% O	21 76% O	117 39%	83 45%	40 60% q	12 6%	204 80% TV	43 33% T	- -	- -
DON'T KNOW/NEITHER/OTHER	87 15%	23 11%	37 14%	27 20% B	10 9% GHIJ	13 13% GHIJ	17 17% EFLJ	20 13% EFLJ	13 18% E	14 22% E	6 5% K	32 17% K	35 13% K	17 13% K	64 15% K	4 14% K	48 15% K	23 12% K	6 13% K	24 12% K	24 11% K	36 21% TU	20 13%	67 15%
REFUSED	1 -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	1 -	- -	1 -	- -	- -	- -	- -	1 1%	1 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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / OCTOBER 20-24, 2013

Has Kay Hagan performed her job as US Senator well enough to deserve re-election, or is it time to give a new person a chance?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE- BOOK (V)	TWIT- TER (W)	NO (X)	
BASE=TOTAL SAMPLE	600 100%	131 22%	88 15%	68 11%	106 18%	116 19%	90 15%	288 48%	312 52%	49 8%	101 17%	149 25%	119 20%	152 25%	101 17%	100 17%	73 12%	87 14%	120 20%	90 15%	291 48%	274 46%	81 13%	299 50%	
**D/S (RE-ELECT - NEW PERSON)	-119 -20%	-25 -19%	-21 -24%	-16 -23%	-22 -21%	-6 -5%	-30 -33%	-77 -27%	-42 -13%	-9 -17%	-23 -23%	-46 -31%	-19 -16%	-23 -15%	-30 -30%	-33 -33%	-14 -20%	-10 -12%	-20 -17%	-11 -12%	-73 -25%	-68 -25%	-7 -8%	-51 -17%	
TOTAL RE-ELECT -----	182 30%	37 29%	26 29%	19 27%	33 31%	45 38%	23 26%	78 27%	104 33%	15 30%	27 27%	38 25%	38 32%	52 34%	24 24%	25 25%	23 32%	28 32%	38 32%	31 35%	82 28%	77 28%	31 39%	94 32%	
TOTAL NEW PERSON -----	301 50%	62 47%	47 53%	34 50%	54 51%	50 43%	53 59%	155 54%	146 47%	23 47%	50 50%	83 56%	57 48%	74 49%	54 54%	58 58%	38 52%	38 44%	58 49%	42 47%	155 53%	145 53%	38 47%	145 49%	
DEFINITELY RE-ELECT	108 18%	19 15%	16 18%	11 17%	24 22%	24 20%	13 15%	50 18%	57 18%	5 10%	14 14%	20 13%	23 20%	41 27%	13 12%	15 15%	21 29%	14 16%	19 16%	22 24%	47 16%	44 16%	14 17%	59 20%	
PROBABLY RE-ELECT	74 12%	18 14%	10 11%	7 11%	9 8%	21 18%	10 11%	28 10%	47 15%	10 20%	12 12%	18 12%	14 12%	11 7%	12 12%	9 9%	2 3%	14 16%	19 16%	9 11%	35 12%	33 12%	18 22%	35 12%	
PROBABLY NEW PERSON	88 15%	22 17%	14 15%	7 10%	14 13%	19 16%	13 14%	40 14%	48 15%	10 20%	15 15%	22 15%	18 15%	18 12%	15 15%	14 14%	10 13%	15 17%	19 16%	12 13%	48 16%	46 17%	15 18%	40 13%	
DEFINITELY NEW PERSON	213 35%	40 31%	33 38%	27 40%	40 38%	31 27%	40 45%	115 40%	98 31%	13 27%	35 34%	61 41%	39 33%	56 37%	39 39%	44 44%	28 38%	23 27%	39 33%	30 34%	107 37%	100 36%	24 29%	105 35%	
UNDECIDED/DON'T KNOW/MORE INFO NEEDED	117 19%	32 24%	15 17%	16 23%	19 18%	22 19%	14 15%	55 19%	62 20%	11 22%	24 24%	28 19%	24 20%	26 17%	22 22%	18 18%	12 17%	20 24%	24 20%	17 19%	53 18%	52 19%	11 14%	59 20%	

