

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

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
DON'T KNOW/UNSURE	52 13%	15 17% F	17 27% Fg	6 15%	6 11%	4 4%	4 7%	22 11%	30 15%	17 13%	11 10%	10 14%	13 17%	12 13%	5 8%	5 13%	7 10%	14 17%	9 17%	20 21% U	4 3%	24 13% U	39 15%	12 9%
REFUSED	1 -	1 2%	-	-	-	-	-	1 1%	-	1 1%	-	-	-	1 2%	-	-	-	-	-	-	-	1 1%	1 1%	-



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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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BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-198 -49%	-4 -9%	-17 -38%	-38 -69%	-56 -82%	-27 -31%	-52 -58%	-62 -73%	-110 -62%	-24 -18%	-37 -71%	-102 -66%	-50 -27%	-86 -57%	-54 -64%	-54 -34%	-53 -51%	-16 -39%	-3 -18%	-41 -53%	-74 -52%	-50 -77%	-142 -45%	- -	- WV
RIGHT DIRECTION																									
AUG 23-25, 2014	75 19%	16 34%	9 21%	8 14%	5 7%	25 29%	11 12%	8 9%	23 13%	42 32%	4 7%	18 12%	52 29%	27 18%	11 13%	36 23%	20 19%	6 15%	7 38%	12 16%	26 18%	5 8%	64 21%	4 32%	
AUG 19-20, 2013	121 30%	23 57%	27 46%	13 22%	14 20%	28 31%	16 19%	15 17%	41 23%	61 49%	9 18%	29 18%	77 45%	28 18%	38 35%	52 45%	32 37%	9 30%	6 22%	22 29%	48 29%	19 30%	90 30%	10 49%	
AUG 20-21, 2012	124 31%	14 21%	14 23%	21 47%	35 45%	20 27%	20 31%	29 39%	65 38%	27 19%	20 37%	59 39%	41 24%	46 36%	40 36%	36 26%	36 35%	14 35%	4 18%	28 34%	3 34%	27 42%	91 28%	4 37%	
AUG 14-18, 2011	102 25%	17 31%	14 27%	18 35%	16 23%	21 26%	15 20%	19 27%	50 29%	29 22%	16 35%	41 26%	43 25%	43 31%	25 27%	28 20%	21 26%	12 28%	6 30%	27 31%	1 11%	11 27%	83 26%	5 18%	
AUG 15-18, 2010	117 29%	13 18%	6 10%	26 70%	26 46%	21 26%	22 28%	34 60%	61 37%	17 10%	25 57%	45 40%	43 19%	55 45%	31 33%	29 17%	34 34%	18 31%	6 55%	33 35%	2 31%	10 71%	100 27%	5 52%	
WRONG TRACK																									
AUG 23-25, 2014	272 68%	20 43%	27 60%	46 83%	61 89%	52 61%	63 70%	70 82%	133 76%	66 50%	40 78%	120 78%	102 56%	113 75%	65 77%	90 57%	73 70%	22 54%	10 56%	53 69%	100 71%	55 86%	206 66%	4 32%	
AUG 19-20, 2013	224 56%	11 26%	27 47%	42 71%	46 67%	47 52%	50 61%	63 73%	111 63%	47 38%	38 75%	112 72%	64 38%	114 72%	54 50%	46 40%	43 49%	14 47%	15 55%	45 58%	97 59%	41 63%	170 56%	8 37%	
AUG 20-21, 2012	224 56%	45 66%	41 66%	17 40%	29 37%	46 60%	41 61%	34 47%	85 50%	94 68%	29 53%	68 45%	111 65%	68 53%	58 51%	86 62%	58 57%	18 46%	12 61%	39 47%	5 66%	28 44%	187 58%	6 63%	
AUG 14-18, 2011	243 61%	30 54%	29 55%	29 57%	43 63%	48 61%	49 67%	42 60%	98 56%	85 66%	21 47%	98 62%	104 60%	80 57%	50 53%	97 69%	49 59%	24 55%	13 66%	48 55%	4 64%	26 66%	189 60%	17 63%	
AUG 15-18, 2010	213 53%	50 71%	48 75%	5 15%	20 34%	45 54%	43 53%	6 10%	74 45%	129 78%	7 16%	41 36%	161 70%	30 25%	52 55%	121 72%	49 49%	25 45%	2 15%	44 47%	5 69%	2 13%	207 56%	3 28%	
DON'T KNOW/UNSURE	52 13%	11 23%	8 19%	2 3%	2 4%	7 9%	16 18%	8 9%	19 11%	23 18%	8 15%	16 10%	26 14%	10 7%	8 9%	31 20%	11 11%	12 30%	1 6%	11 15%	14 10%	4 6%	41 13%	5 36%	

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

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

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
REFUSED	1	-	-	-	-	1	-	-	-	1	-	-	1	-	-	1	-	-	-	-	1	-	1	-
	-	-	-	-	-	2%	-	-	1%	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	



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And could you give an example of one issue where you feel North Carolina is getting it right?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE					PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=RD IN Q.4	75 100%	20 27%	20 26%	8 11%	4 5%	12 16%	11 15%	49 66%	25 34%	23 31%	22 29%	12 16%	17 23%	20 26%	18 24%	11 15%	9 13%	8 11%	7 10%	26 34%	13 17%	36 48%	46 62%	28 37%
TEACHER PAY/SALARY INCREASE FOR TEACHERS	12 16% (1)	5 25% (1) dg	2 12% (5)	- - *	- 11% (5)	4 37% (1) DG	- - *	9 19% (2)	3 11% (4)	4 17% (3)	4 19% (2)	2 20% (3)	2 9% (4)	4 20% (3)	4 23% (3)	1 10% (5)	1 10% (4)	1 9% (4)	1 16% (1)	4 17% (3)	4 32% (1)	4 10% (5)	7 14% (3)	5 20% (2)
EDUCATION/IMPROVING SCHOOLS (NON-SPECIFIC)	10 13% (2)	3 16% (3)	5 23% (3)	- - (8)	- - (8)	1 4% *(6)	2 15% (3)	8 17% (3)	1 6% (8)	6 24% (2)	1 3% (10)	2 15% (4)	2 10% (3)	6 28% (2)	1 6% (7)	2 15% (3)	- - *	1 7% (5)	1 12% (3)	2 9% (6)	2 13% (5)	6 16% (2)	8 17% (2)	2 7% (7)
TAXES/KEEPING TAXES LOW	10 13% (3)	1 6% (9)	5 24% (2)	- - *	1 20% (1)	1 13% (3)	2 14% (4)	9 19% (1)	- 2% *(10)	- - *	8 37% (1) JLM	1 7% (6)	1 4% (9)	1 6% *(7)	7 41% (1) NPQRS	1 7% (8)	- - *	- 5% (7)	- - *	2 6% (8)	- - *	8 23% (1)	8 17% (1)	2 6% (8)
JOBS	9 13% (4)	2 10% (4)	- - *	2 21% (4)	1 20% *(1)	1 5% (5)	4 39% (1) Cf	6 13% (4)	3 12% (2)	- - *	2 11% (7)	3 27% (1) J	4 22% (1) J	- - *	3 14% (4)	4 34% (1) NQS	- - *	3 36% (1) NqS	- - *	6 25% (1) U	- - *	3 9% (7)	3 7% (7)	6 22% (1)
ECONOMY	8 11% (5)	1 3% (10)	1 5% (7)	- - *	- 11% (5)	3 27% (2) bD	3 28% (2)	5 10% (7)	3 13% (1)	1 5% (7)	1 3% (9)	3 23% (2)	4 21% (2)	2 10% (6)	- - *	3 28% (2) oq	- - *	3 34% (2) oq	- - *	5 19% (2)	2 14% (4)	2 5% (9)	5 10% (5)	4 14% (4)
TRANSPORTATION	6 8% (6)	- - *	6 29% (1) bdeg	- - *	- - *	1 4% (6)	- - *	6 13% (5) I	- - *	6 25% (1) kl	- - *	- - *	1 3% (11)	6 29% (1) ogrs	- - *	1 5% (9)	- - *	- - *	1 2% (13)	2 18% (2)	3 9% (6)	6 13% (4) X	- - *	
PENSIONS/RETIREMENT PLAN FOR STATE WORKERS	6 8% (7)	4 20% (2) e	- - *	2 23% (2)	- - *	- - *	- - *	3 7% (9)	3 10% (5)	3 14% (4)	3 12% (5)	- - *	- - *	3 16% (4)	- - *	- - *	3 28% (1)	- - *	- - *	2 7% (7)	- - *	4 11% (4)	1 2% (13)	5 18% (3) w
VOTING REFORM/VOTER ID LAWS	5 7% (8)	2 2% (11)	4 22% (4)	- - *	- - *	4 4% (6)	- - *	5 11% (6) i	- - *	- - *	4 18% (3) j	- - *	1 6% (7)	- - *	4 24% (2) nqrs	1 8% (6)	- - *	- - *	- - *	1 4% (10)	- - *	4 12% (3)	4 8% (6)	1 5% (9)
CURRENT GOVERNMENT/APPROVE OF THE GOVERNOR	5 7% (9)	1 6% (8)	- 2% (9)	2 23% *(2)	1 17% (4)	- - *	1 9% (5)	3 6% (10)	2 10% (6)	- - *	2 12% (6)	1 5% (5)	1 7% (5)	- - *	2 8% (5)	1 11% (4)	2 20% (3)	1 7% *(5)	- - *	4 15% (4) U	- - *	1 4% (10)	2 5% (9)	3 9% (5)
BUDGET/PAYING OFF DEBT	5 7% (10)	1 7% (6)	- - *	3 32% (1) cg	- 8% (7)	1 6% (4)	- - *	3 7% (8)	2 7% (7)	- - *	3 15% (4)	1 7% (7)	1 5% (8)	1 6% *(7)	1 6% (6)	1 8% (7)	- - *	2 21% (3)	- - *	3 12% (5) u	- - *	2 6% (8)	3 6% (8)	2 8% (6)
ENVIRONMENT/FRACTURING	3 4% (11)	2 9% (5)	1 7% (6)	- - *	- - *	- - *	- - *	- 1% (13)	3 11% (3)	2 8% (6)	- - *	- 4% (9)	1 6% (6)	- 2% (9)	- - *	2 20% (2)	- - *	1 14% (2)	1 6% (9)	2 15% (3)	- - *	2 5% (10)	1 4% (10)	

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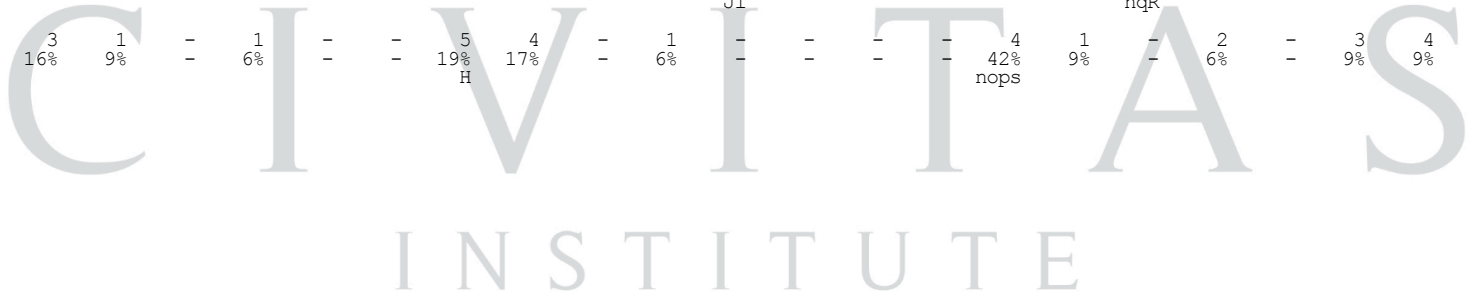
N A T I O N A L R E S E A R C H I N C

Continued

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	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
PEOPLE/DIVERSITY	2 3% (12)	1 7% (7)	-	-	-	-	1 6% (7)	2 4% (11)	-	2 9% (5)	-	-	-	2 10% (5)	-	-	-	-	-	1 3% (12)	-	1 4% (11)	1 3% (11)	1 2% (13)
GUN LAWS	1 1% (13)	-	1 5% (8)	-	-	-	-	1 2% (12)	-	-	1 4% (8)	-	-	-	1 5% (8)	-	-	-	-	-	-	1 3% (12)	1 2% (12)	-
HEALTH CARE	1 1% (14)	-	-	-	1 20% * (1)	-	-	1 1% (14)	2 2% * (10)	-	-	4 4% (8)	2 2% (12)	-	3 3% (10)	-	5 5% * (7)	-	-	-	-	1 2% (13)	-	1 3% (11)
MORALS/VALUES	1 1% (15)	-	-	-	-	-	1 7% (6)	-	1 3% (9)	-	-	-	1 4% (10)	-	-	-	-	-	1 10% (4)	1 3% (11)	-	-	-	1 3% (12)
OTHER	1 1% (15)	-	1 3% (8)	-	8% (8)	-	-	1 1% (14)	2 2% (10)	-	-	1 5% (8)	2 2% (12)	-	3 3% (10)	-	-	-	1 8% (12)	-	-	1 3% (11)	-	1 3% (12)
NONE/NOTHING	7 9% (13)	1 4% (7)	-	2 26% (10)	1 20% (10)	1 5% (7)	2 22% (11)	4 8% (13)	3 11% (15)	-	1 6% (8)	1 4% (6)	5 27% J1 (13)	1 3% (4)	1 7% (10)	2 18% (21)	-	-	3 35% ncR (9)	2 7% (12)	1 8% (10)	4 11% (13)	4 9% (11)	2 8% (10)
DON'T KNOW	5 6% (12)	-	3 16% (13)	1 9% (10)	-	1 6% (7)	-	-	5 19% H (13)	4 17% (21)	-	1 6% (8)	-	-	-	-	4 42% nops (10)	1 9% (10)	-	2 6% (8)	-	3 9% (10)	4 9% (11)	1 3% (4)



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BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=RD IN Q.4	75 100%	16 22%	9 13%	8 10%	5 7%	25 34%	11 14%	8 10%	23 31%	42 57%	4 5%	18 25%	52 70%	27 36%	11 15%	36 48%	20 27%	6 8%	7 9%	12 17%	26 34%	5 7%	64 87%	4 5%
TEACHER PAY/SALARY INCREASE FOR TEACHERS	12 16% (1)	3 18% (3)	1 15% (3)	3 41% (1)	1 18% (3)	3 13% (6)	- 4% (7)	1 9% (5)	5 21% (3)	5 13% (3)	- - (2)	5 14% (3)	7 22% (2)	6 4% (9)	- 16% (3)	6 22% (1)	4 7% (5)	- - (1)	- 29% (1)	4 14% (3)	4 14% (3)	- - (1)	11 17% (1)	1 28% (2)
EDUCATION/IMPROVING SCHOOLS (NON-SPECIFIC)	10 13% (2)	2 9% (7)	1 9% (7)	2 21% (3)	- - (2)	5 21% (2)	1 6% (5)	1 8% (6)	5 21% (2)	4 10% (6)	- - (1)	6 34% (1)	4 7% (8)	6 23% (1)	- 4% (10)	3 9% (4)	2 8% (4)	- 7% (5)	1 8% (5)	1 6% (9)	6 25% (1)	3 64% (1)	6 10% (4)	- - (X)
TAXES/KEEPING TAXES LOW	10 13% (3)	2 10% (6)	- - (7)	- - (3)	- - (2)	8 31% (1)	- 4% (8)	4 50% (1)	2 10% (4)	4 8% (7)	1 18% (3)	1 5% (5)	8 16% (2)	5 19% (4)	2 20% (3)	2 4% (7)	2 9% (3)	1 22% (3)	4 55% (1)	2 15% (3)	1 3% (10)	- - (1)	9 14% (2)	- - (VX)
JOBS	9 13% (4)	6 34% (1)	1 9% (5)	- - (10)	- - (10)	1 3% (10)	2 20% (1)	- - (10)	1 6% (7)	8 19% (1)	- - (H)	- - (KL)	9 18% (1)	2 2% (10)	1 7% (6)	8 23% (1)	1 5% (5)	1 21% (4)	1 8% (6)	1 11% (7)	5 21% (2)	- - (2)	8 13% (3)	1 14% (3)
ECONOMY	8 11% (5)	4 27% (2)	- 5% (9)	- - (9)	2 36% (2)	1 3% (12)	1 10% (2)	- - (8)	1 3% (8)	8 18% (2)	1 29% (2)	1 4% (7)	7 13% (4)	1 4% (8)	1 6% (7)	6 18% (2)	3 15% (2)	- - (7)	- 6% (7)	2 14% (5)	3 12% (6)	2 35% (3)	6 9% (5)	- 11% (5)
TRANSPORTATION	6 8% (6)	1 3% (10)	- - (2)	2 30% (2)	- - (4)	3 13% (4)	- - (4)	- - (1)	6 27% (1)	- - (HJ)	- - (3)	4 21% (10)	2 5% (10)	6 21% (3)	- - (13)	1 3% (8)	1 38% (1)	2 - (1)	- - (1)	- - (1)	3 13% (4)	3 64% (1)	3 4% (10)	- - (w)
PENSIONS/RETIREMENT PLAN FOR STATE WORKERS	6 8% (7)	- - (12)	2 20% (2)	- - (2)	- - (5)	3 13% (5)	1 7% (4)	1 9% (4)	- - (4)	5 12% (4)	- - (I)	- - (KL)	6 11% (5)	4 15% (5)	2 17% (4)	- - (15)	- - (8)	- - (8)	- - (2)	3 21% (2)	3 13% (5)	- - (5)	6 9% (6)	- - (VX)
VOTING REFORM/VOTER ID LAWS	5 7% (8)	1 6% (8)	- - (8)	- - (8)	- - (3)	4 17% (3)	- - (3)	4 50% (1)	- - (10)	1 3% (10)	- - (10)	- - (10)	5 10% (6)	4 14% (6)	- - (8)	1 4% (8)	- - (8)	- - (1)	4 55% (1)	- - (10)	1 4% (9)	- - (9)	5 8% (7)	- - (vx)
CURRENT GOVERNMENT/APPROVE OF THE GOVERNOR	5 7% (9)	2 12% (5)	2 20% (1)	- - (1)	- - (10)	1 3% (10)	1 6% (6)	1 8% (6)	- - (6)	5 11% (5)	- - (4)	1 3% (8)	5 9% (7)	1 2% (9)	2 23% (1)	2 6% (6)	1 5% (5)	- - (5)	2 7% (3)	2 15% (4)	- - (13)	- - (13)	5 7% (9)	1 14% (3)
BUDGET/PAYING OFF DEBT	5 7% (10)	2 13% (4)	1 9% (5)	- - (5)	- - (8)	1 5% (8)	1 8% (3)	- - (3)	2 7% (5)	3 8% (8)	- - (4)	2 9% (4)	3 6% (9)	- - (2)	2 8% (5)	3 8% (5)	1 3% (7)	1 23% (2)	1 15% (4)	- - (4)	2 7% (7)	- - (7)	5 8% (8)	- - (vx)
ENVIRONMENT/FRACTURING	3 4% (11)	- 3% (11)	1 11% (4)	- - (4)	2 37% (1)	- - (1)	- - (1)	2 24% (3)	- - (3)	1 3% (9)	2 52% (1)	- - (1)	1 3% (12)	2 7% (7)	- 4% (10)	1 3% (9)	- - (9)	- - (9)	- - (9)	- - (9)	1 4% (8)	- - (8)	1 2% (12)	2 47% (1)

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

Continued

And could you give an example of one issue where you feel North Carolina is getting it right?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
PEOPLE/DIVERSITY	2 3% (12)	1 4% (9)	-	-	-	1 5% (7)	-	-	1 6% (6)	1 2% (13)	-	-	2 4% (11)	-	1 12% (5)	1 2% (12)	-	-	-	1 11% (6)	1 3% (11)	-	2 3% (11)	-	
GUN LAWS	1 1% (13)	-	-	-	-	1 4% (9)	-	-	-	1 2% (11)	-	1 5% (6)	-	-	-	1 3% (10)	-	-	-	1 8% (8)	-	-	1 1% (13)	-	
HEALTH CARE	1 1% (14)	-	-	-	-	1 1% (13)	-	-	-	4 8% (8)	-	2 2% (9)	1 1% (14)	-	4 8% (8)	2 2% (14)	2 2% (10)	-	-	-	-	2 2% (12)	-	1 1% (14)	-
MORALS/VALUES	1 1% (15)	-	1 8% (8)	-	-	-	-	-	-	1 2% (12)	-	-	1 1% (13)	-	-	1 2% (11)	-	-	-	-	-	-	-	1 1% (15)	-
OTHER	1 1% (15)	-	-	-	-	1 1% (15)	1 5% (10)	-	-	1 2% (12)	-	-	1 2% (13)	-	-	1 3% (11)	-	-	-	3 3% (11)	1 2% (12)	-	1 1% (14)	-	
NONE/NOTHING	7 9% (13)	1 6% (9)	1 8% (12)	1 7% (10)	-	2 9% (13)	1 14% (20)	-	4 19% (29)	2 5% (7)	-	4 21% (32)	3 5% (7)	1 4% (6)	3 24% (36)	3 8% (12)	4 20% (30)	-	5 5% (7)	-	-	2 7% (10)	1 1% (1)	6 10% (15)	-
DON'T KNOW	5 6% (9)	-	2 16% (24)	-	-	-	3 30% (45)	-	-	5 11% (17)	-	-	5 9% (14)	-	5 13% (20)	4 20% (30)	4 20% (30)	-	-	-	1 3% (5)	-	5 7% (11)	-	



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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

And could you give an example of one issue where you feel North Carolina is getting it wrong?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=WT IN Q.4	272 100%	52 19%	27 10%	24 9%	46 17%	78 29%	44 16%	120 44%	152 56%	88 32%	84 31%	50 18%	50 18%	54 20%	45 17%	21 8%	57 21%	61 22%	34 12%	47 17%	108 40%	114 42%	171 63%	94 35%
EDUCATION (NON-SPECIFIC)	95 35% (1)	23 44% (1)	11 42% (1)	4 16% (2)	12 27% (1)	27 34% (1)	18 41% (1)	30 25% (1)	65 42% (1)	26 29% (1)	34 41% (1)	17 34% (1)	17 35% (1)	12 22% (1)	10 22% (1)	8 40% (1)	27 47% (1)	27 43% (1)	11 33% (1)	9 19% (1)	44 41% (1)	41 36% (1)	64 38% (1)	27 29% (1)
TEACHER PAY/NEED TO PAY TEACHERS MORE	48 18% (2)	10 20% (2)	3 13% (4)	7 29% (1)	9 18% (2)	16 21% (3)	3 6% (6)	17 14% (3)	32 21% (2)	13 15% (3)	17 20% (2)	11 22% (2)	7 14% (3)	8 16% (4)	6 13% (5)	2 10% (6)	10 17% (4)	16 27% (2)	6 17% (3)	4 9% (7)	16 15% (3)	28 24% (2)	32 19% (2)	12 13% (5)
HEALTH CARE/OBAMACARE/ MEDICAID	36 13% (3)	3 6% (8)	6 21% (3)	2 6% (7)	7 14% (4)	17 21% (2)	3 7% (5)	12 10% (6)	24 16% (3)	10 12% (5)	15 18% (3)	5 10% (5)	6 12% (5)	4 7% (5)	6 12% (6)	2 10% (5)	12 21% (2)	9 15% (3)	4 11% (5)	5 11% (4)	14 13% (5)	17 15% (3)	28 16% (3)	9 9% (6)
VOTING RIGHTS/RESTRICTIVE VOTING LAWS	27 10% (4)	9 18% (3)	1 4% (8)	1 4% * (8)	3 6% (8)	10 13% (4)	2 5% (7)	12 10% (7)	15 10% (4)	6 7% (6)	7 8% (5)	6 12% (4)	8 16% (2)	1 3% (10)	6 14% (4)	4 19% (2)	10 18% (3)	1 1% (10)	4 13% (4)	1 2% (11)	18 17% (2)	8 7% (7)	19 11% (4)	8 9% (7)
MORALS/VALUES	26 9% (5)	5 9% (6)	1 3% (10)	3 13% (5)	2 4% (9)	4 6% (6)	11 25% (2)	17 14% (2)	9 6% (7)	15 17% (2)	5 5% (9)	2 5% (7)	4 8% (6)	12 22% (2)	3 6% (9)	2 10% (4)	4 7% (6)	3 5% (6)	2 5% (7)	4 10% (6)	15 14% (4)	7 6% (8)	17 10% (5)	8 8% (8)
CURRENT GOVERNMENT	22 8% (6)	4 8% (7)	1 4% (9)	3 14% (4)	3 6% (7)	9 12% (5)	1 3% (9)	14 12% (4)	8 5% (9)	4 4% (9)	6 8% (6)	8 17% (3)	3 7% (8)	3 6% (7)	8 18% (2)	3 13% (3)	4 7% (7)	2 4% (7)	1 4% (8)	5 10% (5)	7 7% (7)	10 9% (4)	8 5% (7)	14 15% (2)
JOBS	22 8% (7)	1 3% (9)	2 9% (5)	- - (3)	8 17% (3)	4 5% (7)	6 14% (3)	13 11% (5)	8 6% (8)	13 15% (4)	4 5% (10)	1 2% (9)	4 7% (7)	10 18% (3)	3 6% (8)	1 4% (10)	4 7% (8)	2 3% (8)	3 8% (6)	1 3% (10)	10 9% (6)	8 7% (6)	9 5% (6)	12 13% (4)
TAXES	20 7% (8)	7 14% (4)	- - (4)	3 12% (6)	3 7% (6)	2 3% (8)	4 10% (4)	10 8% (8)	11 7% (5)	2 3% (10)	8 9% (4)	4 7% (6)	6 13% (4)	2 4% (8)	7 16% (3)	- - (10)	1 1% (10)	4 6% (5)	6 19% (2)	6 12% (3)	3 3% (10)	9 7% (5)	8 5% (8)	13 13% (3)
BUDGET/SPENDING	14 5% (9)	1 2% (10)	7 26% (2)	1 4% * (8)	4 9% (5)	1 1% (11)	- - (11)	3 3% (11)	10 7% (6)	4 5% (7)	6 8% (7)	1 2% (10)	2 4% (11)	- - (10)	2 5% (10)	1 6% (9)	5 9% (5)	5 7% (4)	1 2% (11)	2 5% (9)	6 5% (9)	6 5% (9)	6 3% (10)	7 7% (9)
ENVIRONMENT/FRACTURING	12 4% (10)	6 12% (5)	2 9% (6)	- - (10)	1 3% (10)	1 1% (10)	1 2% (10)	8 7% (9)	4 3% (10)	2 2% (11)	5 7% (8)	2 4% (8)	3 6% (9)	2 3% (9)	4 10% (7)	2 9% (7)	2 4% (9)	1 1% (11)	1 3% (9)	3 5% (8)	6 6% (8)	2 2% (10)	7 4% (9)	5 5% (10)
ECONOMY	9 3% (11)	- 1% (11)	1 6% (7)	3 14% (3)	- 1% (11)	1 1% (9)	2 4% (8)	7 6% (10)	2 1% (11)	4 4% (8)	2 2% (11)	1 2% (11)	2 5% (10)	4 7% (6)	2 3% (11)	1 7% (8)	- - (9)	1 2% (9)	1 3% (10)	7 15% (2)	- - (11)	2 2% (11)	6 3% (11)	3 3% (11)

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



And could you give an example of one issue where you feel North Carolina is getting it wrong?

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
OTHER	5 2%	-	1 5%	1 4%	-	2 2%	1 1%	2 2%	3 2%	1 2%	1 1%	2 5%	-	-	1 3%	-	2 2%	1 3%	-	2 5%	2 2%	1 1%	3 2%	2 2%
NONE/NOTHING	11 4%	-	1 5%	1 3%	5 11%	3 4%	1 2%	4 4%	7 4%	4 5%	3 3%	2 4%	2 4%	1 1%	3 6%	1 5%	4 7%	-	3 8%	6 12%	2 2%	3 3%	7 4%	3 4%
DON'T KNOW	5 2%	-	-	-	-	5 7%	-	-	5 3%	-	-	4 9%	1 1%	-	-	-	-	4 7%	1 2%	-	4 4%	1 1%	4 3%	1 1%



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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

And could you give an example of one issue where you feel North Carolina is getting it wrong?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=WT IN Q.4	272 100%	20 7%	27 10%	46 17%	61 23%	52 19%	63 23%	70 26%	133 49%	66 24%	40 15%	120 44%	102 37%	113 42%	65 24%	90 33%	73 27%	22 8%	10 4%	53 20%	100 37%	55 20%	206 76%	4 1%	
EDUCATION (NON-SPECIFIC)	95 35% (1)	4 19% (2)	5 19% (1)	14 29% (1)	30 49% (1) BCf	13 25% (1)	28 45% (1) Bc	33 47% (1) J	53 39% (1) J	9 14% (3)	25 63% (1) LM	41 34% (1)	26 25% (1)	48 42% (1) P	28 42% (1) P	19 21% (1)	35 48% (1) tU	9 41% (1)	3 31% (2)	12 22% (2)	25 25% (1)	18 33% (1)	73 36% (1)	2 44% (1)	
TEACHER PAY/NEED TO PAY TEACHERS MORE	48 18% (2)	1 4% (9)	4 14% (4)	4 8% (6)	12 20% (3) b	12 23% (2) b	16 25% (2) B	6 8% (6)	28 21% (2)	14 20% (1)	4 9% (4)	28 23% (2)	14 14% (3)	18 16% (3)	13 20% (2)	16 18% (2)	12 17% (3)	3 14% (5)	- 4% (7)	9 17% (3)	21 21% (2) s	9 17% (3) x	35 17% (2) X	- - -	
HEALTH CARE/OBAMACARE/ MEDICAID	36 13% (3)	- 2% (10)	5 18% (2)	2 4% (8)	12 20% (2) Bd	10 19% (3) b	7 11% (3)	11 16% (4)	17 13% (3)	8 11% (4)	8 21% (2)	14 11% (4)	12 12% (5)	18 16% (4)	7 11% (4)	9 10% (6)	17 23% (2) u	4 18% (2)	3 32% (1)	6 11% (4)	6 6% (8)	8 14% (4) x	29 14% (3) X	- - -	
VOTING RIGHTS/RESTRICTIVE VOTING LAWS	27 10% (4)	1 4% (8)	- - (4)	7 16% (4)	11 18% (4) c	3 6% (8)	4 7% (6)	15 21% (3) J	10 8% (6)	2 2% (10)	7 18% (3)	8 7% (6)	10 10% (6)	17 15% (5)	4 6% (8)	6 7% (7)	10 13% (4) s	4 18% (3) s	- - (7)	2 3% (7)	11 11% (4) s	7 12% (5)	20 10% (5) X	- - -	
MORALS/VALUES	26 9% (5)	2 11% (5)	2 8% (5)	11 23% (2)	4 6% (6)	4 7% (7)	3 4% (8)	17 24% (2) I	3 2% (11)	6 9% (6)	3 9% (5)	6 5% (8)	16 16% (2)	18 16% (2) O	1 2% (10)	6 7% (8)	2 3% (9)	1 4% (6)	2 20% (4)	13 25% (1) Qru	6 6% (9)	4 8% (8)	22 11% (4)	14% (3)	1 (3)
CURRENT GOVERNMENT	22 8% (6)	1 4% (7)	4 14% (3)	6 12% (5)	1 2% (10)	8 15% (4)	2 4% (9)	1 2% (10)	11 8% (5)	10 14% (2) H	3 7% (7)	7 6% (7)	12 12% (4)	5 5% (8)	7 10% (5)	10 11% (4)	4 6% (7)	4 17% (4) s	- - (6)	3 5% (6)	11 11% (5) s	3 6% (7)	17 8% (6)	1 (2)	
JOBS	22 8% (7)	- - (8)	1 6% (8)	8 17% (3)	2 4% (9)	6 11% (5)	3 5% (7)	5 7% (7)	10 7% (5)	7 10% (5)	3 7% (6)	14 12% (3)	5 5% (11)	4 3% (9)	4 6% (7)	13 15% (3) n	5 7% (6)	- - (5)	- - (5)	3 6% (5)	13 13% (3) RS	13 23% (2) wX	9 4% (10) X	- - -	
TAXES	20 7% (8)	3 16% (3)	2 8% (6)	1 2% (9)	2 4% (8)	4 8% (6)	4 7% (5)	4 6% (8)	11 9% (4)	5 7% (7)	1 3% (10)	9 7% (5)	10 9% (7)	2 2% (11)	9 13% (3) n	4 5% (5)	6 8% (5)	1 3% (7)	1 10% (6)	2 3% (8)	11 11% (6)	7 12% (6)	14 7% (7) X	- - -	
BUDGET/SPENDING	14 5% (9)	2 8% (6)	1 2% (9)	1 1% (10)	5 8% (5)	1 2% (11)	5 7% (4)	6 8% (5)	6 5% (9)	2 3% (9)	1 3% (9)	6 5% (9)	7 7% (8)	9 8% (6)	1 1% (11)	4 4% (10)	1 1% (11)	- - (5)	1 13% (5)	- - (7)	8 8% (7) rt	- - (8)	14 7% (8) VX	- - -	
ENVIRONMENT/FRACKING	12 4% (10)	3 12% (4)	- - (7)	2 5% (7)	4 6% (7)	1 3% (10)	1 1% (10)	3 5% (9)	7 5% (8)	1 2% (11)	2 5% (8)	5 4% (10)	5 5% (10)	6 5% (7)	4 7% (6)	1 2% (11)	3 4% (8)	- 2% (8)	3 27% (3)	2 3% (10)	4 4% (11)	1 2% (9)	10 5% (9) X	- - -	
ECONOMY	9 3% (11)	5 24% (1) DEFG	2 7% (7)	- - (7)	- - (9)	2 4% (9)	- - (11)	1 1% (11)	4 3% (10)	4 6% (8)	- - (11)	2 2% (9)	6 6% (9)	2 2% (10)	2 3% (9)	4 5% (9)	2 2% (10)	- - (9)	- - (9)	2 3% (10)	5 6% (10)	- - (11)	9 4% (11) vx	- - -	

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

And could you give an example of one issue where you feel North Carolina is getting it wrong?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
OTHER	5 2%	1 4%	1 5%	-	2 3%	1 2%	-	-	-	5 7% hi	2 5%	2 2%	1 1%	2 2%	-	3 3%	1 1%	-	-	2 3%	2 2%	3 6%	1 1%	1 14%
NONE/NOTHING	11 4%	2 8%	4 15%	1 2%	1 2%	2 3%	1 2%	-	4 3%	7 10% h	-	2 2%	9 9% k	1 1%	2 3%	7 8%	6 8%	-	-	1 2%	3 3%	5 9%	5 3%	-
DON'T KNOW	5 2%	-	-	-	4 7%	-	1 1%	-	4 3%	1 1%	-	4 4%	1 1%	-	4 7% n	1 1%	-	-	-	4 8%	1 1%	-	5 2%	-



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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

And thinking about the United States for a moment, do you feel things in the United States are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
RIGHT DIRECTION	65 16%	13 15%	7 10%	2 5%	11 20%	21 23% D	11 19%	28 15%	37 18%	26 20%	14 12%	12 17%	13 16%	14 17%	9 12%	5 15%	14 19%	13 16%	10 20%	8 9%	37 30% TV	19 11%	45 17%	19 14%
WRONG TRACK	278 69%	64 72%	49 78%	33 86% Fg	38 67%	58 62%	36 60%	141 73%	137 66%	79 61%	89 76%	49 68%	61 76%	53 62%	56 83% nQ	31 83% nQ	44 59%	60 71%	34 67%	81 88% UV	59 47%	131 74% U	166 64%	106 79% W
DON'T KNOW/UNSURE	56 14%	11 12%	8 12%	3 9%	7 13%	14 15%	13 21%	23 12%	33 16%	25 19%	13 11%	11 15%	7 8%	19 22% oP	3 5%	1 2%	15 21% OP	11 13% P	6 12% p	3 3%	28 22% T	25 14% T	46 18% X	10 7%
REFUSED	1 -	1 1%	-	-	-	-	-	-	1 -	-	1 1%	-	-	-	-	-	1 1%	-	-	-	1 1%	-	1 -	-



CIVITAS  
INSTITUTE

And thinking about the United States for a moment, do you feel things in the United States are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
RIGHT DIRECTION	65 16%	3 7%	5 11%	17 30% b	21 30% BcFg	8 9%	12 13%	24 28% J	28 16%	12 9%	23 44% LM	21 14%	21 12%	33 22%	11 13%	21 13%	21 20%	5 12%	1 7%	15 19%	19 13%	12 19%	51 16%	3 21%
WRONG TRACK	278 69%	44 91% DEG	37 84% DEg	25 45%	34 50%	70 82% DE	61 68%	40 46%	116 66% h	119 89% HI	19 38%	104 67% K	143 79% KL	83 55%	58 70%	130 82% No	71 68%	29 71%	16 85% T	40 52%	109 78% T	43 67%	218 69%	9 71%
DON'T KNOW/UNSURE	56 14%	1 2%	2 5%	14 25% b	13 19% Bc	8 10%	17 19% BC	21 24% J	32 18% J	2 2%	9 17%	30 19% m	17 9%	34 23% P	14 17% P	7 4%	12 12%	7 17%	1 4%	22 29% qSU	13 9%	8 13%	45 14%	1 8%
REFUSED	1 -	-	-	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	1 -	-	-	-	-	1 4%	-	-	-	1 -	-



