

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / JUNE 23-25, 2015

If the election for United States Senate were being held today, for whom would you vote between: Richard Burr, the Republican, and Kay Hagan, the Democrat?

BANNER 1

	KEY REGIONS						GENDER		AGE					GENDER/AGE					EMPLOYMENT STATUS				
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	FULL-TIME (U)	RET- IRED (V)	UN-EMPL- OYED (W)
BASE=TOTAL SAMPLE	600 100%	120 20%	89 15%	76 13%	113 19%	123 20%	79 13%	288 48%	312 52%	45 8%	112 19%	173 29%	120 20%	149 25%	106 18%	100 17%	82 14%	92 15%	140 23%	79 13%	338 56%	176 29%	34 6%
**D/S (BURR - HAGAN)	52 9%	-4 -3%	32 36%	15 19%	5 5%	7 6%	-3 -4%	60 21%	-8 -3%	10 22%	2 2%	25 15%	15 12%	1 1%	24 23%	28 28%	9 11%	-17 -18%	14 10%	-6 -7%	49 15%	5 3%	-8 -24%
TOTAL BURR	278 46%	48 40%	52 58%	36 47%	52 46%	55 45%	35 44%	149 52%	129 41%	24 54%	49 44%	86 50%	58 49%	60 40%	54 51%	58 58%	37 45%	33 36%	68 49%	28 35%	169 50%	75 43%	10 31%
TOTAL HAGAN	226 38%	52 43%	20 22%	21 28%	47 42%	48 39%	38 48%	89 31%	137 44%	15 32%	47 42%	61 35%	43 36%	59 40%	30 29%	30 30%	28 35%	49 54%	54 38%	34 42%	120 36%	70 40%	19 55%
TOTAL LEAN/UNDECIDED	90 15%	18 15%	18 20%	19 25%	13 11%	19 15%	4 5%	45 16%	44 14%	6 13%	15 14%	23 13%	17 14%	28 19%	20 19%	10 10%	15 19%	10 11%	17 12%	17 22%	46 14%	28 16%	4 10%
DEFINITELY BURR	212 35%	35 29%	38 43%	25 33%	49 43%	40 33%	26 33%	118 41%	94 30%	14 31%	39 35%	68 39%	45 38%	45 30%	43 40%	48 48%	28 34%	21 23%	52 37%	21 26%	134 40%	53 30%	5 16%
PROBABLY BURR	66 11%	13 11%	14 15%	11 14%	4 3%	15 13%	9 12%	31 11%	35 11%	10 23%	10 9%	18 10%	13 11%	15 10%	12 11%	10 10%	9 11%	12 13%	16 12%	7 9%	36 11%	22 12%	5 15%
LEAN BURR	5 1%	1 1%	1 1%	1 1%	2 2%	-	-	1 -	4 1%	-	-	1 -	1 1%	3 2%	-	-	1 1%	-	1 1%	2 3%	1 -	4 2%	-
UNDECIDED	71 12%	12 10%	17 19%	13 17%	10 9%	17 13%	2 3%	34 12%	37 12%	6 13%	12 11%	16 9%	15 12%	22 15%	13 12%	8 8%	13 16%	10 11%	14 10%	13 16%	36 11%	21 12%	4 10%
LEAN HAGAN	14 2%	4 4%	-	6 7%	-	2 2%	2 2%	11 4%	3 1%	-	3 3%	6 4%	2 1%	3 2%	7 7%	2 2%	1 2%	-	1 1%	2 3%	9 3%	4 2%	-
PROBABLY HAGAN	58 10%	14 11%	1 2%	9 11%	12 11%	15 12%	8 10%	23 8%	35 11%	8 17%	8 7%	16 9%	15 13%	11 8%	7 7%	9 9%	7 8%	18 19%	12 8%	6 7%	31 9%	16 9%	7 19%
DEFINITELY HAGAN	167 28%	38 32%	18 20%	12 16%	35 31%	34 27%	30 38%	66 23%	102 33%	7 15%	40 35%	45 26%	28 24%	48 32%	23 22%	21 21%	22 26%	31 34%	42 30%	28 35%	90 26%	54 31%	12 36%
REFUSED	7 1%	3 3%	-	-	1 1%	1 1%	2 2%	4 2%	2 1%	-	-	4 2%	1 1%	2 1%	1 1%	2 2%	1 2%	-	1 1%	1 1%	2 1%	3 2%	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
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 REG				PARTY REG/GENDER						IDEOLOGY			RACE			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	LAND (Q)	CELL (R)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	107 18%	85 14%	107 18%	151 25%	74 12%	76 13%	147 24%	141 24%	282 47%	138 23%	426 71%	31 5%	420 70%	180 30%
**D/S (BURR - HAGAN)	52 9%	143 75% CD	-101 -39% C	10 7% C	78 73% GHIJ	65 77% GHIJ	-36 -34% EF	-65 -43% EF	19 25% GHJ	-8 -11% GH	-83 -57% K	-28 -20% K	165 58% KL	-71 -51% N	111 26% N	12 40% N	37 9%	16 9%
TOTAL BURR -----	278 46%	159 83% CD	53 20% C	67 44% C	87 81% GHIJ	72 85% GHIJ	26 24% EF	27 18% EF	36 49% GH	30 40% gH	20 14% K	40 28% K	207 73% KL	21 15% N	238 56% N	17 54% N	193 46%	85 47%
TOTAL HAGAN -----	226 38%	16 8%	154 60% BD	56 37% B	9 9%	7 8%	62 58% EFI	92 61% EFI	18 24% EF	38 51% EFI	103 70% LM	68 48% M	42 15% OP	92 67% OP	127 30%	4 15%	156 37%	69 39%
TOTAL LEAN/UNDECIDED -----	90 15%	16 8% B	49 19% B	25 17% b	11 10% b	5 6% b	17 16% f	32 21% eFj	18 24% EFj	7 10% M	23 16% M	31 22% M	31 11% KL	24 18% KL	55 13% NP	10 31% NP	64 15% R	25 14%
DEFINITELY BURR	212 35%	128 67% CD	33 13% C	51 34% C	71 66% GHIJ	57 68% GHIJ	20 18% h	13 9% h	28 37% GH	23 30% H	11 8% K	31 22% K	162 57% KL	12 9% KL	191 45% NP	7 22% NP	142 34%	70 39%
PROBABLY BURR	66 11%	31 16% C	20 8% C	16 11% C	16 15% g	15 17% G	6 6% G	13 9% G	9 12% G	7 9% G	9 6% K	9 7% K	45 16% KL	9 7% KL	47 11% No	10 32% No	51 12%	15 8%
LEAN BURR	5 1%	1 1% C	3 1% C	1 1% C	- 1% C	1 1% C	- 2% C	3 2% C	1 1% C	- 1% C	1 1% C	1 1% C	2 1% C	- 1% C	4 1% np	- 1% np	5 1% R	- 1% R
UNDECIDED	71 12%	15 8% b	37 14% b	19 13% b	11 10% b	4 5% b	11 10% F	26 17% F	13 17% F	7 9% F	14 10% KM	29 20% KM	25 9% KM	21 15% KM	40 9% o	9 30% o	49 12%	21 12%
LEAN HAGAN	14 2%	- 3% B	9 3% B	5 4% b	- 4% b	- 2% b	6 6% EF	3 2% EF	5 6% ef	1 1% ef	7 5% ef	2 1% ef	3 1% ef	3 2% ef	11 3% ef	- 1% ef	10 2%	4 2%
PROBABLY HAGAN	58 10%	5 3% BD	41 16% BD	12 8% BD	4 4% BD	1 2% BD	17 16% EFI	24 16% EFI	2 3% EF	10 13% Fi	31 21% M	20 14% M	6 2% M	19 14% P	38 9% P	1 2% P	38 9%	20 11%
DEFINITELY HAGAN	167 28%	10 5% BD	113 44% BD	44 29% B	5 5% B	5 6% B	45 42% EFI	68 45% EFI	15 21% EF	29 38% EF1	72 49% LM	48 34% M	37 13% OP	73 53% OP	89 21% OP	4 12% OP	118 28%	49 27%
REFUSED	7 1%	1 1% P	3 1% P	2 2% P	- 2% P	1 2% P	2 2% P	1 1% P	2 3% P	- 1% P	2 2% P	2 1% P	1 1% P	6 1% P	- 1% P	- 2% P	7 2% R	- 1% R