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  
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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	204 34%	258 43%	138 23%	107 18%	97 16%	105 18%	153 25%	76 13%	62 10%	118 20%	184 31%	261 44%	132 22%	432 72%	29 5%	309 52%	198 33%	51 8%	200 33%	217 36%	170 28%	150 25%	450 75%
**D/S (RE-ELECT - NEW PERSON)	-119 -20%	-133 -65%	38 15% BD	-23 -17% B	-75 -70%	-58 -60%	15 14% EFIJ	23 15% EFIJ	-16 -22% EF	-6 -10% EF	32 27% LM	-13 -7% M	-140 -54%	19 15% OP	-128 -30%	-6 -21%	-78 -25%	-27 -13% Q	-10 -20%	-121 -61%	52 24% TV	-48 -28% T	-46 -30%	-73 -16% W
TOTAL RE-ELECT -----	182 30%	18 9%	122 47% BD	42 31% B	8 8%	10 10%	49 46% EFI	74 48% EFIJ	21 28% EF	21 34% EF	65 55% LM	66 36% M	41 16%	61 46% O	110 25%	10 34%	84 27%	68 34% q	15 29%	22 11%	114 53% TV	41 24% T	36 24%	146 32% w
TOTAL NEW PERSON -----	301 50%	151 74% CD	85 33% BD	65 47% C	83 78% GHIJ	67 70% GHIJ	34 32%	51 33%	38 50% GH	27 44%	32 27%	78 43% K	180 69% KL	42 32%	238 55% N	16 55% N	162 52%	94 48%	25 49%	144 72% UV	63 29%	89 52% U	82 54%	219 49%
DEFINITELY RE-ELECT	108 18%	10 5%	75 29% BD	23 16% B	5 4%	6 6%	34 32% EFIJ	41 27% EFij	12 16% EF	10 17% EF	50 42% LM	41 22% M	17 6%	37 28% OP	68 16%	3 9%	42 14%	52 26% Q	9 18%	10 5%	76 35% TV	22 13% T	19 12%	89 20% W
PROBABLY RE-ELECT	74 12%	7 4%	47 18% B	20 14% B	3 3%	4 4%	15 14% EF	32 21% EFi	9 12% Ef	11 17% EF	15 13%	25 13%	24 9%	24 18% O	42 10%	7 25%	42 13% R	15 8%	5 11%	13 6%	38 18% T	20 12% t	17 12%	57 13%
PROBABLY NEW PERSON	88 15%	34 17%	36 14%	17 13%	21 20% g	13 14%	11 10%	26 17%	8 11%	9 15%	16 14%	23 13%	45 17%	21 16%	61 14%	6 20%	50 16%	22 11%	12 24% r	41 21% UV	27 13%	19 11%	22 15%	66 15%
DEFINITELY NEW PERSON	213 35%	116 57% CD	49 19%	48 35% C	62 58% GHIJ	54 56% GHIJ	23 22%	25 17%	30 39% GH	18 29% H	16 14%	55 30% K	136 52% KL	21 16%	178 41% N	10 35% n	112 36%	72 36%	12 25%	102 51% Uv	35 16%	70 41% U	60 40%	153 34%
UNDECIDED/DON'T KNOW/MORE INFO NEEDED	117 19%	36 17%	51 20%	30 22%	16 15%	20 21%	23 22%	28 18%	17 22%	14 22%	21 18%	40 22% m	40 15%	29 22%	83 19%	3 11%	64 21%	36 18%	11 22%	34 17%	40 18%	40 23%	32 21%	85 19%

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

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Now, please tell me if you have a favorable or unfavorable opinion of...

