

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:
Do you have a favorable or unfavorable impression of... Thom Tillis

	KEY REGIONS							GENDER		AGE					PARTY REG			IDEOLOGY				RACE		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GOP (O)	DEM (P)	IND (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	OTHER (W)	
BASE=TOTAL SAMPLE	600 100%	140 23%	73 12%	69 12%	113 19%	139 23%	64 11%	288 48%	312 52%	46 8%	102 17%	179 30%	117 19%	156 26%	192 32%	258 43%	150 25%	120 20%	230 38%	229 38%	138 23%	426 71%	30 5%	
**D/S (FAVORABLE - UNFAVORABLE)	-14 -2%	-21 -15%	8 11% BEG	6 8% BEG	-8 -7% b	9 6% BEG	-8 -12% b	12 4% I	-26 -8% I	- 1% KM	-19 -18% KM	3 2% KM	-4 -3% K	5 3% KM	75 39% PQ	-84 -32% PQ	-5 -3% P	-65 -54% P	-39 -17% R	92 40% RS	-32 -23% RS	18 4% U	4 12% U	
TOTAL HEARD OF	575 96%	135 96%	66 90%	65 94%	110 97%	135 97%	63 99% c	277 96%	298 95%	46 100% KLMN	96 94%	174 97%	113 97%	145 94%	183 95%	244 95%	148 99% oP	114 95%	224 97%	219 96%	129 93%	413 97%	28 94%	
TOTAL FAVORABLE	222 37%	47 33%	26 35%	25 36%	40 36%	60 43%	24 38%	117 41%	105 34%	18 40%	26 26%	71 40% K	44 38% k	62 40% K	112 58% PQ	57 22% PQ	53 35% P	16 13% R	70 30% R	131 57% RS	37 26% RS	173 41% U	12 40% U	
TOTAL UNFAVORABLE	236 39%	68 48% CDf	17 24% CDf	19 27% CDf	48 43% Cd	51 37% c	32 50% CDf	105 36% c	131 42% c	18 39% c	45 44% c	68 38% c	48 41% k	57 36% k	37 19% OQ	141 54% OQ	58 39% O	81 68% ST	109 47% T	39 17% RS	68 49% VW	155 36% VW	8 27% VW	
VERY FAVORABLE	65 11%	9 6% CDf	6 8% CDf	8 12% CDf	13 12% Cd	19 13% c	10 16% CDf	34 12% c	31 10% c	3 7% c	6 6% c	16 9% kl	17 15% kl	22 14% k	37 20% PQ	11 4% PQ	16 11% P	2 2% P	13 5% r	50 22% RS	6 4% RS	58 14% UW	- 2% UW	
SOMEWHAT FAVORABLE	157 26%	38 27%	20 27%	16 24%	27 24%	41 30%	14 22%	83 29%	75 24%	15 33%	20 20% k	55 31% k	27 23% k	40 26% k	74 39% PQ	46 18% PQ	37 24% PQ	14 12% R	57 25% R	80 35% RS	30 22% RS	115 27% RS	11 38% RS	
SOMEWHAT UNFAVORABLE	65 11%	15 10%	6 8%	4 5%	18 16% D	15 11% D	8 12% D	26 9% D	39 13% D	9 19% n	13 13% n	24 13% N	12 10% n	7 5% n	18 9% n	32 12% n	15 10% n	13 11% T	33 14% T	15 7% T	21 15% w	42 10% w	2 5% w	
VERY UNFAVORABLE	171 29%	53 38% CDef	11 16% CDef	15 22% CDef	31 27% c	36 26% c	25 38% Cd	80 28% c	92 29% c	9 20% c	32 32% c	44 25% c	36 31% c	50 32% c	19 10% OQ	109 42% OQ	43 29% O	68 57% ST	77 33% T	24 10% RS	47 34% VW	113 27% VW	7 22% VW	
HEARD OF/NO OPINION	118 20%	21 15%	23 31% BeFG	21 31% BfG	21 19%	24 17%	7 11%	56 19%	62 20%	10 21%	25 24%	36 20%	21 18%	27 17%	34 18%	46 18%	37 25%	17 14%	45 20%	49 22%	24 17%	84 20% UW	8 26% UW	
NEVER HEARD OF	25 4%	5 4%	7 10% g	4 6%	3 3%	4 3%	1 1%	11 4%	14 5%	- -	6 6% j	5 3% J	4 3% J	10 6% J	9 5% q	14 5% Q	2 1% Q	6 5% Q	6 3% Q	10 4% Q	9 7% Q	13 3% Q	2 6% Q	
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.7	1.5	1.3	0.8	1.2	0.8	1.1	0.8	1.0	0.6	1.0	0.9	1.1	3.0	0.4	0.9	0.2	0.6	3.3	0.5	1.1	1.5	