CIVITAS  
INSTITUTE

And if the election for State Legislature were held today, would you be voting for the Republican candidate, or the Democratic candidate?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (REPUBLICAN CANDIDATE - DEMOCRATIC CANDIDATE)	-20 -5%	-13 -14%	3 5% BFG	13 33% BCEFG	5 8% BFG	-11 -11%	-17 -28%	11 6% I	-31 -15%	-13 -10%	1 1% jlm	-3 -5%	-3 -4%	-7 -8%	14 21% NQRS	4 11% NQRS	-12 -16%	-9 -10%	-10 -20%	73 79% UV	-96 -77%	3 2% U	-35 -14%	17 13% W
REPUBLICAN CANDIDATE																								
AUG 23-25, 2014	112 28%	18 20%	22 34%	18 46% Beg	13 23%	29 31%	13 22%	65 34%	47 23%	31 24%	30 26%	26 36%	25 31%	21 25%	27 39% rS	17 46% qRS	17 24%	20 24%	10 19%	77 83% UV	1 1%	33 19% U	55 21%	56 42% W
AUG 19-20, 2013	117 29%	25 23%	17 38% bf	14 43% bf	15 24%	21 23%	25 41% BeF	57 30%	59 28%	49 27%	30 29%	18 34%	19 32%	26 26%	21 35%	10 31%	26 24%	22 33%	11 35%	76 76% UV	5 4%	35 21% U	77 27%	39 35%
AUG 20-21, 2012	147 37%	33 36% c	12 22%	19 45% C	27 41% C	30 37% c	25 40% c	77 40%	70 34%	44 30%	47 38%	31 47% J	25 40%	34 35%	33 47% Q	10 42%	23 26%	30 41% q	17 39%	106 82% UV	6 5%	34 24% U	100 34%	41 42%
AUG 14-18, 2011	126 32%	26 27%	15 29%	19 52% BceF	17 30%	22 25%	26 41% f	63 33%	63 30%	45 29%	31 27%	25 35%	25 42% jK	16 20%	33 41% NR	14 49% NR	36 32%	16 25%	11 33%	84 78% UV	7 6%	31 21% U	82 29%	40 37%
AUG 15-18, 2010	155 39%	34 37%	25 56% BEFg	14 39%	21 34%	28 34%	33 40%	74 39%	81 39%	25 38%	52 39%	39 41%	39 37%	21 39%	31 36%	22 42%	23 42%	38 40%	20 34%	100 75% UV	6 7%	47 29% U	88 36%	66 44%
DEMOCRATIC CANDIDATE																								
AUG 23-25, 2014	132 33%	31 35% DE	19 29%	5 13%	8 15%	40 42% DE	30 50% DE	54 28%	78 38%	44 34%	29 25%	29 41% k	29 36%	28 33%	12 18%	13 35% o	29 40% O	29 34% o	20 40% O	4 4%	97 78% TV	30 17% T	90 35%	39 29%
AUG 19-20, 2013	157 39%	49 46% cd	13 30%	9 27%	23 36%	37 40%	27 44%	72 38%	85 41%	91 50% KLM	36 35%	15 29%	15 25%	49 50% OPrS	16 27%	6 20%	53 48% OPrS	24 35% p	9 28%	1 1%	102 79% TV	54 32% T	129 45% X	28 25%
AUG 20-21, 2012	130 32%	35 39% D	19 33% D	5 13%	20 30% D	26 31% D	24 39% D	53 28%	76 37% h	43 29%	44 36%	19 29%	23 37%	29 30%	17 25%	7 30%	30 33%	28 38% o	18 41% o	4 3%	90 75% TV	36 25% T	95 32%	31 32%
AUG 14-18, 2011	117 29%	39 40% EG	14 28%	9 25%	12 22%	26 28%	16 24%	56 29%	61 29%	47 30%	39 34% L	14 20%	17 28%	33 40% OPr	17 22%	5 18%	33 30%	14 23%	14 41% OPr	5 4%	81 68% TV	29 19% T	90 32%	25 24%
AUG 15-18, 2010	109 27%	33 36% Cd	6 13%	7 19%	17 27% c	23 28% C	23 27% C	54 28%	55 26%	17 26%	35 26%	30 32%	26 25%	11 21%	31 36% n	12 23%	16 29%	24 26%	15 24%	6 4%	67 71% TV	36 22% T	78 32% X	31 21%

NEITHER

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

And if the election for State Legislature were held today, would you be voting for the Republican candidate, or the Democratic candidate?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
AUG 23-25, 2014	55 14%	18 20% F	9 15%	8 20%	9 16%	6 6%	5 9%	11 6%	44 21% H	12 9%	22 19%	7 10%	14 17%	4 4%	4 6%	4 10%	11 14%	21 26% NOP	12 24% NO	5 5%	3 3%	44 25% TU	40 16% x	10 8%
AUG 19-20, 2013	62 16%	15 14%	4 8%	5 16%	16 25% CG	17 19% c	6 10%	33 17%	29 14%	20 11%	18 17%	9 17%	16 27% Jk	13 13%	10 17%	10 31% NoQr	12 11%	10 15%	7 22%	12 12%	8 6%	42 25% TU	40 14%	22 20%
AUG 20-21, 2012	24 6%	5 6%	3 6%	2 4%	5 7%	3 4%	5 8%	15 8%	8 4%	13 9% k	3 3%	4 6%	3 5%	11 12% oq	3 4%	2 7%	3 4%	3 5%	2 4%	3 3%	2 1%	17 12% TU	19 6%	5 5%
AUG 14-18, 2011	56 14%	11 12%	10 19% de	2 6%	4 8%	15 17%	13 21% de	30 15%	27 13%	24 16% M	15 13% m	13 19% M	3 5%	13 15% S	14 17% S	3 11% S	16 14% S	11 18% S	-	4 4%	13 11% t	35 23% TU	33 12%	24 22% W
AUG 15-18, 2010	59 15%	12 13%	7 16%	7 21%	12 18%	13 15%	8 9%	32 16%	27 13%	11 16%	23 17%	9 10%	16 15%	8 15%	16 18%	8 16%	8 15%	11 11%	9 15%	12 9%	11 11%	35 21% TU	40 16%	18 12%
DON'T KNOW	98 25%	21 24%	14 21%	7 18%	25 45% bcdFg	19 20%	12 20%	61 32% I	37 18%	43 33% LM	34 29% LM	9 13%	12 14%	33 39% Prs	24 35% PRS	4 10%	16 22%	13 15%	8 16%	7 8%	23 18%	65 37% TU	69 27%	29 22%
REFUSED	3 1%	-	-	1 2%	1 2%	1 1%	-	1 1%	2 1%	-	1 1%	-	1 1%	-	1 2%	-	-	1 1%	1 2%	-	-	2 1%	3 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

And if the election for State Legislature were held today, would you be voting for the Republican candidate, or the Democratic candidate?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22% bc	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38% o	84 21%	158 40% o	105 26%	41 10%	18 5%	77 19%	141 35% QRST	64 16% x	314 78%	13 3%	
**D/S (REPUBLICAN CANDIDATE - DEMOCRATIC CANDIDATE)	-20 -5%	40 83% DEFG	33 75% DEFG	-40 -72%	-56 -81%	11 13% DEG	-8 -9% DE	-64 -75%	-24 -13% H	68 51% HI	-40 -76%	-30 -19% K	51 28% KL	-78 -52%	-1 -1% N	56 36% NO	-15 -15%	8 20% QST	-4 -20%	-13 -17%	8 5% QsT	-18 -28%	-5 -2% V	-2 -14%	
REPUBLICAN CANDIDATE																									
AUG 23-25, 2014	112 28%	41 85% DEFG	36 81% DEFG	1 1%	1 1%	23 27% DEg	10 11% DE	1 2%	28 16% H	82 61% HI	- -	23 15% K	87 48% KL	7 4%	23 27% N	79 50% NO	22 21%	18 43% s	3 14%	23 30%	44 31%	7 11%	98 31% V	2 15%	
AUG 19-20, 2013	117 29%	32 77% DEFG	44 76% DEFG	5 8%	1 1%	21 24% DE	14 18% E	12 13%	23 13%	81 65% HI	9 18%	15 9%	93 54% KL	20 13%	24 22% n	67 58% NO	26 29%	10 34%	7 28%	22 29%	49 30%	6 10%	104 34% V	4 21%	
AUG 20-21, 2012	147 37%	56 83% DEFG	50 81% DEFG	2 6%	3 4%	17 22% DE	17 26% DE	3 4%	44 26% H	94 69% HI	6 11%	28 18%	105 62% KL	16 12%	41 36% N	85 61% NO	41 41%	13 32%	6 30%	36 44%	3 37%	3 4%	135 42% V	8 82% VW	
AUG 14-18, 2011	126 32%	43 76% DEFG	42 80% DEFG	3 6%	4 6%	17 22% DE	14 19% DE	5 7%	36 21% H	77 59% HI	4 9%	30 19%	87 51% KL	23 16%	24 26% NO	73 52% NO	18 22%	12 29%	3 17%	30 34% qs	5 7% QRST	4 11%	111 35% V	8 29%	
AUG 15-18, 2010	155 39%	48 68% DEFG	52 82% BDEFG	3 8%	3 6%	23 27% DE	24 30% DE	- -	39 24% H	112 68% HI	1 2%	15 13% K	136 59% KL	15 12%	29 30% N	109 65% NO	35 34%	19 34%	5 45%	32 34%	4 51%	- -	151 41% V	2 20%	
DEMOCRATIC CANDIDATE																									
AUG 23-25, 2014	132 33%	1 2%	3 6%	40 73% BCFG	57 83% BCFG	12 14% b	18 20% BC	66 77% IJ	52 30% J	14 10% LM	40 76% LM	53 34% M	37 20% OP	85 56% OP	23 28% p	23 14% P	38 36%	10 24%	6 34%	36 47% U	37 26%	25 39%	103 33%	4 29%	
AUG 19-20, 2013	157 39%	1 2%	- 1%	45 76% BCFG	57 82% BCFG	26 29% BC	28 35% BC	60 70% IJ	80 45% J	11 9%	30 59% M	85 54% M	25 15%	98 62% OP	41 38% P	12 10%	35 40%	9 31%	12 43%	33 42%	64 39%	40 62% Wx	104 34%	8 38%	
AUG 20-21, 2012	130 32%	3 4%	1 2%	31 73% BCFG	59 76% BCFG	19 25% BC	16 25% BC	56 78% IJ	57 33% J	14 10% LM	38 43% LM	64 44% M	24 14%	74 58% OP	30 26%	24 17%	36 36%	14 36%	5 27%	28 34%	3 39%	38 59% WX	90 28% X	1 9%	
AUG 14-18, 2011	117 29%	4 7%	1 2%	37 72% BCFG	44 65% BCFG	13 17% bc	15 21% BC	44 63% IJ	58 33% J	14 11% LM	27 61% LM	59 37% M	26 15%	67 48% OP	27 29% P	18 13%	35 42% U	13 29%	8 39%	31 35%	1 12%	23 57% W	80 25%	10 38%	
AUG 15-18, 2010	109 27%	4 6%	1 2%	28 76% BCFG	39 68% BCFG	21 26% BC	14 18% BC	42 74% IJ	37 37% J	5 3%	35 82% LM	51 45% M	20 9%	67 55% OP	27 28% P	13 8%	37 36% U	15 28% U	2 18%	32 35% U	- -	7 51% w	96 26%	4 38%	
NEITHER																									

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



And if the election for State Legislature were held today, would you be voting for the Republican candidate, or the Democratic candidate?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
AUG 23-25, 2014	55 14%	1 2%	4 8%	1 1%	3 4%	10 11% d	34 38% BCDEF	6 7%	34 19% h	15 11%	6 12%	22 14%	20 11%	13 8%	16 20% n	25 16%	19 18% T	2 5%	3 18%	2 3%	19 13% T	11 18%	39 12%	5 38%
AUG 19-20, 2013	62 16%	5 12%	7 12%	4 6%	4 6%	24 27% BCDE	18 22% DE	6 6%	35 20% H	21 17% H	6 12%	25 16%	31 18%	20 12%	21 19%	19 17%	15 17%	4 15%	3 12%	13 17%	26 16%	6 10%	49 16%	4 21%
AUG 20-21, 2012	24 6%	2 2%	2 3%	1 2%	1 1%	11 15% BCDE	6 9% e	1 1%	14 8% H	8 6% h	2 3%	6 4%	13 8%	5 4%	11 10% n	6 5%	4 4%	1 2%	3 16%	4 4%	1 11%	- -	23 7% VX	- -
AUG 14-18, 2011	56 14%	3 6%	1 2%	7 13% c	6 9%	19 24% BCE	16 22% BCE	8 12%	24 14%	13 10%	5 10%	27 17%	21 12%	18 13%	15 16%	16 12%	12 14% sU	6 15% U	1 4%	6 7% U	- -	3 7%	44 14% X	1 4%
AUG 15-18, 2010	59 15%	8 12%	4 6%	2 5%	9 15% d	20 25% BCD	15 18% CD	7 13%	28 17%	19 12%	5 11%	21 18%	31 13%	19 15%	16 17%	22 13%	14 14%	8 15%	2 16%	14 16%	1 18%	3 20%	54 14%	2 22%
DON'T KNOW	98 25%	5 11%	2 5%	14 25%	8 12%	40 47% BCEg	25 28% bCe	12 14%	62 35% HJ	22 16%	6 11%	56 36% KM	35 19%	46 30%	21 25%	30 19%	25 24%	11 27%	6 32%	14 18%	41 29%	21 33%	71 23%	2 18%
REFUSED	3 1%	- -	- -	- -	- -	1 1%	2 2%	1 1%	- -	1 1%	- -	- -	3 1%	1 1%	- -	2 1%	1 1%	- -	- 2%	2 2%	- -	- -	3 1%	- -



CIVITAS  
INSTITUTE

Please tell me some of the reasons you would vote for a Republican for State Legislator over a Democrat.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=GOP IN Q.7	112 100%	18 16%	22 20%	18 16%	13 11%	29 26%	13 12%	65 58%	47 42%	31 27%	30 27%	26 23%	25 23%	21 19%	27 24%	17 15%	17 16%	20 18%	10 9%	77 68%	1 1%	33 30%	55 49%	56 50%
DISLIKE DEMOCRATS/DON'T LIKE THE WAY THEY'RE RUNNING THE COUNTRY	22 20% (1)	5 29% (1) D	4 18% (2)	1 4% (6)	1 10% (3)	7 25% (1) d	4 31% (1)	14 21% (2)	9 18% (2)	5 15% (3)	3 11% (5)	7 27% (1)	7 28% (1)	2 9% (4)	6 23% (1)	5 33% (2)	3 20% (2)	3 16% (4)	2 20% (1)	10 12% (3) U	- - (1)	12 36% (1) TU	10 19% (2)	12 21% (2)
FISCAL RESPONSIBILITY/ BALANCED BUDGET/CUT SPENDING	21 19% (2)	2 13% (4)	9 43% (1) e	5 28% (1) e	- 3% (10)	2 8% (5)	2 13% (4)	18 28% (1) I	2 5% (7)	12 39% (1) L	6 20% (1) L	- - (1)	3 12% (3) 1	13 62% (1) OPQRs	4 14% (3) q	2 9% (3)	- - (6)	1 4% (3)	2 17% (3)	19 25% (1) UV	- - (7)	2 6% (7)	16 29% (1) X	5 9% (5)
CONSERVATIVE/POLITICAL STANCE	19 17% (3)	3 16% (3)	1 3% (9)	4 21% (3)	1 10% (2)	7 24% (2)	4 30% (2)	10 15% (3)	9 20% (1)	3 10% (4)	4 14% (3)	6 22% (3)	6 25% (2)	- - (2) n	4 16% (2) n	6 34% (1) Ns	5 31% (1) n	3 16% (3) n	1 8% (7) n	15 20% (2) U	- - (3) u	4 12% (3)	4 7% (5)	14 26% (1) W
MORALS/VALUES	12 11% (4)	1 8% (6)	- - (4)	3 17% (4)	1 8% (5)	6 21% (3) C	1 5% (7)	6 10% (4)	6 13% (4)	1 2% (7)	5 18% (2) jM	6 23% (2) jM	- 1% (11)	2 11% (3)	4 13% (4)	- 2% (10) *	1 3% (5) *	5 27% (1) PQS	- - (4) U	9 12% (4)	- - (5)	3 10% (5)	2 4% (10)	10 17% (3) w
FAVORABLE/AGREE WITH WHAT THEY STAND FOR/WANT TO SEE THEM IN OFFICE (GENERAL)	11 10% (5)	4 20% (2) CG	- - (2) cg	4 21% (2)	2 16% (1)	2 7% (6)	- - (10)	3 5% (10)	8 18% (3) h	3 8% (5)	3 10% (6)	4 15% (4)	2 7% (7)	2 8% (5)	1 4% (10)	- - (4)	2 13% (4)	4 21% (2) P	2 18% (2) p	6 8% (5)	1 62% (1)	4 13% (2)	6 10% (3)	6 10% (4)
EFFECTIVENESS/REPUBLICANS WILL A BETTER JOB/DEMOCRATS HAVE DONE NOTHING	10 9% (6)	2 10% (5)	1 6% (6)	1 7% (5)	- 3% (9)	3 12% (4)	2 12% (5)	6 10% (5)	4 8% (5)	5 16% (2)	1 5% (9)	1 4% (8)	2 9% (4)	3 13% (2)	3 9% (6)	1 6% (7)	2 13% (3)	- - (5)	1 14% (5)	6 8% (6)	1 38% (2)	3 10% (4)	5 9% (4)	5 8% (6)
TAXES/LOWER TAXES	5 4% (7)	1 3% (11)	2 11% (4)	- - (4)	1 9% (4)	1 3% (8)	- - (6)	4 6% (6)	1 1% (11)	- - (11)	4 12% (4) jm	1 5% (7)	- - (8)	1 3% (8)	3 11% (5)	1 4% (9)	- - (7)	1 3% (7)	- - (9)	3 4% (9)	- - (6)	2 6% (6)	2 5% (9)	2 4% (8)
FOR THE PEOPLE/DEMOCRATS AREN'T REPRESENTING THE PEOPLE	4 4% (8)	- - (9)	1 3% (9)	- - (10)	- - (10)	1 3% (10)	3 23% (3)	4 6% (7)	1 2% (10)	2 6% (6)	1 3% (12)	- - (6)	2 8% (6)	2 8% (12)	1 3% (5)	1 8% (5)	- - (7)	- - (7)	1 8% (7) *	4 6% (7)	- - (7)	- - (6)	4 7% (6)	1 1% (13)
HEALTH CARE/OBAMACARE	4 4% (9)	1 6% (8)	1 5% (8)	1 3% (7)	- 4% (7)	1 2% (11)	1 4% (8)	3 5% (9)	1 3% (9)	- - (10)	1 4% (6)	2 6% (8)	2 6% (8)	- - (8)	2 7% (8)	1 6% (6)	- - (8)	1 3% (8)	1 6% (9)	3 3% (10)	- - (8)	2 5% (8)	3 5% (7)	1 3% (10)
OBAMA/VOTING AGAINST OBAMA	4 3% (10)	- - (11)	- 2% (11)	- - (6)	1 6% (7)	2 7% (7)	1 6% (6)	2 3% (12)	2 4% (8)	- - (13)	1 2% (10)	1 4% (10)	2 9% (5)	1 3% (7)	1 2% (13)	1 4% (8)	- - (9)	- 2% (9)	1 15% (4)	2 3% (11)	- - (11)	1 2% (11)	1 1% (13)	3 6% (7)
TIME FOR A CHANGE	4 3% (11)	1 3% (9)	3 14% (3)	- - (3)	- - (3)	- - (3)	- - (13)	1 2% (13)	3 6% (6)	- - (8)	2 6% (9)	1 4% (9)	1 4% (9)	- - (11)	1 4% (11)	- - (5)	- - (5)	2 8% (5)	1 11% (6)	4 5% (8)	- - (8)	- - (8)	3 5% (8)	1 2% (12)
EDUCATION/TREATMENT OF TEACHERS	3 3% (12)	- 2% (12)	2 7% (5)	- - (10)	- 3% (8)	1 3% (8)	- - (8)	3 5% (8)	- - (8)	- - (11)	1 3% (11)	2 6% (5)	1 3% (10)	- - (9)	2 6% (9)	1 9% (4)	- - (13)	- - (13)	- - (13)	2 2% (13)	- - (9)	2 5% (9)	2 4% (11)	1 2% (11)

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

Please tell me some of the reasons you would vote for a Republican for State Legislator over a Democrat.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
ENTITLEMENTS/WELFARE REFORM/DEMOCRATS WANT TO GIVE EVERYTHING AWAY	3 2% (13)	1 7% (7)	1 5% (7)	- - *	- 3% (10)	- - -	- - -	3 4% (11)	- - -	- - -	2 8% (7)	- - *	- - 1%	- - 9%	- - 2%	- - *	- - 10%	- - -	- - -	2 2% (12)	- - -	1 3% (10)	1 2% (12)	1 3% (9)
JOBS	1 1% (14)	1 3% (10)	- - -	- - *	- 3% (10)	- - -	- - -	- - -	1 1% (15)	- - -	1 2% (14)	- - *	- - 1%	- - 2%	- - *	1 3% (5)	- - -	- - -	- - -	1 1% (14)	- - -	- - -	1 1% (14)	- - -
ECONOMY	- - (15)	- - -	- - -	- - *	4% (7)	- - -	- - -	1% (14)	- - -	- - -	2% (15)	- - -	- - -	- - -	2% (14)	- - -	- - -	- - -	- - -	1% (15)	- - -	- - -	1% (15)	- - -
NONE/NOTHING/DON'T LIKE REPUBLICANS/WOULDN'T VOTE FOR ANY OF THEM	6 5% (15)	1 3% (10)	- - -	1 4% (10)	- 3% (10)	3 11% (15)	1 7% (10)	4 5% (15)	2 5% (10)	2 5% (10)	1 3% (10)	3 11% (15)	1 2% (10)	1 3% (10)	2 9% (15)	1 3% (10)	1 5% (10)	1 7% (10)	- - -	2 3% (10)	- - -	4 11% (15)	2 4% (10)	4 6% (9)
DON'T KNOW	6 5% (15)	- - -	1 6% (9)	- - -	4 30% (10)	- - -	1 6% (9)	- - -	6 13% (15)	3 11% (10)	1 4% (10)	1 5% (10)	- - -	- - -	- - -	3 20% (15)	2 12% (10)	- - -	5 7% (10)	- - -	- - -	5 9% (10)	1 2% (10)	



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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

Please tell me some of the reasons you would vote for a Republican for State Legislator over a Democrat.

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=GOP IN Q.7	112 100%	41 36%	36 32%	1 -	1 1%	23 21%	10 9%	1 1%	28 25%	82 73%	- -	23 21%	87 78%	7 6%	23 20%	79 71%	22 20%	18 16%	3 2%	23 21%	44 39%	7 6%	98 87%	2 2%
DISLIKE DEMOCRATS/DON'T LIKE THE WAY THEY'RE RUNNING THE COUNTRY	22 20% (1)	5 11% (3)	5 14% (3) DE	- -	- -	8 36% (1) bDE	4 35% (1) DE	1 45% (2)	4 13% (4)	18 22% (1)	- -	6 25% (1)	15 17% (3)	1 15% (5)	4 17% (3)	15 19% (2)	4 19% (2)	1 5% (5)	1 43% (2)	7 31% (1)	8 18% (3)	- -	18 18% (3) V	1 46% (2)
FISCAL RESPONSIBILITY/ BALANCED BUDGET/CUT SPENDING	21 19% (2)	17 43% (1) CDEFG	2 4% (7)	- -	- -	1 5% (9)	1 9% (3)	- 20% (1) H	6 19% (2) H	15 20% (2) H	- -	3 14% (3)	18 20% (1)	2 34% (1)	1 6% (7)	17 22% (1) o	2 9% (6)	10 55% (1) qst	- -	1 6% (6)	8 18% (2) S	2 33% (1)	19 19% (2) X	- -
CONSERVATIVE/POLITICAL STANCE	19 17% (3)	7 16% (2) de	9 24% (1) DE	- -	- -	3 14% *(2)	1 7% (5)	- 15% (3) h	4 18% (3) H	15 19% (2) H	- -	3 12% (4)	17 19% (2)	- 26% (1) N	6 17% (3) N	13 17% (3) N	3 14% (3)	2 13% (2)	- -	3 15% (3) s	10 22% (1) S	- -	19 20% (1) VX	- 1% (4)
MORALS/VALUES	12 11% (4)	3 8% (5)	6 17% (2) DEG	- -	- -	3 14% *(2)	- -	- 11% (5)	3 11% (4) H	9 13% (4) H	- -	1 3% (9)	12 13% (4)	- 17% (4) n	4 11% (4) N	8 11% (4) N	7 30% (1) rSt	- 2% (10)	- -	1 4% (9)	4 10% (5) S	- -	12 13% (4) VX	- -
FAVORABLE/AGREE WITH WHAT THEY STAND FOR/WANT TO SEE THEM IN OFFICE (GENERAL)	11 10% (5)	1 3% (11)	5 13% (4) d	- -	1 100% BCDFG	2 8% (6)	3 26% (2) d	- -	3 9% (6) H	9 10% (5) H	- -	2 7% (6)	10 11% (5)	1 19% (4)	4 16% (5)	6 8% (5)	1 3% (11)	- -	- -	4 15% (2) rs	7 16% (4) qRS	- -	10 10% (5) VX	- -
EFFECTIVENESS/REPUBLICANS WILL A BETTER JOB/DEMOCRATS HAVE DONE NOTHING	10 9% (6)	3 8% (6)	3 7% (5) BCEFG	1 100%	- -	3 11% (4)	1 8% (4)	- -	5 19% (2) H	4 5% (6)	- -	4 18% (2)	6 6% (6)	1 21% (3)	4 20% (2)	4 5% (7)	2 10% (4)	2 57% (1) qrtU	- -	2 10% (4)	3 8% (6)	1 19% (2)	7 8% (6)	1 53% (1) w
TAXES/LOWER TAXES	5 4% (7)	2 5% (7)	1 2% (11)	- -	- -	2 9% (5)	- -	- 8% (7)	2 3% (11)	- -	- 5% (7)	4 4% (8)	- -	2 9% (6)	2 2% (12)	2 6% (8)	1 6% (8)	1 3% (7)	- -	1 5% (8)	2 4% (8)	- -	5 7% (7) vx	- -
FOR THE PEOPLE/DEMOCRATS AREN'T REPRESENTING THE PEOPLE	4 4% (8)	4 9% (4)	1 2% (10)	- -	- -	- -	- -	- 6% (8)	3 3% (8)	- -	- -	4 5% (7)	2 26% (2)	1 3% (11)	2 3% (10)	1 2% (13)	1 4% (6)	- -	1 3% (10)	2 6% (7)	- -	- -	4 4% (10)	- -
HEALTH CARE/OBAMACARE	4 4% (9)	1 4% (10)	1 3% (9)	- -	- -	2 7% (7)	- -	- 2% (12)	4 4% (7)	- -	1 2% (11)	3 4% (9)	- -	4 5% (6)	2 2% (14)	2 9% (4)	1 20% (3)	2 7% (5)	- -	- -	- -	- -	4 4% (11)	1 29% (3)
OBAMA/VOTING AGAINST OBAMA	4 3% (10)	1 2% (13)	1 4% (8)	- -	- -	- 1% (11)	- 4% (6)	1 55% (1)	1 4% (11)	2 2% (12)	- -	1 5% (8)	2 2% (12)	1 11% (6)	1 5% (10)	2 3% (9)	1 4% (10)	- 2% *(8)	- -	1 5% (7)	- 1% (11)	- -	4 4% (8)	- -
TIME FOR A CHANGE	4 3% (11)	1 3% (12)	3 7% (6)	- -	- -	- -	- -	- -	1 4% *(9)	3 3% (10)	- -	2 9% (5)	2 2% (13)	- -	1 5% *(8)	3 3% (8)	1 5% (9)	2 10% (3)	- -	- -	1 2% (10)	- -	4 4% (9)	- -
EDUCATION/TREATMENT OF TEACHERS	3 3% (12)	2 4% (9)	- -	- -	- -	2 7% (8)	- -	- 2% (13)	- 3% (9)	3 3% (10)	- -	- 3% (10)	- -	- 2% (12)	2 2% (11)	2 9% (5)	- -	- -	- 3% (11)	1 1% *(12)	- -	- -	3 3% (12)	- -

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

Please tell me some of the reasons you would vote for a Republican for State Legislator over a Democrat.

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
ENTITLEMENTS/WELFARE REFORM/DEMOCRATS WANT TO GIVE EVERYTHING AWAY	3 2% (13)	2 4% (8)	-	-	-	1 4% (10)	-	-	1 4% * (9)	2 2% (13)	-	1 3% (10)	2 2% (11)	-	1 5% * (8)	2 2% (13)	1 6% (7)	-	-	-	1 3% (9)	-	3 3% (13)	-
JOB	1 1% (14)	-	1 2% (12)	-	-	-	-	-	1 1% (14)	-	-	1 1% (14)	-	-	1 1% (14)	1 2% (12)	-	-	-	-	1 1% * (12)	-	1 1% (14)	-
ECONOMY	- (15)	- 1% (14)	-	-	-	-	-	-	- 1% (15)	-	-	- 1% (15)	-	-	- 1% (15)	-	-	-	-	2% (12)	-	-	-	-
NONE/NOTHING/DON'T LIKE REPUBLICANS/WOULDN'T VOTE FOR ANY OF THEM	6 5% (15)	-	2 5% (12)	-	-	3 14% (12)	1 6% (6)	-	2 7% (9)	4 5% (8)	-	1 5% (5)	5 5% (10)	-	1 3% (3)	5 6% (11)	1 6% (6)	-	-	1 6% (6)	3 7% (9)	-	6 6% (10)	-
DON'T KNOW	6 5% (15)	-	5 15% BDEF	-	-	-	5% (5)	-	1 3% (3)	5 6% (10)	-	2% (2)	5 6% (10)	-	-	5 7% (10)	3 15% (6)	-	-	-	1 3% (3)	3 48% (15)	2 3% (3)	-



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Please tell me some of the reasons you would vote for a Democrat for State Legislator over a Republican.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE					PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND OVER	
																							UNDER (W)	34 (X)
BASE=DEM IN Q.7	132 100%	31 23%	19 14%	5 4%	8 6%	40 30%	30 23%	54 41%	78 59%	44 33%	29 22%	29 22%	29 22%	28 21%	12 9%	13 10%	29 22%	29 22%	20 15%	4 3%	97 74%	30 23%	90 69%	39 30%
EFFECTIVENESS/REPUBLICANS AREN'T DOING ANYTHING	30 23% (1)	4 12% (4)	2 9% (6)	1 29% (2)	1 11% (3)	13 34% (1)	8 28% (2)	10 18% (3)	20 26% (1)	10 24% (1)	7 24% (2)	4 12% (5)	9 31% (1)	8 29% (2)	- 4% (7)	1 10% (4)	9 32% (1)	3 11% (4)	8 38% (1)	- - (1)	18 19% (1)	11 37% (1)	22 24% (1)	8 20% (3)
DISLIKE REPUBLICANS/DISLIKE THEIR STANCES (NON SPECIFIC)	24 18% (2)	11 36% (1)	5 27% (1)	2 39% (1)	1 9% (5)	4 9% (7)	2 7% (4)	16 30% (1)	8 11% (5)	7 16% (3)	7 24% (1)	5 16% (3)	6 19% (2)	8 27% (3)	5 37% (2)	4 30% (1)	3 9% (7)	3 9% (6)	3 14% (4)	- - (2)	16 17% (2)	8 27% (2)	15 17% (2)	9 22% (2)
DEMOCRATS ARE FOR THE PEOPLE/FOR THE LOWER CLASS/ REPUBLICANS ARE ONLY FOR THE WEALTHY	20 15% (3)	3 10% (6)	4 24% (2)	- 1% * (5)	4 42% (1)	4 11% (5)	4 14% (3)	8 15% (4)	11 15% (4)	4 10% (5)	5 16% (3)	5 16% (2)	5 19% (4)	- - (4)	5 43% (1)	2 19% (2)	4 15% (3)	3 12% (3)	3 18% (3)	- 12% (3)	16 16% (3)	3 11% (3)	7 7% (6)	12 30% (1)
FAVORABLE TO DEMOCRATS/ AGREE WITH WHAT THEY STAND FOR/WANT TO SEE THEM IN OFFICE (GENERAL)	16 12% (4)	8 25% (2)	2 11% (5)	- - (4)	1 10% (4)	5 13% (3)	- - (3)	2 3% (7)	14 18% (2)	5 12% (4)	2 6% (7)	7 26% (1)	1 5% (6)	1 2% (4)	- - (3)	1 10% (3)	5 18% (2)	7 23% (1)	2 10% (6)	1 14% (2)	14 14% (4)	2 6% (5)	13 15% (3)	3 6% (5)
EDUCATION/REPUBLICANS ARE AGAINST TEACHERS	15 12% (5)	5 16% (3)	2 11% (4)	- - (4)	2 28% (2)	6 15% (2)	- - (2)	3 5% (5)	13 16% (3)	2 5% (8)	3 10% (5)	4 15% (4)	6 19% (3)	- 1% (5)	2 12% (3)	1 5% (6)	3 11% (5)	4 14% (2)	5 26% (2)	- - (5)	12 12% (5)	3 11% (4)	10 11% (5)	6 15% (4)
MORALS/VALUES	12 9% (6)	1 5% (8)	- - * (5)	- 1% (5)	- - (12)	1 1% (12)	10 33% (1)	10 19% (2)	1 2% (10)	10 22% (2)	1 3% (10)	1 2% * (8)	1 2% (10)	10 35% (1)	- - (1)	1 4% (7)	- - (8)	1 3% (8)	1 3% (10)	- - (6)	12 12% (6)	- - (8)	11 13% (4)	1 1% (10)
WOMEN'S RIGHTS/WOMEN'S ISSUES	7 5% (7)	2 6% (7)	- - * (6)	- - (6)	1 8% (6)	4 10% (6)	- - (6)	- - (6)	7 9% (6)	4 10% (6)	1 2% (12)	2 6% (6)	- - (6)	- - (6)	- - (6)	- - (4)	4 14% (4)	2 9% (7)	- - (7)	- - (7)	7 7% (7)	- - (7)	7 7% (7)	- - (7)
HEALTH CARE/LIKE DEMOCRAT HEALTH CARE STANCE/ REPUBLICANS WON'T FUND OBAMACARE	6 5% (8)	- - * (3)	- - (3)	1 19% (3)	- - (4)	4 11% (4)	1 2% (7)	2 4% (6)	4 5% (9)	5 5% (7)	2 6% * (8)	1 2% (7)	- - (7)	1 8% (5)	1 8% (5)	3 11% (6)	- - (6)	1 4% (7)	- - (7)	- - (8)	5 6% (8)	- - (8)	5 5% (8)	1 3% (6)
ENVIRONMENT	5 4% (9)	3 10% (5)	- - * (6)	- - (6)	1 8% (8)	1 4% (8)	- - (8)	- - (7)	5 7% (7)	2 4% (9)	1 5% (8)	- - (5)	2 7% (5)	- - (5)	- - (5)	3 9% (8)	1 2% (9)	2 10% (5)	- - (5)	5 5% (9)	1 2% (7)	5 5% (9)	5 5% (9)	1 2% (7)
ECONOMY/BETTER ECONOMY UNDER DEMOCRATS	5 4% (10)	- - (3)	3 15% (3)	- - (8)	1 7% (8)	1 2% (9)	1 2% * (5)	- - (8)	5 6% (8)	- - (4)	4 14% (4)	- - (4)	1 2% * (8)	- - (8)	- - (8)	- - (9)	1 5% (9)	3 9% (5)	1 4% * (8)	3 74% (1)	2 2% (11)	- - (10)	4 5% (10)	1 1% (8)
VOTING LAW/REPUBLICANS ARE AGAINST MINORITY VOTING RIGHTS	2 2% (11)	- - * (3)	- - (3)	1 19% (3)	- - (11)	1 1% (11)	1 2% * (5)	1 3% (8)	1 1% (11)	- - (9)	1 3% (9)	1 2% (7)	1 2% * (8)	- - (8)	1 12% (4)	- - (8)	- - (8)	- - (5)	1 4% * (8)	- - (10)	2 2% (10)	- - (11)	2 2% (11)	1 1% (9)

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

Please tell me some of the reasons you would vote for a Democrat for State Legislator over a Republican.

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
REPUBLICANS ONLY CARE ABOUT THEMSELVES	1 1% (12)	-	-	-	-	1 2% (10)	-	1 1% (9)	-	-	1 3% (11)	-	-	-	1 6% (6)	-	-	-	-	-	-	1 3% (6)	1 1% (12)	-
OTHER	1 -	-	-	-	-	1 2%	1 1%	-	-	-	-	1 2%	-	-	1 4%	-	-	-	-	-	-	1 2%	-	-
NONE/NOTHING/DON'T LIKE DEMOCRATS/WOULDN'T VOTE FOR ANY OF THEM	4 3%	-	2 9%	1 12%	-	1 2%	1 5%	3 5%	2 2%	3 6%	-	1 3%	1 4%	2 6%	-	1 9%	1 3%	1 3%	-	-	3 3%	2 5%	3 3%	1 3%
DON'T KNOW	8 6%	2 5%	-	-	-	4 11%	2 7%	1 2%	7 9%	-	1 4%	5 17% j	2 7%	-	-	1 8%	-	6 21% NOQ	1 5%	-	6 6%	2 7%	5 6%	3 7%



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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

Please tell me some of the reasons you would vote for a Democrat for State Legislator over a Republican.