Kay Hagan

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE				SOCIAL MEDIA USED				
	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)	TOTAL YES (U)	FACE- BOOK (V)	TWIT- TER (W)	NO (X)
BASE=TOTAL SAMPLE	600 100%	131 22%	88 15%	68 11%	106 18%	116 19%	90 15%	288 48%	312 52%	49 8% Lmn	101 17% Ln	149 25%	119 20%	152 25%	101 17% PqS	100 17%	73 12%	87 14% p	120 20%	90 15%	291 48%	274 46%	81 13%	299 50%
**D/S (FAVORABLE - UNFAVORABLE)	31 5%	8 6% DG	12 13% bDG	-2 -3% G	8 8% DG	16 14% BDG	-11 -12% BDG	-10 -3% H	41 13% H	4 9% l	1 1%	- -	8 7% KL	16 11% KL	1 1% PQ	-4 -4% PQ	-6 -8% OPQ	9 10% OPQ	12 10% OPQ	19 21% OPQRS	8 3%	14 5%	4 5%	21 7% U
TOTAL HEARD OF																								
OCT 2013	580 97%	128 98%	82 93%	67 98%	105 99% C	113 97%	86 96%	276 96%	304 97%	43 87%	99 98% j	145 97% j	115 97% j	149 98% J	95 94%	96 96%	72 98%	83 95%	117 98%	88 98%	281 97%	264 96%	78 97%	289 97%
JUN 2013	564 94%	125 96%	89 89%	53 92%	101 92%	126 98% Ce	71 94%	276 96% i	287 92%	33 84%	84 96%	147 100% JMN	106 93%	155 96%	78 93%	98 99% s	79 96%	81 96%	105 94%	82 96%	-	-	-	-
MAR 2013	570 95%	125 98% f	75 94%	67 93%	107 95%	114 93%	81 96%	273 95%	297 95%	27 94%	100 94%	157 92%	112 97% l	153 97% L	71 93%	123 96%	72 96%	92 92%	108 94%	84 99% oRs	-	-	-	-
TOTAL FAVORABLE																								
OCT 2013	237 40%	55 42% g	34 39%	24 35%	45 42% g	53 45% G	26 29%	101 35%	136 44% H	15 29%	35 34%	54 36%	50 42%	71 47% JKL	34 33%	35 35%	27 38%	31 36%	50 42% OPQRs	48 53% OPQRs	110 38%	107 39%	31 38%	124 41%
JUN 2013	255 42%	64 50% DF	45 45%	19 34%	50 46%	45 35%	31 41%	113 39%	142 45%	14 36%	34 39%	65 44%	45 40%	81 50% m	28 33%	38 38%	39 47% o	38 45%	53 48% o	43 50% Op	-	-	-	-
MAR 2013	243 41%	74 58% CEFG	22 27%	34 47% CeG	38 34%	52 42% CG	23 27%	109 38%	135 43%	10 35%	33 31%	64 37%	56 48% KL	74 47% KL	23 30%	52 41%	31 42%	36 36%	51 44% O	44 52% OR	-	-	-	-
TOTAL UNFAVORABLE																								
OCT 2013	206 34%	47 36%	23 26%	26 38%	37 34%	36 31%	37 42% C	111 39% I	95 30%	10 21%	33 33%	54 36% J	42 35% j	55 36% J	33 33%	39 39% r	34 46% oRSt	23 26%	38 31%	28 32%	101 35%	92 34%	27 33%	103 34%
JUN 2013	167 28%	31 24%	24 24%	15 27%	31 28%	44 34% b	22 29%	99 34% I	68 22%	9 23%	21 24%	48 33% n	39 34% n	38 24%	31 37% RT	36 36% RT	26 32% rt	15 18%	31 28%	16 19%	-	-	-	-
MAR 2013	188 31%	32 25%	31 39% BD	15 20%	36 32% d	39 31%	36 43% BD	105 36% I	84 27%	7 24%	31 30%	61 35%	36 31%	47 30%	24 32%	51 40% RT	28 37% rt	22 23%	35 31%	21 24%	-	-	-	-

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

Continued

Now, please tell me if you have a favorable or unfavorable opinion of...