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:
Do you have a favorable or unfavorable impression of... Thom Tillis

	GENDER/AGE						PARTY REG/GENDER						MARITAL STATUS		PARTY ID			EDUCATION					PHONE TYPE	
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	MRRD (N)	SIN-GLE (O)	GOP (P)	DEM (Q)	OTH (R)	HS OR LESS (S)	2 YR COLL (T)	4 YR COLL (U)	POST GRAD (V)	LAND (W)	CELL (X)
BASE=TOTAL SAMPLE	600 100%	102 17%	126 21%	59 10%	96 16%	114 19%	102 17%	102 17%	90 15%	105 18%	153 25%	81 13%	69 12%	382 64%	117 20%	207 35%	243 40%	122 20%	165 27%	180 30%	159 26%	92 15%	420 70%	180 30%
**D/S (FAVORABLE - UNFAVORABLE)	-14 -2%	-4 -4%	17 13%	-1 -2%	-20 -21%	-11 -9%	5 5%	43 43%	31 34%	-29 -27%	-55 -36%	-3 -3%	-2 -3%	-8 -2%	-14 -12%	91 44%	-116 -48%	6 5%	28 17%	-6 -3%	-4 -2%	-33 -36%	5 1%	-19 -10%
TOTAL HEARD OF	575 96%	99 97%	122 97%	56 95%	92 96%	110 97%	95 93%	96 95%	87 96%	102 96%	142 93%	79 98%	69 100%	367 96%	112 96%	197 95%	232 96%	119 98%	154 93%	175 97%	152 96%	90 98%	398 95%	178 99%
TOTAL FAVORABLE	222 37%	34 33%	61 48%	21 36%	27 28%	35 31%	43 42%	62 61%	50 55%	26 25%	31 20%	29 36%	24 35%	141 37%	37 32%	122 59%	35 14%	52 43%	71 43%	67 37%	58 37%	23 25%	161 38%	61 34%
TOTAL UNFAVORABLE	236 39%	38 37%	44 35%	23 38%	47 49%	46 40%	37 37%	18 18%	19 21%	55 52%	85 56%	32 39%	26 38%	149 39%	51 43%	31 15%	151 62%	46 38%	43 26%	73 40%	62 39%	57 61%	156 37%	80 44%
VERY FAVORABLE	65 11%	6 6%	20 16%	8 13%	6 6%	9 8%	16 16%	21 21%	17 18%	5 5%	6 4%	8 10%	8 11%	45 12%	6 5%	46 22%	5 2%	13 10%	23 14%	14 8%	18 11%	9 10%	52 12%	13 7%
SOMEWHAT FAVORABLE	157 26%	28 27%	41 33%	13 23%	21 22%	27 23%	26 26%	41 40%	34 37%	21 20%	25 16%	21 25%	16 24%	97 25%	31 27%	76 37%	30 12%	39 32%	48 29%	53 29%	40 25%	14 15%	109 26%	48 27%
SOMEWHAT UNFAVORABLE	65 11%	7 7%	15 12%	4 7%	20 21%	15 13%	4 4%	5 5%	13 14%	11 10%	21 14%	10 13%	5 7%	35 9%	19 16%	17 8%	35 15%	11 9%	15 9%	25 14%	10 6%	14 15%	37 9%	28 16%
VERY UNFAVORABLE	171 29%	31 31%	30 24%	18 31%	27 29%	31 27%	34 33%	13 13%	6 7%	45 42%	64 42%	22 27%	21 31%	114 30%	31 27%	15 7%	116 48%	35 29%	28 17%	48 27%	52 33%	42 46%	119 28%	52 29%
HEARD OF/NO OPINION	118 20%	27 26%	17 13%	12 21%	18 19%	29 26%	15 14%	16 16%	18 19%	20 19%	26 17%	19 23%	18 27%	76 20%	25 21%	43 21%	46 19%	21 18%	39 24%	36 20%	32 20%	10 11%	81 19%	37 20%
NEVER HEARD OF	25 4%	4 3%	4 3%	3 5%	3 4%	4 3%	7 7%	5 5%	4 4%	4 4%	10 7%	2 2%	- -	15 4%	5 4%	10 5%	11 4%	3 2%	11 7%	5 3%	6 4%	2 2%	22 5%	2 1%
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.9	1.4	0.9	0.6	0.8	1.1	3.4	2.6	0.5	0.4	0.9	0.9	0.9	0.7	3.9	0.2	1.1	1.7	0.9	0.9	0.4	1.0	0.8