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=DEM IN Q.7	132 100%	1 1%	3 2%	40 31%	57 43%	12 9%	18 14%	66 50%	52 39%	14 10%	40 30%	53 41%	37 28%	85 64%	23 18%	23 17%	38 29%	10 7%	6 5%	36 27%	37 28%	25 19%	103 78%	4 3%
EFFECTIVENESS/REPUBLICANS AREN'T DOING ANYTHING	30 23% (1)	- - (1)	- - (1)	7 17% (3)	12 20% (2) BC	3 26% (2) BC	8 45% (1) BC	20 30% (1) J	10 19% (3) J	- - (1)	18 45% (1) Lm	7 13% (4)	5 14% (4)	21 25% (1)	3 15% (2)	5 22% (1)	17 46% (1) RT	1 7% (6)	1 12% *(2)	1 3% (7)	10 26% (1) t	- - (1)	28 27% (1) V	2 48% (4)
DISLIKE REPUBLICANS/DISLIKE THEIR STANCES (NON SPECIFIC)	24 18% (2)	- - (2)	- - (2)	13 31% (1) bc	4 6% (8)	4 30% (1) BCe	5 26% (2) bc	9 13% (3)	14 27% (1)	2 13% (3)	6 16% (2)	13 24% (2)	5 15% (3)	13 15% (3)	7 29% (1)	5 21% (2)	4 10% (6)	6 57% (1) Qsu	1 10% (4)	7 19% (2)	7 20% (3)	5 22% (2)	19 18% (2) X	- - (2)
DEMOCRATS ARE FOR THE PEOPLE/FOR THE LOWER CLASS/ REPUBLICANS ARE ONLY FOR THE WEALTHY	20 15% (3)	- 45% (2)	- - (2)	5 13% (4)	11 19% (3) C	3 22% (3) c	1 4% (5)	8 12% (5)	11 22% (2) j	- 3% (4)	3 8% (6)	15 28% (1) kM	2 4% (6)	14 16% (2)	3 11% (5)	2 5% (7)	2 17% (2)	- 7% *(5)	6 16% (3)	9 24% (2)	2 6% (6)	18 18% (3) X	- - (3)	
FAVORABLE TO DEMOCRATS/ AGREE WITH WHAT THEY STAND FOR/WANT TO SEE THEM IN OFFICE (GENERAL)	16 12% (4)	1 55% (1)	- - (1)	1 3% (8)	12 21% (1) CdF	- - (1)	2 10% (4)	8 13% (4)	2 4% (6)	5 40% (1) I	6 14% (3)	1 1% (12)	10 26% (2)	11 13% (5)	2 9% (5)	3 13% (3)	5 13% (2)	1 6% (7)	1 12% *(2)	2 7% (5)	6 16% (4)	11 43% (1) WX	5 5% (7)	- - (1)
EDUCATION/REPUBLICANS ARE AGAINST TEACHERS	15 12% (5)	- - (5)	- - (5)	2 5% (5)	10 18% (4) BC	1 5% (5)	3 14% (3)	7 11% (6)	8 16% (4) J	- - (1)	5 12% (4)	10 19% (3) M	1 2% *(7)	13 15% (4)	2 9% (4)	1 2% (6)	4 11% (4)	1 14% (3)	- 7% *(5)	5 12% (4)	3 8% (5)	2 7% *(4)	12 11% (5)	2 52% *(1)
MORALS/VALUES	12 9% (6)	- - (6)	- - (6)	10 26% (2) bcfg	1 3% (10)	- - (6)	- - (6)	10 15% (2) j	2 4% (7)	- - (1)	1 3% (9)	1 3% (10)	10 27% (1)	11 13% (6)	1 2% (8)	1 2% *(7)	1 1% (11)	- - (11)	- - (11)	11 31% (1) qrsu	- - (9)	- - (9)	12 4% (4) vX	- - (4)
WOMEN'S RIGHTS/WOMEN'S ISSUES	7 5% (7)	- - (7)	- - (7)	- 12% (5) bcdfg	7 5% (5)	- - (5)	- - (5)	4 6% (8)	2 5% (5)	- - (5)	4 11% (5)	2 5% (6)	- - (7)	7 8% (7)	- - (7)	- - (7)	5 13% (3)	- - (3)	- - (3)	- - (3)	- - (3)	2 7% *(4)	3 3% (9)	2 52% *(1)
HEALTH CARE/LIKE DEMOCRAT HEALTH CARE STANCE/ REPUBLICANS WON'T FUND OBAMACARE	6 5% (8)	- - (8)	- - (8)	1 4% (7)	4 7% (7)	- - (7)	- - (7)	5 7% (7)	1 1% (12)	- - (7)	3 7% (7)	3 5% (5)	- - (9)	4 5% (9)	1 4% *(6)	1 2% *(7)	4 10% (5)	1 9% *(4)	- - (5)	- - (5)	1 2% *(6)	- - (6)	5 5% (6)	- - (6)
ENVIRONMENT	5 4% (9)	- - (9)	- - (9)	- 8% (6)	5 8% (6)	- - (6)	1 4% (6)	3 5% (9)	2 4% (8)	- - (8)	3 7% (8)	2 4% *(7)	1 2% (7)	5 6% (8)	- - (8)	- - (8)	1 4% (9)	- - (9)	- - (9)	1 4% (6)	1 2% *(6)	- - (6)	3 3% (8)	2 52% *(1)
ECONOMY/BETTER ECONOMY UNDER DEMOCRATS	5 4% (10)	- 100% (10)	3 - (10)	- 4% (9)	2 4% (9)	- - (9)	- - (9)	2 2% (11)	1 1% (10)	3 20% (2)	- - (9)	1 3% (5)	3 7% (10)	2 2% (10)	1 12% (9)	3 3% (4)	1 9% *(4)	1 3% (1)	3 43% (1)	- - (1)	- - (1)	3 11% (3)	2 2% (11)	- - (11)
VOTING LAW/REPUBLICANS ARE AGAINST MINORITY VOTING RIGHTS	2 2% (11)	- - (11)	- - (11)	1 4% (6)	1 1% (11)	- - (11)	- - (11)	2 3% (10)	1 1% (11)	- - (11)	- - (11)	1 3% (8)	- - (8)	1 1% (11)	1 4% *(6)	- - (11)	2 4% (8)	- - (8)	- - (8)	- - (8)	1 1% (8)	- - (10)	2 2% (10)	- - (10)

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



Please tell me some of the reasons you would vote for a Democrat for State Legislator over a Republican.

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
REPUBLICANS ONLY CARE ABOUT THEMSELVES	1 1% (12)	-	-	-	-	1 7% (4)	-	-	1 2% (9)	-	-	1 2% (11)	-	1 1% (12)	-	-	-	-	-	1 2% (8)	-	-	1 1% (12)	-
OTHER	1 -	-	-	-	-	1 4%	-	-	1 1%	-	-	1 1%	-	-	1 2%	-	-	-	-	-	1 1%	-	1 1%	-
NONE/NOTHING/DON'T LIKE DEMOCRATS/WOULDN'T VOTE FOR ANY OF THEM	4 3%	-	-	2 5%	1 1%	1 5%	1 5%	-	2 4%	2 17%	-	4 7%	1 2%	2 3%	-	2 10%	1 4%	-	-	2 7%	1 2%	2 7%	3 3%	-
DON'T KNOW	8 6%	-	-	-	6 11%	1 9%	1 5%	1 2%	6 12%	1 7%	-	6 11% K	1 3%	1 1%	5 21% n	2 9%	1 3%	-	1 17%	4 12%	2 4%	1 4%	7 7%	-



# CIVITAS

## INSTITUTE

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

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE					PARTY ID			YEARS LIVED IN NC			
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34		
																							AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
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IMPROVING PUBLIC EDUCATION																									
AUG 23-25, 2014	128 32% (1)	31 36% (1) D	17 27% (2) d	3 7% (6)	19 34% (1) D	35 37% (1) D	24 39% (1) D	55 29% (1)	73 35% (1)	50 39% (1)	39 34% (1)	20 27% (1)	19 23% (1)	37 43% (1) OP	12 17% (2)	6 17% (2)	31 42% (1) OP	28 33% (1) op	15 30% (1)	15 16% (2)	67 54% (1) TV	44 25% (1)	105 41% (1) X	21 16% (2)	
AUG 19-20, 2013	129 32%	41 38%	20 45% efG	9 27%	16 26%	27 29%	16 25%	60 31%	69 33%	69 38% kM	28 27%	17 32%	15 24%	36 36%	15 25%	9 26%	41 38%	19 29%	8 27%	26 26%	48 38% t	54 32%	93 33%	34 30%	
AUG 20-21, 2012	78 19%	15 17%	15 26%	7 16%	12 18%	20 24%	9 15%	29 15%	48 23% h	39 26% LM	22 18%	9 13%	8 13%	19 20% p	8 12%	2 7%	27 30% OPs	15 20% p	7 15%	16 12%	38 32% TV	24 17%	64 22% x	13 14%	
AUG 14-18, 2011	63 16%	14 14% d	6 12%	2 5%	12 21% D	16 18% D	13 19% D	35 18%	28 13%	35 23% KLM	14 12%	7 10%	6 11%	23 28% OPRS	10 12%	2 8%	19 17% r	4 7%	4 12%	9 9%	29 25% Tv	21 14%	51 18% x	11 11%	
AUG 15-18, 2010	59 15%	15 16% C	2 5%	8 24% C	10 16% C	11 13% c	12 14% c	27 14%	32 15%	13 20% m	23 17% m	12 13%	11 10%	9 17% p	14 17% p	4 7%	9 17% p	16 16% p	7 12%	8 6%	27 29% TV	21 13% T	44 18% X	13 9%	
-----																									
ECONOMY AND JOBS																									
AUG 23-25, 2014	93 23% (2)	13 15% (2)	24 38% (1) B	11 29% (1)	15 27% (2)	19 20% (2)	11 18% (2)	43 22% (2)	50 24% (2)	29 22% (2)	30 26% (2)	17 24% (2)	17 21% (2)	15 18% (2)	20 29% (1)	7 20% (1)	16 22% (2)	23 27% (2)	11 22% (2)	27 30% (1)	30 24% (2)	35 20% (2)	52 20% (2)	37 28% (1)	
AUG 19-20, 2013	127 32%	31 28%	9 21%	12 37%	14 23%	34 37% ce	27 44% bCE	66 34%	61 30%	46 25%	44 42% J	16 31%	20 34%	29 29% Q	26 43% Q	11 35%	28 26% Q	24 36%	9 29%	35 36%	41 32%	50 29%	85 30%	41 37%	
AUG 20-21, 2012	181 45%	38 43%	23 41%	18 45%	32 47%	37 45%	32 51%	93 48%	88 42%	67 46%	53 43%	31 48%	29 46%	51 52% J	30 43%	12 47%	35 39%	33 45%	20 45%	55 43%	53 44%	68 48%	137 47%	41 42%	
AUG 14-18, 2011	180 45%	50 51%	22 43%	16 43%	23 39%	41 45%	29 44%	82 43%	98 47%	63 40%	53 46%	31 44%	34 56% J	33 40% J	35 44%	14 48%	48 43%	29 47%	21 62% NoQ	46 43%	51 43%	74 49%	121 43%	55 51%	
AUG 15-18, 2010	166 41%	31 33%	19 43% d	8 24%	31 48% bD	43 53% BD	34 41% d	69 36%	97 46% H	25 38%	52 39%	49 52% jK	40 37%	12 23%	37 43% N	20 39% n	25 46% N	50 53% NpS	21 36%	48 36%	41 43%	74 45% t	98 40%	66 44%	
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ILLEGAL IMMIGRATION																									

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

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND OVER	
																							UNDER (W)	34 (X)
AUG 23-25, 2014	40 10% (3)	10 11% (3)	5 7% (5)	8 22% (2)	3 6% (5)	12 12% (3)	2 4% (6)	18 10% (3)	22 10% (3)	6 5% (7)	10 8% (5)	8 11% (4)	16 20% (3)	3 3% (7)	10 14% (3)	6 16% (3)	6 8% (4)	6 7% (4)	10 20% (3)	13 14% (3)	2 1% (7)	24 14% (3)	22 8% (3)	17 13% (3)
AUG 19-20, 2013	16 4% (3)	1 1% (3)	5 11% Bfg	1 2% (2)	6 10% Bfg	2 2% (2)	1 2% (2)	7 3% (3)	9 4% (4)	6 3% (3)	3 3% (3)	2 5% (4)	4 7% (4)	1 1% (1)	4 7% (4)	1 4% (4)	4 4% (4)	2 2% (2)	3 10% n	6 6% (6)	4 3% (3)	6 3% (3)	8 3% (3)	8 7% w
AUG 20-21, 2012	15 4% (3)	- - (0)	2 3% (3)	2 4% (4)	5 8% B	4 5% B	2 3% (3)	8 4% (4)	7 3% (3)	3 2% (2)	6 5% (6)	4 6% (4)	2 3% (3)	3 6% (6)	4 3% (3)	1 1% (1)	1 7% q	5 7% (4)	1 2% (2)	8 6% (6)	3 2% (2)	4 3% (3)	8 3% (3)	7 7% (7)
AUG 14-18, 2011	9 2% (2)	3 3% (3)	2 3% (3)	2 5% (5)	1 2% (2)	2 3% (3)	- - (0)	2 1% (1)	7 3% (3)	4 2% (2)	2 2% (2)	2 4% (4)	2 - (0)	1 1% (1)	2 5% (5)	4 4% (4)	3 3% (3)	1 2% (2)	2 2% (2)	3 3% (3)	4 3% (3)	5 2% (2)	3 3% (3)	
AUG 15-18, 2010	27 7% (7)	4 4% (4)	4 10% (10)	5 14% (14)	5 8% (8)	5 6% (6)	4 5% (5)	12 6% (6)	14 7% (7)	1 1% (1)	5 4% (4)	9 10% Jk	11 10% JK	3 5% (3)	3 4% (4)	6 12% oQ	1 2% (2)	8 8% q	6 10% Q	18 13% UV	2 2% (2)	7 4% (4)	13 5% (5)	14 9% (9)
MORAL ISSUES																								
AUG 23-25, 2014	29 7% (4)	9 11% (5)	1 1% (1)	4 10% (4)	1 2% (2)	8 9% (4)	5 9% (4)	15 8% (6)	14 7% (4)	4 3% (3)	10 8% (4)	8 11% (3)	7 8% (5)	1 1% (1)	8 11% (4)	6 16% (4)	4 6% (5)	8 10% (3)	2 3% (6)	13 14% (4)	4 3% (6)	12 7% (7)	18 7% (5)	11 8% (5)
AUG 19-20, 2013	15 4% (3)	5 4% CD	- - (0)	- - (0)	1 1% (1)	7 8% CDe	2 3% (3)	4 2% (2)	10 5% (5)	11 6% KM	- - (0)	4 8% KM	- - (0)	3 3% (3)	1 1% (1)	- - (0)	7 7% PS	3 5% ps	- - (0)	5 5% (5)	3 2% (2)	7 4% (4)	10 3% (3)	5 4% (4)
AUG 20-21, 2012	12 3% (3)	1 1% (1)	1 1% (1)	1 2% (2)	2 3% (3)	4 5% (5)	3 5% (5)	7 3% (3)	5 2% (2)	7 4% (4)	3 2% (2)	1 1% (1)	2 3% (3)	7 7% OPq	- - (0)	- - (0)	1 1% (1)	2 3% (3)	2 4% (4)	4 3% (3)	2 2% (2)	6 4% (4)	9 3% (3)	3 3% (3)
AUG 14-18, 2011	8 2% (2)	1 1% (1)	2 3% (3)	1 2% (2)	1 2% (2)	- - (0)	4 6% f	1 - (0)	7 4% H	4 2% (2)	4 3% (3)	- - (0)	1 2% (2)	- - (0)	- - (0)	1 3% (3)	5 4% nos	3 4% nos	- - (0)	8 8% UV	- - (0)	- - (0)	6 2% (2)	3 3% (3)
AUG 15-18, 2010	6 2% (2)	2 2% (2)	1 2% (2)	- - (0)	- - (0)	1 1% (1)	2 3% (3)	3 2% (2)	3 2% (2)	- - (0)	4 3% JL	- - (0)	2 2% (2)	1 2% (2)	1 1% (1)	1 2% (2)	- - (0)	2 2% (2)	1 2% (2)	3 2% u	- - (0)	2 1% (1)	3 1% (1)	3 2% (2)
REDUCING HEALTHCARE COSTS																								
AUG 23-25, 2014	27 7% (7)	4 4% (4)	1 2% (2)	4 11% (3)	8 14% (3)	4 4% (6)	5 9% (5)	18 9% (4)	9 4% (7)	12 10% (3)	5 4% (6)	3 4% (8)	7 8% (4)	13 15% (3)	3 4% (7)	2 5% (6)	2 3% (7)	2 2% (7)	5 10% (4)	5 6% (7)	4 3% (5)	15 9% (4)	16 6% (6)	11 8% (6)
AUG 19-20, 2013	31 8% (8)	3 3% (3)	1 2% (2)	5 15% (15)	9 14% BC	7 8% (8)	6 10% (10)	11 6% (6)	20 10% (10)	20 11% KL	3 3% (3)	2 4% (4)	6 9% k	10 10% O	- - (0)	1 4% (4)	10 10% O	5 8% O	4 14% Op	2 2% (2)	17 14% T	12 7% T	27 9% X	4 4% (4)

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

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
		5%	8 9% f	2 4%	3 7%	3 5%	2 2%							2 3%	6 3%	14 7% h	7 5%	6 5%	3 5%					
AUG 20-21, 2012	20 5%	8 9% f	2 4%	3 7%	3 5%	2 2%	2 3%	6 3%	14 7% h	7 5%	6 5%	3 5%	3 5%	2 2%	2 2%	2 9%	7 8% n	5 7%	2 4%	6 4%	7 6%	6 4%	14 5%	5 5%
AUG 14-18, 2011	22 5%	6 6%	2 3%	4 11%	1 2%	3 3%	6 9% e	11 6%	11 5%	12 8% M	5 5%	4 6%	1 1%	7 8%	3 4%	1 3%	6 5%	4 7%	1 2%	3 2%	13 11% T	7 4%	15 5%	6 6%
AUG 15-18, 2010	27 7%	8 9% f	3 6%	4 12%	4 6%	2 2%	6 8%	8 4%	19 9% h	10 15% KL	5 4%	2 2%	10 9% L	4 8% o	1 1%	3 5%	8 15% OpR	4 4%	7 12% Or	8 6%	9 9%	10 6%	17 7%	10 7%
BUDGET/SPENDING																								
AUG 23-25, 2014	26 6% (6)	10 11% (4) G	4 6% (6)	2 6% (7)	5 9% (4)	4 5% (5)	1 1% (8)	12 6% (7)	13 6% (5)	8 6% (6)	10 9% (3)	3 4% (7)	5 6% (6)	4 4% (6)	5 8% (6)	3 9% (5)	7 10% (3)	5 6% (5)	1 3% (7)	6 7% (6)	4 4% (4)	15 8% (5)	19 7% (4)	7 5% (8)
AUG 19-20, 2013	35 9%	10 10%	2 4%	4 11%	7 11%	8 9%	4 6%	23 12% I	11 6%	14 8%	12 11%	5 9%	4 6%	12 13%	9 14%	2 7%	6 6%	3 5%	2 6%	10 11% U	2 2%	22 13% U	23 8%	11 10%
AUG 20-21, 2012	54 14%	15 17%	9 16%	10 23% f	6 9%	7 8%	7 12%	32 17% i	22 11%	17 11%	19 15%	9 14%	9 14%	14 14%	15 21% qR	3 13%	10 11%	7 9%	6 14%	28 22% Uv	8 7%	18 13%	37 13%	16 17%
AUG 14-18, 2011	54 14%	12 13%	10 18% g	6 17% g	10 17% g	13 14%	4 6%	31 16%	23 11%	21 13%	14 12%	13 19%	7 11%	10 12% s	15 19% s	7 23% s	16 14% s	7 11% s	1 2% Uv	23 21% Uv	10 9%	17 12%	47 17% X	7 7%
AUG 15-18, 2010	67 17%	20 21% e	8 17%	5 14%	7 11%	16 19%	13 15%	46 24% I	21 10%	9 14%	28 21% M	18 19%	12 11%	15 28% qRS	23 27% qRS	8 16%	7 14%	9 10%	5 8%	33 25% UV	8 8%	24 15% u	44 18%	23 15%
GOVERNMENT CORRUPTION																								
AUG 23-25, 2014	22 6% (7)	4 5% (6)	5 9% (3)	2 5% (8)	1 2% (7)	4 4% (7)	5 9% (3)	11 6% (8)	11 5% (6)	11 8% (4)	4 4% (7)	3 5% (6)	4 5% (7)	7 9% (4)	2 3% (8)	2 5% (7)	4 5% (6)	4 5% (6)	3 5% (5)	4 4% (8)	6 5% (3)	12 7% (6)	13 5% (7)	9 6% (7)
AUG 19-20, 2013	19 5%	7 6% D	4 10% D	-	3 4%	3 3%	2 4%	8 4%	10 5%	7 4%	3 3%	3 5%	6 9% k	3 3%	2 3%	4 11%	4 4%	4 6%	2 6%	5 5%	5 4%	9 5%	16 5%	3 3%
AUG 20-21, 2012	16 4%	4 5% D	3 5%	-	1 1%	3 3%	6 9% De	7 4%	10 5%	2 2%	6 4%	6 9% J	3 4%	1 1%	6 8% NP	-	2 3%	4 5% P	4 8% nP	4 3%	3 3%	10 7%	9 3%	7 7%
AUG 14-18, 2011	15 4%	3 3%	4 7%	1 2%	2 3%	3 4%	2 4%	6 3%	9 4%	3 2%	5 4%	3 4%	4 7%	2 2%	1 1%	3 11% o	4 3%	4 7% o	1 2%	3 2%	2 2%	8 5%	6 2%	9 8% 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

Continued

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC			
	TOTAL	TRI-	SOUTH	NORTH	PIED-	CHAR-	WEST-	MEN	WOMEN	18-40	41-55	56-65	66+	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	GOP	DEM	IND	34	OVER		
	(A)	ANGLE	-EAST	-EAST	MONT	LOTTE	ERN	(H)	(I)	(J)	(K)	(L)	(M)	18-44	45-64	65+	18-44	45-64	65+	(T)	(U)	(V)	AND	34		
AUG 15-18, 2010	19 5%	6 6% Df	3 7% d	-	3 4%	1 1%	6 8% Df	11 5%	8 4%	3 5%	6 4%	1 1%	9 8% L	6 11% oQr	2 2%	3 5% q	-	2 2%	6 10% oQr	4 3%	3 3%	12 8% tu	8 3%	10 7%		
HOLDING DOWN TAXES																										
AUG 23-25, 2014	17 4% (8)	3 4% (8)	5 8% (4)	3 8% (5)	- 1% (8)	4 4% (8)	2 3% (7)	16 8% (5) I	2 1% (8)	8 6% (5)	3 3% (8)	5 7% (5)	2 2% (8)	7 8% (5)	7 11% (5) qRS	2 4% (8)	1 2% (8)	- 1% (8)	-	7 7% (5) u	-	11 6% (8) U	4 2% (8)	13 9% (4) W		
AUG 19-20, 2013	16 4%	6 6%	1 2%	3 8%	1 2%	4 4%	1 2%	4 2%	12 6% h	3 1%	8 7% J	2 3%	4 6% J	1 1%	2 3%	1 4%	4 3%	6 8% N	2 8%	7 8%	3 2%	5 3%	14 5% X	1 1%		
AUG 20-21, 2012	10 3%	3 3%	1 2%	1 1%	1 1%	5 6% eG	-	5 2%	6 3%	3 2%	3 3%	1 2%	2 4%	1 1%	1 2%	2 10%	2 3%	2 3%	1 2%	5 4%	2 2%	2 2%	8 3%	2 2%		
AUG 14-18, 2011	16 4%	-	1 2%	3 8%	4 7% B	7 7% B	2 3%	10 5%	7 3%	8 5%	4 4%	3 5%	1 1%	5 6% p	5 6% P	-	4 4% p	2 3%	1 2%	8 7% u	2 2%	5 3%	10 4% 4%	6 5%		
AUG 15-18, 2010	17 4%	4 5%	5 10% f	3 9%	2 3%	1 1%	2 3%	9 5%	8 4%	3 5%	6 5% 1	1 1%	6 6% L	5 9% o	1 1%	4 7%	1 2%	4 4%	3 5%	10 8% U	1 1%	6 4%	11 5%	5 3%		
ALL OF THEM/EVERYTHING/ALL OF THE ABOVE	7 2%	-	- 1%	-	2 3%	1 1%	4 7%	1 -	7 3%	1 1%	2 2%	3 4%	1 2%	-	1 1%	-	2 3%	3 3%	1 3%	2 2%	2 2%	3 2%	3 1%	4 3%		
OTHER	3 1%	1 1%	1 2%	-	-	1 1%	-	-	3 1%	-	1 1%	1 2%	1 1%	-	-	-	-	1 1%	2 4%	-	3 2%	-	2 1%	1 1%		
NOT SURE	8 2%	3 3%	-	1 2%	1 1%	3 3%	1 1%	3 2%	4 2%	-	4 3%	1 2%	3 3%	-	1 1%	3 8% nqs	-	4 5%	-	-	3 2%	4 3%	3 1%	5 3%		

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

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22% bc	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38% o	84 21%	158 40% o	105 26%	41 10%	18 5%	77 19%	141 35% QRST	64 16% x	314 78%	13 3%	
-----																									
IMPROVING PUBLIC EDUCATION																									
-----																									
AUG 23-25, 2014	128 32% (1)	11 22% (2)	4 9% (5)	30 53% (1) bCFg	37 54% (1) BCFg	14 17% (2)	29 33% (1) Cf	51 59% (1) IJ	56 32% (1) J	21 16% (3)	33 63% (1) LM	50 32% (1)	40 22% (2)	82 54% (1) OP	24 28% (2) p	22 14% (3)	44 42% (1) sU	23 56% (1) SU	3 17% (2)	24 31% (1)	27 19% (2)	20 32% (2)	105 34% (1)	2 14% (3)	
AUG 19-20, 2013	129 32%	7 16%	19 33% b	22 37% B	26 38% B	31 34% B	23 29%	35 40% J	62 35% J	30 24%	25 49% M	56 35% M	42 25%	59 37% P	35 32%	30 26%	25 29%	12 39%	8 32%	19 24%	58 35%	16 25%	102 33%	7 33%	
AUG 20-21, 2012	78 19%	5 8%	10 16%	13 30% Bf	25 33% BCF	11 14%	13 20% b	16 22%	43 25% J	19 14%	13 24%	40 26% M	24 14%	31 24%	21 19%	25 18%	21 20% s	8 20%	2 8%	14 17%	2 24%	24 37% W	51 16%	2 19%	
AUG 14-18, 2011	63 16%	5 10%	4 8%	12 23% cg	18 26% BCG	15 20% cg	6 8%	21 30% iJ	29 17% j	13 10%	15 33% M	30 19% M	16 9%	30 21% P	18 20% P	12 9%	18 22% U	5 12% U	2 8%	14 15% U	- -	7 19%	49 16%	2 7%	
AUG 15-18, 2010	59 15%	3 4%	5 8%	13 34% BCFG	14 25% BCg	11 14% B	10 12% b	16 28% J	30 18% J	10 6%	11 25% M	25 22% M	20 9%	36 29% OP	11 12% n	12 7% n	11 11% n	15 26% Q	4 37% q	18 19%	1 18%	1 6%	56 15% X	- -	
-----																									
ECONOMY AND JOBS																									
-----																									
AUG 23-25, 2014	93 23% (2)	11 23% (1)	17 38% (1) f	16 28% (2)	15 21% (2)	17 19% (1)	19 21% (2)	17 20% (2)	40 23% (2)	35 27% (1)	5 10% (2)	42 27% (2) k	45 25% (1) k	24 16% (2)	27 32% (1) n	42 27% (1)	17 16% (2)	8 19% (2)	10 52% (1) Qru	23 30% (2)	32 22% (1)	23 37% (1)	65 21% (2)	3 26% (2)	
AUG 19-20, 2013	127 32%	17 41%	18 31%	18 31%	22 32%	29 32%	21 26%	21 25% l	59 33% l	41 33%	10 20%	47 30%	59 35% k	50 32% k	31 28% k	38 33% k	26 29%	7 22%	7 24%	32 42% R	51 31%	23 36%	96 31%	6 28%	
AUG 20-21, 2012	181 45%	28 41%	27 44%	18 41%	35 45% bG	44 58% bG	24 36%	38 52%	76 45% m	55 40% m	26 47%	72 48%	69 41%	64 50% p	55 49% p	53 38%	45 44%	15 39%	13 66% qRt	36 44%	4 50%	29 46% m	145 45%	3 36%	
AUG 14-18, 2011	180 45%	21 37%	25 48%	25 49%	25 37%	35 44%	39 54% be	27 38%	87 50% m	57 44%	15 34%	74 47%	82 48%	62 44%	48 51%	60 43%	32 38%	21 47%	11 56%	40 45%	4 63%	19 47%	143 45%	15 55%	
AUG 15-18, 2010	166 41%	23 32%	26 40%	12 33%	28 49% b	34 42%	40 49% Bd	27 47%	73 44%	62 37%	22 51%	53 46%	86 37%	53 43%	41 43%	67 40%	61 60% RST	15 28%	2 22%	35 38%	3 43%	6 43%	153 41%	5 51%	
-----																									
ILLEGAL IMMIGRATION																									
-----																									

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

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
AUG 23-25, 2014	40 10% (3)	7 15% (3) d	6 14% (3) De	- -	2 3% (6)	11 13% (3) De	13 15% (3) DE	2 2% (6)	12 7% (4)	24 18% (2) HI	3 7% (4)	9 6% (6)	25 14% (3) 1	3 2% (8)	8 10% (3)	27 17% (2) N	9 8% (4) S	2 6% (4)	- -	11 15% (3) S	17 12% (4) S	2 3% (6)	32 10% (3) v	1 9% (4)
AUG 19-20, 2013	16 4% cdf	5 11% cdf	1 2%	1 1%	3 5%	1 1%	4 5%	4 4%	5 3%	7 6%	1 3%	2 1%	11 7% L	3 2%	3 3%	8 7% n	1 2%	3 10%	2 8%	2 3%	7 4%	3 5%	12 4% X	- -
AUG 20-21, 2012	15 4%	5 7%	4 6%	1 2%	2 2%	2 3%	2 2%	- -	3 2% h	11 8% HI	1 2%	4 3%	9 5%	2 2%	4 4%	7 5%	4 4% U	1 2%	1 6%	3 3%	- -	- -	15 5% VX	- -
AUG 14-18, 2011	9 2%	- -	2 4%	1 2%	2 4%	2 2%	3 4%	1 1%	3 2%	4 3%	1 2%	3 2%	3 2%	2 1%	1 1%	5 4%	2 2%	- -	- -	4 5% rsu	- -	2 5%	7 2%	1 3%
AUG 15-18, 2010	27 7%	8 11% de	10 16% DEFG	1 3%	1 2%	4 4%	3 4%	- -	8 5% H	18 11% Hi	- -	4 3% k	22 9% KL	1 1%	7 8% N	19 11% N	5 5% SU	3 6% su	- -	2 2%	- -	- -	25 7% V	2 18%

MORAL ISSUES

AUG 23-25, 2014	29 7% (4)	6 12% (4)	7 16% (2) de	1 2% (5)	3 4% (4)	7 8% (7)	4 5% (7)	3 3% (5)	11 6% (6)	14 11% (4)	2 4% (6)	10 7% (4)	16 9% (4)	6 4% (6)	5 6% (5)	18 11% (4)	12 11% (3)	5 11% (3)	1 6% (5)	4 5% (5)	5 4% (8)	2 3% (5)	21 7% (6)	5 43% (1) Vw
AUG 19-20, 2013	15 4%	2 4%	3 6% d	- -	3 4%	3 3%	5 6% D	4 4%	4 2%	6 5% K	- -	7 4% K	8 5% K	5 3% O	- -	7 6% O	2 2%	2 5%	1 4%	- -	10 6% qT	3 5%	11 4% X	- -
AUG 20-21, 2012	12 3%	2 3%	2 3%	2 5%	- -	2 3%	3 5% e	2 3%	2 1%	5 4%	2 4%	2 2%	5 3%	- -	3 3%	8 6% N	1 1%	- -	2 8%	4 5% Ru	- -	- -	11 3% VX	- -
AUG 14-18, 2011	8 2%	1 2%	7 14% BDEFG	- -	- -	- -	- -	- -	1 1%	7 6% HI	- -	1 1%	7 4% KL	- -	- -	8 6% NO	2 2%	- -	- -	1 1%	- -	- -	8 3% VX	- -
AUG 15-18, 2010	6 2%	3 4% cdef	- -	- -	- -	- -	2 3%	- -	- -	6 4% HI	1 2%	- -	5 2% L	- -	- -	5 3% NO	2 2%	- -	- -	2 2%	- -	- -	6 2% VX	- -

REDUCING HEALTHCARE COSTS

AUG 23-25, 2014	27 7% (5)	3 6% (6)	2 5% (6)	3 5% (4)	1 1% (7)	11 12% (4) E	4 5% (6)	5 5% (4)	19 11% (3) J	3 3% (8)	4 8% (3)	12 6% (7)	10 6% (7)	12 8% (3)	5 6% (6)	10 6% (7)	4 4% (6)	- -	- -	2 2% (7)	21 15% (3) QRST	4 6% (4)	23 7% (5) X	- -
AUG 19-20, 2013	31 8%	2 4%	- -	9 16% bCF	8 12% CF	- -	12 15% bCF	13 15% iJ	11 6% M	4 4%	5 9%	19 12% M	4 3%	14 9% p	12 11% p	4 4%	12 14% RU	- -	4 14% r	6 7% R	8 5% R	12 18% wX	19 6% 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/W/X  
N A T I O N A L R E S E A R C H I N C

Continued

When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
AUG 20-21, 2012	20 5%	2 2%	4 6%	2 6%	5 7%	2 2%	4 6%	7 9% j	7 4%	3 2%	3 5%	9 6%	5 3%	8 6%	5 4%	5 3%	6 6% U	3 7% u	1 4%	5 6% U	- -	1 2%	17 5%	1 9%	
AUG 14-18, 2011	22 5%	3 5%	- -	6 12% C	6 9% C	2 3%	5 7% C	6 9%	8 4%	5 4%	4 9%	9 6%	7 4%	9 7%	5 5%	7 5%	7 8% U	1 2%	1 4%	4 4% u	- -	3 7%	15 5%	4 14%	
AUG 15-18, 2010	27 7%	4 5%	5 8%	2 5%	7 12% f	2 3%	7 9%	6 11%	7 5%	12 7%	4 10%	7 6%	15 7%	6 5%	10 10%	9 5%	5 5% U	2 3%	1 9%	7 7% U	- -	1 9%	25 7% X	- -	
BUDGET/SPENDING																									
AUG 23-25, 2014	26 6% (6)	2 5% (8)	4 9% (4)	1 1% (6)	4 5% (3)	9 11% (6)	6 6% (5)	1 2% (7)	10 6% (7)	14 11% (5)	2 4% (5)	9 6% (7)	15 8% (5)	5 4% (7)	6 7% (4)	12 7% (6)	4 4% (7)	1 2% (7)	2 9% (4)	8 10% (4)	11 8% (6)	1 2% (7)	24 8% (4)	- 4% (6)	
AUG 19-20, 2013	35 9%	5 13% De	5 9%	1 1%	1 2%	17 19% cDEG	5 6%	4 4%	13 7%	17 13% Hi	6 12%	7 4%	22 13% L	12 7%	11 10%	12 11%	7 8%	2 8%	3 13%	7 9%	15 9%	3 5%	27 9%	3 17%	
AUG 20-21, 2012	54 14%	21 31% CDEFG	7 12%	3 7%	5 7%	8 11%	10 15%	4 5%	20 11%	31 23% HI	5 10%	10 6%	39 23% KL	12 9%	16 14%	26 18% N	13 13%	6 14%	1 4%	10 12%	1 16%	3 5%	49 15% V	3 27%	
AUG 14-18, 2011	54 14%	15 27% DEG	8 15%	3 6%	7 11%	13 16% dg	5 6%	3 5%	27 15% H	22 17% H	- -	24 15% K	30 17% K	17 12%	12 13%	24 17%	12 14%	10 22%	2 13%	14 15%	2 26%	4 10%	48 15% X	- -	
AUG 15-18, 2010	67 17%	21 30% dEG	12 19% Eg	6 15% e	2 4%	18 21% EG	7 8%	4 6%	30 18% H	32 19% H	1 3%	12 11% K	52 23% KL	19 15%	13 13%	33 19%	9 9%	12 21% q	1 9%	19 20% Q	2 25%	2 13%	64 17%	1 11%	
GOVERNMENT CORRUPTION																									
AUG 23-25, 2014	22 6% (7)	3 6% (7)	1 3% (8)	4 7% (3)	3 4% (5)	5 6% (8)	7 8% (4)	6 6% (3)	11 6% (5)	5 4% (7)	1 2% (7)	10 6% (5)	9 5% (8)	7 5% (5)	1 1% (8)	13 8% (5)	8 8% (5)	1 2% (5)	2 11% (3)	2 2% (6)	8 6% (7)	1 2% (8)	21 7% (7)	- - X	
AUG 19-20, 2013	19 5%	2 6%	2 4%	3 6%	2 3%	2 3%	6 8%	3 3%	7 4%	9 7%	2 3%	6 4%	9 5%	7 4%	5 4%	7 6%	7 7% T	3 11%	1 3%	1 1%	7 5% t	- -	18 6% V	1 5%	
AUG 20-21, 2012	16 4%	- -	4 6% b	2 5%	1 1%	5 6% B	5 8% Be	3 4%	9 5%	5 3%	1 2%	7 4%	7 4%	5 4%	4 3%	6 4%	3 3% u	5 12% U	1 4%	5 6% U	- -	3 4%	13 4%	1 9%	
AUG 14-18, 2011	15 4%	2 3%	1 2%	5 5%	- -	2 2%	6 9% E	4 4%	2 2%	9 7% I	2 3%	3 2%	8 4%	2 2%	2 2%	9 6% no	3 4% su	2 4%	- -	2 2%	- -	2 4%	11 4%	1 4%	

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



When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
AUG 15-18, 2010	19 5%	3 4%	1 2%	1 2%	2 3%	7 9% C	5 6%	1 2%	8 5%	7 5%	1 2%	6 5%	11 5%	5 4%	4 4%	9 5%	3 3%	3 6%	1 7%	4 4%	1 14%	1 8%	17 5% X	-	
HOLDING DOWN TAXES																									
AUG 23-25, 2014	17 4% (8)	5 11% (5)	1 3% (7)	-	-	10 12% (5) DEG	-	-	9 5% (8) H	8 6% (6) H	-	6 4% (8) k	11 6% (6) K	7 5% (4)	4 5% (7)	7 4% (8)	4 4% (8)	1 2% (6)	-	1 1% (8)	12 9% (5) ST	7 11% (3)	9 3% (8)	1 4% (5)	
AUG 19-20, 2013	16 4%	1 2%	7 12% BDfg	1 1%	2 3%	3 3%	3 3%	1 1%	8 5% h	6 5% h	1 2%	6 4%	9 5%	4 2%	6 5%	6 6%	6 7% SU	2 5%	-	7 9% SU	1 1%	-	11 4% V	3 17% v	
AUG 20-21, 2012	10 3%	4 6% df	1 1%	-	2 3%	-	2 4%	1 2%	2 1%	7 5% i	-	1 1%	9 5% KL	1 1%	1 1%	7 5% no	4 4% SU	1 2%	-	4 4% su	-	2 2%	9 3% X	-	
AUG 14-18, 2011	16 4%	6 11% dEf	2 4%	1 2%	1 1%	2 2%	3 4%	1 1%	5 3%	7 5%	-	4 2% k	10 6% K	4 3%	4 5%	7 5%	4 4%	2 4%	1 5%	2 2%	1 11%	1 3%	11 4%	2 7%	
AUG 15-18, 2010	17 4%	7 10% Ef	3 5% e	1 2%	-	2 2%	4 5% E	-	5 3% H	12 7% H	1 2%	2 2%	14 6% l	-	7 8% N	10 6% N	2 2%	5 8% U	1 8%	4 4% u	-	1 6%	15 4% 4%	1 12%	
ALL OF THEM/EVERYTHING/ALL OF THE ABOVE	7 2%	-	2 4%	-	2 3%	-	2 3%	1 1%	5 3%	2 2%	1 1%	4 3%	3 2%	2 1%	2 3%	3 2%	2 2%	-	-	1 1%	4 3%	-	7 2% vx	-	
OTHER	3 1%	-	-	-	3 4%	-	-	1 1%	2 1%	-	1 1%	-	2 1%	2 1%	1 2%	-	-	-	1 5%	-	1 1%	1 2%	-	-	
NOT SURE	8 2%	-	-	2 3%	1 1%	1 1%	3 4%	1 1%	2 1%	4 3%	-	3 2%	4 2%	1 1%	1 2%	4 3%	1 1%	1 2%	-	2 3%	3 2%	1 2%	6 2%	-	