Kay Hagan

BANNER 1

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	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)	TOTAL YES (U)	FACE- BOOK (V)	TWIT- TER (W)	NO (X)	
VERY FAVORABLE	83 14%	15 12%	17 19% g	11 16%	15 15%	15 13%	9 10%	34 12%	49 16%	3 6%	13 13%	14 9%	20 17% Jl	29 19% JL	13 13%	9 9%	11 15%	7 8%	18 15%	20 22% oPR	26 9%	24 9%	9 11%	55 18% UVw	
SOMEWHAT FAVORABLE	154 26%	40 30% cg	17 19%	13 20%	29 28%	38 32% CdG	17 19%	67 23%	87 28%	11 23%	22 21%	40 27%	31 26%	43 28%	21 21%	25 25%	17 23%	24 28%	31 26%	28 31% o	83 29%	82 30% x	22 27%	69 23%	
SOMEWHAT UNFAVORABLE	75 13%	11 9%	13 14%	12 18% b	10 9%	15 13%	14 16%	37 13%	38 12%	7 14%	17 17% m	20 14%	10 9%	16 10%	16 16%	12 12%	8 11%	11 12%	12 10%	12 13%	43 15%	40 14%	14 17%	32 11%	
VERY UNFAVORABLE	131 22%	36 27% Cf	10 11%	13 20%	27 25% C	21 18%	23 26% C	74 26% I	57 18%	3 7%	16 16%	33 22% J	32 27% Jk	39 26% Jk	17 17%	26 27% R	25 34% ORsT	12 14%	26 22%	17 19%	58 20%	53 19%	13 16%	71 24%	
HEARD OF/NO OPINION	136 23%	25 19%	25 28%	17 25%	23 22%	24 20%	22 25%	64 22%	73 23%	18 37% MN	31 30% mN	38 25% N	23 19%	23 15%	28 28% QT	23 23% t	11 15%	29 33% QT	30 25% qT	12 13%	70 24%	65 24%	21 26%	62 21%	
NEVER HEARD OF	20 3%	3 2%	7 7% E	2 2%	1 1%	4 3%	4 4%	12 4%	8 3%	7 13% klmN	2 2%	4 3%	4 3%	3 2%	6 6%	4 4%	1 2%	4 5%	3 2%	2 2%	10 3%	10 4%	2 3%	10 3%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.2	1.2	1.5	0.9	1.2	1.4	0.7	0.9	1.4	1.4	1.0	1.0	1.2	1.3	1.0	0.9	0.8	1.4	1.3	1.7	1.1	1.2	1.1	1.2	

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Now, please tell me if you have a favorable or unfavorable opinion of...

Kay Hagan

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	204 34%	258 43%	138 23%	107 18%	97 16%	105 18%	153 25%	76 13%	62 10%	118 20%	184 31%	261 44%	132 22%	432 72%	29 5%	309 52%	198 33%	51 8%	200 33%	217 36%	170 28%	150 25%	450 75%
**D/S (FAVORABLE - UNFAVORABLE)	31 5%	-82 -40%	112 44%	1 1%	-48 -45%	-34 -35%	43 41%	70 46%	-4 -5%	5 8%	60 51%	43 24%	-82 -31%	60 45%	-22 -5%	-5 -17%	9 3%	12 6%	10 20%	-70 -35%	111 51%	-7 -4%	8 5%	23 5%
TOTAL HEARD OF																								
OCT 2013	580 97%	199 97%	250 97%	131 95%	105 98%	94 97%	101 96%	149 98%	71 93%	61 97%	112 95%	180 98%	254 97%	128 97%	420 97%	25 85%	296 96%	195 99%	50 98%	197 98%	210 97%	162 95%	143 95%	437 97%
JUN 2013	564 94%	194 95%	246 95%	124 90%	106 94%	88 96%	98 96%	148 95%	72 98%	52 80%	117 98%	192 90%	228 98%	119 90%	423 98%	14 49%	260 97%	206 96%	42 86%	158 97%	217 90%	166 99%	134 89%	430 96%
MAR 2013	570 95%	191 97%	247 94%	131 95%	97 97%	94 96%	107 92%	141 95%	70 96%	62 95%	97 96%	187 95%	265 95%	121 92%	414 96%	27 94%	283 95%	185 96%	48 93%	202 96%	200 94%	153 95%	145 96%	425 95%
TOTAL FAVORABLE																								
OCT 2013	237 40%	37 18%	150 58%	50 36%	19 18%	18 19%	58 55%	93 61%	25 33%	25 40%	75 64%	90 49%	59 22%	76 57%	153 35%	7 24%	111 36%	88 44%	23 45%	40 20%	137 63%	57 34%	51 34%	187 42%
JUN 2013	255 42%	48 24%	153 59%	54 39%	23 20%	25 27%	60 59%	93 60%	30 41%	24 37%	78 65%	99 47%	67 29%	77 59%	168 39%	9 31%	114 43%	100 46%	19 39%	41 25%	144 59%	60 36%	65 43%	190 42%
MAR 2013	243 41%	50 25%	143 54%	51 37%	22 22%	28 28%	62 54%	80 54%	24 33%	26 41%	69 69%	95 48%	70 25%	64 48%	168 39%	8 28%	119 40%	89 46%	23 44%	53 25%	132 62%	57 36%	53 35%	190 42%
TOTAL UNFAVORABLE																								
OCT 2013	206 34%	119 59%	38 15%	49 35%	68 63%	52 53%	15 14%	23 15%	29 38%	20 32%	16 13%	47 26%	141 54%	16 12%	175 41%	12 41%	102 33%	76 38%	13 25%	111 55%	26 12%	64 38%	42 28%	164 36%
JUN 2013	167 28%	93 45%	36 14%	39 28%	56 50%	37 40%	17 17%	19 12%	26 35%	13 20%	17 14%	41 19%	104 45%	11 9%	150 35%	2 7%	85 32%	63 29%	5 11%	81 50%	23 9%	56 33%	26 17%	141 31%
MAR 2013	188 31%	91 46%	47 18%	51 37%	53 53%	38 39%	17 17%	27 18%	32 44%	19 29%	9 8%	42 21%	133 48%	27 21%	144 33%	14 50%	101 34%	57 29%	16 31%	89 42%	33 16%	58 36%	45 30%	143 32%