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:

Do you have a favorable or unfavorable impression of... Richard Burr

	KEY REGIONS							GENDER		AGE						PARTY REG			IDEOLOGY				RACE		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GOP (O)	DEM (P)	IND (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	OTHER (W)		
BASE=TOTAL SAMPLE	600 100%	140 23%	73 12%	69 12%	113 19%	139 23%	64 11%	288 48%	312 52%	46 8%	102 17%	179 30%	117 19%	156 26%	192 32%	258 43%	150 25%	120 20%	230 38%	229 38%	138 23%	426 71%	30 5%		
**D/S (FAVORABLE - UNFAVORABLE)	45 7%	-15 -11%	9 12%	-2 -3%	20 18%	23 17%	10 15%	37 13%	8 2%	5 11%	-3 -3%	20 11%	3 3%	20 13%	79 41%	-43 -17%	8 5%	-28 -24%	-11 -5%	82 36%	-13 -9%	57 13%	-1 -2%		
TOTAL HEARD OF -----	509 85%	123 87%	56 76%	57 82%	103 90%	118 85%	54 83%	240 83%	269 86%	29 63%	88 87%	155 87%	105 90%	131 84%	172 89%	211 82%	126 84%	94 79%	203 88%	197 86%	105 76%	378 89%	19 64%		
TOTAL FAVORABLE -----	194 32%	40 28%	21 29%	14 21%	49 43%	47 34%	23 36%	104 36%	91 29%	11 23%	21 21%	65 36%	40 34%	57 37%	106 55%	44 17%	44 30%	19 16%	63 27%	108 47%	26 19%	158 37%	6 21%		
TOTAL UNFAVORABLE -----	149 25%	55 39%	13 17%	16 23%	28 25%	24 17%	13 20%	67 23%	83 27%	6 12%	24 24%	46 25%	37 31%	37 24%	26 14%	87 34%	36 24%	47 39%	74 32%	26 11%	39 28%	101 24%	7 24%		
VERY FAVORABLE	46 8%	16 11%	3 4%	4 6%	10 9%	8 6%	4 6%	26 9%	20 6%	1 3%	6 5%	16 9%	11 10%	12 7%	26 14%	9 4%	10 7%	1 1%	15 7%	28 12%	6 4%	38 9%	- 2%		
SOMEWHAT FAVORABLE	148 25%	24 17%	18 25%	10 14%	38 34%	39 28%	19 29%	77 27%	71 23%	9 20%	16 15%	49 28%	28 24%	45 29%	80 41%	35 13%	34 23%	18 15%	47 21%	80 35%	21 15%	120 28%	6 20%		
SOMEWHAT UNFAVORABLE	70 12%	27 20%	6 8%	12 18%	11 9%	10 7%	4 6%	33 11%	37 12%	5 10%	8 8%	30 17%	13 11%	15 9%	12 6%	38 15%	20 13%	19 16%	34 15%	15 7%	14 10%	52 12%	3 10%		
VERY UNFAVORABLE	80 13%	27 19%	7 10%	4 6%	18 16%	14 10%	9 14%	34 12%	45 15%	1 2%	16 16%	15 9%	24 21%	23 15%	14 7%	49 19%	16 11%	28 23%	40 17%	11 5%	25 18%	50 12%	4 14%		
HEARD OF/NO OPINION	165 28%	28 20%	30 30%	26 38%	26 22%	46 33%	18 27%	70 24%	96 31%	12 27%	43 42%	44 25%	29 25%	37 24%	40 21%	80 31%	46 31%	28 23%	66 29%	63 27%	40 29%	119 28%	6 19%		
NEVER HEARD OF	91 15%	18 13%	17 24%	13 18%	11 10%	21 15%	11 17%	48 17%	43 14%	17 37%	14 13%	24 13%	12 10%	25 16%	20 11%	47 18%	24 16%	26 21%	28 12%	32 14%	33 24%	48 11%	11 36%		
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	0.7	1.7	0.9	1.7	1.9	1.7	1.6	1.1	1.9	0.9	1.4	1.1	1.5	4.0	0.5	1.2	0.4	0.8	4.2	0.7	1.6	0.9		

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:
Do you have a favorable or unfavorable impression of... Richard Burr