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

Summary Table: % Favorable

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
BARACK OBAMA	193 48% (1)	45 52% (1) cd	20 31% (4)	7 19% (3)	34 61% (1) CD	53 57% (1) CD	33 56% (1) D	92 48% (2)	101 49% (1)	79 61% (1) KM	47 40% (1)	36 50% (2)	31 39% (2)	55 64% (1) OP	24 35% (3)	13 36% (3)	41 56% (1) op	38 45% (2)	21 43% (2)	8 8% (4)	112 90% (1) TV	68 39% (2) T	140 54% (1) X	51 38% (2)
KAY HAGAN	172 43% (2)	42 48% (2) D	20 31% (2)	10 25% (2)	28 49% (2) d	53 56% (2) CDg	20 34% (2)	72 37% (3)	100 48% (2)	54 42% (2)	46 40% (2)	40 56% (1) km	32 39% (1)	34 39% (3)	25 36% (2)	13 35% (4)	37 50% (2)	42 50% (1)	22 43% (1)	11 12% (3)	87 70% (2) TV	73 41% (1) T	119 46% (2)	47 35% (3)
PAT MCCRORY	143 36% (3)	28 32% (3)	36 56% (1) BefG	17 45% (1) g	16 29% (3)	32 34% (3)	13 22% (3)	94 49% (1) I	49 23% (3)	46 35% (3)	44 37% (3)	25 35% (3)	28 35% (3)	40 47% (2) Qs	35 51% (1) QRS	19 51% (1) QRS	11 15% (3)	25 30% (3)	12 24% (3)	61 66% (1) UV	17 14% (3)	61 35% (3) U	83 32% (3)	60 44% (1) w
THOM TILLIS	70 17% (4)	11 13% (4)	20 31% (3) bg	7 19% (4)	9 15% (4)	17 18% (4)	6 10% (4)	45 23% (4) i	25 12% (4)	18 14% (4)	17 14% (4)	14 19% (4)	21 26% (4) k	13 15% (4)	17 25% (4) R	14 38% (2) NQRS	9 12% (4)	8 10% (4)	8 16% (4)	44 48% (2) UV	3 3% (4)	23 13% (4) U	38 15% (4)	31 23% (4)



CIVITAS  
INSTITUTE

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

Summary Table: % Favorable

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
BARACK OBAMA	193 48% (1)	4 8% (3)	4 9% (4)	49 88% (1)	64 92% (1)	38 45% (2)	30 34% (2)	73 85% (1)	101 57% (1)	17 13% (4)	48 93% (1)	93 60% (1)	47 26% (4)	120 80% (1)	35 42% (2)	37 23% (3)	56 53% (2)	16 39% (3)	5 26% (3)	39 51% (1)	69 49% (1)	45 71% (1)	138 44% (1)	7 57% (1)
KAY HAGAN	172 43% (2)	3 6% (4)	9 19% (3)	34 61% (2)	53 78% (2)	34 40% (3)	38 43% (1)	51 59% (2)	99 56% (2)	20 15% (3)	37 72% (2)	82 53% (2)	51 28% (3)	98 65% (2)	37 44% (1)	36 23% (4)	60 57% (1)	15 37% (4)	9 47% (2)	24 32% (2)	50 35% (3)	34 52% (2)	130 41% (2)	5 43% (3)
PAT MCCRORY	143 36% (3)	40 84% (1)	21 47% (1)	9 16% (3)	8 12% (3)	44 52% (1)	17 19% (3)	12 14% (3)	56 32% (3)	73 55% (1)	6 12% (3)	51 33% (3)	83 46% (1)	31 21% (3)	28 34% (3)	82 52% (1)	32 31% (3)	18 45% (1)	10 53% (1)	22 28% (3)	56 39% (2)	24 38% (3)	111 35% (3)	6 49% (2)
THOM TILLIS	70 17% (4)	28 59% (2)	16 35% (2)	- - (4)	3 5% (4)	17 19% (4)	6 7% (4)	1 1% (4)	16 9% (4)	52 39% (2)	- - (4)	14 9% (4)	54 30% (2)	5 4% (4)	12 15% (4)	49 31% (2)	11 10% (4)	18 44% (4)	3 17% (4)	13 16% (4)	25 18% (4)	3 5% (4)	63 20% (4)	3 21% (4)



CIVITAS  
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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

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Barack Obama

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (FAVORABLE - UNFAVORABLE)	6 1%	4 4% CD	-23 -37%	-22 -56%	18 33% BCD	18 19% BCD	11 18% CD	-4 -2%	10 5% H	32 24% KLM	-13 -12%	3 4% KM	-15 -19%	26 30% OPRS	-21 -30%	-10 -27%	10 14% OPS	5 5% OPS	-5 -10% o	-75 -81%	100 80% TV	-23 -13% T	34 13% X	-27 -20%
TOTAL HEARD OF																								
AUG 23-25, 2014	400 100%	88 100%	64 100%	38 100%	56 100%	94 100%	60 100%	192 100%	208 100%	130 100%	117 100%	72 100%	81 100%	86 100%	68 100%	37 100%	74 100%	84 100%	50 100%	92 100%	124 100%	175 100%	257 100%	134 100%
AUG 19-20, 2013	398 100%	106 98%	44 100%	33 100%	63 100%	91 100%	61 100%	190 99%	208 100%	180 99%	104 100%	53 100%	61 100%	97 98%	60 100%	33 100%	109 100%	68 100%	31 100%	99 100%	128 100%	169 99%	284 99%	113 100%
AUG 20-21, 2012	398 99%	90 100%	56 100%	41 100%	67 100%	82 100%	61 97%	191 100%	207 99%	147 100%	122 99%	65 99%	64 100%	97 100%	69 99%	24 100%	89 99%	74 100%	44 100%	129 100%	120 100%	142 99%	291 99%	97 100%
AUG 14-18, 2011	396 99%	97 100%	52 100%	38 100%	58 100%	88 97%	64 99%	189 99%	207 100%	153 99%	114 99%	71 100%	58 98%	81 98%	79 100%	29 97%	113 100%	61 99%	34 100%	107 99%	119 100%	149 99%	279 99%	106 99%
AUG 15-18, 2010	399 100%	92 100%	45 100%	36 100%	64 100%	82 100%	82 99%	192 100%	207 100%	65 100%	133 100%	94 100%	107 99%	54 100%	86 100%	52 100%	54 100%	95 100%	58 98%	134 100%	95 100%	162 99%	245 100%	149 99%
FAVORABLE																								
AUG 23-25, 2014	193 48%	45 52% cD	20 31%	7 19%	34 61% CD	53 57% CD	33 56% D	92 48%	101 49%	79 61% KM	47 40%	36 50%	31 39%	55 64% OP	24 35%	13 36%	41 56% op	38 45%	21 43%	8 8%	112 90% TV	68 39% T	140 54% X	51 38%
AUG 19-20, 2013	176 44%	54 51% Eg	16 37%	15 45%	21 33%	48 52% Eg	22 35%	86 45%	90 43%	85 47%	48 46%	21 39%	22 36%	52 53% P	23 39%	11 32%	47 43%	31 46%	12 38%	3 3%	111 86% TV	62 36% T	134 47% X	40 36%
AUG 20-21, 2012	194 49%	49 55% d	32 57% D	14 34%	30 45%	40 49% D	28 44%	88 46%	106 51%	78 53% l	61 49%	26 40%	30 47%	51 52% o	27 38%	10 42%	49 54% o	36 49%	21 48%	8 6%	111 92% TV	75 52% T	150 51% X	39 40%
AUG 14-18, 2011	184 46%	53 54% dE	22 43%	13 35%	20 35%	47 51% e	29 44%	91 47%	93 45%	83 53% L	49 42%	23 33%	29 49% L	50 60% OR	27 34%	14 46%	56 50% OR	20 33%	17 51% or	13 12%	101 85% TV	63 42% T	135 48% X	45 42%
AUG 15-18, 2010	169 42%	47 51% Cg	7 15%	15 42% C	32 51% C	36 45% C	31 38% C	83 43%	86 41%	33 50% m	59 45%	38 40%	39 36%	24 45% P	43 50%	16 30%	25 47% p	38 40%	23 39%	18 13%	78 82% TV	69 43% T	122 50% X	47 31%
UNFAVORABLE																								

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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Barack Obama

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
AUG 23-25, 2014	187 47%	42 47%	43 68% bEFg	29 75% BEFG	16 28%	35 37%	23 38%	96 50%	91 44%	47 36%	60 51%	33 46%	47 58% J	29 33%	44 65% NQR	23 63% NqR	31 42%	34 40%	26 52%	83 90% UV	12 10%	92 52% U	105 41%	78 58% W
AUG 19-20, 2013	184 46%	39 36%	23 53% b	16 47%	35 55% B	37 41%	34 56% Bf	87 45%	97 47%	72 40%	47 45%	30 58% J	34 56% J	36 36%	32 52% n	19 59% Nq	46 42%	34 50%	17 56% N	89 89% UV	13 10%	82 48% U	121 42%	62 55% W
AUG 20-21, 2012	181 45%	35 39%	19 34%	22 53% c	34 50%	40 48%	31 49%	93 48%	88 42%	61 41%	53 43%	35 54%	32 50%	43 44%	37 53% q	13 54%	33 36%	34 46%	21 48%	116 90% UV	5 4%	55 39% U	126 43%	52 53% w
AUG 14-18, 2011	190 47%	38 39%	25 49%	24 65% BF	31 53%	39 43%	32 50%	89 47%	100 48%	62 40%	58 50%	42 59% J	28 47%	30 35%	45 57% N	15 51%	50 45%	35 58% N	14 43%	90 83% UV	11 9%	75 49% U	127 45%	57 53%
AUG 15-18, 2010	197 49%	43 47%	31 69% BEFg	20 56%	26 42%	35 43%	43 52%	86 45%	111 54% h	29 44%	60 45%	49 52%	59 55%	24 45%	31 36%	31 59% O	26 48%	54 57% O	32 54% O	110 82% UV	12 12%	72 44% U	102 42%	90 60% W
HEARD OF/NO OPINION	20 5%	1 1%	1 2%	2 6%	6 11%	6 6%	4 7%	4 2%	16 8% h	4 3%	10 9%	3 4%	3 4%	3 3%	1 1%	1 1%	1 2%	12 14% nOPQ	2 5%	2 2%	-	15 9% tU	12 5%	6 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.1	0.5	0.3	2.2	1.5	1.5	1.0	1.1	1.7	0.8	1.1	0.7	1.9	0.5	0.6	1.3	1.1	0.8	0.1	9.2	0.7	1.3	0.7

\*\*RATIO (FAVORABLE / UNFAVORABLE)

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Barack Obama

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22% bc	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38% o	84 21%	158 40% o	105 26%	41 10%	18 5%	77 19%	141 35% QRST	64 16% x	314 78%	13 3%
**D/S (FAVORABLE - UNFAVORABLE)	6 1%	-40 -84%	-35 -78%	42 76% BCFG	58 84% BCFG	-7 -8% BC	-16 -18% BC	62 72% IJ	43 24% J	-97 -73%	46 88% LM	37 24% M	-78 -43%	96 64% OP	-5 -6% P	-81 -51%	12 11% RSU	-8 -20%	-8 -44%	3 4% rs	2 2% rs	33 52% WX	-25 -8%	2 15% w
TOTAL HEARD OF																								
AUG 23-25, 2014	400 100%	48 100%	44 100%	55 100%	69 100%	86 100%	90 100%	86 100%	176 100%	133 100%	52 100%	155 100%	181 100%	151 100%	84 100%	158 100%	105 100%	41 100%	18 100%	77 100%	141 100%	64 100%	314 100%	13 100%
AUG 19-20, 2013	398 100%	41 100%	58 100%	60 100%	69 100%	88 98%	81 100%	87 100%	175 99%	124 100%	50 100%	155 99%	171 100%	158 100%	108 99%	115 100%	88 100%	30 100%	25 94%	77 100%	165 100%	64 100%	304 99%	20 100%
AUG 20-21, 2012	398 99%	67 100%	62 100%	43 100%	77 100%	76 100%	65 98%	73 100%	170 100%	136 99%	55 100%	150 100%	169 99%	129 100%	111 99%	140 100%	102 100%	40 100%	20 100%	82 98%	7 89%	64 100%	319 99%	10 100%
AUG 14-18, 2011	396 99%	55 98%	52 100%	51 100%	68 100%	77 98%	72 100%	69 99%	173 100%	131 100%	45 100%	157 99%	173 100%	141 100%	92 98%	139 99%	83 100%	43 98%	19 100%	89 100%	7 100%	40 100%	317 100%	27 100%
AUG 15-18, 2010	399 100%	71 100%	64 100%	37 100%	57 100%	82 100%	80 99%	57 100%	165 100%	164 99%	43 100%	113 100%	230 100%	122 100%	93 99%	169 100%	102 100%	56 100%	11 100%	92 100%	7 100%	15 100%	369 100%	11 100%
FAVORABLE																								
AUG 23-25, 2014	193 48%	4 8%	4 9%	49 88% BCFG	64 92% BCFG	38 45% BC	30 34% BC	73 85% IJ	101 57% J	17 13%	48 93% LM	93 60% M	47 26%	120 80% OP	35 42% P	37 23%	56 53% s	16 39%	5 26%	39 51%	69 49%	45 71% W	138 44%	7 57%
AUG 19-20, 2013	176 44%	2 5%	1 2%	51 85% BCFG	60 88% BCFG	33 37% BC	28 35% BC	70 80% IJ	89 50% J	13 10%	37 74% LM	90 57% M	32 18%	96 61% OP	49 45% P	17 15%	41 47%	10 32%	12 44%	34 45%	69 42%	55 85% WX	105 35%	12 59% w
AUG 20-21, 2012	194 49%	4 6%	4 6%	42 96% BCFG	69 90% BCFG	42 54% BC	33 50% BC	69 95% IJ	100 59% J	19 14%	49 89% LM	105 70% M	33 19%	104 81% OP	54 48% P	30 22%	52 51%	23 58%	10 48%	36 44%	4 55%	58 91% WX	130 41%	3 26%
AUG 14-18, 2011	184 46%	11 19% C	2 4%	44 86% BCFG	57 83% BCFG	32 41% BC	31 43% BC	56 80% IJ	97 56% J	20 15%	42 93% LM	92 58% M	43 25%	93 66% OP	46 49% P	35 25%	47 56%	23 53%	10 53%	43 48%	2 26%	33 83% WX	126 40%	15 55%
AUG 15-18, 2010	169 42%	12 17%	5 9%	32 87% BCFG	45 79% BCFG	37 45% BC	32 40% BC	52 91% IJ	94 57% J	15 9%	39 91% LM	78 69% M	45 19%	97 79% OP	45 48% P	24 14%	50 49% U	30 54% sU	3 28% u	52 56% sU	- - W	14 94% W	146 39%	7 71% w
UNFAVORABLE																								

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

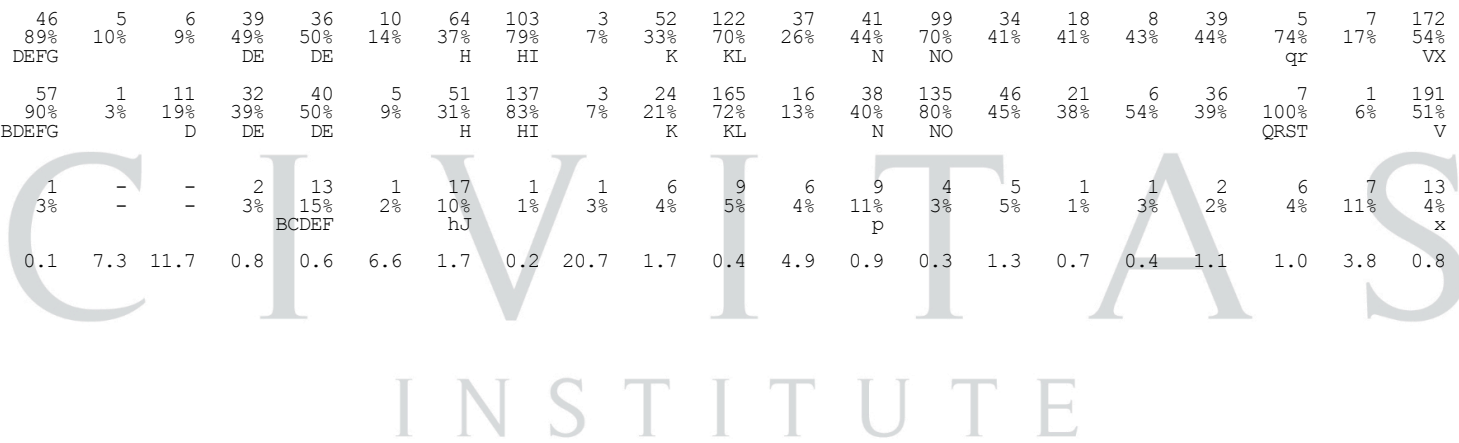
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Barack Obama

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
AUG 23-25, 2014	187 47%	44 91% DEFG	39 88% DEFG	7 12%	5 8%	45 53% DE	46 52% DE	11 13%	58 33% H	115 86% HI	2 4%	56 36% K	125 69% KL	24 16%	40 48% N	118 74% NO	44 42%	24 59%	13 71% q	36 47%	66 47%	12 19%	163 52% V	5 43%
AUG 19-20, 2013	184 46%	38 93% DEFG	51 87% DEFG	6 10%	7 10%	43 47% DE	40 49% DE	13 15%	62 35% H	106 85% HI	9 18%	44 28%	129 76% KL	45 28%	47 43% N	88 77% NO	39 45%	16 54%	9 33%	37 48%	77 47%	4 6%	168 55% Vx	7 34% V
AUG 20-21, 2012	181 45%	61 90% DEFG	55 89% DEFG	1 2%	4 5%	29 38% DE	27 40% DE	3 4%	58 34% H	112 81% HI	6 11%	32 22% k	129 76% KL	18 14%	52 46% N	99 71% NO	45 44% U	17 42% U	10 48% U	41 50% U	1 10%	4 7%	168 52% V	7 74% V
AUG 14-18, 2011	190 47%	43 78% DEFG	46 89% DEFG	5 10%	6 9%	39 49% DE	36 50% DE	10 14%	64 37% H	103 79% HI	3 7%	52 33% K	122 70% KL	37 26%	41 44% N	99 70% NO	34 41%	18 41%	8 43%	39 44%	5 74% qr	7 17%	172 54% VX	8 28%
AUG 15-18, 2010	197 49%	53 75% DEFG	57 90% BDEFG	1 3%	11 19% D	32 39% DE	40 50% DE	5 9%	51 31% H	137 83% HI	3 7%	24 21% K	165 72% KL	16 13%	38 40% N	135 80% NO	46 45%	21 38%	6 54%	36 39%	7 100% QRST	1 6%	191 51% V	3 29%
HEARD OF/NO OPINION	20 5%	1 1%	1 3%	- -	- -	2 3% BCDEF	13 15% BCDEF	1 2%	17 10% hJ	1 1%	1 3%	6 4%	9 5%	6 4%	9 11% p	4 3%	5 5%	1 1%	1 3%	2 2%	6 4%	7 11%	13 4% x	- -
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	0.1	0.1	7.3	11.7	0.8	0.6	6.6	1.7	0.2	20.7	1.7	0.4	4.9	0.9	0.3	1.3	0.7	0.4	1.1	1.0	3.8	0.8	1.3

\*\*RATIO (FAVORABLE / UNFAVORABLE)



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Pat McCrory

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL	TRI-	SOUTH	NORTH	PIED-	CHAR-	WEST-	MEN	WOMEN	18-40	41-55	56-65	66+	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	GOP	DEM	IND	34	OVER
	(A)	ANGLE	-EAST	-EAST	MONT	LOTTE	ERN	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	AND	34
BASE=TOTAL SAMPLE	400	88	64	38	56	94	60	192	208	130	117	72	81	86	68	37	74	84	50	92	124	175	257	134
	100%	22%	16%	10%	14%	24%	15%	48%	52%	32%	29%	18%	20%	22%	17%	9%	18%	21%	13%	23%	31%	44%	64%	34%
**D/S (FAVORABLE - UNFAVORABLE)	-23	-17	19	10	-7	-22	-6	30	-52	7	-7	-11	-11	19	8	3	-28	-9	-15	47	-67	-3	-22	5
	-6%	-19%	30%	26%	-13%	-23%	-10%	15%	-25%	6%	-6%	-16%	-14%	22%	11%	9%	-39%	-11%	-30%	51%	-54%	-2%	-9%	4%
TOTAL HEARD OF																								
AUG 23-25, 2014	382	87	61	38	53	94	48	180	202	115	113	72	81	75	68	37	70	81	50	86	113	175	239	134
	95%	99%	96%	100%	94%	100%	81%	94%	97%	88%	97%	100%	100%	87%	99%	100%	95%	97%	100%	93%	91%	100%	93%	100%
AUG 19-20, 2013	372	100	39	33	60	86	54	185	187	166	102	48	56	94	59	31	97	63	28	95	120	157	262	108
	93%	93%	88%	100%	95%	95%	88%	96%	90%	91%	98%	91%	92%	95%	98%	96%	88%	93%	89%	95%	93%	92%	92%	96%
AUG 20-21, 2012	365	82	53	32	62	82	53	174	191	135	113	59	59	89	63	23	83	68	40	121	112	125	261	95
	91%	92%	94%	79%	92%	100%	84%	91%	92%	92%	91%	90%	92%	91%	89%	93%	92%	92%	93%	94%	93%	88%	89%	98%
FAVORABLE																								
AUG 23-25, 2014	143	28	36	17	16	32	13	94	49	46	44	25	28	40	35	19	11	25	12	61	17	61	83	60
	36%	32%	56%	45%	29%	34%	22%	49%	23%	35%	37%	35%	35%	47%	51%	51%	15%	30%	24%	66%	14%	35%	32%	44%
AUG 19-20, 2013	154	27	19	18	23	46	21	78	76	60	42	21	31	34	27	18	32	29	15	69	30	55	100	53
	38%	25%	43%	54%	36%	51%	35%	41%	36%	33%	40%	41%	50%	34%	44%	54%	29%	44%	47%	69%	23%	32%	35%	47%
AUG 20-21, 2012	181	40	20	11	28	46	35	84	97	63	50	31	37	42	27	15	39	35	23	89	39	48	123	54
	45%	45%	36%	26%	41%	55%	56%	44%	46%	43%	41%	47%	58%	43%	39%	61%	43%	47%	54%	69%	32%	34%	42%	56%
UNFAVORABLE																								
AUG 23-25, 2014	165	44	16	7	23	54	19	64	101	38	51	36	39	21	27	16	40	34	27	13	84	64	105	55
	41%	51%	26%	19%	42%	58%	32%	33%	49%	30%	44%	50%	49%	24%	40%	43%	54%	41%	54%	14%	67%	37%	41%	41%
AUG 19-20, 2013	156	51	12	9	23	34	26	74	82	72	46	20	18	38	26	9	46	27	10	11	75	70	115	41
	39%	48%	28%	26%	37%	37%	43%	38%	40%	39%	44%	38%	30%	39%	43%	28%	42%	40%	31%	11%	58%	41%	40%	37%
AUG 20-21, 2012	96	27	18	8	19	19	6	54	43	41	31	11	13	30	18	5	18	16	9	10	41	46	78	18
	24%	30%	32%	19%	28%	23%	9%	28%	21%	28%	25%	17%	21%	31%	26%	22%	20%	21%	20%	8%	34%	32%	27%	18%

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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Pat McCrory

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
HEARD OF/NO OPINION	74 18%	15 17%	9 14%	14 35% bcF	13 23%	7 8%	16 27% f	22 11%	52 25% H	31 24%	19 16%	11 15%	13 16%	14 16%	6 8%	2 6%	19 26% OP	22 26% OP	11 22% oP	12 13%	12 10%	49 28% TU	51 20%	20 15%
NEVER HEARD OF	18 5%	1 1%	3 4%	- -	3 6%	- -	12 19% BDF	12 6%	6 3%	15 12% LM	3 3%	- -	- -	12 13% ps	1 1%	- -	3 5%	3 3%	- -	6 7% v	12 9% v	1 -	18 7% X	- -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.6	2.2	2.4	0.7	0.6	0.7	1.5	0.5	1.2	0.9	0.7	0.7	1.9	1.3	1.2	0.3	0.7	0.5	4.6	0.2	0.9	0.8	1.1



# CIVITAS

## INSTITUTE

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Pat McCrory

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (FAVORABLE - UNFAVORABLE)	-23 -6%	33 69%	14 32%	-16 -29%	-50 -73%	14 17%	-18 -20%	-38 -45%	-36 -20%	51 38%	-27 -53%	-29 -18%	38 21%	-51 -34%	-16 -19%	45 28%	-21 -20%	4 11%	4 23%	-6 -7%	-5 -3%	-3 -5%	-20 -6%	1 12%
TOTAL HEARD OF																								
AUG 23-25, 2014	382 95%	48 100%	38 86%	44 79%	69 100%	85 99%	89 100%	76 89%	174 99%	127 95%	52 100%	153 99%	165 91%	139 92%	83 99%	152 96%	100 96%	41 100%	16 85%	67 87%	139 99%	58 90%	302 96%	13 100%
AUG 19-20, 2013	372 93%	41 100%	54 92%	57 96%	63 91%	85 95%	71 88%	81 94%	168 95%	114 92%	47 93%	147 94%	163 95%	148 94%	106 98%	107 93%	83 95%	29 98%	21 79%	73 95%	152 93%	57 90%	288 94%	17 85%
AUG 20-21, 2012	365 91%	62 92%	59 96%	39 90%	73 95%	69 90%	56 85%	66 91%	158 93%	123 90%	49 89%	139 92%	153 90%	118 91%	104 93%	125 90%	93 91%	37 94%	17 86%	76 91%	7 89%	59 92%	292 91%	9 92%
FAVORABLE																								
AUG 23-25, 2014	143 36%	40 84%	21 47%	9 16%	8 12%	44 52%	17 19%	12 14%	56 32%	73 55%	6 12%	51 33%	83 46%	31 21%	28 34%	82 52%	32 31%	18 45%	10 53%	22 28%	56 39%	24 38%	111 35%	6 49%
AUG 19-20, 2013	154 38%	32 78%	37 63%	14 23%	16 24%	32 36%	23 28%	18 21%	56 32%	77 62%	13 25%	39 25%	97 57%	33 21%	49 45%	68 59%	39 45%	13 43%	9 33%	23 30%	66 40%	16 25%	126 41%	9 44%
AUG 20-21, 2012	181 45%	46 68%	43 70%	12 27%	27 35%	24 32%	24 36%	20 28%	67 39%	89 65%	16 29%	54 36%	103 61%	46 36%	51 45%	76 54%	51 50%	18 46%	6 31%	39 47%	3 37%	16 25%	158 49%	5 56%
UNFAVORABLE																								
AUG 23-25, 2014	165 41%	7 14%	6 14%	25 46%	58 85%	30 35%	34 38%	50 58%	91 52%	22 17%	33 65%	80 52%	45 25%	82 54%	44 53%	37 23%	53 51%	14 34%	5 30%	28 36%	61 43%	28 43%	130 42%	5 38%
AUG 19-20, 2013	156 39%	4 9%	7 13%	33 56%	42 61%	37 41%	34 41%	55 64%	77 44%	20 16%	27 53%	87 55%	34 20%	95 60%	37 34%	18 15%	33 38%	9 29%	11 41%	34 45%	61 37%	30 47%	117 38%	4 19%
AUG 20-21, 2012	96 24%	7 11%	3 5%	15 35%	25 33%	31 41%	15 22%	32 44%	46 27%	13 10%	23 41%	46 30%	21 12%	47 36%	29 26%	15 11%	20 20%	7 17%	8 38%	22 27%	2 24%	26 41%	68 21%	1 9%

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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Pat McCrory

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
HEARD OF/NO OPINION	74 18%	1 2%	11 25% BE	10 17%	3 4%	11 13% b	38 43% BCDEF	14 17%	26 15%	32 24%	12 24%	21 14%	37 21%	26 17%	10 13%	34 21%	15 15%	9 22%	1 3%	18 23% S	23 16% s	6 9%	61 19%	2 13%
NEVER HEARD OF	18 5%	- -	6 14% BEFG	12 21% befg	- -	1 1%	- -	10 11%	2 1%	6 5%	- -	2 1%	16 9% KL	12 8% o	1 1%	6 4%	4 4%	- -	3 15%	10 13% Ru	2 1%	6 10%	12 4% X	- -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	5.8	3.3	0.4	0.1	1.5	0.5	0.2	0.6	3.3	0.2	0.6	1.9	0.4	0.6	2.2	0.6	1.3	1.8	0.8	0.9	0.9	0.8	1.3



# CIVITAS

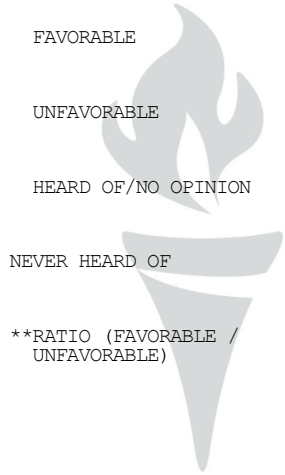
## INSTITUTE

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Thom Tillis

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (FAVORABLE - UNFAVORABLE)	-100 -25%	-33 -38%	5 8%	-1 -3%	-24 -43%	-30 -32%	-17 -28%	-25 -13%	-76 -37%	-22 -17%	-36 -31%	-25 -35%	-17 -21%	-7 -9%	-12 -18%	-5 -13%	-24 -33%	-39 -46%	-13 -27%	26 28%	-74 -59%	-48 -27%	-71 -28%	-25 -18%
TOTAL HEARD OF	336 84%	80 91%	52 82%	32 83%	47 84%	83 88%	42 70%	160 83%	175 84%	99 77%	97 83%	64 89%	74 92%	62 71%	62 91%	36 97%	63 86%	69 82%	43 86%	78 84%	95 76%	158 90%	218 85%	111 83%
FAVORABLE	70 17%	11 13%	20 31%	7 19%	9 15%	17 18%	6 10%	45 23%	25 12%	18 14%	17 14%	14 19%	21 26%	13 15%	17 25%	14 38%	9 12%	8 10%	8 16%	44 48%	3 3%	23 13%	38 15%	31 23%
UNFAVORABLE	170 43%	45 51%	15 23%	8 22%	33 58%	47 49%	23 39%	69 36%	101 49%	40 31%	53 45%	39 55%	38 47%	21 24%	29 43%	19 51%	33 45%	47 56%	21 43%	18 20%	77 62%	71 40%	109 42%	56 42%
HEARD OF/NO OPINION	95 24%	23 27%	18 28%	16 43%	6 11%	19 21%	13 21%	46 24%	49 24%	41 32%	28 24%	11 15%	16 19%	28 32%	16 23%	3 8%	21 29%	14 17%	13 27%	16 17%	14 12%	65 37%	70 27%	24 18%
NEVER HEARD OF	64 16%	8 9%	11 18%	7 17%	9 16%	11 12%	18 30%	32 17%	33 16%	30 23%	20 17%	8 11%	7 8%	25 29%	6 9%	1 3%	11 14%	15 18%	7 14%	14 16%	30 24%	17 10%	39 15%	23 17%
**RATIO (FAVORABLE / UNFAVORABLE)	0.4	0.3	1.3	0.9	0.3	0.4	0.3	0.6	0.2	0.5	0.3	0.4	0.6	0.6	0.6	0.8	0.3	0.2	0.4	2.4	-	0.3	0.4	0.6



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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

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Thom Tillis

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (FAVORABLE - UNFAVORABLE)	-100 -25%	22 45% CDEFG	4 9% DEFG	-25 -45%	-49 -71%	-19 -22% E	-29 -33% e	-53 -62%	-68 -39%	23 18% HI	-37 -72%	-61 -39%	-1 KL	-83 -55%	-33 -39%	14 9% NO	-41 -39%	6 16% QSTU	-6 -30%	-20 -26%	-26 -18% q	-24 -37%	-71 -23%	-1 -4% vW
TOTAL HEARD OF -----	336 84%	41 86%	37 82%	35 64%	60 86%	81 94% D	77 86%	67 78%	147 84%	116 87%	45 86%	125 81%	157 87%	130 86%	71 85%	128 81%	90 86%	41 100% QTU	18 100% QTU	64 83%	108 76%	40 63%	279 89% V	8 60%
FAVORABLE	70 17%	28 59% cDEFG	16 35% DEG	- -	3 5%	17 19% DEg	6 7% d	1 1%	16 9% h	52 39% HI	- -	14 9% K	54 30% KL	5 4%	12 15% N	49 31% NO	11 10%	18 44% Qtu	3 17%	13 16%	25 18%	3 5%	63 20% V	3 21%
UNFAVORABLE	170 43%	7 14%	12 26%	25 45% B	52 76% BCdFG	35 41% B	36 40% B	55 64% J	84 48% J	28 21%	38 72% LM	74 48% M	55 30%	88 58% P	45 54% P	35 22%	52 49%	11 28%	9 47%	33 42%	51 36%	27 42%	135 43%	3 25%
HEARD OF/NO OPINION	95 24%	6 14%	9 21% e	10 19%	4 6%	29 34% bE	36 40% BcdE	11 13%	48 27% h	36 27% h	7 14%	37 24%	47 26%	36 24%	14 16%	45 28% o	27 26%	11 28%	7 36%	18 24%	32 22%	11 17%	80 26%	2 14%
NEVER HEARD OF	64 16%	7 14%	8 18%	20 36% F	9 14%	5 6%	12 14%	19 22%	29 16%	17 13%	7 14%	30 19%	24 13%	21 14%	13 15%	31 19%	15 14% RS	- -	- -	13 17% RS	34 24% RS	24 37% W	35 11%	5 40%
**RATIO (FAVORABLE / UNFAVORABLE)	0.4	4.3	1.4	-	0.1	0.5	0.2	-	0.2	1.8	-	0.2	1.0	0.1	0.3	1.4	0.2	1.6	0.4	0.4	0.5	0.1	0.5	0.8

CIVITAS INSTITUTE

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Kay Hagan

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (FAVORABLE - UNFAVORABLE)	-1 -	11 13% CDG	-19 -30%	-11 -28%	4 8% CDG	21 23% CDeG	-8 -13%	-25 -13%	24 11% H	-1 -1% M	-1 -1% M	13 18% JKM	-12 -15%	-9 -10%	-8 -11%	-9 -24%	14 19% NOPS	13 16% NOPS	-3 -7% p	-55 -60%	57 46% TV	3 2% T	17 7% X	-25 -19%
TOTAL HEARD OF																								
AUG 23-25, 2014	396 99%	88 100%	62 97%	36 94%	56 100%	94 100%	60 100%	191 100%	204 98%	128 99%	115 98%	72 100%	80 99%	86 100%	68 100%	36 98%	72 98%	82 97%	50 100%	90 98%	124 100%	173 99%	255 99%	132 98%
AUG 19-20, 2013	350 88%	98 91%	36 82%	29 86%	58 91%	77 84%	53 86%	173 90%	177 85%	148 81%	100 95% Jm	48 92% J	54 89%	82 83%	60 99% NQRS	32 98% NQRs	90 82%	62 91% s	25 80%	88 88%	111 87%	150 88%	242 85%	106 94% W
FAVORABLE																								
AUG 23-25, 2014	172 43%	42 48% D	20 31%	10 25%	28 49% d	53 56% CDg	20 34%	72 37%	100 48%	54 42%	46 40%	40 56% km	32 39%	34 39%	25 36%	13 35%	37 50%	42 50%	22 43%	11 12%	87 70% TV	73 41% T	119 46%	47 35%
AUG 19-20, 2013	141 35%	47 44% F	14 33%	9 28%	24 37%	26 28%	21 35%	69 36%	72 35%	54 30%	44 42% j	21 40%	22 35%	28 28%	29 48% Nq	13 38%	37 34%	24 36%	11 35%	17 17%	59 46% T	65 38% T	100 35%	41 37%
UNFAVORABLE																								
AUG 23-25, 2014	173 43%	31 35%	39 62% BF	21 54% f	23 42%	32 34%	28 46%	97 50% i	77 37%	55 42%	48 41%	27 38%	44 54% l	43 49%	32 47%	22 59% QR	23 31%	28 34%	25 50%	67 72% UV	30 24%	70 40% u	102 39%	72 53% w
AUG 19-20, 2013	97 24%	21 20%	9 20%	10 31%	13 20%	28 30%	16 25%	52 27%	44 21%	35 19%	22 21%	16 30%	24 39% JK	22 22%	14 24%	16 47% NOQR	18 17%	17 25%	10 31% q	41 41% UV	13 10%	42 25% U	61 21%	34 30% w
HEARD OF/NO OPINION	50 12%	15 17% C	2 3%	6 15%	5 9%	9 10%	12 20% c	23 12%	27 13%	19 15%	21 18% lM	5 7%	5 6%	10 11%	11 17% P	1 4%	12 17% p	11 14% p	3 7%	12 13%	7 6%	31 17% U	35 14%	14 10%
NEVER HEARD OF	4 1%	- -	2 3%	2 6%	- -	- -	- -	1 -	4 2%	1 1%	2 2%	- -	1 1%	- -	- -	1 2%	1 2%	2 3%	- -	2 2%	- -	2 1%	2 1%	2 2%
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.4	0.5	0.5	1.2	1.7	0.7	0.7	1.3	1.0	1.0	1.5	0.7	0.8	0.8	0.6	1.6	1.5	0.9	0.2	2.9	1.0	1.2	0.7

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

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you have never heard of them just tell me and we'll go on to the next one.