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

Now, please tell me if you have a favorable or unfavorable opinion of...

Kay Hagan

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
VERY FAVORABLE	83 14%	7 3%	62 24% BD	14 10% B	4 4%	3 3%	21 20% EFJ	41 27% EFIJ	9 12% eF	5 8%	38 32% LM	32 17% M	9 3%	25 19% P	55 13% P	1 4%	31 10%	34 17% Q	12 23% q	9 5%	58 27% TV	14 8%	11 7%	72 16% W
SOMEWHAT FAVORABLE	154 26%	30 15%	89 34% Bd	36 26% B	15 14%	15 16%	37 35% EFI	52 34% EFI	16 21% EF	20 32% EF	38 32% M	58 32% M	50 19%	50 38% Op	98 23%	6 20%	81 26%	54 27%	11 22%	31 15%	78 36% TV	43 25% T	39 26%	115 26%
SOMEWHAT UNFAVORABLE	75 13%	37 18% C	19 7%	20 14% C	22 20% GH	15 16% G	4 4%	15 10% g	12 16% G	8 13% G	6 5%	24 13% K	44 17% K	7 5%	62 14% N	7 24% N	37 12%	26 13%	6 11%	43 21% UV	9 4%	23 13% U	21 14%	55 12%
VERY UNFAVORABLE	131 22%	83 41% CD	19 8%	29 21% C	46 43% GHIJ	37 38% GHIJ	11 11%	8 5%	17 22% gH	12 19% H	10 8%	23 12%	97 37% KL	9 7%	113 26% N	5 17%	65 21%	50 25% s	7 14%	68 34% Uv	17 8%	41 24% U	22 14%	109 24% W
HEARD OF/NO OPINION	136 23%	42 21%	61 24%	33 24%	18 17%	24 25%	28 26%	33 22%	18 23%	16 25%	21 18%	42 23%	54 21%	37 28%	92 21%	6 20%	83 27% R	32 16%	14 28%	46 23%	47 22%	41 24%	50 33% X	87 19%
NEVER HEARD OF	20 3%	5 3%	8 3%	7 5%	2 2%	3 3%	5 4%	4 2%	5 7%	2 3%	6 5%	4 2%	8 3%	4 3%	12 3%	4 15%	14 4% R	3 1%	1 2%	3 2%	7 3%	8 5%	7 5%	13 3%
**RATIO (FAVORABLE / UNFAVORABLE)	1.2	0.3	3.9	1.0	0.3	0.4	3.8	4.0	0.9	1.3	4.8	1.9	0.4	4.8	0.9	0.6	1.1	1.2	1.8	0.4	5.2	0.9	1.2	1.1