MARITAL

	GENDER/AGE						PARTY REG/GENDER						STATUS		PARTY ID			EDUCATION					PHONE TYPE	
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	MRRD (N)	SIN- GLE (O)	GOP (P)	DEM (Q)	OTH (R)	HS OR LESS (S)	2 YR COLL (T)	4 YR COLL (U)	POST GRAD (V)	LAND (W)	CELL (X)
BASE=TOTAL SAMPLE	600 100%	102 17%	126 21%	59 10%	96 16%	114 19%	102 17%	102 17%	90 15%	105 18%	153 25%	81 13%	69 12%	382 64%	117 20%	207 35%	243 40%	122 20%	165 27%	180 30%	159 26%	92 15%	420 70%	180 30%
**D/S (FAVORABLE - UNFAVORABLE)	45 7%	5 5%	19 15%	13 22%	- -	- -	8 8%	42 42%	37 41%	-9 -9%	-34 -22%	4 4%	5 7%	40 11%	5 4%	86 42%	-47 -19%	10 8%	28 17%	17 10%	9 5%	-10 -11%	41 10%	4 2%
TOTAL HEARD OF -----	509 85%	74 72%	116 92%	50 85%	82 86%	101 89%	85 84%	89 88%	83 91%	87 83%	124 81%	64 78%	63 91%	335 88%	88 75%	180 87%	193 80%	110 91%	131 79%	157 87%	138 87%	79 86%	355 84%	154 86%
TOTAL FAVORABLE -----	194 32%	23 22%	53 42%	27 46%	24 26%	34 30%	32 31%	57 56%	49 54%	24 23%	20 13%	22 28%	22 32%	140 37%	26 22%	108 52%	36 15%	45 37%	56 34%	61 34%	52 32%	23 25%	149 35%	46 25%
TOTAL UNFAVORABLE -----	149 25%	18 18%	34 27%	14 24%	25 26%	34 30%	24 23%	15 14%	12 13%	33 32%	54 35%	19 23%	17 25%	99 26%	21 18%	22 11%	83 34%	35 29%	17 17%	43 24%	43 27%	33 36%	108 26%	42 23%
VERY FAVORABLE	46 8%	4 4%	15 12%	7 12%	5 6%	9 8%	6 5%	19 19%	7 8%	4 4%	5 3%	3 3%	7 11%	36 9%	3 3%	32 15%	4 2%	7 6%	14 9%	13 7%	11 7%	7 8%	42 10%	4 2%
SOMEWHAT FAVORABLE	148 25%	19 18%	39 31%	20 34%	19 20%	26 22%	26 26%	38 37%	42 46%	20 19%	15 10%	20 24%	14 21%	103 27%	23 19%	77 37%	32 13%	38 31%	42 25%	48 27%	41 26%	16 18%	107 25%	41 23%
SOMEWHAT UNFAVORABLE	70 12%	11 11%	18 14%	3 6%	7 7%	19 17%	11 11%	7 7%	5 6%	14 13%	24 16%	12 14%	8 12%	45 12%	6 5%	12 6%	38 16%	14 12%	14 9%	17 10%	15 10%	22 24%	48 11%	22 12%
VERY UNFAVORABLE	80 13%	7 7%	16 13%	11 18%	18 19%	15 13%	13 13%	7 7%	7 7%	20 19%	30 19%	7 9%	9 13%	54 14%	15 12%	10 5%	45 19%	21 17%	14 8%	26 14%	28 17%	11 12%	60 14%	20 11%
HEARD OF/NO OPINION	165 28%	32 32%	28 23%	9 15%	33 34%	33 29%	30 29%	18 17%	22 24%	30 28%	50 33%	22 27%	24 34%	96 25%	41 35%	50 24%	75 31%	30 25%	47 28%	53 29%	43 27%	23 24%	98 23%	67 37%
NEVER HEARD OF	91 15%	29 28%	10 8%	9 15%	14 14%	13 11%	17 16%	12 12%	8 9%	18 17%	29 19%	17 22%	6 9%	47 12%	29 25%	27 13%	49 20%	11 9%	34 21%	23 13%	21 13%	13 14%	65 16%	26 14%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	1.3	1.6	1.9	1.0	1.0	1.3	3.9	4.1	0.7	0.4	1.2	1.3	1.4	1.2	4.9	0.4	1.3	2.0	1.4	1.2	0.7	1.4	1.1

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:

Do you have a favorable or unfavorable impression of...Pat McCrory

	KEY REGIONS							GENDER			AGE					PARTY REG			IDEOLOGY				RACE		
	TOTAL	TRI-	SOUTH	NORTH	PIED-	CHAR-	WEST-	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	GOP	DEM	IND	LIB	MOD	CONS	BLACK	WHITE	OTHER		
	(A)	ANGLE	-EAST	-EAST	MONT	LOTTE	ERN	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)		
BASE=TOTAL SAMPLE	600 100%	140 23%	73 12%	69 12%	113 19%	139 23%	64 11%	288 48%	312 52%	46 8%	102 17%	179 30%	117 19%	156 26%	192 32%	258 43%	150 25%	120 20%	230 38%	229 38%	138 23%	426 71%	30 5%		
**D/S (FAVORABLE - UNFAVORABLE)	81 14%	-5 -3%	16 22% BeG	16 23% BeG	12 11% Bg	39 28% BEG	3 4% B	46 16%	35 11%	13 28% lM	27 27% lM	17 9% M	- - -	25 16% M	121 63% PQ	-53 -20%	13 8% P	-42 -35%	-11 -5% R	134 58% RS	-27 -20%	102 24% U	8 27% U		
TOTAL HEARD OF	586 98%	138 98%	71 98%	68 98%	109 96%	137 98%	63 99%	282 98%	305 98%	42 92%	101 99%	177 99%	116 99%	149 96%	185 97%	255 99%	146 97%	117 98%	230 100% T	220 96%	137 99%	416 98%	27 89%		
TOTAL FAVORABLE	305 51%	63 45%	40 55%	37 53%	54 48%	82 59% Bg	29 46%	151 52%	154 49%	25 54%	58 56%	88 49%	54 46%	80 51%	144 75% PQ	90 35%	71 47% P	34 28%	99 43% R	165 72% RS	45 33%	242 57% U	17 56% u		
TOTAL UNFAVORABLE	224 37%	67 48% CDF	24 33%	21 31%	42 37%	43 31%	27 41%	104 36%	119 38%	12 26%	30 30%	71 40%	54 47% JKn	55 35%	23 12%	143 55% OQ	58 39% O	76 63% ST	109 48% T	31 13%	72 52% VW	139 33%	9 29%		
VERY FAVORABLE	93 16%	19 14%	9 12%	16 23% e	13 12%	25 18%	11 17%	50 18%	43 14%	2 5%	17 16% j	22 12%	24 20% Jl	28 18% J	52 27% PQ	24 9%	17 11%	3 2%	26 11% R	63 27% RS	12 8%	78 18% UW	2 6%		
SOMEWHAT FAVORABLE	212 35%	44 31%	31 43% g	21 30%	41 36%	57 41% g	18 28%	100 35%	111 36%	22 49% M	41 40% m	66 37% M	31 26%	52 33%	92 48% PQ	66 26%	54 36% P	31 26%	73 32%	102 44% RS	33 24%	164 38% U	15 49% U		
SOMEWHAT UNFAVORABLE	84 14%	21 15%	11 15%	7 10%	17 15%	17 12%	11 18%	41 14%	43 14%	8 17%	13 13%	28 16%	14 12%	20 13%	14 7%	48 18% O	22 15% o	22 18% T	42 18% T	17 8%	26 19%	54 13%	4 14%		
VERY UNFAVORABLE	140 23%	46 33% CeF	13 18%	14 21%	25 22%	26 18%	15 24%	64 22%	76 24%	4 9%	18 17%	43 24% J	40 34% JKlN	35 22% j	9 4%	95 37% OQ	36 24% O	54 45% ST	67 29% T	14 6%	47 34% VW	85 20%	4 15%		
HEARD OF/NO OPINION	58 10%	8 6%	7 10%	10 14%	13 11%	12 9%	7 12%	26 9%	31 10%	5 11%	13 13%	18 10%	7 6%	14 9%	19 10%	22 9%	17 11%	8 6%	22 10%	24 11%	20 14% w	35 8%	1 5%		
NEVER HEARD OF	14 2%	3 2%	2 2%	2 2%	5 4%	2 2%	1 1%	6 2%	7 2%	4 8%	1 1%	2 1%	1 1%	7 4% lm	7 3%	3 1%	4 3%	3 2%	- -	10 4% S	1 1%	10 2%	3 11%		
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	0.9	1.7	1.7	1.3	1.9	1.1	1.4	1.3	2.1	1.9	1.2	1.0	1.5	6.3	0.6	1.2	0.4	0.9	5.3	0.6	1.7	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
N A T I O N A L R E S E A R C H I N C

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:
Do you have a favorable or unfavorable impression of... Pat McCrory