Kay Hagan

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22% bc	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38% o	84 21%	158 40% o	105 26%	41 10%	18 5%	77 19%	141 35% QRST	64 16% x	314 78%	13 3%
**D/S (FAVORABLE - UNFAVORABLE)	-1 -	-36 -76%	-19 -43%	14 25% BCF	43 62% BCDFG	-2 -2% BC	5 5% BCF	25 29% J	47 26% J	-71 -53%	28 54% LM	28 18% M	-56 -31%	65 43% OP	1 1% P	-65 -41%	30 29% RSTU	-5 -13%	-1 -6%	-20 -26%	-17 -12%	11 18% Wx	-9 -3%	- 1%
TOTAL HEARD OF																								
-----																								
AUG 23-25, 2014	396 99%	48 100%	42 95%	55 100%	69 100%	85 99%	88 98%	85 99%	176 100%	130 97%	52 100%	154 99%	178 98%	150 100%	84 100%	155 98%	102 97%	41 100%	18 100%	77 100%	140 99%	64 100%	309 99%	13 100%
AUG 19-20, 2013	350 88%	37 91%	50 87%	53 89%	58 85%	82 91%	68 84%	78 90%	160 91%	105 84%	44 86%	143 92%	149 88%	140 89%	101 93%	99 86%	73 84%	24 81%	20 75%	68 89%	151 92% qs	56 87%	267 87%	17 85%
FAVORABLE																								
-----																								
AUG 23-25, 2014	172 43%	3 6%	9 19%	34 61% BC	53 78% BCFG	34 40% BC	38 43% BC	51 59% J	99 56% J	20 15%	37 72% LM	82 53% M	51 28%	98 65% OP	37 44% P	36 23%	60 57% TU	15 37%	9 47%	24 32%	50 35%	34 52%	130 41%	5 43%
AUG 19-20, 2013	141 35%	7 17%	10 17%	27 45% BC	32 47% BC	36 40% BC	30 36% BC	39 45% J	80 45% J	20 16%	18 35%	70 45% M	45 26%	80 51% OP	38 35% P	21 18%	34 39%	9 32%	11 39%	30 39%	51 31%	23 36%	106 35%	8 38%
UNFAVORABLE																								
-----																								
AUG 23-25, 2014	173 43%	39 82% DEFG	28 62% dEfg	20 35%	10 15%	36 42% E	34 38% E	26 31%	53 30% HI	91 68% HI	9 18%	54 35% k	107 59% KL	33 22%	36 43% N	101 64% NO	29 28%	20 50%	10 53%	45 58% Q	66 47% Q	22 35%	140 44%	5 43%
AUG 19-20, 2013	97 24%	18 43% DEG	23 40% DEG	9 16%	4 6%	25 28% E	17 21% E	12 14%	25 14%	59 47% HI	10 20%	19 12%	67 39% KL	22 14%	24 22%	47 40% NO	20 23%	5 18%	4 16%	20 26%	46 28%	7 11%	83 27% V	4 20%
HEARD OF/NO OPINION	50 12%	6 12%	6 14%	2 4%	5 7%	15 17% d	16 18% d	8 9%	24 14%	18 13%	5 10%	18 12%	20 11%	19 13%	11 13%	17 11%	12 12% S	5 13%	- -	8 11% s	23 17% S	8 13%	40 13%	2 14%
NEVER HEARD OF	4 1%	- -	2 5%	- -	- -	1 1%	1 2%	1 1%	- -	4 3%	- -	1 1%	3 2%	1 -	- -	4 2%	3 3%	- -	- -	- -	1 1%	- -	4 1%	- -
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	0.1	0.3	1.7	5.1	0.9	1.1	1.9	1.9	0.2	4.0	1.5	0.5	3.0	1.0	0.4	2.0	0.7	0.9	0.5	0.8	1.5	0.9	1.0

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

Do you approve or disapprove of the job that Barack Obama is doing as President?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (APPROVE - DISAPPROVE)	10 3%	2 cD	-7 -11% D	-23 -61% D	12 21% BCD	22 23% BCDg	4 7% CD	-6 -3%	17 8% H	32 25% KLM	-10 -9% m	7 9% KM	-19 -23%	19 22% OPS	-14 -21%	-11 -31%	13 18% OPS	10 12% OPS	-7 -14%	-73 -79%	89 71% TV	-7 -4% T	47 18% X	-35 -26%
TOTAL APPROVE -----																								
AUG 23-25, 2014	193 48%	43 49% D	28 43% D	5 14%	28 50% D	58 61% D	31 53% D	89 46%	105 50%	76 59% M	50 43%	38 52% m	29 36%	49 57% p	27 40%	12 33%	42 58% P	42 50% p	20 40%	9 9%	103 83% TV	77 44% T	146 57% X	44 33%
AUG 19-20, 2013	206 51%	68 63% CEG	18 42%	16 49%	25 40%	51 56% e	27 45%	95 50%	110 53%	105 58% LM	57 55% LM	20 37%	24 39%	57 58% Ps	27 44%	12 36%	62 57% Ps	35 52% p	13 40%	9 9%	111 87% TV	85 50% T	155 54%	51 45%
AUG 20-21, 2012	200 50%	52 57% D	32 57% d	15 37%	34 50%	41 49% d	28 44% C	90 47%	110 53%	83 57% L	62 50%	26 40%	29 45%	54 55% o	39% 37%	9 57% Op	51 51% Op	38 51% p	21 48%	11 8%	109 91% TV	80 56% T	153 52% x	41 42%
AUG 14-18, 2011	175 44%	45 46%	20 39%	13 34%	23 40%	49 53% d	25 38% C	85 44%	90 43%	77 50% l	45 39%	26 36%	27 45%	48 58% OpR	25 32%	11 38%	50 45%	23 37%	17 51% O	13 12%	92 77% TV	64 42% T	126 45% S	42 39%
AUG 15-18, 2010	175 44%	47 51% C	7 15%	15 41% C	29 46% C	41 51% C	36 44% C	89 46%	86 41%	31 48% m	66 50% M	42 44%	36 33%	27 50% P	48 56% PqS	15 28%	22 41%	43 45% P	21 36%	16 12%	83 88% TV	72 44% T	130 53% X	46 30%
TOTAL DISAPPROVE -----																								
AUG 23-25, 2014	183 46%	41 47%	34 54% e	28 74% BEFG	16 29%	36 38%	27 45%	95 49%	88 42%	44 34%	60 51% j	31 43%	48 59% jL	30 35%	41 60% NqR	24 64% NQR	29 40%	31 38%	27 54%	82 89% UV	15 12%	84 48% U	100 39%	79 59% W
AUG 19-20, 2013	178 45%	32 30%	25 58% Bf	17 51% b	33 52% B	38 42%	33 54% B	84 44%	94 45%	65 36%	45 43%	31 60% JK	37 60% JK	34 34%	30 50% n	20 62% NQ	43 39%	32 48%	19 60% NQ	90 91% UV	12 9%	77 45% U	118 41%	59 52% w
AUG 20-21, 2012	187 47%	37 41%	22 39%	24 58% b	31 46%	40 49%	34 54%	97 51%	90 43%	59 40%	57 46%	37 57% J	33 52%	41 43%	41 59% nQ	15 60% q	35 38%	34 47%	21 48%	116 90% UV	9 8%	55 39% U	131 45%	53 55% w
AUG 14-18, 2011	207 52%	44 46%	28 54%	25 66% bF	33 57%	38 42%	39 60% f	95 49%	112 54%	71 46%	62 54%	43 61% J	31 52%	28 34%	49 62% N	18 59% N	59 53% N	37 60% N	16 47%	93 87% UV	24 20%	74 49% U	142 50%	61 57%
AUG 15-18, 2010	210 52%	42 46%	36 80% BDEFG	19 53%	31 48%	37 46%	45 55%	96 50%	114 55%	30 47%	63 47%	51 54%	65 60% jK	26 49%	37 43%	33 63% O	27 49%	51 54%	36 61% O	114 85% UV	10 11%	81 50% U	104 43%	100 67% 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

Continued



Do you approve or disapprove of the job that Barack Obama is doing as President?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
STRONGLY APPROVE	64 16%	13 15% D	16 25% Dg	1 2%	8 14%	22 23% DG	4 6%	27 14%	36 17%	23 17%	15 12%	9 13%	17 21%	8 10%	11 16%	8 21%	16 21%	10 12%	11 21%	3 4%	38 30% TV	22 12% t	44 17%	18 13%
SOMEWHAT APPROVE	130 32%	30 34% D	12 18%	4 11%	20 36% D	36 38% cD	28 46% CD	61 32%	69 33%	53 41% M	35 30% M	29 40% M	12 15%	41 47% oPS	16 24%	4 11%	27 36% P	32 38% PS	10 19%	5 6%	65 53% TV	55 32% T	103 40% X	27 20%
SOMEWHAT DISAPPROVE	44 11%	19 21% CeF	- 1%	6 15% c	4 7%	7 8%	7 12%	20 11%	23 11%	13 10%	13 11%	8 11%	9 12%	11 13%	7 10%	2 6%	8 11%	7 9%	8 15%	4 4%	13 10%	25 14% T	27 11%	16 12%
STRONGLY DISAPPROVE	139 35%	23 26%	34 53% BEf	23 59% BEFg	12 21%	28 30%	20 33%	75 39%	65 31%	31 24%	47 40% j	23 32%	38 47% Jl	19 22%	34 50% NqR	21 58% NQRs	21 29%	24 29%	19 39%	78 84% UV	2 1%	59 34% U	72 28%	63 47% W
UNDECIDED/DON'T KNOW	24 6%	3 4%	2 3%	5 12% f	12 21% bcFG	1 1%	1 2%	9 5%	15 7%	9 7%	7 6%	3 5%	4 5%	7 9%	- -	1 3%	2 2%	10 12% Opq	3 5%	2 2%	6 5%	14 8% t	11 4%	10 8%



CIVITAS  
INSTITUTE

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

Do you approve or disapprove of the job that Barack Obama is doing as President?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (APPROVE - DISAPPROVE)	10 3%	-40 -84%	-33 -75%	38 68%	51 74%	-5 -6%	-2 -3%	70 81%	31 18%	-89 -67%	45 86%	26 17%	-63 -35%	107 71%	-10 -12%	-85 -54%	10 9%	-3 -8%	-2 -9%	5 6%	-4 -3%	20 31%	-7 -2%	2 14%	
TOTAL APPROVE	-----																								
AUG 23-25, 2014	193 48%	4 8%	5 11%	43 78%	60 87%	40 47%	37 41%	77 89%	94 54%	20 15%	48 92%	86 55%	53 29%	125 83%	35 41%	32 20%	55 53%	18 45%	8 46%	40 52%	63 44%	38 59%	146 47%	7 57%	
AUG 19-20, 2013	206 51%	5 12%	4 7%	49 82%	62 91%	41 46%	43 54%	74 85%	109 62%	16 13%	37 74%	112 72%	37 22%	113 71%	57 52%	22 19%	47 54%	12 41%	14 50%	39 51%	84 51%	56 88%	134 44%	11 51%	
AUG 20-21, 2012	200 50%	5 7%	6 9%	40 92%	69 90%	45 59%	35 53%	68 94%	102 60%	21 15%	49 90%	108 72%	33 19%	99 77%	57 50%	38 27%	53 52%	22 55%	8 42%	38 46%	4 55%	58 91%	136 42%	3 26%	
AUG 14-18, 2011	175 44%	9 16%	4 7%	41 81%	51 75%	32 40%	32 45%	48 68%	94 54%	22 17%	34 76%	95 60%	40 23%	89 63%	46 49%	31 22%	45 54%	19 43%	11 56%	39 44%	2 26%	32 80%	116 37%	16 58%	
AUG 15-18, 2010	175 44%	11 16%	5 8%	35 95%	48 84%	42 51%	30 38%	55 96%	103 62%	13 8%	39 91%	85 75%	45 20%	101 83%	46 49%	24 14%	53 52%	28 50%	5 46%	53 58%	1 17%	14 94%	155 42%	6 59%	
TOTAL DISAPPROVE	-----																								
AUG 23-25, 2014	183 46%	44 91%	38 86%	6 10%	9 13%	45 52%	39 44%	7 8%	63 36%	110 82%	3 6%	59 38%	117 64%	18 12%	45 53%	117 74%	46 44%	22 54%	10 54%	36 46%	66 47%	18 28%	153 49%	5 43%	
AUG 19-20, 2013	178 45%	36 88%	54 93%	5 9%	6 9%	43 47%	34 42%	13 15%	57 32%	106 85%	12 23%	37 23%	129 76%	39 25%	43 40%	92 80%	38 44%	16 54%	10 38%	35 46%	73 45%	4 6%	161 53%	9 42%	
AUG 20-21, 2012	187 47%	61 90%	56 91%	3 8%	6 8%	30 39%	25 38%	3 4%	63 37%	112 82%	4 8%	37 25%	134 79%	25 19%	55 49%	97 69%	46 45%	17 43%	12 58%	42 50%	4 45%	6 9%	173 54%	7 74%	
AUG 14-18, 2011	207 52%	46 83%	47 91%	8 15%	16 24%	38 47%	37 51%	19 28%	68 39%	105 80%	9 20%	57 36%	124 72%	46 32%	39 42%	107 76%	36 44%	24 55%	9 44%	44 49%	5 74%	6 14%	186 59%	11 39%	
AUG 15-18, 2010	210 52%	57 81%	57 90%	2 5%	8 15%	37 45%	45 55%	2 4%	54 33%	148 90%	4 9%	24 22%	175 76%	16 13%	46 49%	140 83%	47 46%	23 41%	5 42%	36 39%	6 83%	1 6%	201 54%	4 41%	

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

Do you approve or disapprove of the job that Barack Obama is doing as President?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
STRONGLY APPROVE	64 16%	- -	3 8%	13 23% b	25 37% BCfG	14 16% B	8 8% B	26 30% J	25 14%	12 9%	20 38% LM	23 15%	21 11%	39 26% OP	8 9%	16 10%	18 17%	4 10%	5 24%	10 13%	21 15%	17 27%	44 14%	2 15%
SOMEWHAT APPROVE	130 32%	4 8%	1 3%	31 56% BCf	35 50% BCf	26 30% BC	29 33% BC	51 59% iJ	70 40% J	8 6%	28 53% M	63 41% M	33 18%	86 57% OP	27 32% P	16 10%	37 36%	14 35%	4 21%	30 39%	42 30%	21 33%	102 33%	5 42%
SOMEWHAT DISAPPROVE	44 11%	3 6%	1 2%	6 10%	7 11%	12 14% c	13 15% C	4 5%	32 18% HJ	7 5%	3 6%	25 16%	15 8%	10 7%	19 23% NP	13 9%	19 18% R	1 1%	2 13%	8 11%	13 9% r	7 10%	37 12% X	- -
STRONGLY DISAPPROVE	139 35%	41 85% DEFG	37 84% DEFG	- -	2 3%	33 39% DE	26 29% DE	3 3%	31 18% H	103 77% HI	- -	35 23% K	102 56% KL	8 5%	26 31% N	104 65% NO	27 26%	21 52% q	8 41%	27 35%	53 38%	11 18%	116 37% V	5 43%
UNDECIDED/DON'T KNOW	24 6%	- 1%	1 3%	6 12%	- -	1 1%	13 15% BCEF	2 2%	18 10% hJ	3 2%	1 2%	10 6%	11 6%	7 5%	4 5%	9 6%	3 3%	- 1%	- -	1 2%	12 8% rS	8 13% x	15 5% X	- -



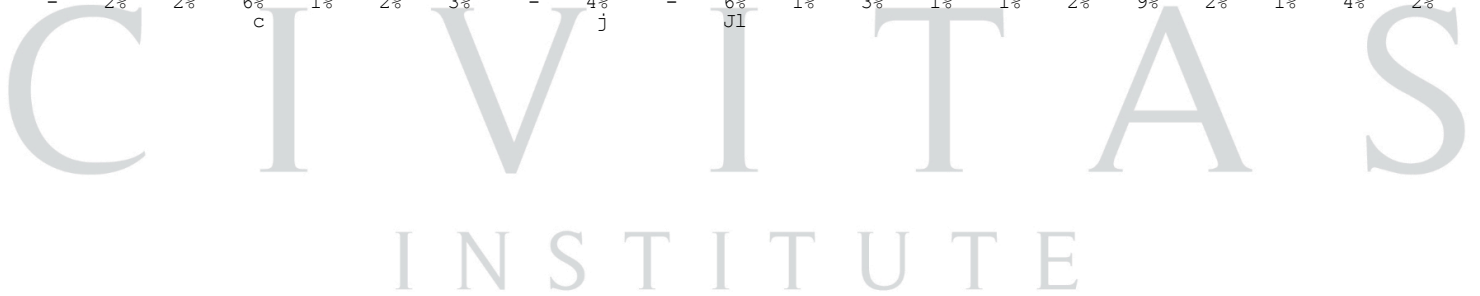
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Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I/J K/L/M N/O/P Q/R/S/T/U V/W/X  
N A T I O N A L R E S E A R C H I N C

In the November 2014 election, how do you intend to vote?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
ON ELECTION DAY	201 50%	44 50%	35 56%	24 62% f	31 55%	39 42%	28 47%	105 55%	96 46%	68 52%	57 48%	37 52%	39 49%	48 56%	40 58%	17 47%	33 44%	38 45%	26 51%	49 54%	60 48%	87 49%	120 47%	77 58%
AT A ONE STOP VOTING LOCATION BEFORE ELECTION DAY	171 43%	40 46%	27 42%	13 34%	17 30%	45 48%	29 49%	81 42%	90 43%	53 41%	49 42%	33 46%	35 44%	37 43%	25 37%	19 51%	31 42%	39 47%	20 39%	37 40%	62 50%	69 39%	118 46%	48 36%
ABSENTEE BALLOT	11 3%	1 1%	- -	1 2%	7 13% bc	2 2%	1 1%	1 1%	10 5% h	7 5%	2 2%	1 2%	1 1%	- -	1 1%	1 2%	8 10% no	2 2%	- 1%	5 5%	- -	7 4% u	9 4%	2 1%
NOT GOING TO VOTE	6 2%	1 1%	1 2%	- -	- -	3 3%	1 2%	1 1%	5 2%	2 1%	4 4% lm	- -	- -	1 1%	1 1%	- -	1 2%	4 5%	- -	- -	1 1%	5 3% t	5 2%	1 1%
DON'T KNOW/REFUSED	10 3%	1 2%	- -	1 2%	1 2%	6 6% c	1 1%	3 2%	7 3%	- -	5 4% j	- -	5 6% jl	1 1%	2 3%	- 1%	1 1%	2 2%	4 9%	2 2%	1 1%	8 4%	4 2%	6 4%



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

In the November 2014 election, how do you intend to vote?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
ON ELECTION DAY	201 50%	29 61%	20 45%	32 57%	29 42%	42 50%	44 49%	40 47%	85 48%	74 55%	21 41%	76 49%	101 56%	65 43%	45 53%	88 56%	47 45%	21 52%	7 39%	44 57%	76 54%	29 46% x	163 52% X	2 16%
AT A ONE STOP VOTING LOCATION BEFORE ELECTION DAY	171 43%	16 33%	21 47%	24 43%	38 56% G	40 47%	29 32%	42 49%	76 43%	51 38%	30 58% m	68 44%	68 37%	77 51% p	35 42%	55 34%	49 47%	14 34%	10 52%	30 39%	57 40%	25 39%	134 43%	9 74% vw
ABSENTEE BALLOT	11 3%	1 2%	3 8%	-	-	-	7 7% Def	1 1%	5 3%	5 4%	-	5 3%	5 3%	4 3%	-	7 4% o	4 4%	5 11%	-	1 2%	1 1%	7 11%	3 1%	1 6%
NOT GOING TO VOTE	6 2%	-	-	-	1 2%	1 1%	4 5%	1 1%	3 2%	2 1%	-	2 1%	1 -	1 1%	3 4%	2 1%	3 3%	-	2 9%	-	1 1%	3 4%	3 1%	1 4%
DON'T KNOW/REFUSED	10 3%	2 3%	-	-	1 1%	2 2%	6 7% cd	1 1%	7 4%	2 1%	-	3 2%	7 4% k	2 2%	1 1%	7 4%	2 2%	1 2%	-	2 2%	6 4% s	-	10 3% VX	-



CIVITAS  
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If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote if the candidates were Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (TILLIS - HAGAN)	-47 -12%	-15 -17%	12 19% BEFG	9 24% BEFG	-19 -34%	-28 -29%	-7 -11%	-14 -7% 1	-34 -16%	-25 -19%	-8 -7%	-9 -12%	-6 -7%	-18 -21%	-	5 14% NOQRS	-14 -19%	-8 -9%	-13 -25%	64 69% UV	-95 -76%	-15 -8% U	-57 -22%	14 10% W	
TOTAL TILLIS -----	108 27%	22 25%	27 42% E	15 39% E	8 14%	23 24%	14 24%	56 29%	52 25%	24 19%	31 26%	24 33%	29 36% j	17 20%	19 28% NOQRS	19 52%	15 20%	26 31%	11 23%	69 75% UV	1 1%	37 21% U	56 22%	52 39% W	
TOTAL HAGAN -----	156 39%	37 42% D	15 23%	6 15%	27 48% cD	50 54% CD	21 35%	69 36%	86 41%	49 38%	39 33%	32 45%	35 43%	20 41%	14 38%	29 39%	33 40%	24 48% o	5 6%	96 77% TV	52 30% T	112 44% X	39 29%		
TOTAL HAUGH -----	33 8%	15 17% CeG	2 3%	4 11%	3 5%	8 9%	1 2%	20 10%	13 6%	10 8%	12 10%	6 8%	5 6%	10 11%	9 13%	1 4%	5 7%	5 6%	3 7%	7 7%	5 4%	21 12% u	20 8%	13 10%	
TOTAL LEAN/UND -----	91 23%	13 14%	17 26%	11 30%	14 24%	13 14%	24 40% BF	43 23%	48 23%	40 31% LM	32 28% LM	9 12%	10 12%	24 27% P	18 26% P	2 5%	20 28% P	18 21% P	9 19% p	11 12%	23 18%	53 30% T	61 24%	27 20%	
DEFINITELY TILLIS	76 19%	11 13%	25 39% BEFg	11 29% e	6 10%	14 15%	9 15%	45 24%	30 15%	18 14%	21 18%	13 17%	24 30% j	15 18%	12 48% NOQRS	18 11%	8 17%	14 16%	8 16% UV	53 58% UV	-	22 12% U	36 14%	40 29% W	
PROBABLY TILLIS	33 8%	10 12%	2 3%	4 10%	2 4%	9 9%	5 9%	11 5%	22 11%	7 5%	10 8%	11 15%	5 6% N	2 2%	7 10%	2 5%	7 9%	12 14% N	3 7%	16 17% U	1 1%	16 9% U	20 8%	13 9%	
DEFINITELY HAGAN	125 31%	33 38% cD	12 19%	4 11%	15 27%	46 49% CDeg	15 25%	55 29%	71 34%	38 29%	29 24%	30 41% k	29 36%	24 27%	17 25%	14 38%	26 36%	26 31%	19 37%	5 5%	84 67% TV	36 20% T	89 34%	34 26%	
PROBABLY HAGAN	30 8%	4 4%	3 5%	1 4%	12 22% bcdf	4 5%	6 9%	15 8%	16 7%	12 9%	10 9%	3 4%	6 7%	12 13% p	3 4%	-	2 3%	8 9% P	6 11% P	1 1%	13 10% t	16 9% T	24 9% x	4 3%	
DEFINITELY HAUGH	14 4%	7 8% cD	1 1%	-	2 4%	4 4%	1 2%	12 6% 1	2 1%	5 4%	4 3%	5 7%	1 1%	6 7%	5 7% s	1 3%	1 1%	2 2%	-	1 1%	1 -	12 7% tU	5 2%	9 7%	
PROBABLY HAUGH	19 5%	8 9% eG	1 2%	4 11% g	1 1%	4 5%	-	8 4%	11 5%	6 4%	8 7%	1 2%	4 5%	4 5%	4 5%	-	4 6%	3 3%	3 7%	6 6%	4 3%	9 5%	14 6%	4 3%	
LEAN TILLIS	17 4%	1 1%	4 6%	4 10% f	8 14% bfg	-	-	12 6%	4 2%	10 8%	6 5%	1 1%	-	6 7%	6 8% rS	-	4 5%	1 1%	-	2 2%	7 6%	7 4%	9 3%	7 5%	
LEAN HAGAN	12 3%	3 3%	1 1%	-	2 4%	4 4%	3 4%	6 3%	7 3%	6 5%	3 3%	3 5%	-	2 2%	4 6% ps	-	4 6%	2 3%	-	2 2%	2 2%	8 5%	8 3%	5 3%	

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

Continued

If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote if the candidates were Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
LEAN HAUGH	15 4%	3 4%	-	-	-	2 2%	10 16% cdef	12 6%	3 2%	13 10% lm	2 1%	-	-	11 13% ps	1 1%	-	3 4%	-	-	1 1%	11 9% t	4 2%	13 5%	2 2%
HARD UNDECIDED	47 12%	6 7%	12 19%	8 20%	3 5%	7 7%	11 19%	13 7%	33 16% H	11 9%	21 18% L	4 6%	9 12%	5 5%	7 11%	1 3%	10 13%	14 17% P	9 19% P	6 7%	2 2%	33 19% TU	32 12%	13 10%
OTHER	4 1%	1 1%	1 2%	2 4%	1 1%	-	-	-	4 2%	-	2 1%	1 1%	2 2%	-	-	-	-	2 3%	2 3%	-	-	4 2%	1 -	3 3%
REFUSED	8 2%	1 1%	2 4%	-	4 7%	-	-	3 2%	5 2%	5 4%	2 2%	-	-	1 1%	2 3%	-	5 7%	-	-	-	-	8 4% TU	7 3%	-



# CIVITAS

## INSTITUTE

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

If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote if the candidates were Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (TILLIS - HAGAN)	-47 -12%	34 72% DEFG	30 67% DEFG	-38 -69%	-57 -82%	-8 -9% DE	-7 -8% DE	-53 -62%	-57 -32%	63 47% HI	-40 -77%	-48 -31% k	38 21% KL	-92 -61%	-13 -16% N	56 35% NO	-33 -31%	4 10% QT	5 25% QTU	-8 -10% q	-3 -2% Q	-22 -35%	-27 -9% v	3 28% VW
TOTAL TILLIS -----	108 27%	35 74% DEFG	34 76% DEFG	- -	1 2%	20 23% DE	17 19% DE	2 2%	27 16% H	78 59% HI	1 2%	27 18% K	76 42% KL	6 4%	20 24% N	80 50% NO	19 18%	19 46% Q	8 43%	20 26%	43 30%	5 8%	97 31% V	5 43% v
TOTAL HAGAN -----	156 39%	1 2%	4 9%	38 69% BCFG	58 84% BCFG	28 32% BC	24 27% BC	55 64% J	84 48% J	15 11%	41 79% LM	75 48% M	38 21%	98 65% OP	33 39% P	24 15%	51 49% Su	15 36%	3 19%	28 37%	45 32%	27 43%	124 39% x	2 15%
TOTAL HAUGH -----	33 8%	6 12%	1 3%	1 1%	4 6%	14 16% CD	8 8%	4 5%	14 8%	15 11%	3 6%	11 7%	18 10%	10 6%	9 10%	13 8%	9 9%	1 2%	1 6%	7 9%	13 10%	4 7%	25 8% X	- -
TOTAL LEAN/UND -----	91 23%	5 11%	5 12%	17 30%	6 9%	21 25% e	32 35% BCE	22 26%	45 26%	21 16%	5 10%	34 22%	45 25% k	31 20%	21 24%	38 24%	23 22%	3 7%	5 28%	20 26% r	36 26% R	24 37% w	62 20%	4 29%
DEFINITELY TILLIS	76 19%	30 62% DEFG	24 53% DEFG	- -	- -	15 18% DE	7 7% DE	1 1%	13 8% h	62 46% HI	- -	13 8% K	61 34% KL	1 -	15 18% N	57 36% NO	11 10%	14 35% q	5 29%	13 17%	33 23% q	4 6%	69 22% V	2 15%
PROBABLY TILLIS	33 8%	6 12% d	10 23% DEF	- -	1 2%	5 6%	11 12% DE	1 1%	14 8% h	17 12% H	1 2%	14 9%	15 8%	5 3%	4 5%	22 14% No	8 8%	4 11%	3 15%	7 10%	10 7%	1 2%	28 9% V	4 28%
DEFINITELY HAGAN	125 31%	1 2%	3 8%	33 59% BCFG	51 74% BCFG	19 22% Bc	17 18% B	49 57% IJ	62 35% J	14 11%	37 71% LM	58 37% M	30 16%	76 50% OP	26 31% P	22 14%	48 46% rsU	10 23%	3 19%	25 32%	32 22%	25 39%	96 31% X	2 15%
PROBABLY HAGAN	30 8%	- -	1 1%	5 10%	7 10% b	8 10% Bc	8 9% Bc	6 7% J	22 13% J	1 1%	4 8%	18 11%	9 5%	22 15% P	7 8% p	2 1%	3 3%	5 12%	- -	4 5%	13 10% S	2 3%	27 9% X	- -
DEFINITELY HAUGH	14 4%	1 3%	- -	1 1%	- -	10 12% CdE	2 3%	1 1%	4 2%	9 7%	- -	3 2%	11 6% K	5 3%	2 2%	6 4%	3 3%	1 1%	1 6%	5 7%	5 3%	- -	10 3% VX	- -
PROBABLY HAUGH	19 5%	4 9%	1 3%	- -	4 6%	4 4%	5 6% d	3 3%	10 6% J	6 4%	3 6%	8 5%	8 4%	4 3%	7 8%	7 4%	7 6% s	- 1%	- -	1 2%	9 6% S	4 7%	14 5% X	- -
LEAN TILLIS	17 4%	1 3%	1 1%	6 11%	1 2%	5 6%	2 3%	4 5%	11 6% J	1 1%	- -	12 8% K	5 3%	6 4%	1 1%	10 6% o	1 1%	- -	4 24% qr	2 2%	9 7% qR	6 9%	9 3% X	- -
LEAN HAGAN	12 3%	2 4%	- -	- -	2 3%	4 5%	4 5%	3 3%	8 5%	2 1%	2 4%	4 2%	6 4%	5 4%	5 7%	2 1%	4 4%	2 4%	- -	3 4%	3 2%	1 2%	11 4% 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/W/X  
N A T I O N A L R E S E A R C H I N C

Continued



If the election for U.S. Senate were held today and you had to make a choice, for whom would you vote if the candidates were Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
LEAN HAUGH	15 4%	1 2%	-	10 18% c	1 1%	1 2%	2 3%	11 13% ij	3 2%	1 1%	-	2 1%	11 6% K	10 7%	3 3%	2 1%	1 1%	-	-	10 13% qrS	4 3%	1 2%	14 4% X	-
HARD UNDECIDED	47 12%	1 3%	5 11%	1 1%	1 2%	11 13% de	22 25% bcDE	4 5%	23 13%	18 13%	3 6%	16 11%	22 12%	9 6%	12 14%	24 15% n	17 16% Rs	1 2%	1 3%	5 7%	19 14% R	15 24%	28 9%	4 29%
OTHER	4 1%	-	-	-	-	-	4 4%	2 3%	1 1%	-	2 3%	-	3 2%	3 2%	-	1 1%	2 2%	-	-	-	3 2%	-	4 1%	-
REFUSED	8 2%	-	-	-	-	3 3%	5 5% bcde	-	4 2%	3 3%	-	7 4% k	1 -	4 3%	2 2%	2 1%	1 1%	3 9%	1 5%	1 2%	1 1%	3 5%	2 1%	2 13%



# CIVITAS

## INSTITUTE

And now suppose only two candidates were running for U.S. Senate . For whom would you vote between: Thom Tillis, the Republican or Kay Hagan, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34	
																							AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (TILLIS - HAGAN)	-33 -8%	-12 -14%	17 27% BEFG	16 43% BEFG	-18 -32%	-29 -31%	-7 -12%	-9 -5% i	-24 -12%	-29 -22%	4 4% JL	-9 -13%	1 2% JL	-20 -23%	6 8% NQRS	6 17% NQRS	-14 -19%	-4 -4%	-6 -13%	74 80% UV	-92 -74%	-16 -9% U	-52 -20%	23 17% W
TOTAL TILLIS -----	133 33%	26 30%	37 57% BEFG	22 56% BEFG	10 18%	24 25%	15 24%	70 36%	63 30%	28 22%	47 40% J	26 36%	32 39% j	21 24%	29 42%	20 55% NQRs	19 25%	31 37%	13 26%	79 85% UV	3 3%	46 26% U	71 28%	60 45% W
TOTAL HAGAN -----	165 41%	38 43% D	19 30%	5 14%	28 50% D	53 56% CD	22 37% d	78 41%	87 42%	57 44%	43 37%	35 49%	30 37%	41 47%	23 34%	14 38%	33 44%	35 42%	19 38%	5 5%	97 78% TV	62 35% T	123 48% X	37 28%
TOTAL LEAN/UNDECIDED -----	87 22%	22 25% C	6 9%	11 28% c	14 24%	13 14%	22 36% Cf	36 19%	51 24%	40 30% L	24 21% l	7 10%	16 20%	24 27% P	11 16% p	2 5%	17 24% P	17 21% P	16 31% oP	7 8%	23 19%	54 31% T	53 21%	31 23%
DEFINITELY TILLIS	100 25%	17 19%	35 54% BEFG	18 47% BEFG	6 12%	14 14%	11 19%	61 32% i	39 19%	22 17%	36 31%	15 20%	27 34% j	19 22%	23 34%	52% 14% Q NoQRS	10 23%	19 20%	10 20%	64 69% UV	1 -	32 19% U	53 21%	46 34% W
PROBABLY TILLIS	33 8%	10 11%	2 3%	4 10%	4 6%	10 11%	3 6%	9 5%	24 11% h	6 4%	11 9%	12 16% jm	4 5%	2 2%	6 8%	1 3%	8 11%	12 15% Np	3 6%	15 16% U	4 3%	14 8%	18 7%	14 11%
LEAN TILLIS	17 4%	3 4%	3 5%	3 7%	7 13% f	- -	1 1%	9 5%	8 4%	14 11% km	2 1%	1 2%	1 1%	7 9%	2 2%	- -	6 9% p	1 1%	1 1%	- -	7 6%	10 6% T	9 4%	8 6%
UNDECIDED	52 13%	16 18% C	2 4%	8 20% c	5 8%	12 13%	9 16%	16 8%	36 17% h	12 9%	21 18% l	5 7%	15 18% L	6 7%	8 12%	2 5%	7 9%	15 18% P	14 29% NoPQ	7 8%	3 3%	40 23% TU	28 11%	22 16%
LEAN HAGAN	17 4%	3 4%	- -	- -	2 3%	1 1%	11 19% CDF	11 6%	6 3%	14 11% klm	2 1%	1 1%	1 1%	10 11%	1 2%	- -	4 6%	1 2%	1 1%	- -	13 10% T	5 3%	15 6% x	2 1%
PROBABLY HAGAN	31 8%	4 5%	1 1%	1 2%	10 18% cd	8 9%	6 10%	17 9%	13 6%	14 11%	6 5%	7 9%	3 4%	12 13%	5 7%	1 1%	3 4%	7 9% p	3 5%	- -	9 7% t	20 11% T	23 9%	7 5%
DEFINITELY HAGAN	135 34%	34 38% D	18 29%	4 11%	18 32% d	44 47% Dg	16 26%	61 32%	74 35%	43 33%	36 31%	29 40%	27 33%	29 34%	18 27%	14 37%	29 40%	28 33%	17 33%	5 5%	88 71% TV	42 24% T	100 39% X	30 23%
REFUSED	15 4%	1 1%	2 4%	1 2%	4 7%	5 5%	1 2%	8 4%	7 3%	5 4%	3 3%	3 5%	3 4%	1 1%	6 9% R	1 2%	5 7%	- -	2 5%	2 2%	- -	13 7% tU	9 4%	5 4%

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

And now suppose only two candidates were running for U.S. Senate . For whom would you vote between: Thom Tillis, the Republican or Kay Hagan, the Democrat?