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The job Kay Hagan is doing as US Senator?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						SOCIAL MEDIA USED			
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-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)	TOTAL YES (U)	FACE-BOOK (V)	TWIT-TER (W)	NO (X)	
BASE=TOTAL SAMPLE	600 100%	131 22%	88 15%	68 11%	106 18%	116 19%	90 15%	288 48%	312 52%	49 8% Lmn	101 17% Ln	149 25%	119 20%	152 25%	101 17% PqS	100 17%	73 12%	87 14% p	120 20%	90 15%	291 48%	274 46%	81 13%	299 50%	
**D/S (APPROVE - DISAPPROVE)	36 6%	14 11% CDG	2 2% dG	- - G	6 6% DG	20 17% CDEG	-6 -6% -	-4 -2% -	40 13% H	8 17% KL	2 2% -	- - -	8 6% kL	15 10% KL	-1 -1% q	-2 -2% -	-5 -7% -	6 7% OPQ	16 13% OPQ	18 20% OPQR	5 2% W	6 2% W	-2 -3% -	28 9% UVW	
TOTAL APPROVE																									
OCT 2013	257 43%	61 47%	35 40%	26 37%	44 42%	58 49%	34 38%	113 39%	145 46% h	22 45%	38 37%	61 41%	52 44%	70 46%	40 40%	38 38%	28 38%	34 40%	58 48%	46 51% pq	118 41%	111 40%	32 39%	135 45%	
FEB 2013	278 46%	73 60% CdEFG	37 45%	32 46%	46 38%	56 44% -	34 43%	126 44%	152 49%	1 7%	21 45% J	87 39% J	76 54% JL	77 54% JL	20 42%	73 47%	30 40%	25 40%	61 42%	53 64% OPQRS	-	-	-	-	
JAN 2013	270 45%	74 61% cDEFG	42 49% f	29 42%	44 37%	46 36%	35 43%	119 41%	151 49% h	6 45%	32 48%	99 47%	42 37%	72 47%	25 42%	51 42%	33 38%	30 50%	67 43%	44 58% oPQS	-	-	-	-	
TOTAL DISAPPROVE																									
OCT 2013	222 37%	47 36%	33 37%	26 38%	38 36%	38 33%	40 44% f	117 41% i	105 34%	14 29%	36 36%	61 41%	45 38%	55 36%	40 40%	40 40%	33 44% t	28 33%	42 35%	28 31%	113 39%	105 38%	34 42%	107 36%	
FEB 2013	154 26%	24 20%	24 29%	20 28%	32 27%	34 27%	19 24%	91 32% I	62 20%	1 7%	17 36% jN	63 28% n	40 29% n	29 20%	17 34% sT	52 33% ST	21 28% t	16 26%	31 21%	13 16%	-	-	-	-	
JAN 2013	164 27%	23 19%	16 19%	16 23%	39 33% BC	42 33% BC	28 34% BC	100 35% I	64 21%	2 14%	17 26%	52 25%	34 31%	45 29%	17 28%	42 34% ST	34 39% RST	14 23%	31 20%	14 19%	-	-	-	-	
STRONGLY APPROVE	85 14%	20 15%	12 13%	8 12%	15 14%	18 16%	12 14%	39 14%	46 15%	3 7%	12 12%	18 12%	20 17% j	27 18% J	10 10%	14 14%	11 15%	7 8%	20 17% r	18 20% oR	33 11%	31 11%	8 10%	49 16% uv	
SOMEWHAT APPROVE	172 29%	41 31%	23 26%	17 25%	29 28%	39 34%	22 24%	73 25%	99 32%	19 39%	25 25%	43 29%	33 27%	43 28%	30 30%	24 24%	16 22%	27 31%	38 31%	28 32%	86 29%	80 29%	24 29%	86 29%	
SOMEWHAT DISAPPROVE	91 15%	18 14%	13 15%	11 16%	10 9%	19 17% e	19 21% E	46 16%	44 14%	6 12%	17 17%	22 15%	19 16%	24 16%	16 16%	14 14%	15 21%	12 14%	18 15%	12 14%	50 17%	46 17%	15 19%	41 14%	
STRONGLY DISAPPROVE	131 22%	29 22%	20 23%	15 22%	28 27% f	19 16%	21 23%	71 25%	60 19%	8 17%	19 19%	39 26%	26 22%	32 21%	24 24%	25 25%	17 24%	16 18%	24 20%	16 18%	63 22%	58 21%	19 23%	67 22%	

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

Now, please tell me whether you approve or disapprove of...

The job Kay Hagan is doing as US Senator?