	GENDER/AGE						PARTY REG/GENDER						MARITAL STATUS		PARTY ID			EDUCATION				PHONE TYPE		
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	MRRD (N)	SIN- GLE (O)	GOP (P)	DEM (Q)	OTH (R)	HS OR LESS (S)	2 YR COLL (T)	4 YR COLL (U)	POST GRAD (V)	LAND (W)	CELL (X)
BASE=TOTAL SAMPLE	600 100%	102 17%	126 21%	59 10%	96 16%	114 19%	102 17%	102 17%	90 15%	105 18%	153 25%	81 13%	69 12%	382 64%	117 20%	207 35%	243 40%	122 20%	165 27%	180 30%	159 26%	92 15%	420 70%	180 30%
**D/S (FAVORABLE - UNFAVORABLE)	81 14%	20 20% F	18 15% F	7 13% F	20 21% F	-1 -1% F	16 16% F	61 60% JKLM	60 67% JKLM	-18 -17% JK	-35 -23% JKL	3 4% JK	10 14% JKL	54 14% QR	15 13% QR	135 65% QR	-80 -33% Q	22 18% Q	53 32% TUV	16 9% V	29 18% TV	-18 -20% TV	57 14% TV	24 14% TV
TOTAL HEARD OF	586 98%	99 96%	125 99%	57 97%	93 97%	114 100% g	97 96%	98 96%	88 97%	105 100% hk	149 98%	78 97%	68 98%	376 98%	113 97%	200 96%	242 100% Pr	117 96%	158 96%	176 98%	158 99% s	90 98%	408 97%	178 99%
TOTAL FAVORABLE	305 51%	54 52%	67 53%	30 51%	51 53%	52 45%	52 51%	76 75% JKLM	68 75% JKLM	39 37% JK	51 34% JK	36 45% JK	35 50% JK	198 52% JK	60 51% JK	157 76% QR	69 29% QR	65 54% Q	95 58% tv	86 48% v	89 56% v	32 35% v	215 51%	90 50%
TOTAL UNFAVORABLE	224 37%	33 32%	48 38%	23 38%	31 32%	53 46% be	36 35%	15 15%	8 9%	56 53% HIM	86 57% HILM	33 41% HI	25 37% HI	144 38% HI	45 38% HI	21 10% PR	150 62% PR	43 35% P	42 26% P	70 39% S	61 38% S	50 54% STU	158 38%	66 37%
VERY FAVORABLE	93 16%	15 15%	24 19% F	11 18% F	11 12% f	12 10% f	19 19% f	32 32% JKLM	20 22% JK	9 8% JK	15 10% JK	9 11% JK	8 12% JK	69 18% O	10 9% QR	64 31% QR	15 6% QR	12 10% TV	23 23% TV	18 10% TV	27 17% v	8 9% v	71 17% v	22 12% v
SOMEWHAT FAVORABLE	212 35%	38 38%	43 34%	19 33%	39 41%	40 35%	32 32% JK	43 43% JK	48 53% JKLM	30 28% JK	36 24% JK	27 34% K	27 39% K	129 34% K	49 42% Q	93 45% Q	54 22% Q	53 44% Q	57 35% Q	68 38% v	63 40% v	24 26% v	143 34%	69 38%
SOMEWHAT UNFAVORABLE	84 14%	10 10%	23 18%	8 13%	16 17%	13 11%	14 14%	9 9%	5 5%	19 18% HI	28 19% HI	12 15% i	10 15% i	53 14% i	17 14% i	14 7% P	49 20% P	17 14% p	16 10% p	31 17% s	23 15% s	14 15% s	52 12%	33 18%
VERY UNFAVORABLE	140 23%	23 22%	26 20%	15 25%	15 15%	40 35% bCEG	21 21%	6 5%	3 3%	37 35% HIM	58 38% HILM	21 26% HI	15 22% HI	91 24% HI	28 24% HI	7 4% PR	101 41% PR	26 21% P	26 16% P	39 22% s	37 24% s	36 39% STU	106 25%	33 19%
HEARD OF/NO OPINION	58 10%	12 12%	10 8%	4 7%	12 12%	10 9%	10 10%	7 7%	12 13%	11 10%	12 8%	9 11%	8 11%	34 9% U	8 7% U	22 10% U	23 9% U	9 7% U	21 13% U	21 12% U	8 5% U	9 9% U	36 9%	21 12%
NEVER HEARD OF	14 2%	4 4%	1 1%	2 3%	3 3%	- -	5 4% f	4 4% j	3 3%	- -	3 2% j	3 3%	1 2%	7 2% Q	4 3% Q	8 4% Q	1 - q	5 4% q	7 4% u	3 2% u	1 1% u	2 2% u	12 3%	2 1%
**RATIO (FAVORABLE / UNFAVORABLE)	1.4	1.6	1.4	1.3	1.6	1.0	1.4	5.1	8.8	0.7	0.6	1.1	1.4	1.4	1.3	7.3	0.5	1.5	2.3	1.2	1.5	0.6	1.4	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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:
Do you have a favorable or unfavorable impression of... Barack Obama