BANNER 2

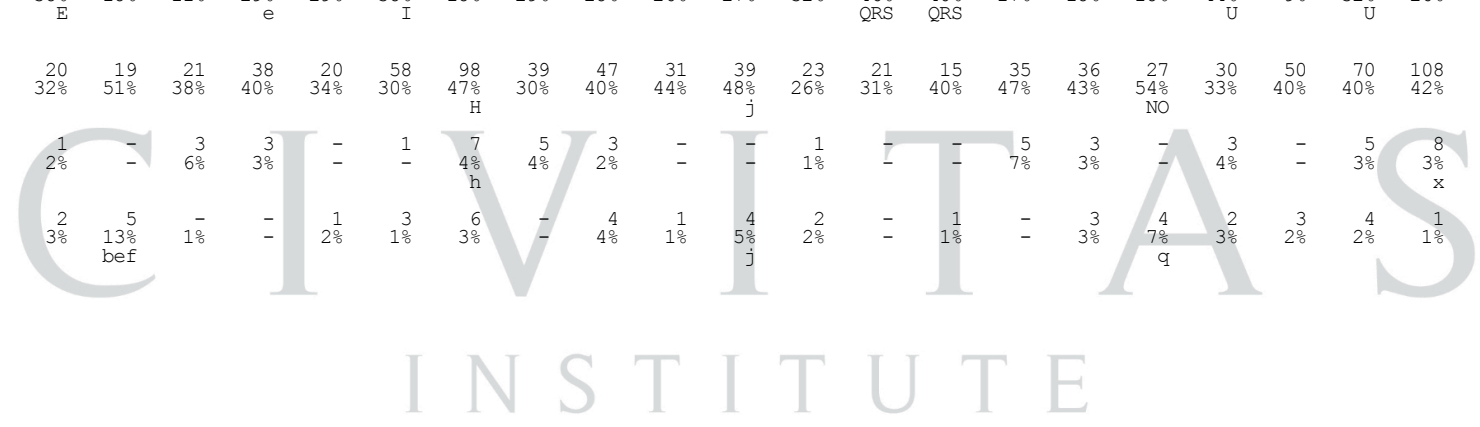
	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (TILLIS - HAGAN)	-33 -8%	41 86% DEFG	33 74% DEFG	-38 -68%	-55 -79%	-10 -12% dE	-5 -6% DE	-49 -57%	-54 -31%	70 52% HI	-39 -75%	-47 -30% k	51 28% KL	-93 -62%	-12 -14% N	70 44% NO	-34 -32%	4 11% QT	9 51% QRTU	-8 -10% Q	8 5% QT	-18 -28%	-16 -5% v	4 31% VW
TOTAL TILLIS -----	133 33%	42 88% DEFG	36 82% DEFG	1 1%	4 6%	27 31% DE	20 22% DE	9 10%	36 20%	86 64% HI	4 8%	34 22% k	92 51% KL	14 9%	25 30% N	90 57% NO	22 21%	20 50% q	13 70% QTU	21 27%	56 40% Q	12 20%	113 36% v	7 52%
TOTAL HAGAN -----	165 41%	1 2%	3 8%	38 69% BCFG	59 85% BCFG	37 43% BC	25 28% BC	58 68% J	90 51% J	16 12%	43 84% LM	80 52% M	40 22%	107 71% OP	36 43% P	21 13%	56 54% SU	16 39%	3 19%	29 37%	48 34%	31 48%	129 41%	3 21%
TOTAL LEAN/UNDECIDED -----	87 22%	4 9%	3 7%	17 30% c	7 10%	15 18% BCEF	39 44% BCEF	18 21%	46 26%	22 17%	4 8%	34 22% k	41 23% k	25 17%	21 25%	39 25%	24 23% R	1 3%	2 8%	22 28% Rs	34 24% R	17 27%	65 21%	2 14%
DEFINITELY TILLIS	100 25%	37 77% DEFG	27 60% DEFG	1 1%	- -	23 27% DEg	10 11% dE	8 9%	21 12%	70 52% HI	3 6%	19 12%	77 42% KL	11 7%	18 22% N	69 43% NO	14 13%	16 39% q	11 61% QTu	15 19%	44 31% Q	11 17%	86 27%	3 24%
PROBABLY TILLIS	33 8%	5 11%	10 22% DeF	- -	4 6%	4 4%	10 11% D	1 1%	15 8% h	16 12% H	1 2%	15 10% k	15 8% k	4 2%	7 8% N	21 13% N	8 8%	4 10%	2 9%	7 9%	12 8%	2 3%	27 9%	4 28%
LEAN TILLIS	17 4%	- -	- -	6 11%	1 2%	3 3%	7 8% BC	2 2%	11 6% k	5 4%	- -	13 8% Km	4 2%	2 1%	- -	15 10% NO	5 5%	- -	1 3%	2 3%	9 6% R	7 12% x	8 3% x	- -
UNDECIDED	52 13%	4 9%	3 7%	1 1%	2 3%	11 13% d	29 32% BCDEF	3 4%	31 18% H	17 12%	2 4%	18 11%	26 14% k	9 6%	19 22% N	23 15% R	16 16% R	- 1%	1 3%	7 9%	24 17% Rs	9 14%	41 13%	2 14%
LEAN HAGAN	17 4%	- -	- -	10 18% bc	3 4%	1 1%	4 4%	13 15% iJ	4 2%	1 1%	4 4%	2 2%	11 6% P	14 9% P	2 2%	1 1%	2 2%	1 2%	- 2%	13 16% QrsU	2 1% S	1 2%	16 5% X	- -
PROBABLY HAGAN	31 8%	- -	- -	2 4%	7 9% bc	13 15% BC	7 7% bc	7 9%	21 12% J	2 1%	6 11%	17 11%	8 4%	19 12% P	9 11% P	2 2%	7 7% s	2 5%	- -	3 4%	18 12% S	- -	29 9% V	1 6%
DEFINITELY HAGAN	135 34%	1 2%	3 8%	36 64% BCFG	52 75% BCFG	24 28% BC	18 21% Bc	51 59% iJ	69 39% J	14 11%	38 73% LM	64 41% M	32 18%	89 59% OP	27 32% P	18 11%	49 47% SU	14 34%	3 19%	25 33%	31 22%	30 47% x	101 32%	2 15%
REFUSED	15 4%	- 1%	1 3%	- -	- -	7 9% bde	6 6% de	1 1%	5 3%	9 7% h	- -	7 4% k	8 5% k	4 3%	2 2%	8 5%	2 2%	3 9%	1 3%	5 7%	2 2%	3 5%	6 2%	2 13%

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

In the upcoming election, what would you say is your primary motive to vote?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (STATE - NATIONAL)	5 1%	-9 -10%	-9 -14%	- BcF	19 BCDFG	- B	4 BC	-17 -9%	22 H	11 8%	-2 -2%	2 KM	-6 -7%	6 7%	-16 -23%	-8 -22%	9 12%	12 14%	2 4%	-25 -27%	48 38%	-16 -9%	8 3%	-3 -2%
STATE ISSUES, LIKE PUBLIC EDUCATION, VOTING LAWS, AND OTHER NORTH CAROLINA-SPECIFIC POLICIES	116 29%	20 23%	15 24%	7 18%	25 45%	27 28%	21 36%	56 29%	59 28%	48 37%	30 26%	21 29%	16 20%	34 39%	15 23%	7 18%	21 29%	27 32%	11 21%	16 17%	59 48%	40 23%	73 29%	41 31%
NATIONAL ISSUES, LIKE OBAMACARE, THE CURRENT ADMINISTRATION, AND FOREIGN POLICY	111 28%	29 33%	25 38%	7 18%	6 11%	27 29%	17 29%	74 38%	37 18%	37 29%	33 28%	19 26%	22 27%	28 32%	31 46%	15 40%	13 17%	15 18%	9 18%	40 44%	12 9%	56 32%	66 26%	44 33%
BOTH EQUALLY	156 39%	37 42%	20 32%	19 51%	21 38%	38 40%	20 34%	58 30%	98 47%	39 30%	47 40%	31 44%	39 48%	23 26%	21 31%	15 40%	35 47%	36 43%	27 54%	30 33%	50 40%	70 40%	108 42%	43 32%
WON'T BE MOTIVATED	8 2%	1 1%	1 2%	- -	3 6%	3 3%	- -	1 -	7 4%	5 4%	3 2%	- -	- -	1 1%	- -	- -	5 7%	3 3%	- -	3 4%	- -	5 3%	8 3%	- -
DON'T KNOW/REFUSED	9 2%	1 1%	2 3%	5 13%	- bef	- -	1 2%	3 1%	6 3%	- -	4 4%	1 1%	4 5%	2 2%	- -	1 1%	- -	3 3%	4 7%	2 3%	3 2%	4 2%	1 1%	6 4%



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

In the upcoming election, what would you say is your primary motive to vote?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (STATE - NATIONAL)	5 1%	-17 -37%	-7 -16%	16 29% BCFG	31 45% BCFG	-15 -18%	- -	24 28% J	37 21% J	-56 -42%	1 2% M	31 20% KM	-30 -17%	49 32% OP	-2 -3% P	-40 -25%	-8 -8%	-13 -32%	5 30% QRT	- 1% Qr	15 11% QRT	18 28% WX	-10 -3%	- -	w
STATE ISSUES, LIKE PUBLIC EDUCATION, VOTING LAWS, AND OTHER NORTH CAROLINA-SPECIFIC POLICIES	116 29%	10 20%	6 14%	25 45% Cg	34 50% BCFG	22 25%	19 21%	35 41% J	66 38% J	14 10%	9 18%	59 38% km	45 25%	68 45% OP	20 24%	27 17%	21 20%	5 12%	9 50% qR	24 32% r	50 35% qR	24 38%	86 27%	3 26%	
NATIONAL ISSUES, LIKE OBAMACARE, THE CURRENT ADMINISTRATION, AND FOREIGN POLICY	111 28%	27 57% CDEG	13 30% E	9 16%	3 4%	37 43% DEG	19 21% E	11 13%	29 17%	70 52% HI	8 16%	27 18%	75 41% KL	19 13%	22 26% n	67 42% No	29 28%	18 44%	4 20%	24 31%	35 25%	7 11%	96 31% V	3 26%	
BOTH EQUALLY	156 39%	11 22%	20 44% b	19 35% b	31 45% b	26 31%	44 49% Bf	38 45%	73 41%	42 32%	32 62% LM	63 41%	56 31%	61 41%	39 46%	52 33%	48 46%	17 43%	5 28%	28 36%	51 36%	23 35%	125 40%	5 43%	
WON'T BE MOTIVATED	8 2%	- -	3 8%	- -	- -	1 1%	4 5%	- -	3 2%	5 4% h	- -	1 1%	4 2%	- -	3 3% n	5 6% rt	6 6%	- -	1 3%	- -	1 1%	6 10%	1 -	1 4%	
DON'T KNOW/REFUSED	9 2%	- 1%	2 5%	2 4%	1 1%	- -	4 4%	1 2%	5 3%	2 2%	2 4%	5 3%	2 1%	2 1%	- -	7 4% o	1 1%	1 2%	- -	1 2%	4 3%	4 6%	5 2%	- -	



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

In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE					PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	132 33% (1)	33 38% (1)	12 19% (4)	11 28% (1)	17 30% (2)	37 39% (1)	23 38% (1)	78 41% (1)	54 26% (2)	55 42% (1)	38 32% (1)	22 30% (2)	18 22% (2)	42 49% (1)	25 37% (1)	11 29% (1)	27 37% (1)	18 21% (2)	8 16% (3)	14 15% (2)	47 38% (1)	69 39% (1)	98 38% (1)	34 25% (2)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	110 27% (2)	22 25% (2)	15 23% (1)	8 22% (2)	18 32% (1)	25 27% (2)	22 36% (2)	47 25% (2)	62 30% (1)	31 24% (2)	28 24% (2)	25 34% (1)	25 31% (1)	16 19% (2)	22 32% (2)	9 24% (2)	17 23% (3)	27 32% (1)	18 36% (1)	22 24% (1)	27 22% (2)	56 32% (2)	68 26% (2)	38 28% (1)
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	70 18% (3)	14 16% (3)	13 20% (3)	4 11% (3)	9 15% (4)	18 19% (3)	13 21% (3)	27 14% (3)	43 21% (3)	19 15% (3)	22 19% (3)	11 15% (3)	18 22% (3)	8 9% (4)	15 21% (3)	4 12% (3)	19 26% (2)	10 12% (3)	14 28% npr	14 15% (3)	22 18% (3)	31 18% (3)	40 15% (3)	29 21% (3)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	22 5% (4)	2 3% (8)	14 22% (2)	1 2% (8)	1 2% (7)	1 1% (8)	3 5% (5)	13 7% (4)	9 4% (6)	10 8% (4)	3 2% (8)	2 3% (5)	7 8% (5)	10 11% (3)	- - (4)	3 9% (7)	2 2% (7)	3 3% (7)	4 9% (5)	12 13% (4)	1 1% (10)	9 5% (5)	18 7% (4)	4 3% (6)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	19 5% (5)	2 2% (11)	- - (5)	3 9% (5)	1 2% (5)	9 9% (4)	3 6% (4)	5 3% (7)	14 7% (4)	- - (10)	6 5% (5)	5 7% (4)	7 9% (4)	2 2% (7)	2 3% (5)	1 4% (5)	1 1% *(8)	6 8% (4)	6 13% (4)	3 3% (5)	2 1% (8)	14 8% (4)	7 3% (7)	9 7% (4)
PERSONAL CHOICE/PERSONAL REASONS	15 4% (6)	3 3% (6)	1 1% *(6)	- - (3)	10 19% (3)	1 1% (9)	1 1% (9)	8 4% (5)	7 4% (7)	7 5% (5)	6 2% (9)	2 2% (8)	1 2% (8)	7 8% (5)	- 1% (11)	1 2% (10)	1 1% *(8)	6 7% (5)	1 1% *(9)	1 1% (12)	8 6% (4)	7 4% (6)	7 3% (8)	9 6% (5)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	11 3% (7)	2 3% (9)	2 3% (5)	- - (6)	1 2% (5)	6 6% (5)	1 1% (11)	2 1% (11)	9 4% (5)	2 2% (8)	6 5% (4)	2 2% (8)	1 1% (9)	- - (9)	1 2% (8)	1 3% (4)	4 5% (4)	5 6% (6)	1 1% (11)	1 1% (11)	5 4% (5)	5 3% (8)	9 3% (5)	2 2% (8)
I LEAN DEMOCRAT	8 2% (8)	2 3% (7)	- - (4)	4 11% (4)	- - (10)	1 1% (10)	1 1% (10)	2 1% (10)	6 3% (8)	- - (7)	3 3% (6)	2 2% (7)	2 3% (7)	1 1% (10)	2 2% (7)	- - (5)	3 4% *(10)	1 1% (7)	2 5% (7)	2 2% (8)	3 2% (6)	3 2% (10)	6 2% (9)	2 1% (9)
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	8 2% (9)	5 6% (4)	1 1% *(6)	- - (9)	- 1% (7)	- - (7)	1 2% (7)	3 1% (9)	5 2% (9)	- - (10)	2 2% (12)	- 1% (6)	5 7% (6)	- - (8)	2 2% (8)	1 3% (6)	1 1% *(8)	- - (6)	4 8% (6)	1 1% (10)	1 1% (9)	5 3% (9)	7 3% (6)	- - (12)

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

In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	GOP	DEM	IND	34 AND UNDER	OVER 34
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	7 2% (10)	2 2% (10)	-	3 8% (6)	-	1 1% (6)	1 2% (8)	5 3% (8)	3 1% (10)	3 2% (6)	2 2% (9)	1 2% (11)	1 1% (11)	1 1% (9)	3 4% (4)	1 3% (9)	2 3% (6)	1 1% *	-	2 2% (9)	1 - (11)	5 3% (7)	4 2% (11)	3 3% (7)
I LEAN REPUBLICAN	6 2% (11)	3 4% (5)	1 1% (9)	-	1 1% (8)	1 1% (7)	-	5 3% (6)	1 - (13)	2 2% (7)	1 1% (11)	2 3% (7)	-	3 4% (6)	2 3% (6)	-	-	1 1% *	-	2 3% (6)	2 2% (7)	2 1% (12)	5 2% (10)	1 1% (10)
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	3 1% (12)	-	1 1% *	-	1 1% (10)	1 1% (11)	2 2% (6)	2 1% (12)	2 1% (11)	-	1 1% (12)	1 2% (10)	1 1% (10)	-	1 1% (10)	1 3% (7)	-	1 1% *	1 1% *	2 3% (7)	-	1 - (13)	2 1% (13)	1 1% (11)
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	2 1% (13)	1 2% (12)	-	1 2% (7)	-	-	-	1 1% (13)	1 - (12)	1 1% (9)	-	-	1 1% (12)	1 2% (8)	-	-	-	-	1 2% (8)	-	-	2 1% (11)	2 1% (12)	-
OTHER	2 - (10)	-	1 2% (5)	1 2% (5)	-	-	-	2 1% (10)	-	-	2 2% (10)	-	-	-	2 3% (10)	-	-	-	-	-	-	2 1% (10)	-	2 1% (10)
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	30 7% (43)	8 9% (12)	6 10% (14)	1 4% (6)	2 4% (6)	10 11% (15)	2 3% (4)	11 6% (17)	19 9% (28)	6 4% (6)	7 6% (9)	13 9% (13)	8 9% (13)	2 3% (4)	3 5% (7)	5 14% (20)	5 7% (10)	10 13% (17)	4 7% (10)	11 12% (17)	14 11% (17)	5 3% (4)	16 6% (9)	12 9% (13)
DON'T KNOW	18 4% (26)	-	1 2% (3)	5 12% (17)	4 8% (11)	7 8% (11)	1 1% (1)	4 2% (3)	14 7% (21)	4 3% (4)	6 6% (9)	4 6% (9)	2 3% (4)	-	3 5% (7)	1 1% (1)	4 6% (9)	8 9% (13)	2 4% (6)	12 13% (17)	5 4% (6)	-	11 4% (6)	7 5% (7)
REFUSED	7 2% (10)	-	1 2% (3)	3 7% (10)	1 2% (3)	1 2% (3)	-	3 1% (4)	4 2% (3)	-	4 3% (4)	1 1% (1)	2 3% (4)	2 2% (3)	-	1 2% (3)	-	3 3% (4)	1 3% (4)	3 3% (4)	2 2% (3)	2 1% (1)	2 1% (1)	5 4% (6)

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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

In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	132 33% (1)	8 18% (3)	6 13% (3)	34 61% (1) BCE	13 19% (3)	34 40% (1) bCE	35 39% (1) bCE	30 35% (1)	63 36% (1)	38 29% (1)	20 38% (1)	49 31% (1)	58 32% (1)	62 41% (1)	23 28% (2)	44 28% (1)	50 48% (1) StU	16 40% (1) S	1 8% (5)	21 27% (1) s	40 28% (2) S	12 19% (2)	112 36% (1)	4 28% (2) v
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	110 27% (2)	14 29% (1)	8 18% (2)	8 14% (2)	20 29% (1)	26 30% (2)	30 33% (2) d	22 26% (2)	61 34% (2)	25 19% (2)	10 20% (2)	48 31% (2)	48 26% (2)	43 28% (2)	24 28% (1)	42 26% (2)	23 22% (2)	11 27% (3)	4 23% (2)	16 21% (2)	51 36% (1) qt	27 42% (1) w	75 24% (2)	6 44% (1)
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	70 18% (3)	5 10% (4)	9 20% (1)	7 12% (3)	16 23% (2)	15 17% (3)	17 19% (3)	22 26% (3)	29 16% (3)	18 13% (3)	8 15% (3)	39 25% (3) M	21 12% (3)	34 22% (3)	17 20% (3)	18 11% (3)	17 16% (3)	11 27% (2)	5 29% (1)	13 17% (3)	21 15% (3)	6 9% (4)	61 20% (3)	2 16% (3)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	22 5% (4)	10 21% (2) cDef	2 4% (4)	- - (9)	1 1% (5)	3 4% (5)	6 7% (5) d	1 2% (10)	6 3% (6)	14 11% (4) Hi	1 1% (9)	5 3% (6)	15 8% (4) k	3 2% (7)	2 2% (8)	16 10% (4) No	5 5% (4)	9 22% (4) su	- - (4)	4 5% (4)	4 3% (7)	- - (7)	21 7% (4) V	1 8% (6)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	19 5% (5)	2 3% (7)	1 3% (6)	- - (5)	2 3% (5)	4 4% (4)	10 12% (4) De	2 3% (5)	9 5% (5)	7 6% (5)	2 3% (5)	5 3% (5)	11 6% (5)	3 2% (6)	1 1% (11)	13 8% (5) no	5 4% (5)	1 3% (5)	1 3% (8)	2 2% (9)	8 5% (5)	4 6% (5)	14 4% (5)	1 6% (7)
PERSONAL CHOICE/PERSONAL REASONS	15 4% (6)	1 2% (10)	- - (4)	6 11% (4)	2 2% (6)	1 1% (11)	6 7% (6) c	2 3% (6)	12 7% (4) j	1 1% (12)	- - (4)	9 6% (4) K	6 4% (6) k	6 4% (4)	1 1% (9)	8 5% (6)	- - (9)	- - (9)	1 3% (9)	2 3% (8)	8 6% (4) Q	6 9% (3)	8 3% (6)	1 10% (4)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	11 3% (7)	1 1% (11)	1 1% (9)	1 1% (8)	4 6% (4)	1 1% (10)	4 4% (7)	4 4% (7)	5 3% (7)	3 2% (7)	4 7% (11)	2 1% (8)	3 1% (8)	4 3% (5)	4 5% (10)	2 1% (7)	4 4% (7)	- - (4)	2 9% (11)	1 1% (6)	5 3% (6)	3 4% (6)	6 2% (9)	1 9% (5)
I LEAN DEMOCRAT	8 2% (8)	- - (12)	2 4% (5)	2 3% (6)	1 2% (8)	1 1% (13)	2 3% (10)	2 3% (7)	4 2% (10)	1 1% (9)	3 3% (8)	4 1% (8)	3 1% (9)	3 2% (8)	5 6% (4) p	- - (13)	4 4% (6)	1 2% (6)	- - (6)	3 3% (6)	- - (6)	1 2% (7)	7 2% (8)	- - (8) x
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	8 2% (9)	1 2% (8)	- - (7)	- - (7)	1 2% (7)	1 1% (9)	3 4% (8)	1 2% (9)	4 2% (9)	2 1% (10)	1 3% (6)	3 2% (9)	2 1% (11)	2 1% (9)	4 5% (6)	1 1% (11)	3 3% (8)	- - (7)	1 4% (5)	3 3% (5)	- - (11)	- - (7)	7 2% (7) vx	- - (7)

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

Continued



In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	7 2% (10)	2 4% (6)	-	1 1% (7)	-	3 3% (6)	3 3% (9)	1 1% (11)	5 3% (8)	2 1% (11)	1 1% (11)	5 3% (7)	2 1% (10)	1 - (13)	1 1% (10)	6 4% (7)	1 1% (11)	-	2 12% (3)	2 3% (7)	2 2% (8)	-	6 2% (10)	-
I LEAN REPUBLICAN	6 2% (11)	2 4% (5)	1 1% (8)	2 4% (5)	-	2 2% (7)	-	-	2 1% (11)	4 3% (6)	1 1% (10)	3 2% (10)	3 2% (7)	1 1% (11)	3 3% (7)	3 2% (8)	2 1% (9)	-	1 7% (6)	1 1% (12)	2 2% (9)	-	6 2% (11)	-
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	3 1% (12)	1 2% (9)	1 3% (7)	-	-	1 1% (10)	-	-	1 - (12)	2 2% (8)	-	1 1% (12)	2 1% (12)	1 - (12)	-	2 2% (9)	-	1 2% (7)	-	1 1% (10)	-	-	3 1% (8)	-
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	2 1% (13)	-	-	-	-	1 2% (8)	1 1% (11)	2 3% (8)	-	-	1 3% (7)	-	1 - (13)	1 1% (10)	-	1 1% (12)	1 1% (10)	-	-	-	1 1% (10)	-	2 1% (13)	-
OTHER	2 - (-)	-	-	-	-	2 2% (-)	-	-	1 - (-)	-	-	-	2 1% (-)	-	-	2 1% (-)	-	-	-	-	2 1% (-)	-	1 - (-)	1 9% (-)
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	30 7% (-)	3 7% (-)	8 17% Fg (-)	5 10% (-)	8 12% (-)	2 2% (-)	3 3% (-)	4 4% (-)	11 6% (-)	15 11% (-)	4 9% (-)	9 6% (-)	16 9% (-)	9 6% (-)	5 9% (-)	15 6% (-)	7 6% (-)	1 3% (-)	3 15% (-)	9 11% (-)	8 6% (-)	9 14% (-)	19 6% (-)	2 17% (-)
DON'T KNOW	18 4% (-)	4 8% (-)	8 18% DFG (-)	-	5 8% (-)	-	-	1 2% (-)	5 3% (-)	11 8% (-)	1 2% (-)	5 3% (-)	11 6% (-)	1 1% (-)	5 6% (-)	11 7% n (-)	6 6% r (-)	-	1 3% (-)	7 9% r (-)	4 3% (-)	6 9% (-)	12 4% X (-)	-
REFUSED	7 2% (-)	-	3 6% (-)	2 4% (-)	-	-	1 2% (-)	-	4 2% (-)	3 2% (-)	2 4% (-)	2 1% (-)	3 1% (-)	-	2 2% (-)	5 3% (-)	-	1 1% (-)	-	1 1% (-)	4 3% (-)	2 3% (-)	5 2% (-)	-

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

On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)	
																									(A)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (CONSERVATIVE - LIBERAL)	129 32%	20 23%	30 48% Bf	20 53% BEF	14 25%	23 24%	21 35%	81 42% I	48 23%	37 28%	36 31%	21 30%	35 43%	26 30%	36 52% nQR	19 52% nQR	10 14%	19 23%	19 38% Q	71 77% UV	-9 -7%	67 38% U	63 24%	65 49% W	
CONSERVATIVE																									
AUG 23-25, 2014	181 45%	34 38%	36 56%	22 58% be	19 33%	39 42%	31 52%	101 53% i	80 38%	55 42%	56 48%	28 39%	42 53%	38 45%	39 57% qR	24 65% QRs	27 36%	31 36%	23 45%	71 77% UV	28 23%	78 45% U	104 40%	76 56% W	
AUG 19-20, 2013	171 43%	42 39%	19 44%	17 51%	29 47%	32 35%	31 51% f	88 46%	83 40%	58 32%	47 45% j	31 60% Jk	34 56% J	36 37%	31 52% nQ	20 62% NQR	36 33%	31 46%	16 50% q	76 76% UV	21 17%	73 43% U	110 38%	60 54% W	
AUG 20-21, 2012	170 42%	27 30%	21 37%	22 53% B	28 42%	38 46% B	33 53% B	86 45%	84 40%	52 35%	59 48% j	33 51% J	26 41%	37 38%	37 53% nQs	12 50%	31 34%	37 50% q	16 38%	93 72% UV	21 17%	50 35% U	113 39%	53 54% W	
AUG 14-18, 2011	173 43%	38 39%	24 46%	18 47%	28 48%	37 40%	30 46%	89 46%	84 40%	47 30%	56 48% J	38 54% J	32 54% J	27 33%	42 53% NQ	20 66% NQs	36 32%	33 53% NQ	15 45%	78 72% UV	24 20%	62 41% U	110 39%	59 55% W	
AUG 15-18, 2010	231 58%	51 55%	38 85% BDEFG	21 59%	33 51%	44 54%	45 54%	117 61%	114 55%	37 57%	77 58%	53 57%	63 59%	31 58%	53 61%	33 63%	32 59%	48 51%	34 58%	119 89% UV	20 22%	88 54% U	116 47%	110 73% W	
LIBERAL																									
AUG 23-25, 2014	52 13%	14 16%	5 8%	2 5%	4 8%	16 17% d	10 17%	20 11%	32 15%	18 14%	20 17%	6 9%	7 9%	12 14%	3 5% Os	5 13%	16 22% Os	11 14%	4 7%	- -	37 30% TV	11 7% T	41 16% x	10 8%	
AUG 19-20, 2013	50 13%	11 10%	9 21%	4 12%	6 10%	14 15%	6 10%	26 13%	25 12%	33 18% kLM	11 10%	3 5%	4 6%	20 20% OPS	4 6%	2 7%	15 14% s	8 12%	1 4%	5 22% TV	28 10% t	18 14%	40 14%	11 10%	
AUG 20-21, 2012	55 14%	15 16%	6 11%	8 21%	9 14%	8 10%	8 12%	23 12%	32 15%	23 16%	13 11%	6 9%	12 19% l	15 16% o	5 7%	3 13%	15 16% o	8 10%	9 21% O	2 2%	29 24% T	24 17% T	45 15% x	8 8%	
AUG 14-18, 2011	45 11%	16 16% E	7 13%	2 6%	3 6%	8 9%	8 13%	27 14%	18 9%	24 15% L	10 8%	4 6%	7 12%	19 23% OQR	5 6%	3 11%	10 9%	3 6%	4 12%	3 3%	29 25% TV	9 6%	37 13% x	7 6%	
AUG 15-18, 2010	43 11%	11 12%	2 4%	3 9%	8 12%	8 10%	11 14% c	19 10%	25 12%	6 9%	12 9%	13 14%	12 11%	3 6%	10 11%	5 11%	5 9%	13 14%	7 12%	3 2%	31 33% TV	8 5%	33 13% x	11 7%	

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

On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
AUG 23-25, 2014	155 39%	38 43% g	22 35%	14 36%	31 56% G	35 37%	14 23%	68 35%	87 42%	55 43%	36 30%	37 51% KM	27 33%	35 40%	26 37% p	7 20%	29 39% p	38 45% P	21 41% P	20 22%	57 46% T	78 44% T	104 40%	45 34%
AUG 19-20, 2013	157 39%	49 46%	14 32%	11 33%	21 34%	40 44%	21 34%	66 34%	90 43% h	79 43%	41 39%	16 31%	21 34%	35 35%	22 36%	9 29%	52 48% P	25 38%	13 40%	19 19%	68 53% Tv	70 41% T	116 41%	39 35%
AUG 20-21, 2012	150 38%	42 47% DeG	26 46% Dg	9 23%	22 33%	32 39% d	19 30%	74 39%	76 37%	63 43%	44 36%	21 33%	22 34%	41 42%	25 36%	8 32%	37 41%	24 32%	15 35%	29 22%	65 54% TV	56 39% T	118 40% x	29 29%
AUG 14-18, 2011	159 40%	39 40%	19 36%	15 40%	25 43%	42 47% G	19 29%	69 36%	90 43%	75 48% M	43 37% m	26 37%	15 25%	36 43% P	28 35% p	6 19%	57 51% OPrS	22 36% p	10 31%	25 23%	59 50% T	68 45% T	120 42% x	34 32%
AUG 15-18, 2010	113 28%	30 32% C	4 9%	9 25% c	21 33% C	28 34% C	22 26% C	53 27%	60 29%	22 33%	40 30%	23 24%	28 26%	19 36% p	22 26%	11 21%	16 30%	27 28%	17 29%	11 8%	39 41% T	60 37% T	87 36% X	26 17%
DON'T KNOW/REFUSED	12 3%	2 3%	- 1%	- -	1 3%	3 4% 7%	4 7%	3 1%	10 5%	2 1%	5 4%	1 1%	4 5%	1 1%	1 1%	1 3%	2 3%	4 5%	3 7%	1 1%	2 1%	8 5%	8 3%	4 3%



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On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (CONSERVATIVE - LIBERAL)	129 32%	40 85% DEFG	31 69% DEFG	3 5% E	-12 -17%	36 42% DE	31 34% DE	-19 -22%	38 22% H	107 80% HI	-52 -100%	-	181 100% KL	-3 -2%	27 32% N	102 64% NO	12 11%	17 41% Q	8 41% q	32 42% Q	58 41% Q	10 16%	112 36% V	2 16%	
CONSERVATIVE																									
AUG 23-25, 2014	181 45%	40 85% DEFG	31 69% DEFG	16 29%	12 18%	43 50% E	35 39% E	23 26%	45 26%	110 83% HI	-	-	181 100% KL	43 28%	28 34%	107 67% NO	33 31%	20 50%	10 52%	39 50% q	72 51% Q	19 30%	152 48% v	4 31%	
AUG 19-20, 2013	171 43%	36 88% CDEFG	40 68% DEFG	9 14%	13 18%	43 48% DE	30 37% DE	13 15%	49 28% H	107 86% HI	-	-	171 100% KL	42 27%	41 38%	82 71% NO	28 32%	16 55% Qs	8 29%	36 47% q	76 46% Q	12 19%	149 49% Vx	6 29%	
AUG 20-21, 2012	170 42%	51 75% DEFG	43 70% DEFG	7 15%	14 19%	24 31% d	27 40% DE	4 6%	41 24% H	123 90% HI	-	-	170 100% KL	17 13%	39 35% N	109 78% NO	35 34%	20 50% q	10 51%	37 45%	4 51%	15 23%	149 46% V	5 48%	
AUG 14-18, 2011	173 43%	43 77% DEFG	35 67% DEFG	10 19%	14 21%	35 44% DE	27 37% De	8 12%	55 32% H	103 79% HI	-	-	173 100% KL	37 27%	36 39% n	93 67% NO	26 32%	14 33%	12 60% Qr	36 40%	6 89% QRsT	14 34%	149 47% V	9 32%	
AUG 15-18, 2010	231 58%	66 93% cDEFG	53 83% DEFG	4 10%	17 29% D	46 56% DE	42 52% DE	7 12%	69 42% H	152 92% HI	-	-	231 100% KL	33 27%	44 47% N	145 86% NO	48 47%	28 51%	5 45% U	45 48% U	7 100% QRST	6 42%	217 59% V	5 52%	
LIBERAL																									
AUG 23-25, 2014	52 13%	-	-	13 24% BC	24 35% BCFG	7 8% bc	4 5%	41 48% IJ	7 4%	3 3%	52 100% LM	-	-	46 31% OP	1 2%	5 3%	21 20%	4 9%	2 10%	7 9%	14 10%	9 14%	40 13%	2 15%	
AUG 19-20, 2013	50 13%	1 1%	4 7%	14 23% BCG	14 21% BCG	11 13% B	6 8% b	35 40% IJ	11 6%	4 3%	50 100% LM	-	-	31 20% OP	7 6%	8 7%	18 20% rT	2 8%	5 18%	5 6%	21 12%	18 28% W	28 9%	4 22%	
AUG 20-21, 2012	55 14%	1 2%	1 2%	9 21% BC	20 25% BC	13 17% BC	11 16% BC	44 61% IJ	8 5%	2 1%	55 100% LM	-	-	41 31% OP	5 5%	9 6%	14 14% U	4 11% U	2 11%	9 10% U	-	11 18%	41 13%	2 18%	
AUG 14-18, 2011	45 11%	2 3%	2 3%	17 34% BCeFG	12 18% BCFG	6 7%	3 5%	37 53% IJ	4 2%	2 1%	45 100% LM	-	-	37 26% OP	4 4%	2 1%	14 16% sU	4 8% u	1 5%	13 15% U	-	6 16%	34 11%	2 6%	
AUG 15-18, 2010	43 11%	-	3 5% b	16 42% BCFG	15 26% BCFG	3 3% b	5 7% B	33 57% IJ	8 5%	3 2%	43 100% LM	-	-	34 28% OP	7 7% P	2 1%	13 13% U	9 15% U	2 18%	14 15% U	-	2 13%	41 11% X	-	
MODERATE																									

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

On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
AUG 23-25, 2014	155 39%	7 14%	13 30%	26 47% B	31 45% B	35 40% B	43 48% Bc	20 23%	115 66% HJ	19 14%	-	155 100% KM	-	60 40%	49 58% nP	46 29%	44 42%	17 41%	6 32%	31 39%	53 37%	33 51%	113 36%	7 54%
AUG 19-20, 2013	157 39%	4 11%	14 25% b	31 52% BCf	37 54% BCF	30 34% B	39 48% BCf	32 37% J	111 63% HJ	12 10%	-	157 100% KM	-	77 49% P	58 53% P	21 18%	39 45%	11 37%	9 32%	33 44%	59 36%	22 35%	122 40%	7 33%
AUG 20-21, 2012	150 38%	16 23%	13 21%	26 61% BCfG	39 50% BC	32 42% BC	24 36% c	23 32% J	117 69% HJ	9 7%	-	150 100% KM	-	69 53% P	62 55% P	19 14%	50 49% s	15 37%	6 30%	32 38%	2 26%	35 55% W	109 34%	3 34%
AUG 14-18, 2011	159 40%	9 16%	15 30%	24 47% B	35 52% BC	35 44% B	33 46% Bc	22 31% J	109 63% HJ	20 16%	-	159 100% KM	-	64 45% P	51 55% P	37 26%	39 48% U	22 51% U	6 30% U	37 41% U	-	17 43%	118 37%	16 58% w
AUG 15-18, 2010	113 28%	5 7%	6 10%	18 47% BC	21 37% BC	29 36% BC	30 38% BC	16 28% J	85 52% HJ	9 6%	-	113 100% KM	-	50 41% P	42 44% P	19 11%	39 38% U	16 28% U	4 37% U	30 33% U	-	6 39%	102 28%	4 40%
DON'T KNOW/REFUSED	12 3%	- 1%	- 1%	- -	2 3%	1 1%	7 8% cDf	2 3%	8 5% j	-	-	-	-	2 2%	6 7% p	1 1%	6 6% r	-	1 6%	1 2%	3 2%	3 4%	9 3% X	-



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On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34		
																							AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (CONSERVATIVE - LIBERAL)	8 2%	-14 -16%	11 18%	24 62%	-6 -11%	- B	-8 -13%	1 1%	6 3%	-28 -21%	1 1%	10 13%	25 31%	-24 -28%	8 11%	18 48%	-11 -15%	7 8%	11 21%	64 70%	-66 -53%	13 8%	-45 -18%	50 37%	
CONSERVATIVE																									
AUG 23-25, 2014	158 40%	26 29%	32 51%	25 67%	19 34%	34 36%	22 36%	78 41%	80 38%	44 34%	43 37%	28 40%	43 53%	27 31%	27 39%	25 67%	24 33%	33 40%	22 44%	70 76%	18 14%	71 41%	76 30%	78 58%	
AUG 19-20, 2013	115 29%	15 14%	17 38%	8 24%	25 39%	22 25%	28 45%	55 29%	60 29%	41 23%	23 22%	19 37%	31 51%	20 20%	19 32%	16 48%	24 22%	20 30%	16 52%	54 54%	12 9%	49 29%	68 24%	45 40%	
AUG 20-21, 2012	140 35%	22 25%	17 30%	16 38%	30 44%	32 39%	23 37%	63 33%	76 37%	44 30%	48 39%	26 39%	21 33%	30 31%	27 38%	6 27%	27 30%	32 43%	17 38%	78 60%	23 19%	36 25%	92 31%	46 47%	
AUG 14-18, 2011	140 35%	26 27%	19 37%	19 50%	24 41%	26 29%	27 41%	62 32%	79 38%	51 33%	39 34%	29 41%	21 36%	22 27%	29 36%	10 35%	38 33%	28 46%	12 37%	63 58%	19 16%	50 33%	84 30%	51 48%	
AUG 15-18, 2010	169 42%	30 32%	30 66%	16 45%	24 38%	31 37%	39 47%	78 41%	91 44%	26 40%	45 34%	40 42%	57 53%	16 30%	33 38%	29 56%	22 41%	37 39%	31 53%	94 70%	10 11%	62 38%	78 32%	88 59%	
LIBERAL																									
AUG 23-25, 2014	151 38%	39 45%	21 33%	2 5%	26 46%	34 36%	29 49%	77 40%	74 35%	72 55%	42 36%	19 26%	18 22%	51 59%	19 28%	7 19%	36 49%	27 32%	11 22%	5 6%	84 67%	58 33%	121 47%	29 21%	
AUG 19-20, 2013	158 39%	49 45%	12 28%	7 21%	26 41%	38 42%	26 42%	70 37%	87 42%	79 44%	45 43%	17 32%	17 27%	43 43%	19 32%	8 25%	52 48%	26 38%	10 31%	10 10%	73 57%	74 43%	115 40%	42 38%	
AUG 20-21, 2012	129 32%	39 43%	16 28%	11 27%	16 24%	28 33%	19 31%	57 30%	72 35%	51 35%	37 30%	16 24%	25 39%	33 34%	15 21%	9 36%	33 36%	22 30%	17 39%	8 6%	67 56%	54 38%	102 35%	21 22%	
AUG 14-18, 2011	141 35%	43 44%	19 36%	9 24%	18 31%	39 43%	13 20%	70 37%	70 34%	63 41%	41 36%	24 34%	12 21%	41 49%	26 33%	4 13%	40 35%	20 33%	10 29%	16 15%	69 58%	50 33%	110 39%	28 26%	
AUG 15-18, 2010	122 30%	34 37%	4 8%	8 22%	19 30%	30 36%	28 34%	56 29%	66 32%	18 28%	50 38%	30 32%	23 21%	18 33%	32 37%	6 12%	19 35%	31 32%	16 27%	13 9%	62 66%	43 26%	92 38%	30 20%	
MODERATE																									