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE- BOOK (V)	TWIT- TER (W)	NO (X)
UNDECIDED/DON'T KNOW	121 20%	23 18%	20 23%	17 25%	24 23%	21 18%	16 18%	58 20%	63 20%	13 26%	27 27%	27 18%	21 18%	27 18%	21 20%	22 22%	13 18%	24 28%	20 16%	16 17%	59 20%	59 22%	15 19%	56 19%



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The job Kay Hagan is doing as US Senator?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	204 34%	258 43%	138 23%	107 18%	97 16%	105 18%	153 25%	76 13%	62 10%	118 20%	184 31%	261 44%	132 22%	432 72%	29 5%	309 52%	198 33%	51 8%	200 33%	217 36%	170 28%	150 25%	450 75%
**D/S (APPROVE - DISAPPROVE)	36 6%	-77 -38%	115 44%	-1 -1%	-44 -41%	-34 -35%	43 40%	72 47%	-3 -4%	2 3%	60 51%	36 19%	-71 -27%	69 52%	-27 -6%	-4 -14%	3 1%	20 10%	9 19%	-61 -30%	113 52%	-18 -10%	7 5%	29 6%
TOTAL APPROVE																								
OCT 2013	257 43%	42 21%	162 63%	53 38%	22 21%	20 21%	63 60%	99 65%	27 36%	25 41%	82 70%	92 50%	68 26%	88 67%	157 36%	10 34%	124 40%	91 46%	24 48%	50 25%	149 69%	54 32%	61 41%	196 44%
FEB 2013	278 46%	55 28%	163 62%	60 43%	25 24%	30 31%	69 63%	94 61%	32 42%	28 45%	66 59%	91 53%	97 37%	86 65%	183 42%	6 21%	135 45%	99 54%	22 33%	62 31%	152 59%	60 45%	- -	- -
JAN 2013	270 45%	52 26%	158 60%	59 43%	29 24%	24 31%	62 62%	96 59%	28 41%	31 45%	63 61%	105 53%	88 32%	84 63%	171 40%	13 50%	126 44%	92 45%	18 41%	58 29%	139 63%	63 40%	- -	- -
TOTAL DISAPPROVE																								
OCT 2013	222 37%	120 59%	48 18%	54 39%	66 62%	54 56%	21 20%	27 18%	30 40%	24 38%	22 19%	56 30%	139 53%	20 15%	184 43%	14 48%	121 39%	71 36%	15 30%	110 55%	36 17%	72 42%	54 36%	167 37%
FEB 2013	154 26%	84 43%	39 15%	30 22%	53 52%	32 33%	18 17%	21 14%	20 26%	10 16%	13 12%	34 20%	105 40%	13 10%	135 31%	3 9%	90 30%	40 22%	12 18%	83 42%	30 12%	38 28%	- -	- -
JAN 2013	164 27%	100 50%	37 14%	27 20%	67 56%	32 42%	16 16%	21 13%	16 24%	11 15%	11 11%	39 20%	111 41%	11 8%	148 34%	4 14%	79 28%	59 29%	10 21%	88 44%	23 10%	49 31%	- -	- -
STRONGLY APPROVE	85 14%	7 3%	63 24%	16 12%	3 3%	4 4%	25 24%	38 25%	12 15%	4 7%	40 34%	29 16%	11 4%	31 24%	51 12%	3 9%	33 11%	37 18%	10 19%	9 5%	60 28%	13 8%	18 12%	67 15%
SOMEWHAT APPROVE	172 29%	36 17%	100 39%	37 27%	19 18%	16 17%	38 36%	61 40%	16 21%	21 34%	42 36%	63 34%	57 22%	57 43%	106 25%	7 25%	91 29%	54 27%	15 29%	40 20%	90 41%	41 24%	43 29%	129 29%
SOMEWHAT DISAPPROVE	91 15%	41 20%	26 10%	23 17%	25 23%	16 17%	9 8%	18 12%	13 17%	10 16%	10 9%	30 16%	50 19%	9 7%	76 17%	6 20%	52 17%	29 15%	4 7%	44 22%	18 8%	27 16%	24 16%	67 15%
STRONGLY DISAPPROVE	131 22%	78 38%	21 8%	31 23%	41 38%	37 39%	12 11%	9 6%	18 23%	13 21%	12 10%	26 14%	89 34%	11 8%	109 25%	8 28%	69 22%	41 21%	11 22%	66 33%	18 8%	45 27%	31 20%	100 22%

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

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BANNER 2

TOTAL (A)	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	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)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)	
UNDECIDED/DON'T KNOW	121 20%	42 20%	48 19%	31 23%	19 18%	23 23%	21 20%	27 17%	18 24%	13 21%	14 11%	37 20%	54 21%	24 18%	91 21%	5 18%	65 21%	36 18%	11 22%	41 20%	32 15%	44 26%	35 23%	86 19%



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