BANNER 1

	KEY REGIONS							GENDER		AGE						PARTY REG			IDEOLOGY				RACE		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GOP (O)	DEM (P)	IND (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	OTHER (W)		
BASE=TOTAL SAMPLE	600 100%	140 23%	73 12%	69 12%	113 19%	139 23%	64 11%	288 48%	312 52%	46 8%	102 17%	179 30%	117 19%	156 26%	192 32%	258 43%	150 25%	120 20%	230 38%	229 38%	138 23%	426 71%	30 5%		
**D/S (FAVORABLE - UNFAVORABLE)	-6 -1%	22 16% CDEFG	-12 -16%	3 4% CEFG	-7 -6%	-11 -8%	-2 -3% C	-7 -2%	1 H	9 KLMN	-8 -8%	8 5% KMN	-1 -1% kN	-14 -9%	-137 -72%	143 55% OQ	-12 -8% O	86 72% ST	47 21% T	-146 -64%	114 82% VW	-123 -29%	4 13% V		
TOTAL HEARD OF	599 100%	140 100%	72 99%	69 100%	113 100%	139 100%	64 100%	288 100%	311 100%	46 100%	102 100%	179 100%	117 100%	155 99%	192 100%	257 100%	150 100%	120 100%	230 100%	229 100%	137 99%	426 100%	30 100%		
TOTAL FAVORABLE	288 48%	79 56% c	30 41%	34 49%	51 45%	64 46%	30 47%	135 47%	153 49%	26 56%	46 45%	91 51%	57 49%	68 44%	25 13%	196 76% OQ	67 45% O	103 86% ST	133 58% T	39 17%	122 89% VW	147 35%	16 53% v		
TOTAL UNFAVORABLE	294 49%	56 40%	42 57% B	31 45%	58 51% b	75 54% B	32 50%	142 49%	152 49%	17 37%	54 53%	83 46%	58 49%	82 53%	163 85% PQ	53 20%	79 52% P	17 14%	86 37% R	185 81% RS	9 6%	270 63% UW	12 40% U		
VERY FAVORABLE	168 28%	42 30%	18 25%	23 33%	34 30%	35 25%	16 25%	72 25%	96 31%	11 24%	20 20%	51 29%	34 29%	51 33% k	7 4%	135 52% OQ	27 18% O	64 53% ST	71 31% T	25 11%	93 67% VW	64 15%	9 29%		
SOMEWHAT FAVORABLE	120 20%	37 26% cE	11 16%	12 17%	17 15%	29 21%	14 22%	63 22%	57 18%	15 32% N	25 25% N	40 22% N	23 20% n	17 11%	19 10%	61 24% O	40 27% O	39 32% T	62 27% T	14 6%	29 21% U	83 19%	7 25%		
SOMEWHAT UNFAVORABLE	56 9%	16 11% e	10 14% e	6 9%	5 4%	14 10%	5 8%	28 10%	28 9%	9 19%	16 16% mN	15 8%	8 7%	8 5%	20 10%	16 6%	20 14% P	10 9%	20 9%	25 11%	3 2%	47 11% U	6 20% u		
VERY UNFAVORABLE	238 40%	40 29%	32 43% b	25 36%	53 47% B	61 44% B	27 42% b	114 39%	125 40%	8 18%	38 37% j	68 38% J	49 42% J	74 48% Jl	143 75% PQ	37 14%	58 39% P	6 5%	65 28% R	160 70% RS	5 4%	223 52% UW	6 21% u		
HEARD OF/NO OPINION	17 3%	6 4%	1 1%	4 6%	4 4%	1 1%	2 2%	11 4%	6 2%	3 7%	2 2%	5 3%	2 2%	4 3%	4 2%	9 3%	4 3%	1 -	11 5% R	5 2%	6 5%	9 2%	2 6%		
NEVER HEARD OF	1 -	- -	1 1%	- -	- -	- -	- -	- -	1 -	- -	- -	- -	- -	1 1%	- -	1 -	- -	- -	- -	- -	- -	1 1%	- -	- -	
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.4	0.7	1.1	0.9	0.9	0.9	1.0	1.0	1.5	0.8	1.1	1.0	0.8	0.2	3.7	0.8	6.2	1.6	0.2	14.2	0.5	1.3		