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

On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
AUG 23-25, 2014	84 21%	21 23%	11 17%	11 29%	10 17%	25 27%	7 12%	34 18%	50 24%	12 9%	31 27% J	23 32% J	17 21% j	8 10%	22 32% NPq	4 11%	11 15%	22 27% nP	16 31% NP	17 18%	23 18%	41 23%	55 21%	25 18%
AUG 19-20, 2013	109 27%	41 38% EG	12 28% G	12 36% G	12 20% g	27 29% G	5 8%	59 31%	50 24%	52 29%	35 33% lM	11 20%	12 19%	32 32% s	20 34% s	7 21%	28 25%	18 26%	5 15%	33 33%	34 27%	41 24%	89 31% X	20 18%
AUG 20-21, 2012	112 28%	23 26%	20 36%	14 35%	18 26%	21 25%	16 26%	62 32%	51 24%	45 31%	32 26%	21 33%	14 22%	32 33% s	24 34% s	6 23%	24 27%	17 23%	9 20%	38 30%	29 24%	43 30%	85 29%	26 27%
AUG 14-18, 2011	94 23%	25 25%	10 20%	8 20%	16 27%	20 22%	15 23%	49 25%	45 22%	31 20%	29 25%	13 19%	20 33% jL	19 22%	17 22%	13 43% NOqRs	27 24%	10 17%	8 23%	23 21%	25 21%	41 27%	74 26% x	18 17%
AUG 15-18, 2010	94 24%	27 29% cg	7 15%	10 27%	19 30% cg	18 23%	14 17%	52 27%	43 21%	18 28%	34 26%	22 23%	21 19%	20 37% oQS	19 22%	13 25%	9 17%	25 26% s	9 15%	25 19%	20 21%	48 29% T	69 28% X	24 16%
DON'T KNOW/REFUSED	7 2%	2 3%	-	-	1 2%	1 1%	2 3%	2 1%	5 2%	2 1%	1 1%	1 2%	3 4%	-	1 1%	1 4%	2 2%	1 2%	1 3%	-	1 -	5 3%	4 2%	3 2%



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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

On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (CONSERVATIVE - LIBERAL)	8 2%	32 66%	33 74%	-25 -45%	-41 -59%	-4 -5%	17 20%	-76 -88%	-21 -12%	104 78%	-41 -80%	-14 -9%	64 35%	-151 -100%	-	158 100%	-10 -9%	2 5%	-4 -21%	-4 -5%	27 19%	9 14%	-11 -4%	6 51%	
CONSERVATIVE																									
AUG 23-25, 2014	158 40%	36 74%	34 77%	12 22%	6 8%	31 36%	40 45%	4 5%	41 23%	111 83%	5 9%	46 30%	107 59%	-	-	158 100%	31 30%	19 48%	6 31%	25 33%	72 51%	29 46%	115 37%	8 65%	
AUG 19-20, 2013	115 29%	24 58%	30 52%	2 4%	10 14%	29 32%	20 25%	2 2%	25 14%	86 69%	8 17%	21 13%	82 48%	-	-	115 100%	24 27%	10 33%	7 25%	16 21%	52 32%	12 18%	92 30%	10 47%	
AUG 20-21, 2012	140 35%	42 62%	36 58%	5 11%	18 23%	15 19%	22 33%	6 8%	25 15%	106 77%	9 16%	19 13%	109 64%	-	-	140 100%	30 29%	11 28%	8 38%	33 39%	2 24%	20 31%	116 36%	4 46%	
AUG 14-18, 2011	140 35%	32 57%	31 60%	8 16%	11 17%	21 26%	29 40%	4 6%	34 20%	93 71%	2 3%	37 23%	93 54%	-	-	140 100%	23 28%	13 30%	5 25%	29 33%	4 53%	11 27%	114 36%	12 43%	
AUG 15-18, 2010	169 42%	47 67%	47 73%	3 8%	8 13%	27 33%	35 44%	2 3%	32 19%	132 80%	2 4%	19 17%	145 63%	-	-	169 100%	38 37%	18 32%	4 38%	27 29%	3 39%	3 22%	160 43%	3 29%	
LIBERAL																									
AUG 23-25, 2014	151 38%	4 8%	1 3%	37 67%	46 67%	35 41%	23 25%	80 93%	63 36%	7 5%	46 89%	60 39%	43 24%	151 100%	-	-	41 39%	18 43%	10 53%	30 38%	45 32%	20 32%	127 40%	2 15%	
AUG 19-20, 2013	158 39%	6 14%	5 8%	30 51%	43 62%	34 38%	40 49%	60 70%	82 46%	13 10%	31 62%	77 49%	42 25%	158 100%	-	-	31 35%	10 33%	14 52%	35 45%	64 39%	14 22%	132 43%	6 30%	
AUG 20-21, 2012	129 32%	5 8%	3 5%	23 52%	44 57%	29 38%	25 38%	57 79%	67 39%	4 3%	41 74%	69 46%	17 10%	129 100%	-	-	35 35%	17 42%	8 39%	28 34%	3 41%	22 34%	104 32%	3 29%	
AUG 14-18, 2011	141 35%	8 14%	8 15%	33 65%	35 52%	26 33%	24 33%	57 81%	68 39%	10 7%	37 81%	64 40%	37 22%	141 100%	-	-	29 34%	17 38%	10 52%	40 45%	1 12%	16 40%	111 35%	7 27%	
AUG 15-18, 2010	122 30%	6 8%	7 11%	25 68%	37 64%	24 29%	19 24%	50 88%	61 37%	6 3%	34 78%	50 45%	33 14%	122 100%	-	-	37 36%	23 41%	3 26%	37 40%	-	6 40%	113 31%	2 20%	
MODERATE																									

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



On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
AUG 23-25, 2014	84 21%	8 17%	8 19%	6 10%	17 25%	19 22%	22 25%	2 2%	70 40% HJ	12 9%	1 3%	49 31% KM	28 16% K	- -	84 100% NP	- -	30 29% ru	4 9%	3 16%	22 28% r	22 15%	15 23%	65 21%	2 20%
AUG 19-20, 2013	109 27%	12 28%	21 36% E	24 40% Eg	11 16%	22 25%	18 23%	17 19%	68 39% HJ	20 17%	7 14%	58 37% KM	41 24%	- -	109 100% NP	- -	28 31%	9 32%	5 19%	24 31%	40 24%	29 46% WX	73 24%	4 18%
AUG 20-21, 2012	112 28%	18 27%	20 32% e	16 36% E	13 17%	26 34% E	17 26%	9 12%	75 44% HJ	24 17%	5 10%	62 41% KM	39 23% K	- -	112 100% NP	- -	35 34% t	10 26%	4 19%	18 22%	2 24%	21 33%	84 26%	2 26%
AUG 14-18, 2011	94 23%	13 24%	10 19%	9 17%	16 24%	25 32% d	15 21%	7 10%	64 37% HJ	20 16%	4 9%	51 32% KM	36 21% k	- -	94 100% NP	- -	29 35% sT	12 27%	3 17%	17 19%	2 24%	13 33%	72 23%	6 20%
AUG 15-18, 2010	94 24%	16 23%	9 14%	9 24%	11 20%	26 32% C	21 27% c	5 9%	68 41% HJ	21 13%	7 16%	42 37% KM	44 19%	- -	94 100% NP	- -	27 27%	14 25%	4 36%	26 28%	3 47%	5 38%	82 22%	5 51% w
DON'T KNOW/REFUSED	7 2%	- -	- 1%	1 1%	- -	1 1%	4 5%	- -	2 1%	3 2%	- -	- -	4 2%	- -	- -	- -	2 2%	- -	- -	1 1%	3 2%	- -	6 2% vx	- -



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And, in partisan elections, which of the following would best describe the way you vote?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-55 -14%	-9 -10%	6 9%	9 25%	-24 -43%	-23 -25%	-13 -22%	-	-54 -26%	-35 -27%	-13 -11%	-5 -7%	-1 -2%	-23 -27%	14 21%	9 24%	-23 -31%	-18 -21%	-14 -27%	74 80%	-118 -95%	-9 -5%	-64 -25%	14 10%	
-----																									
TOTAL VOTE REPUBLICAN																									
-----																									
AUG 23-25, 2014	125 31%	27 30%	24 37%	18 48%	12 21%	27 29%	18 29%	75 39%	50 24%	35 27%	36 31%	28 38%	26 32%	24 28%	32 47%	19 51%	20 27%	22 26%	8 17%	78 85%	-	46 26%	66 26%	58 43%	
AUG 20-21, 2012	142 36%	24 27%	15 27%	19 46%	24 35%	35 42%	26 41%	75 39%	67 32%	47 32%	48 38%	27 42%	20 32%	34 35%	32 46%	10 39%	26 29%	28 37%	13 29%	101 79%	4 3%	33 23%	106 36%	32 32%	
-----																									
TOTAL DEMOCRAT MORE OFTEN THAN REPUBLICAN																									
-----																									
AUG 23-25, 2014	180 45%	36 41%	18 29%	9 23%	36 64%	50 53%	31 52%	75 39%	104 50%	70 54%	50 42%	32 45%	28 34%	47 55%	18 26%	10 27%	43 58%	40 47%	22 44%	4 4%	118 95%	55 31%	129 50%	44 33%	
AUG 20-21, 2012	161 40%	43 47%	23 40%	15 36%	25 37%	27 33%	28 45%	69 36%	92 44%	62 42%	53 43%	21 32%	25 39%	38 39%	23 33%	8 31%	45 49%	28 39%	19 43%	8 6%	105 87%	48 34%	123 42%	35 36%	
ALWAYS VOTE REPUBLICAN	24 6%	5 6%	3 5%	5 12%	5 10%	3 4%	1 2%	12 6%	12 6%	5 4%	8 7%	4 5%	7 9%	2 2%	7 10%	3 9%	5 7%	2 3%	4 9%	20 22%	-	3 1%	8 3%	15 11%	
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	101 25%	21 24%	21 32%	14 35%	6 11%	23 25%	16 27%	63 33%	38 18%	30 23%	24 24%	24 33%	19 23%	22 26%	25 37%	16 42%	15 20%	19 23%	4 8%	58 62%	-	44 25%	58 22%	43 32%	
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	154 38%	29 33%	15 23%	9 23%	35 63%	37 40%	28 48%	69 36%	85 41%	66 51%	41 35%	24 33%	22 27%	45 52%	17 24%	7 19%	34 46%	35 41%	16 32%	4 4%	95 76%	53 30%	111 43%	39 29%	
ALWAYS VOTE DEMOCRAT	26 6%	6 7%	4 6%	-	1 1%	13 13%	2 4%	6 3%	19 9%	4 3%	8 7%	8 12%	6 7%	2 3%	1 2%	3 8%	9 12%	5 6%	6 11%	-	24 19%	2 1%	19 7%	5 4%	
BOTH EQUALLY - SPLIT TICKET	71 18%	24 27%	10 15%	9 23%	7 12%	14 15%	7 11%	30 16%	40 19%	18 14%	23 19%	9 13%	21 26%	12 14%	11 16%	7 19%	7 10%	19 23%	14 27%	10 11%	5 5%	6 29%	51 18%	24 18%	
NOT SURE/ DON'T KNOW	23 6%	1 2%	12 19%	1 4%	2 3%	2 2%	5 8%	10 5%	13 6%	7 6%	8 6%	3 4%	6 7%	3 4%	6 9%	- 1%	4 5%	3 4%	6 12%	-	-	22 12%	14 5%	9 7%	

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

And, in partisan elections, which of the following would best describe the way you vote?

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
REFUSED	1	-	-	1	-	1	-	1	-	-	1	-	1	-	1	1	-	-	-	-	-	1	1	-
	-	-	-	2%	-	1%	-	1%	-	-	1%	-	1%	-	1%	2%	-	-	-	-	-	-	1%	-



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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

And, in partisan elections, which of the following would best describe the way you vote?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-55 -14%	44 92%	30 68%	-50 -89%	-68 -99%	8 9%	-16 -18%	-66 -77%	-59 -34%	70 53%	-42 -80%	-59 -38%	50 28%	-102 -68%	-11 -13%	57 36%	-22 -21%	3 7%	-4 -24%	-10 -13%	-8 -5%	-35 -54%	-27 -9%	4 29%	
TOTAL VOTE REPUBLICAN																									
AUG 23-25, 2014	125 31%	44 92%	34 77%	- 1%	- -	31 36%	16 18%	2 3%	35 20%	86 64%	- 1%	31 20%	93 51%	11 8%	22 26%	90 57%	28 27%	19 47%	3 17%	28 36%	46 33%	8 12%	104 33%	7 52%	
AUG 20-21, 2012	142 36%	50 74%	52 84%	1 2%	3 4%	21 28%	12 18%	3 4%	40 24%	94 68%	4 7%	26 17%	105 62%	19 14%	41 37%	77 55%	35 35%	13 33%	7 34%	38 46%	3 38%	1 2%	131 41%	7 73%	
TOTAL DEMOCRAT MORE OFTEN THAN REPUBLICAN																									
AUG 23-25, 2014	180 45%	- -	4 9%	50 90%	68 99%	23 27%	32 36%	69 80%	95 54%	15 11%	42 81%	90 58%	43 24%	113 75%	33 39%	33 21%	50 48%	16 40%	8 41%	38 49%	54 38%	43 67%	132 42%	3 23%	
AUG 20-21, 2012	161 40%	4 6%	4 7%	37 86%	67 88%	27 36%	20 31%	59 81%	81 47%	18 13%	40 73%	86 57%	30 18%	85 66%	44 39%	29 21%	44 43%	17 43%	9 44%	29 35%	2 25%	49 77%	107 33%	2 18%	
ALWAYS VOTE REPUBLICAN	24 6%	10 22%	10 23%	- 1%	- -	1 1%	2 2%	- 1%	3 2%	20 15%	- 1%	3 2%	19 11%	- -	2 2%	22 14%	5 5%	3 8%	- 2%	2 2%	12 8%	6 9%	17 5%	1 7%	
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	101 25%	34 70%	24 54%	- -	- -	30 34%	14 16%	2 2%	32 18%	66 49%	- -	27 18%	74 41%	11 7%	21 25%	69 43%	23 22%	16 39%	3 15%	26 33%	34 24%	2 3%	87 28%	6 45%	
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	154 38%	- -	4 9%	45 82%	49 71%	22 25%	32 35%	56 66%	88 50%	9 7%	28 55%	83 54%	38 21%	98 65%	28 34%	27 17%	41 39%	15 38%	6 33%	32 42%	49 35%	33 52%	118 38%	1 8%	
ALWAYS VOTE DEMOCRAT	26 6%	- -	- -	5 9%	19 27%	1 1%	1 1%	12 14%	7 4%	6 5%	13 26%	7 4%	5 3%	15 10%	4 5%	6 4%	10 9%	1 3%	1 8%	5 7%	5 3%	10 15%	14 4%	2 15%	
BOTH EQUALLY - SPLIT TICKET	71 18%	4 8%	6 14%	5 9%	1 1%	21 25%	30 33%	8 10%	37 21%	24 18%	7 14%	29 18%	31 17%	15 10%	25 30%	26 16%	21 20%	5 11%	4 21%	8 10%	31 22%	9 13%	59 19%	2 19%	
NOT SURE/ DON'T KNOW	23 6%	- -	- -	- -	- -	10 12%	12 13%	6 7%	9 5%	7 5%	2 5%	6 4%	13 7%	10 7%	4 4%	9 5%	5 5%	1 2%	4 21%	3 4%	10 7%	5 8%	18 6%	1 6%	

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

And, in partisan elections, which of the following would best describe the way you vote?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
REFUSED	1 -	-	-	-	-	1 1%	-	-	-	1 -	-	-	1 1%	1 -	-	1 -	-	-	-	1 2%	-	-	1 -	-



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Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND OVER		
																							UNDER (W)	34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																									
AUG 23-25, 2014	186 47% (1)	38 43% (1)	41 64% (1) bE	23 59% (1) E	18 32% (1)	43 45% (1)	25 41% (1)	94 49% (1)	92 44% (1)	60 46% (1)	54 45% (1)	32 45% (1)	40 50% (1)	38 44% (1)	35 52% (1)	20 55% (1)	32 44% (1)	37 44% (1)	23 46% (1)	63 68% (1) UV	40 32% (2)	79 45% (1)	100 39% (1)	83 62% (1) W	
AUG 19-20, 2013	201 50%	43 40%	18 41%	20 62% b	36 58% B	52 57% Bc	32 51%	91 47%	111 53%	74 41%	63 60% J	31 60% J	33 54% j	36 36% N	36 60% N	19 57% N	55 50% n	39 58% N	17 54% n	75 75% UV	36 28%	91 53% U	130 45%	71 63% W	
AUG 20-21, 2012	198 49%	45 51%	31 54%	27 65% EF	28 42%	36 44%	31 49%	106 55% I	92 44%	74 50%	59 48%	40 61% kM	25 39%	53 54% qs	42 60% QS	11 45%	36 39%	41 55% qS	16 36%	88 69% UV	32 26%	72 50% U	141 48%	53 54%	
AUG 14-18, 2011	172 43%	35 36%	19 37%	18 46%	32 55% Bc	39 43%	29 45%	78 40%	94 45%	61 39%	50 44%	38 54% Jm	23 39%	27 33%	38 48% n	12 42%	50 44%	33 54% NS	11 34%	73 68% UV	29 24%	64 42% U	107 38%	61 57% W	
AUG 15-18, 2010	221 55%	46 50%	37 82% BDEFG	20 55%	30 48%	41 50%	47 57%	101 52%	120 58%	34 53%	69 52%	58 62%	59 55%	29 53%	42 49%	30 58%	27 50%	60 64% o	33 56%	104 77% UV	22 23%	90 56% U	119 49%	99 66% W	
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																									
AUG 23-25, 2014	78 20% (2)	24 27% (2) CG	6 9% (3)	6 15% (2)	12 21% (2)	26 27% (2) Cg	5 9% (3)	36 18% (3)	43 21% (2)	18 14% (3)	30 25% (2)	17 24% (2)	14 17% (2)	13 15% (3)	15 22% (2)	8 21% (2)	21 29% (2)	14 17% (3)	7 14% (3)	5 5% (3)	40 32% (1) Tv	32 18% (3) T	49 19% (3)	28 21% (2)	
AUG 19-20, 2013	98 25%	33 31% d	15 33% d	5 15%	13 21%	19 21%	14 22%	55 29% i	43 21%	61 33% kLM	24 23% L	4 8%	10 16%	43 44% OPQRS	8 13%	5 14%	26 24% o	12 18%	5 16%	12 12% TV	55 43% TV	31 18%	86 30% X	11 10%	
AUG 20-21, 2012	101 25%	21 24%	16 28%	11 27%	14 21%	19 23%	19 30%	36 19%	65 31% H	41 28%	27 22%	14 21%	19 30%	19 19%	13 15% NOPR	4 36% NOPR	32 20% NOPR	15 40% NOPR	18 40% NOPR	20 16%	48 40% TV	33 23%	75 26%	23 23%	
AUG 14-18, 2011	107 27%	32 33%	15 30%	10 26%	14 25%	21 23%	14 22%	52 27%	55 27%	43 28%	30 26%	18 25%	16 27%	24 29%	20 25%	8 26%	32 28%	12 19%	12 35% r	15 14%	56 47% TV	33 22% t	84 30% x	22 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  
N A T I O N A L R E S E A R C H I N C

Continued

Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND OVER		
																							UNDER (W)	34 (X)	
AUG 23-25, 2014	75 19% (3)	21 24% (3)	9 14% (2)	5 12% (3)	11 19% (3)	15 16% (3)	15 25% (2)	42 22% (2)	33 16% (3)	27 21% (2)	21 18% (3)	14 19% (3)	13 17% (3)	22 26% (2)	13 19% (3)	6 18% (3)	6 8% (3)	19 22% (2)	8 17% (2)	11 12% (2)	23 18% (3)	41 23% (2)	65 25% (2)	10 7% (3)	
AUG 19-20, 2013	65 16%	21 19%	9 20%	6 17%	8 13%	14 15%	8 13%	29 15%	36 17%	34 18%	15 14%	7 13%	10 17%	14 14%	9 22%	7 19%	21 18%	12 10%	3 6%	6 21% T	28 18% T	31 18% T	48 17%	17 15%	
AUG 20-21, 2012	61 15%	12 14% d	6 11%	2 4%	16 24% cDg	18 22% cDg	7 11%	32 16%	30 14%	21 14%	22 18%	8 13%	10 16%	13 13%	11 16% s	8 31% nS	15 16% s	13 17% S	3 6%	10 8%	31 26% TV	20 14%	47 16%	15 15%	
AUG 14-18, 2011	69 17%	20 21%	9 18%	4 11%	7 11%	16 17%	13 20%	40 21%	30 14%	31 20% L	21 18% l	7 9%	11 18%	18 20%	16 20%	6 21%	18 16%	7 11%	5 13%	10 9%	22 19% t	31 20% T	54 19%	15 14%	
AUG 15-18, 2010	113 28%	29 31% C	4 8%	10 28% C	20 31% C	26 32% C	24 29% C	58 30%	54 26%	23 34% m	43 32% m	24 25%	24 22%	21 38% Pr	29 33% P	9 17%	19 34% P	21 23%	15 25%	21 16%	41 44% TV	49 30% T	83 34% X	29 19%	
DON'T KNOW/ NO OPINION	60 15%	5 6%	8 12%	5 14%	16 28% B	11 12%	15 25% b	20 10%	40 19% h	25 19%	12 10%	9 13%	14 17%	13 15%	5 7%	2 6%	14 19% p	14 17% p	11 23% OP	13 14%	22 17%	23 13%	43 17%	14 10%	
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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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

Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (SUPPORT - OPPOSE)	97 24%	-4 -4%	18 28%	19 50%	8 14%	24 26%	32 53%	86 45%	11 5%	37 29%	25 21%	3 4%	32 39%	44 51%	26 37%	16 45%	-3 -4%	-2 -3%	16 33%	65 71%	-3 -2%	28 16%	39 15%	63 47%	
TOTAL SUPPORT																									
AUG 23-25, 2014	231 58%	40 45%	38 60%	26 67%	30 53%	54 57%	43 73%	134 70%	97 46%	77 59%	66 56%	35 49%	52 64%	62 72%	46 67%	26 70%	30 41%	37 45%	29 58%	76 82%	56 45%	92 52%	135 53%	95 71%	
AUG 19-20, 2013	226 56%	51 47%	27 61%	18 54%	37 59%	55 60%	38 62%	112 58%	114 55%	82 45%	67 65%	35 67%	41 68%	49 49%	41 68%	22 67%	49 45%	43 64%	22 71%	80 80%	54 42%	92 54%	146 51%	79 70%	
AUG 20-21, 2012	253 63%	49 55%	37 65%	28 68%	48 71%	56 67%	36 57%	144 75%	110 53%	89 61%	79 64%	49 75%	36 57%	75 77%	52 74%	17 70%	39 43%	48 65%	23 52%	108 84%	42 35%	95 67%	183 62%	68 70%	
AUG 14-18, 2011	241 60%	58 60%	39 75%	23 61%	32 55%	54 59%	36 55%	131 68%	110 53%	78 50%	70 61%	49 69%	45 76%	51 62%	54 68%	26 89%	50 45%	39 63%	21 63%	82 76%	47 40%	98 65%	162 58%	73 68%	
AUG 15-18, 2010	206 51%	44 48%	30 68%	19 53%	27 43%	47 57%	38 46%	113 59%	92 44%	32 49%	69 52%	51 54%	53 50%	31 58%	47 55%	35 67%	26 48%	44 47%	22 38%	94 70%	21 22%	88 54%	108 44%	94 63%	
TOTAL OPPOSE																									
AUG 23-25, 2014	134 33%	43 49%	21 32%	7 17%	22 39%	29 31%	12 20%	48 25%	86 41%	40 31%	41 35%	33 45%	20 25%	18 21%	20 30%	9 26%	33 45%	40 48%	13 25%	11 12%	59 47%	63 36%	96 37%	32 24%	
AUG 19-20, 2013	143 36%	43 40%	15 35%	15 46%	19 30%	32 35%	17 28%	66 34%	77 37%	82 45%	29 28%	16 30%	17 27%	41 42%	15 25%	9 29%	48 44%	21 31%	7 23%	13 13%	72 56%	56 33%	112 39%	30 26%	
AUG 20-21, 2012	103 26%	30 34%	14 25%	6 15%	12 17%	19 23%	22 34%	36 19%	67 32%	48 33%	30 24%	12 18%	13 20%	20 21%	13 18%	3 12%	39 43%	17 23%	11 25%	13 10%	53 44%	37 26%	80 27%	18 18%	
AUG 14-18, 2011	127 32%	31 32%	10 19%	10 26%	19 33%	32 35%	26 40%	55 29%	72 35%	63 41%	37 33%	17 24%	10 17%	30 36%	22 28%	3 11%	44 39%	20 32%	8 24%	19 18%	65 55%	38 25%	95 34%	27 25%	
AUG 15-18, 2010	152 38%	38 42%	10 23%	13 37%	27 42%	28 35%	35 42%	62 32%	90 43%	24 36%	57 43%	34 36%	38 35%	20 37%	30 35%	12 23%	21 39%	43 45%	26 44%	29 22%	64 67%	57 35%	113 46%	38 25%	

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



Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND OVER	
																							UNDER (W)	34 (X)
STRONGLY SUPPORT	138 35%	19 21%	28 44% b	14 36%	16 28%	33 35%	28 47% B	88 46% I	50 24%	39 30%	42 36%	19 26%	38 47% L	35 41% r	33 48% QR	19 53% QR	15 21%	14 17%	21 41% qR	51 56% UV	24 19%	59 34% u	83 32%	55 41%
SOMEWHAT SUPPORT	93 23%	21 24%	10 16%	12 30%	14 25%	20 21%	15 25%	46 24%	46 22%	38 29%	24 21%	16 23%	14 18%	27 31%	13 19%	6 17%	15 20%	23 28%	8 17%	25 27%	32 25%	32 19%	52 20%	40 30%
SOMEWHAT OPPOSE	45 11%	6 7%	5 8%	4 10%	14 25% b	10 11%	5 9%	18 9%	27 13%	16 13%	17 14% M	8 11%	4 4%	9 10%	8 12% P	1 1%	13 17% P	11 13% P	3 6%	5 5%	17 13%	23 13%	35 14% x	9 6%
STRONGLY OPPOSE	89 22%	37 42% DEFG	15 24%	3 7%	8 14%	19 21%	7 11%	30 16%	59 28% H	23 18%	24 20%	25 34% jk	17 21%	9 11%	12 18%	9 24%	20 27%	29 34% No	10 19%	6 6%	42 34% T	41 23% T	61 24%	23 17%
DON'T KNOW/ NO OPINION	34 8%	5 5%	5 7%	6 16%	4 8%	10 10%	5 8%	10 5%	24 11%	13 10%	10 9%	4 5%	7 8%	6 7%	2 3%	1 4%	11 14%	6 8%	7 13% o	6 6%	8 6%	20 12%	25 10%	7 6%
REFUSED	2 -	-	-	-	-	2 2%	-	-	2 1%	-	-	-	2 2%	-	-	-	-	-	2 4%	-	2 1%	-	-	-



CIVITAS  
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Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (SUPPORT - OPPOSE)	97 24%	42 89%	23 52%	10 17%	-13 -18%	33 38%	-5 -5%	9 11%	-7 -4%	93 70%	2 4%	-16 -10%	112 62%	4 3%	2 2%	88 55%	3 3%	12 29%	9 50%	31 40%	53 37%	10 15%	86 27%	-3 -23%	
TOTAL SUPPORT																									
AUG 23-25, 2014	231 58%	44 92%	32 72%	31 55%	25 36%	57 67%	35 39%	46 54%	74 42%	108 81%	25 48%	63 41%	139 77%	72 48%	38 45%	117 74%	46 44%	24 60%	13 72%	53 68%	92 65%	31 49%	188 60%	5 39%	
AUG 19-20, 2013	226 56%	34 83%	46 79%	24 41%	29 43%	53 59%	39 48%	36 42%	91 51%	93 75%	20 40%	73 46%	122 72%	65 41%	63 58%	87 76%	42 48%	15 49%	14 51%	46 60%	100 61%	31 49%	176 58%	14 66%	
AUG 20-21, 2012	253 63%	60 89%	48 78%	20 45%	23 29%	59 77%	36 55%	22 30%	110 65%	109 80%	17 31%	89 59%	133 79%	47 37%	88 78%	106 76%	64 63%	24 62%	11 54%	55 67%	2 22%	38 59%	207 64%	7 71%	
AUG 14-18, 2011	241 60%	44 79%	38 73%	22 43%	26 38%	62 79%	36 50%	24 34%	105 60%	100 77%	19 42%	76 48%	132 77%	61 43%	65 69%	99 71%	46 56%	20 46%	14 70%	52 58%	5 75%	14 35%	204 64%	15 57%	
AUG 15-18, 2010	206 51%	54 76%	40 62%	7 19%	14 24%	50 61%	38 47%	9 15%	69 42%	122 74%	7 17%	35 31%	159 69%	25 20%	47 50%	122 72%	50 50%	22 39%	5 47%	45 48%	6 82%	7 45%	191 52%	6 58%	
TOTAL OPPOSE																									
AUG 23-25, 2014	134 33%	2 4%	9 20%	21 38%	38 55%	24 28%	39 44%	36 42%	80 46%	16 12%	23 44%	79 51%	27 15%	68 45%	36 43%	29 18%	43 41%	12 30%	4 22%	22 28%	39 28%	21 34%	102 32%	8 61%	
AUG 19-20, 2013	143 36%	5 11%	8 15%	33 55%	39 57%	27 30%	29 36%	48 55%	69 39%	23 19%	27 54%	73 47%	34 20%	82 52%	35 32%	19 16%	38 43%	14 49%	8 29%	24 31%	54 33%	27 43%	107 35%	4 22%	
AUG 20-21, 2012	103 26%	5 7%	9 14%	18 41%	35 46%	14 18%	23 35%	37 51%	46 27%	18 13%	24 45%	50 33%	22 13%	63 49%	15 13%	22 16%	26 25%	11 27%	9 46%	17 20%	4 55%	17 27%	82 26%	2 19%	
AUG 14-18, 2011	127 32%	11 20%	8 15%	26 51%	39 57%	15 19%	23 32%	45 64%	55 32%	21 16%	25 55%	68 43%	29 17%	70 49%	21 23%	29 20%	26 32%	20 46%	5 26%	30 33%	2 25%	15 38%	99 31%	9 33%	
AUG 15-18, 2010	152 38%	13 18%	17 26%	24 65%	39 69%	25 31%	32 39%	44 77%	76 46%	27 16%	32 73%	63 56%	52 22%	85 70%	33 35%	34 20%	45 45%	28 51%	4 35%	39 42%	1 18%	8 55%	138 37%	3 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

Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
STRONGLY SUPPORT	138 35%	34 70% CDEFG	18 40% E	16 28%	9 12%	37 43% Eg	22 25%	24 28%	31 18%	81 61% HI	9 18%	26 17%	101 56% KL	38 25%	18 22%	79 50% NO	19 18%	19 47% Q	7 37%	37 48% Q	54 38% Q	11 16%	119 38% V	3 25%
SOMEWHAT SUPPORT	93 23%	11 22%	14 32% g	15 27%	17 24%	20 23%	12 14%	22 26%	43 24%	27 20%	16 30%	37 24%	38 21%	35 23%	20 24%	38 24%	27 26%	5 12%	6 35%	15 20%	39 27%	21 32%	69 22%	2 14%
SOMEWHAT OPPOSE	45 11%	-	5 11% B	7 13%	9 13% B	10 11% B	13 15% B	12 14%	26 15% J	7 5%	7 13%	22 14%	16 9%	27 18% p	7 8%	11 7%	11 11%	7 18%	1 4%	6 8%	15 10%	7 11%	35 11% X	-
STRONGLY OPPOSE	89 22%	2 4%	4 9%	14 25% b	28 41% BCF	15 17% b	26 29% BC	24 29% J	54 31% J	9 7%	17 32% M	57 37% M	11 6%	41 27% P	29 35% P	18 11%	31 30% r	5 12%	3 18%	15 20%	25 17%	15 23%	66 21%	8 61% vW
DON'T KNOW/ NO OPINION	34 8%	2 4%	4 8%	4 7%	4 6%	4 5%	16 18% Bf	3 4%	20 11%	9 7%	4 7%	11 7%	16 9%	11 7%	8 10%	13 8%	16 15% t	4 10%	1 7%	3 4%	8 6%	10 15% x	24 8% X	-
REFUSED	2 -	-	-	-	2 3%	-	-	-	2 1%	-	-	2 1%	-	-	2 2%	-	-	-	-	-	2 1%	2 3%	-	-



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INSTITUTE

Hydraulic fracturing, otherwise known as fracking, is a practice used to extract natural gas from shale deposits. Which one of the following statements comes closer to your opinion on fracking?

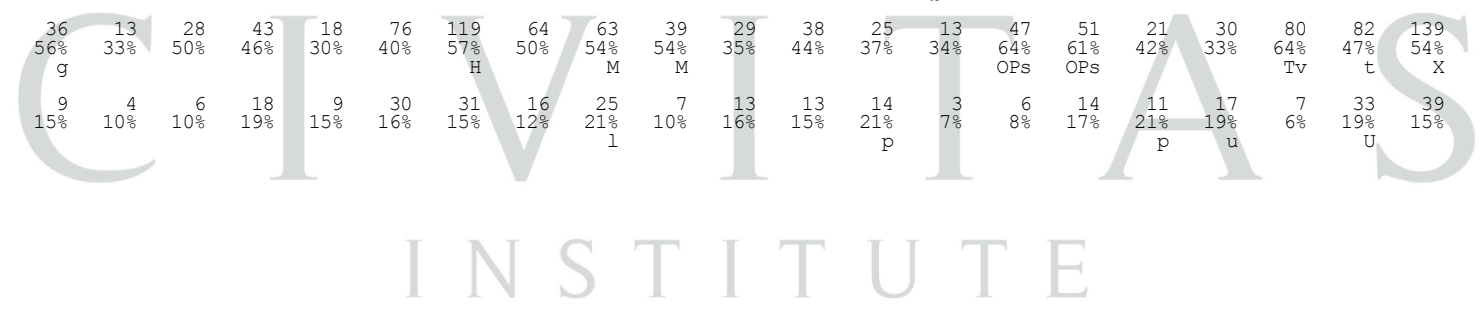
Some people say that the chemical ingredients used in the fracking process contaminate groundwater and harm the environment, and that fracking ought to be illegal. We should move away from the use of fossil fuels for energy and focus on solar, wind, and other green technologies.

...while...

Other people say that fracking creates thousands of high-paying jobs, helps the local economy, lowers the cost of energy, and expands the use of natural gas, which is a much cleaner fuel than coal or oil. They say the practice has been proven safe where it is used and the environment will not suffer if managed properly.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (HIGH PAYING JOBS/ HELPS ECONOMY - CONTAMINATES GROUND WATER)	-52 -13%	-43 -49%	-17 -26%	9 23%	-6 -10%	-10 -11%	15 25%	10 5%	-62 -30%	-15 -12%	-34 -29%	-13 -17%	10 13%	-2 -3%	3 5%	9 25%	-27 -36%	-32 -39%	-2 -5%	15 16%	-42 -34%	-23 -13%	-59 -23%	13 10%
HIGH PAYING JOBS/HELPS ECONOMY	143 36%	15 17%	19 29%	22 57%	22 40%	33 35%	33 55%	86 45%	58 28%	49 38%	29 25%	26 36%	39 48%	35 41%	29 42%	22 59%	20 28%	19 22%	19 37%	45 49%	38 30%	59 34%	80 31%	63 47%
CONTAMINATES GROUND WATER	195 49%	58 66%	36 56%	13 33%	28 50%	43 46%	18 30%	76 40%	119 57%	64 50%	63 54%	39 54%	29 35%	38 44%	25 37%	13 34%	47 64%	51 61%	21 42%	30 33%	80 64%	82 47%	139 54%	50 38%
DON'T KNOW/REFUSED	61 15%	15 17%	9 15%	4 10%	6 10%	18 19%	9 15%	30 16%	31 15%	16 12%	25 21%	7 10%	13 16%	13 15%	14 21%	3 7%	6 8%	14 17%	11 21%	17 19%	7 6%	33 19%	39 15%	20 15%



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

Hydraulic fracturing, otherwise known as fracking, is a practice used to extract natural gas from shale deposits. Which one of the following statements comes closer to your opinion on fracking?

Some people say that the chemical ingredients used in the fracking process contaminate groundwater and harm the environment, and that fracking ought to be illegal. We should move away from the use of fossil fuels for energy and focus on solar, wind, and other green technologies.

...while...

Other people say that fracking creates thousands of high-paying jobs, helps the local economy, lowers the cost of energy, and expands the use of natural gas, which is a much cleaner fuel than coal or oil. They say the practice has been proven safe where it is used and the environment will not suffer if managed properly.

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (HIGH PAYING JOBS/ HELPS ECONOMY - CONTAMINATES GROUND WATER)	-52 -13%	8 17%	7 15%	8 14%	-50 -72%	-8 -9%	-15 -17%	-30 -35%	-59 -34%	39 29%	-26 -50%	-55 -36%	32 18%	-55 -36%	-18 -21%	22 14%	-19 -18%	-8 -18%	-7 -40%	10 13%	-14 -10%	-15 -23%	-31 -10%	-7 -54%
HIGH PAYING JOBS/HELPS ECONOMY	143 36%	26 54%	19 43%	30 55%	7 11%	28 33%	31 35%	23 26%	47 27%	72 54%	12 24%	39 25%	90 50%	39 26%	26 30%	77 49%	32 31%	14 34%	3 17%	39 50%	54 38%	21 32%	116 37%	2 12%
CONTAMINATES GROUND WATER	195 49%	18 37%	12 28%	23 41%	57 82%	36 42%	47 52%	53 62%	107 60%	33 25%	38 74%	94 61%	58 32%	94 62%	43 52%	55 35%	51 49%	21 52%	10 57%	29 37%	68 48%	35 55%	147 47%	8 66%
DON'T KNOW/REFUSED	61 15%	4 9%	13 29%	2 4%	5 7%	22 26%	11 13%	10 12%	23 13%	28 21%	1 2%	22 14%	32 18%	18 12%	15 18%	27 17%	21 20%	6 14%	5 26%	9 12%	19 13%	8 13%	50 16%	3 21%



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

North Carolina has passed legislation authorizing special education tuition vouchers for parents of children with special needs, and opportunity scholarships to allow children to attend any school that their families choose. With that in mind, which of the following statements comes closer to your opinion on the issue of school choice and public schools?

Giving parents more choice in K-12 education will improve education for students. North Carolina should move towards allowing more choice in K-12 education for parents and children.

...or...

The state should be the primary educator of all K-12 children. Any legislation that allows parents the ability to move children out of the traditional K-12 public school system will weaken public education.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	GOP	DEM	IND	34 AND UNDER	OVER 34
	(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 SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (MORE CHOICE WILL IMPROVE EDUCATION - MOVING CHILDREN WILL WEAKEN PUBLIC EDUCATION)	105 26%	17 19%	31 49%	20 54%	18 32%	10 11%	8 14%	32 16%	73 35%	24 18%	44 37%	15 21%	22 28%	7 9%	14 20%	11 29%	14 18%	41 49%	18 36%	47 51%	-12 -9%	65 37%	80 31%	19 14%
MORE CHOICE WILL IMPROVE EDUCATION	229 57%	47 53%	44 69%	25 66%	34 61%	46 49%	33 54%	101 52%	128 62%	73 57%	73 62%	37 52%	45 56%	44 51%	35 52%	21 57%	39 54%	58 70%	30 60%	63 69%	52 42%	108 62%	156 61%	67 50%
MOVING CHILDREN WILL WEAKEN PUBLIC EDUCATION	124 31%	30 35%	13 21%	5 13%	16 29%	35 38%	24 41%	69 36%	55 27%	50 38%	29 25%	22 31%	23 28%	37 43%	21 31%	10 28%	26 35%	17 20%	12 24%	16 17%	64 52%	43 25%	76 29%	48 36%
DON'T KNOW	39 10%	8 9%	6 9%	6 16%	6 11%	10 10%	3 5%	14 7%	24 12%	7 5%	13 11%	9 12%	10 12%	3 3%	8 12%	3 8%	8 11%	9 10%	7 14%	12 13%	6 5%	18 10%	23 9%	14 10%
REFUSED	8 2%	3 3%	1 1%	2 5%	-	3 3%	-	8 4%	1 -	-	2 2%	3 5%	3 4%	2 2%	3 5%	3 7%	-	-	1 1%	-1 1%	2 2%	6 3%	3 1%	5 4%

CIVITAS INSTITUTE

North Carolina has passed legislation authorizing special education tuition vouchers for parents of children with special needs, and opportunity scholarships to allow children to attend any school that their families choose. With that in mind, which of the following statements comes closer to your opinion on the issue of school choice and public schools?

Giving parents more choice in K-12 education will improve education for students. North Carolina should move towards allowing more choice in K-12 education for parents and children.

...or...

The state should be the primary educator of all K-12 children. Any legislation that allows parents the ability to move children out of the traditional K-12 public school system will weaken public education.

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (MORE CHOICE WILL IMPROVE EDUCATION - MOVING CHILDREN WILL WEAKEN PUBLIC EDUCATION)	105 26%	23 47% DE	25 56% DEF	-21 -38% D	9 13% D	31 36% DE	34 38% DE	-15 -17% H	49 28% H	68 51% HI	9 17% H	31 20% H	59 33% I	4 3% N	26 31% N	70 44% N	25 24% N	15 36% N	7 40% N	22 29% N	25 18% N	11 17% N	78 25% N	9 75% VW
MORE CHOICE WILL IMPROVE EDUCATION	229 57%	31 66% D	32 72% D	16 29% D	36 53% D	53 62% D	55 61% D	32 38% D	99 56% h	94 70% Hi	27 52% H	85 55% H	110 61% H	72 48% H	46 55% H	105 67% N	59 57% N	23 57% N	12 67% N	47 61% N	75 53% N	34 53% N	177 56% N	10 83% vw
MOVING CHILDREN WILL WEAKEN PUBLIC EDUCATION	124 31%	9 19%	7 16% BCeFG	37 67% bC	27 39% bC	22 26% D	21 23% D	47 55% IJ	51 29% H	25 19% H	18 35% H	54 35% H	50 28% H	68 45% OP	20 24% N	35 22% N	34 32% N	9 22% N	5 27% N	25 32% N	50 36% N	23 36% x	99 32% X	1 9%
DON'T KNOW	39 10%	7 16% d	5 11% d	- 1% d	6 8% d	5 5% D	14 15% D	6 7% D	18 10% D	13 10% D	3 5% D	16 10% D	18 10% D	9 6% N	15 18% N	15 9% N	8 8% N	9 21% N	1 7% N	6 8% N	13 9% N	5 8% N	31 10% N	1 8%
REFUSED	8 2%	- -	1 1%	2 4%	- -	6 7% beg	- -	- -	8 4% hj	1 -	5 9%	1 -	3 2%	3 2%	3 4%	3 2%	3 3%	- -	- -	- -	3 2%	2 3%	6 2% x	- -

CIVITAS INSTITUTE

The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)	
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%	
**D/S (AGREE - DISAGREE)	14 4%	-8 -9%	15 24%	20 52%	-9 -16%	-	-4 -6%	8 4%	6 3%	-33 -25%	4 3%	7 10%	35 44%	-18 -21%	6 9%	20 54%	-16 -22%	2 3%	19 38%	71 77%	-54 -43%	-1 -	-45 -18%	55 41%	
TOTAL AGREE																									
AUG 23-25, 2014	197 49%	39 44%	37 58%	29 76%	20 35%	45 48%	28 46%	95 50%	102 49%	43 33%	58 50%	39 54%	57 70%	31 36%	36 53%	28 75%	26 36%	42 50%	34 67%	81 88%	32 26%	82 47%	101 39%	90 67%	
AUG 20-21, 2012	191 48%	35 39%	26 46%	21 52%	36 54%	41 50%	31 50%	90 47%	102 49%	62 42%	55 45%	42 64%	32 50%	41 42%	37 53%	11 45%	37 41%	42 57%	23 52%	97 75%	36 30%	53 37%	118 40%	70 71%	
TOTAL DISAGREE																									
AUG 23-25, 2014	183 46%	47 53%	22 34%	9 24%	29 51%	45 48%	31 52%	87 45%	96 46%	76 58%	55 47%	32 44%	21 26%	49 57%	30 44%	8 22%	42 57%	39 47%	14 29%	10 11%	86 69%	83 47%	147 57%	35 26%	
AUG 20-21, 2012	193 48%	52 57%	28 49%	17 42%	28 42%	38 46%	30 48%	92 48%	100 48%	84 57%	60 48%	20 30%	30 47%	55 57%	26 36%	11 46%	51 56%	29 39%	21 48%	28 22%	81 67%	83 58%	164 56%	23 23%	
STRONGLY AGREE	170 42%	31 35%	35 55%	25 65%	16 28%	37 39%	26 44%	79 41%	91 44%	34 26%	46 39%	36 50%	54 67%	22 25%	31 46%	25 69%	23 31%	35 41%	33 66%	73 79%	25 20%	69 39%	84 33%	80 60%	
SOMEWHAT AGREE	27 7%	8 9%	2 3%	4 11%	4 7%	8 9%	1 2%	16 9%	11 5%	9 7%	13 11%	3 4%	3 4%	9 11%	5 7%	2 6%	3 5%	7 8%	- 1%	8 9%	6 5%	13 7%	17 7%	10 7%	
SOMEWHAT DISAGREE	37 9%	5 6%	11 17%	4 10%	5 9%	8 9%	4 7%	19 10%	19 9%	12 9%	12 11%	9 13%	3 4%	9 11%	8 12%	1 4%	4 5%	13 15%	2 4%	6 6%	10 8%	22 12%	32 12%	6 4%	
STRONGLY DISAGREE	146 36%	42 48%	11 17%	5 14%	24 42%	37 39%	27 44%	68 36%	77 37%	63 49%	42 36%	22 31%	18 22%	40 46%	22 32%	6 18%	38 52%	27 32%	13 25%	4 5%	76 61%	61 35%	115 45%	29 22%	
UNDECIDED/DON'T KNOW	18 4%	2 2%	5 8%	- -	8 14%	3 3%	- -	9 5%	8 4%	11 9%	4 3%	1 2%	1 1%	6 7%	4 4%	1 1%	5 7%	3 3%	1 1%	1 1%	6 5%	10 6%	8 3%	9 7%	
REFUSED	2 1%	- -	- -	- -	- -	1 1%	1 2%	1 -	1 1%	- -	- -	- -	2 2%	- -	- -	1 1%	- -	- -	1 3%	- -	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



The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (AGREE - DISAGREE)	14 4%	33 69%	38 86%	-25 -44%	-29 -43%	1 1%	-2 -2%	-68 -80%	-17 -10%	100 75%	-31 -59%	-13 -8%	60 33%	-113 -75%	-	125 79%	-5 -4%	5 13%	-	-3 -4%	20 14%	15 23%	-6 -2%	6 45%	
TOTAL AGREE	-----																								
AUG 23-25, 2014	197 49%	40 84%	41 92%	12 22%	19 28%	42 49%	40 44%	8 10%	75 43%	113 85%	11 20%	67 43%	116 64%	19 12%	40 48%	135 85%	47 45%	23 56%	9 49%	36 46%	75 53%	36 56%	148 47%	9 68%	
AUG 20-21, 2012	191 48%	51 76%	46 75%	8 18%	28 36%	28 37%	25 37%	12 16%	56 33%	114 83%	9 17%	49 32%	123 73%	14 11%	41 36%	126 90%	39 38%	18 46%	9 48%	44 53%	1 10%	26 40%	158 49%	5 54%	
TOTAL DISAGREE	-----																								
AUG 23-25, 2014	183 46%	7 15%	3 6%	37 66%	49 71%	41 48%	41 46%	77 89%	92 52%	13 10%	41 80%	80 51%	56 31%	132 87%	41 48%	11 7%	52 50%	18 44%	9 51%	39 51%	55 39%	22 34%	154 49%	3 23%	
AUG 20-21, 2012	193 48%	15 23%	13 21%	33 77%	48 62%	43 56%	40 60%	60 83%	106 62%	17 13%	43 78%	100 67%	36 21%	112 87%	65 58%	8 6%	59 58%	19 48%	10 48%	37 44%	6 78%	35 55%	150 47%	4 46%	
STRONGLY AGREE	170 42%	36 76%	37 83%	9 16%	16 24%	33 39%	36 40%	5 6%	57 32%	107 80%	8 15%	53 34%	105 58%	10 7%	27 33%	130 82%	38 37%	20 50%	8 43%	28 37%	69 49%	34 54%	123 39%	9 68%	
SOMEWHAT AGREE	27 7%	4 8%	4 9%	3 6%	3 5%	9 11%	4 4%	3 3%	18 10%	6 5%	3 5%	14 9%	11 6%	9 6%	13 16%	5 3%	9 9%	3 6%	1 6%	7 10%	7 5%	2 3%	25 8%	- -	
SOMEWHAT DISAGREE	37 9%	5 11%	1 1%	4 6%	7 10%	10 12%	12 13%	7 8%	28 16%	2 1%	2 3%	25 16%	8 4%	18 12%	16 19%	3 2%	6 5%	7 17%	4 24%	8 10%	13 9%	10 15%	28 9%	- -	
STRONGLY DISAGREE	146 36%	2 4%	2 5%	33 60%	42 61%	31 36%	30 33%	69 81%	64 36%	11 8%	40 77%	54 35%	48 27%	114 75%	25 30%	7 5%	46 44%	11 27%	5 27%	31 41%	43 30%	12 19%	126 40%	3 23%	
UNDECIDED/DON'T KNOW	18 4%	1 1%	1 2%	6 11%	-	2 3%	7 8%	-	9 5%	7 5%	-	8 5%	9 5%	-	2 2%	12 8%	5 5%	-	-	1 2%	11 8%	6 10%	10 3%	1 9%	
REFUSED	2 1%	-	-	-	1 1%	-	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

Do you support or oppose the death penalty for First-degree murder?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400	88	64	38	56	94	60	192	208	130	117	72	81	86	68	37	74	84	50	92	124	175	257	134
**D/S (SUPPORT - OPPOSE)	125	27	33	19	5	18	22	78	47	47	31	8	38	25	34	19	17	12	17	56	-8	76	61	60
TOTAL SUPPORT	245	54	45	28	27	53	38	126	119	80	71	37	57	50	47	27	41	47	32	71	51	119	151	88
AUG 23-25, 2014	245	54	45	28	27	53	38	126	119	80	71	37	57	50	47	27	41	47	32	71	51	119	151	88
AUG 19-20, 2013	243	70	29	15	42	51	38	126	117	114	59	35	35	62	44	21	61	40	17	78	67	98	165	78
AUG 20-21, 2012	247	49	34	30	49	50	35	123	124	91	76	46	34	57	49	17	60	46	19	100	57	86	170	72
AUG 14-18, 2011	247	57	33	22	34	60	40	134	112	93	70	44	40	54	56	25	63	30	19	77	65	94	169	74
AUG 15-18, 2010	256	56	31	21	35	56	57	132	124	41	88	58	70	37	57	38	30	58	36	105	39	108	150	102
TOTAL OPPOSE	120	27	13	9	22	35	16	48	73	33	40	29	19	26	14	8	24	35	14	15	59	44	90	28
AUG 23-25, 2014	120	27	13	9	22	35	16	48	73	33	40	29	19	26	14	8	24	35	14	15	59	44	90	28
AUG 19-20, 2013	133	34	15	15	16	33	21	58	76	64	36	13	20	35	12	11	44	21	11	15	59	60	104	28
AUG 20-21, 2012	113	31	19	10	12	19	22	49	64	45	29	18	21	32	13	4	28	17	20	14	53	43	92	18
AUG 14-18, 2011	122	34	16	12	19	27	15	49	73	53	32	22	15	24	20	5	41	21	11	25	44	45	95	24
AUG 15-18, 2010	107	29	9	11	17	24	18	49	58	19	33	28	28	16	23	10	16	24	18	22	44	38	75	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

Do you support or oppose the death penalty for First-degree murder?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
STRONGLY SUPPORT	151 38%	28 32%	22 34%	15 40%	18 33%	40 42%	28 47%	81 42%	70 34%	37 28%	44 37%	27 38%	43 53% Jkl	22 26%	36 52% NQR	23 61% NQR	21 29%	26 32%	23 45%	42 46% U	27 22%	81 46% U	80 31%	66 50% W
SOMEWHAT SUPPORT	94 23%	26 30% f	24 37% ef	13 34% f	8 15%	14 15%	9 15%	45 23%	49 24%	43 33% Lm	27 23%	10 13%	14 17%	28 33%	12 17%	5 13%	20 27%	20 24%	9 18%	29 31%	24 19%	39 22%	71 28% x	22 16%
SOMEWHAT OPPOSE	55 14%	9 10%	2 3%	4 10%	14 24% C	16 17% C	11 18%	20 11%	34 17%	20 15%	16 13%	11 16%	8 10%	15 18% p	4 6%	1 3%	9 13%	18 21% OP	7 15% p	5 5%	30 24% Tv	20 11%	48 19% X	5 4%
STRONGLY OPPOSE	66 16%	17 20%	10 16%	5 13%	8 14%	20 21%	6 9%	27 14%	38 18%	13 10%	24 21%	17 24% j	11 14%	10 12%	7 15%	19 19%	14 20%	17 20%	7 14%	10 11%	28 23%	24 14%	42 16%	23 17%
DON'T KNOW/ NO OPINION	34 8%	7 8%	6 9%	2 4%	8 14%	5 6%	6 10%	19 10%	15 7%	17 13%	6 5%	6 9%	5 6%	10 12%	7 10%	1 3%	9 12%	2 2%	4 8%	6 6%	15 12%	12 7%	15 6%	18 13% w
REFUSED	1 -	1 1%	-	-	-	-	-	-	1 -	-	1 1%	-	-	-	-	-	-	1 1%	-	1 1%	-	-	1 -	-



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Do you support or oppose the death penalty for First-degree murder?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH-EAST (Q)	MID-WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (SUPPORT - OPPOSE)	125 31%	42 89%	13 30%	6 10%	-14 -20%	30 35%	46 51%	2 2%	32 18%	88 66%	-22 -42%	30 19%	108 59%	2 2%	24 28%	94 59%	19 19%	17 43%	3 16%	34 43%	56 40%	7 10%	113 36%	- -3%	
TOTAL SUPPORT																									
AUG 23-25, 2014	245 61%	44 92%	27 61%	27 49%	23 34%	54 62%	66 73%	38 44%	95 54%	109 82%	13 24%	84 54%	138 76%	70 47%	50 59%	119 75%	57 55%	28 68%	10 53%	53 68%	91 65%	32 50%	199 64%	6 49%	
AUG 19-20, 2013	243 61%	39 96%	39 67%	35 58%	32 46%	52 57%	47 58%	41 47%	103 58%	98 79%	23 45%	84 54%	129 76%	77 49%	71 65%	86 75%	49 56%	20 67%	12 43%	44 58%	109 66%	30 46%	196 64%	13 64%	
AUG 20-21, 2012	247 62%	53 78%	47 77%	23 53%	34 44%	42 56%	43 65%	20 28%	109 64%	104 76%	16 29%	85 56%	129 76%	57 44%	71 63%	105 76%	57 56%	23 57%	14 69%	51 62%	3 35%	30 46%	208 65%	7 71%	
AUG 14-18, 2011	247 62%	46 82%	31 60%	33 64%	32 47%	54 68%	40 56%	28 39%	110 64%	95 72%	18 40%	82 52%	130 75%	66 47%	68 72%	95 68%	50 60%	19 44%	15 78%	46 52%	4 64%	25 61%	194 61%	18 66%	
AUG 15-18, 2010	256 64%	55 78%	50 79%	15 39%	24 42%	60 73%	48 59%	19 33%	103 63%	129 78%	14 31%	66 59%	171 74%	49 40%	72 76%	128 76%	61 60%	35 63%	8 72%	54 58%	5 69%	9 65%	235 64%	8 80%	
TOTAL OPPOSE																									
AUG 23-25, 2014	120 30%	1 3%	14 31%	21 38%	37 54%	23 27%	20 22%	36 42%	63 36%	20 15%	35 67%	55 35%	30 17%	68 45%	26 31%	26 16%	38 36%	10 25%	7 37%	19 25%	35 25%	26 40%	86 27%	6 51%	
AUG 19-20, 2013	133 33%	1 2%	14 24%	25 42%	34 50%	32 35%	28 35%	44 51%	61 34%	21 17%	21 42%	64 41%	34 20%	73 46%	32 29%	21 18%	32 36%	9 31%	14 51%	27 35%	49 29%	28 43%	95 31%	5 26%	
AUG 20-21, 2012	113 28%	7 10%	7 12%	18 42%	35 45%	24 31%	19 29%	48 66%	46 27%	15 11%	34 63%	53 35%	23 13%	62 48%	29 26%	19 14%	35 34%	14 35%	2 12%	20 24%	4 55%	29 45%	81 25%	1 11%	
AUG 14-18, 2011	122 30%	8 14%	17 33%	15 30%	28 42%	22 28%	23 32%	38 54%	51 29%	24 19%	24 52%	64 40%	30 17%	65 47%	19 21%	33 24%	23 28%	20 45%	4 18%	37 41%	- -	12 29%	101 32%	6 23%	
AUG 15-18, 2010	107 27%	13 18%	9 15%	18 47%	27 46%	19 23%	19 24%	31 54%	50 30%	22 13%	24 56%	36 32%	42 18%	61 50%	15 15%	28 17%	30 30%	16 28%	2 19%	34 37%	1 14%	4 27%	99 27%	2 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  
N A T I O N A L R E S E A R C H I N C

Continued

Do you support or oppose the death penalty for First-degree murder?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
STRONGLY SUPPORT	151 38%	24 51% E	18 40% E	18 32%	9 13%	37 43% E	43 48% E	24 28%	49 28%	75 56% HI	4 7%	47 30% K	96 53% KL	37 25%	26 31%	85 54% NO	35 34%	13 32%	7 37%	38 50%	51 36%	20 32%	118 38%	6 46%
SOMEWHAT SUPPORT	94 23%	19 41% f	9 21%	9 17%	14 21%	16 19%	22 25%	14 17%	46 26%	34 26%	9 17%	38 24%	42 23%	33 22%	24 28%	34 21%	22 21%	14 35%	3 16%	14 19%	40 28%	12 19%	81 26% X	- 2%
SOMEWHAT OPPOSE	55 14%	-	5 11% b	10 18% b	20 29% Bcfg	10 12% B	10 11% B	18 21% J	31 18% J	6 4%	16 32% M	28 18% M	10 6%	35 23% P	13 16% P	7 4%	20 19%	4 10%	2 13%	9 12%	15 10%	8 13%	45 14%	1 8%
STRONGLY OPPOSE	66 16%	1 3%	9 20% B	11 20%	17 25% B	13 16% b	10 11%	18 21%	31 18%	15 11%	18 35% M	27 17%	20 11%	33 22%	13 16%	19 12%	18 17%	6 15%	4 23%	10 13%	21 15%	17 27%	41 13%	5 43%
DON'T KNOW/ NO OPINION	34 8%	3 6%	3 7%	7 13%	8 12%	9 10%	4 4%	12 14%	19 11% J	3 3%	5 9%	16 10%	12 7%	13 8%	8 9%	13 8%	9 9%	2 6%	2 11%	5 7%	14 10%	6 10%	28 9% X	- -
REFUSED	1 -	-	1 1%	-	-	-	-	-	-	1 -	-	-	1 -	-	-	1 -	-	1 1%	-	-	-	-	1 -	-



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Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	GOP	DEM	IND	34 AND UNDER	OVER 34
	(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 SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (SUPPORT - OPPOSE)	2 1%	12 13% CD	-30 -47%	-24 -63%	14 25% CDG	29 30% BCDG	2 4% CD	1 1%	1 -	19 15% KLM	-6 -5% m	1 2% KM	-12 -15%	21 24% OPRS	-12 -17%	-8 -22%	8 11% OPRS	-3 -4% oP	-4 -8%	-78 -85%	97 78% TV	-13 -7% T	33 13% X	-30 -22%
TOTAL SUPPORT	-----																							
AUG 23-25, 2014	191 48%	45 52% CD	16 26%	6 15%	35 62% CD	61 64% CD	28 47% D	95 49%	97 46%	72 56%	53 45%	35 49%	31 39%	52 60%	28 41%	14 38%	40 54%	37 44%	20 40%	7 7%	109 88% TV	73 42% T	139 54% X	50 37%
AUG 19-20, 2013	174 44%	63 59% CDEG	11 26%	9 29%	21 33%	47 51% CDE	23 38%	85 44%	89 43%	89 49% M	42 41%	22 43%	20 33%	50 51% S	22 37%	12 38%	49 45% S	32 48% S	8 24%	3 3%	101 79% TV	70 41% T	137 48% X	37 33%
AUG 20-21, 2012	179 45%	47 52% d	32 58% Def	14 34%	26 39%	34 41% C	26 42% C	83 43%	96 46%	68 46% C	57 46% C	23 35%	31 48%	49 50% o	25 35%	10 39%	38 42% C	35 48% C	23 52% o	7 5%	104 87% TV	68 48% T	138 47% x	35 36%
AUG 14-18, 2011	169 42%	46 47% d	20 39%	11 28%	22 38%	49 54% DeG	21 33% C	81 42%	89 43%	79 51% kL	43 37%	24 34%	24 40%	49 58% OPR	22 27%	10 35%	50 45% O	23 37%	15 46% O	18 17% TV	93 78% TV	56 37% T	128 46% x	37 35%
AUG 15-18, 2010	158 40%	47 51% CG	6 12%	16 44% C	27 43% C	34 42% C	29 35% C	77 40%	81 39%	23 35% C	59 44% C	36 38%	40 37%	21 39% P	41 48% P	16 30%	20 37% C	37 39% C	24 41% C	15 11% TV	82 87% TV	60 37% T	116 47% X	42 28%
TOTAL OPPOSE	-----																							
AUG 23-25, 2014	189 47%	34 39%	46 73% BEFg	30 79% BEFG	21 37%	32 34% C	26 44% C	93 49%	96 46%	53 41% C	58 50% C	34 47%	44 54%	31 36% n	40 58% n	22 61% n	31 43% C	40 48% C	24 48% C	85 92% UV	12 10% U	86 49% U	105 41% W	80 60% W
AUG 19-20, 2013	193 48%	39 36%	26 59% BF	22 66% BF	37 59% BF	36 39% C	33 54% Bf	87 45%	106 51%	81 45% C	52 50% C	26 50% C	34 55%	41 42% C	29 47% C	17 52% C	53 49% C	34 50% C	19 61% N	91 91% UV	18 14% U	84 49% U	130 46% U	60 54%
AUG 20-21, 2012	192 48%	40 44%	21 38%	23 56%	36 54% C	40 48% C	32 51% C	98 51%	95 45%	69 47% C	54 44% C	40 44% jKm	29 45% C	41 42% C	43 61% NRS	14 58% C	46 50% C	31 43% C	17 40% C	116 90% UV	12 10% U	57 40% U	136 47% U	52 54%
AUG 14-18, 2011	190 47%	37 38%	25 49%	26 68% BCF	31 53% bf	33 37% C	38 59% BF	91 47%	99 47%	64 41% C	56 49% C	37 53% C	32 55% j	27 33% C	46 58% N	18 62% Nr	55 49% n	27 45% C	16 47% C	85 79% UV	14 12% U	79 52% U	130 46% U	55 51%
AUG 15-18, 2010	205 51%	41 44%	36 81% BDEFG	19 53%	30 46% C	37 45% C	43 52% C	99 52%	106 51%	31 47% C	65 49% C	52 55% C	57 53% C	26 48% C	38 45% C	35 67% NOQS	26 47% C	54 57% C	26 44% C	112 83% UV	7 8% U	80 49% U	109 44% U	92 61% 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

Continued

Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
		32%	28%	15%	2%	19%	42%							20%	54%	73%	46%	30%	26%					
STRONGLY SUPPORT	128 32%	28 32% D	15 23%	2 6%	19 35% D	42 45% cD	20 34% D	54 28%	73 35%	46 36%	30 25%	26 36%	25 31%	28 32%	14 21%	12 33%	30 40% o	27 32%	17 33%	4 4%	78 62% TV	45 25% T	95 37% X	32 23%
SOMEWHAT SUPPORT	64 16%	17 19% C	2 3%	3 9%	15 27% C	18 19% C	8 13%	40 21% i	23 11%	26 20% m	23 20% M	9 13%	6 7%	24 28% Ps	14 20% Ps	2 6%	10 14%	10 12%	4 7%	2 3%	31 25% T	29 16% T	44 17%	19 14%
SOMEWHAT OPPOSE	35 9%	8 9% C	- -	8 22% CF	7 12% c	2 2%	10 17% Cf	17 9%	18 9%	16 12%	6 5%	4 6%	9 11%	8 10%	5 7%	4 11%	9 12%	4 4%	6 12%	11 12%	4 3%	19 11% u	18 7%	16 12%
STRONGLY OPPOSE	154 38%	26 30%	46 73% BEFG	22 57% BEFG	14 24%	30 32%	16 26%	76 40%	77 37%	37 28%	52 45% j	30 41%	34 42%	23 27%	35 51% Nq	18 49% n	22 30%	36 43%	18 37%	74 81% UV	8 7%	67 38% U	87 34%	64 47% w
DON'T KNOW/ NO OPINION	20 5%	8 10% cef	1 2%	2 6%	1 1%	2 2%	6 9%	4 2%	16 8% h	5 4%	6 5%	3 4%	6 8%	3 4%	1 1%	- 1%	3 4%	7 9% op	6 11% op	1 1%	3 3%	16 9% T	13 5%	4 3%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



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

Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)	
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%	
**D/S (SUPPORT - OPPOSE)	2 1%	-43 -90%	-35 -80%	44 80%	53 76%	-2 -2%	-11 -12%	61 71%	46 26%	-103 -77%	39 74%	35 23%	-72 -40%	85 56%	6 7%	-84 -53%	32 30%	-15 -36%	-4 -24%	11 14%	-29 -21%	18 29%	-6 -2%	-5 -42%	
TOTAL SUPPORT																									
AUG 23-25, 2014	191 48%	2 5%	4 9%	50 89%	59 86%	40 47%	33 37%	72 84%	103 58%	14 11%	45 86%	89 58%	53 29%	117 78%	39 47%	34 22%	65 63%	13 32%	6 35%	41 53%	54 38%	40 63%	145 46%	4 29%	
AUG 19-20, 2013	174 44%	2 6%	1 1%	44 74%	56 82%	38 42%	32 39%	65 75%	92 52%	11 9%	35 69%	96 61%	31 18%	100 63%	50 46%	16 14%	38 44%	13 45%	13 49%	34 44%	66 40%	42 66%	117 38%	9 45%	
AUG 20-21, 2012	179 45%	4 6%	2 4%	42 96%	62 81%	37 48%	31 47%	63 87%	95 56%	18 13%	44 81%	97 65%	31 19%	97 75%	50 44%	30 21%	49 48%	21 52%	9 44%	33 39%	5 65%	58 90%	116 36%	3 26%	
AUG 14-18, 2011	169 42%	10 17%	8 16%	43 83%	50 74%	28 35%	28 39%	47 67%	92 53%	24 19%	34 76%	94 59%	35 20%	93 66%	41 43%	28 20%	43 51%	22 51%	10 52%	34 39%	1 12%	36 89%	112 35%	15 54%	
AUG 15-18, 2010	158 40%	9 12%	6 10%	35 94%	47 82%	34 41%	26 33%	49 86%	92 56%	14 9%	37 86%	74 66%	43 19%	94 77%	36 38%	26 15%	50 49%	30 54%	5 46%	43 47%	- -	12 85%	137 37%	8 72%	
TOTAL OPPOSE																									
AUG 23-25, 2014	189 47%	45 95%	40 89%	5 10%	7 10%	42 49%	44 49%	11 13%	57 33%	117 88%	6 12%	54 35%	125 69%	32 21%	33 40%	119 75%	34 32%	28 68%	11 59%	30 39%	83 59%	22 34%	151 48%	9 71%	
AUG 19-20, 2013	193 48%	34 83%	57 97%	9 15%	9 13%	44 49%	40 49%	17 19%	63 36%	109 88%	14 28%	43 28%	132 77%	47 30%	48 44%	92 80%	47 54%	12 42%	10 38%	36 47%	83 50%	12 19%	168 55%	9 45%	
AUG 20-21, 2012	192 48%	60 89%	56 92%	2 4%	10 14%	32 42%	25 38%	6 9%	60 35%	113 82%	7 14%	40 27%	131 77%	24 18%	54 48%	100 72%	47 46%	17 43%	9 47%	43 52%	3 35%	4 6%	181 56%	6 64%	
AUG 14-18, 2011	190 47%	43 78%	42 81%	6 11%	8 12%	41 52%	38 52%	10 14%	67 39%	100 77%	3 6%	52 33%	122 71%	32 23%	43 46%	101 72%	37 44%	16 36%	7 35%	42 47%	4 62%	4 11%	171 54%	10 35%	
AUG 15-18, 2010	205 51%	58 83%	54 84%	2 6%	5 9%	38 46%	42 53%	2 4%	58 35%	137 83%	3 7%	24 22%	170 74%	16 13%	46 49%	134 79%	47 46%	22 39%	6 54%	40 43%	6 86%	1 6%	199 54%	2 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  
N A T I O N A L R E S E A R C H I N C

Continued



Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH- EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
STRONGLY SUPPORT	128 32%	1 1%	3 8%	29 52% BCg	49 71% BCFG	24 28% BC	21 23% BC	50 58% iJ	66 38% J	10 8%	28 54% M	62 40% M	33 18%	82 55% OP	24 29% P	20 13%	41 39% Rs	6 15%	3 17%	32 42% Rs	37 26%	29 46%	93 30%	4 29%
SOMEWHAT SUPPORT	64 16%	2 4%	1 2%	21 37% BCg	11 15% C	17 19% BC	12 14% C	23 26% J	37 21% J	4 3%	17 32% m	27 17% m	20 11%	35 23% P	15 18%	14 9%	24 23%	7 17%	3 19%	8 11%	16 12%	11 17% X	52 17% X	- -
SOMEWHAT OPPOSE	35 9%	8 16% e	3 6%	2 4%	1 2%	7 8%	12 14% E	2 2%	17 9% h	12 12% H	- -	14 9% K	20 11% K	12 8%	5 6%	17 11%	5 5%	5 11%	1 6%	2 3%	22 15% qT	7 10%	28 9% X	- -
STRONGLY OPPOSE	154 38%	37 79% DEFG	37 83% DEFG	3 5%	5 8%	35 41% DE	32 36% DE	10 11%	41 23% HI	101 75% HI	6 12%	40 26%	105 58% KL	20 13%	29 34% N	102 64% NO	29 27%	23 57% Q	10 53%	28 36%	61 43% q	15 24%	123 39%	9 71% Vw
DON'T KNOW/ NO OPINION	20 5%	- -	1 2%	1 1%	3 4%	4 4%	12 14% BCD	2 3%	16 9% J	2 1%	1 2%	11 7% m	3 2%	2 1%	12 14% NP	5 3%	5 5%	- -	1 6%	7 9% r	4 3%	2 3%	18 6% X	- -
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-



CIVITAS  
INSTITUTE

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

Which of the following statements best reflects your views on public teacher unions?

The primary interests of the public teachers union are to advocate for higher pay and benefits for their members and to advance the union political agenda.

...or...

The primary interests of the public teachers union are to improve student outcomes and better educate children.

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE				PARTY ID			YEARS LIVED IN NC			
	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)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	34 AND UNDER (W)	OVER 34 (X)
BASE=TOTAL SAMPLE	400 100%	88 22%	64 16%	38 10%	56 14%	94 24%	60 15%	192 48%	208 52%	130 32%	117 29%	72 18%	81 20%	86 22%	68 17%	37 9%	74 18%	84 21%	50 13%	92 23%	124 31%	175 44%	257 64%	134 34%
**D/S (PRIMARY INTREST IS PAY/BENEFITS - PRIMARY INTEREST IS STUDENTS)	86 22%	15 17%	13 20%	4 9%	7 13%	31 32% bDe	17 28%	69 36% I	17 8%	16 12%	42 36% JM	20 28% jM	8 10%	26 30% QS	31 46% QrS	12 31% QS	-5 -6%	24 29% QS	-3 -5%	37 40% U	-9 -7%	58 33% U	65 25% X	17 13%
PRIMARY INTREST IS PAY/BENEFITS	209 52%	42 48%	35 55%	15 39%	28 50%	55 58%	34 57%	120 62% I	90 43%	66 51%	67 57%	41 57%	36 44%	53 61% qS	45 66% QS	21 58% QS	25 34%	48 57% QS	17 34%	58 63% U	48 38%	100 57% U	140 54%	64 48%
PRIMARY INTEREST IS STUDENTS	123 31%	27 31%	22 35%	11 29%	21 37%	24 25%	17 29%	51 26%	73 35%	50 38% k	25 22%	20 28%	27 34%	27 31%	14 20%	10 27%	30 40% o	23 28% o	19 39% o	21 22%	57 46% TV	42 24%	74 29%	47 35%
DON'T KNOW	63 16%	17 19%	6 10%	11 29% cg	7 12%	16 17%	6 10%	19 10%	44 21% H	12 10%	24 20%	10 14%	16 20%	5 6%	9 13%	5 14%	18 25% N	13 15%	12 25% N	12 13%	18 14%	31 18%	39 15%	23 17%
REFUSED	5 1%	1 2%	- -	1 2%	- 1%	- -	2 4%	3 1%	2 1%	2 1%	1 1%	1 1%	2 2%	2 2%	1 1%	- 1%	1 1%	- -	1 3%	2 2%	2 1%	1 -	4 2%	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

Which of the following statements best reflects your views on public teacher unions?

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...or...

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BANNER 2

	PARTY ID/GENDER							IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			REGION LIVED IN BEFORE NC					RACE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	LIB (K)	MOD (L)	CONS (M)	LIB (N)	MOD (O)	CONS (P)	NORTH -EAST (Q)	MID- WEST (R)	WEST COAST (S)	SOUTH (T)	ALWAYS NC (U)	BLACK (V)	WHITE (W)	OTHER (X)
BASE=TOTAL SAMPLE	400 100%	48 12%	44 11%	55 14%	69 17%	86 21%	90 22%	86 21%	176 44%	133 33%	52 13%	155 39%	181 45%	151 38%	84 21%	158 40%	105 26%	41 10%	18 5%	77 19%	141 35%	64 16%	314 78%	13 3%
**D/S (PRIMARY INTREST IS PAY/BENEFITS - PRIMARY INTEREST IS STUDENTS)	86 22%	22 47% DEG	15 33% DEG	- 1% E	-9 -14% E	48 56% cDEG	10 11% DE	13 15%	20 11%	52 39% HI	7 14%	6 4%	72 40% KL	26 17%	11 13%	49 31% nO	28 27% U	7 16%	6 34% U	36 46% qRU	1 1%	-12 -19%	95 30% V	1 12% V
PRIMARY INTREST IS PAY/ BENEFITS	209 52%	32 68% EG	25 57% e	24 43%	24 35%	63 74% DEG	37 42%	41 48%	85 48%	81 61%	24 46%	68 44%	112 62% L	77 51%	42 50%	88 55%	56 53%	21 51%	11 61%	51 65% U	58 41%	24 37%	175 56% v	6 49%
PRIMARY INTEREST IS STUDENTS	123 31%	10 21%	10 23%	24 43% f	33 48% BCF	15 18%	27 30%	28 32%	66 37% J	29 21%	16 32%	62 40% M	40 22%	51 34%	31 37%	39 25%	27 26%	14 35%	5 27%	15 19%	57 40% T	36 56% W	80 26%	5 37%
DON'T KNOW	63 16%	3 6%	9 20%	7 13%	10 15%	7 8%	24 27% BF	15 18%	22 13%	24 18%	11 21%	23 15%	27 15%	20 13%	10 12%	30 19%	20 19%	6 14%	2 12%	11 14%	25 17%	4 6%	54 17% v	2 15%
REFUSED	5 1%	2 4%	- -	1 1%	1 2%	- -	1 1%	2 2%	3 2%	- -	1 1%	1 1%	3 2%	3 2%	1 1%	1 1%	2 2%	- -	- -	1 1%	2 1%	- -	5 2%	- -



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