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / FEBRUARY 1-3, 2015

QUESTION:

Do you have a favorable or unfavorable impression of... Barack Obama

	GENDER/AGE						PARTY REG/GENDER						MARITAL STATUS		PARTY ID			EDUCATION					PHONE TYPE	
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	MRRD (N)	SIN-GLE (O)	GOP (P)	DEM (Q)	OTH (R)	HS OR LESS (S)	2 YR COLL (T)	4 YR COLL (U)	POST GRAD (V)	LAND (W)	CELL (X)
BASE=TOTAL SAMPLE	600	102	126	59	96	114	102	102	90	105	153	81	69	382	117	207	243	122	165	180	159	92	420	180
**D/S (FAVORABLE - UNFAVORABLE)	-6	1	-7	-1	7	8	-14	-67	-71	62	81	-3	-9	-36	33	-178	187	-16	-15	-12	9	14	-31	24
	-1%	1%	-6%	-2%	7%	7%	-14%	-66%	-78%	59%	53%	-3%	-13%	-9%	28%	-86%	77%	-13%	-9%	-7%	6%	15%	-7%	14%
		CDG		G	CDG	BCDG				HILM	HILM	HI	HI		N	PR	P			ST	STU			W
TOTAL HEARD OF	599	102	126	59	96	114	101	102	90	105	152	81	69	382	117	207	242	122	165	179	159	92	419	180
-----	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
TOTAL FAVORABLE	288	49	58	27	51	59	43	17	9	81	114	37	30	169	72	13	212	49	69	82	84	52	189	99
-----	48%	48%	46%	46%	54%	51%	42%	16%	10%	77%	75%	46%	43%	44%	62%	6%	87%	40%	42%	45%	53%	56%	45%	55%
										HILM	HILM	HI	HI		N		PR	P			s	S		w
TOTAL UNFAVORABLE	294	48	65	28	44	51	57	83	80	19	33	40	39	205	39	191	25	65	85	94	75	38	219	75
-----	49%	47%	52%	48%	46%	44%	56%	82%	88%	18%	22%	49%	57%	54%	33%	92%	10%	53%	51%	52%	47%	42%	52%	42%
								JKLM	JKLM			JK	JK	O		QR		Q					x	
VERY FAVORABLE	168	22	33	17	24	38	34	4	2	56	78	12	15	93	39	3	134	21	50	42	43	33	116	52
	28%	22%	26%	29%	25%	33%	33%	4%	3%	53%	51%	15%	21%	24%	33%	2%	55%	17%	30%	23%	27%	36%	28%	29%
						b				HILM	HILM	HI	HI				PR	P			T			
SOMEWHAT FAVORABLE	120	27	25	10	27	20	9	12	6	25	36	25	15	76	33	9	78	28	20	40	41	19	73	47
	20%	26%	20%	17%	29%	18%	9%	12%	7%	24%	23%	31%	22%	20%	28%	5%	32%	23%	12%	22%	26%	20%	17%	26%
		G	G		G	g				HI	HI	HI	I				Pr	P		S	S		w	
SOMEWHAT UNFAVORABLE	56	14	12	2	14	8	6	11	9	6	10	12	9	31	15	27	14	14	20	15	14	7	38	18
	9%	14%	9%	4%	15%	7%	5%	10%	10%	5%	7%	15%	12%	8%	13%	13%	6%	11%	12%	8%	9%	8%	9%	10%
		d		Dg							j					Q								
VERY UNFAVORABLE	238	34	54	26	30	43	51	73	71	13	23	28	31	174	24	164	11	51	64	79	61	31	182	57
	40%	33%	42%	44%	31%	38%	50%	71%	78%	13%	15%	34%	44%	46%	21%	79%	4%	42%	39%	44%	39%	34%	43%	31%
							BEF	JKLM	JKLM			JK	JK	O		QR		Q					X	
HEARD OF/NO OPINION	17	5	2	3	-	5	1	2	2	5	4	4	-	8	6	3	4	8	11	4	-	2	11	6
	3%	5%	2%	6%	-	4%	1%	2%	2%	5%	3%	5%	-	2%	5%	2%	2%	6%	7%	2%	-	2%	3%	3%
		e		e		E				m	m	m					pq	TUV	u					
NEVER HEARD OF	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-
	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.0	0.9	1.0	1.2	1.2	0.8	0.2	0.1	4.2	3.4	0.9	0.8	0.8	1.8	0.1	8.4	0.8	0.8	0.9	1.1	1.4	0.9	1.3

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

The Civitas Institute