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

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BANNER 1

	KEY REGIONS						GENDER		AGE					GENDER/AGE					EMPLOYMENT STATUS				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	FULL TIME (U)	RET- IRED (V)	UN- EMPL- OYED (W)
BASE=TOTAL SAMPLE	600 100%	120 20%	89 15%	76 13%	113 19%	123 20%	79 13%	288 48%	312 52%	45 8%	112 19%	173 29%	120 20%	149 25%	106 18%	100 17%	82 14%	92 15%	140 23%	79 13%	338 56%	176 29%	34 6%
**D/S (MCCRORY - HAGAN)	44 7%	-8 -6%	29 32% BEFG	16 21% BEFG	6 5% BG	5 4% BG	-4 -5%	46 16% I	-2 -1%	12 27% KMN	3 3%	17 10% kn	6 5%	5 4%	10 10% RT	23 23% ORST	13 16% RST	-2 -3% t	9 6% RT	-8 -10%	34 10% VW	6 3%	-2 -5%
TOTAL MCCRORY	267 44%	45 38%	49 55% bg	40 53%	51 45%	51 41%	30 38%	141 49% i	126 40%	24 52%	46 41%	80 46%	51 43%	65 43%	47 45%	52 52% T	41 50% T	36 39%	61 44%	28 36%	154 46%	78 44%	14 41%
TOTAL HAGAN	223 37%	53 44% C	20 22%	24 32% C	45 40% C	46 37% C	34 44% C	95 33%	128 41%	12 26%	43 38%	63 36%	45 38%	59 40%	37 35%	29 29%	28 35%	39 42%	52 37%	37 46% P	120 36%	72 41%	16 46%
TOTAL LEAN/UNDECIDED	99 16%	18 15%	17 19%	11 15%	15 13%	24 20%	13 16%	46 16%	53 17%	10 22%	23 20%	24 14%	19 16%	24 16%	20 19%	14 14%	12 14%	17 19%	22 16%	14 17%	56 17%	25 14%	3 9%
DEFINITELY MCCRORY	222 37%	36 30%	42 47% b	35 46% b	39 35%	41 34%	29 36%	125 44% I	96 31%	21 46%	36 33%	65 38%	44 37%	55 37%	42 40%	49 49% RST	34 42% r	24 26%	47 33%	26 32%	128 38%	63 36%	13 39%
PROBABLY MCCRORY	45 7%	9 8% g	7 8%	5 7%	12 11% G	10 8% g	1 2%	15 5%	30 9%	3 6%	10 9%	15 9%	7 6%	10 6%	5 5%	3 3%	7 8%	12 13% p	14 10% pt	3 4%	26 8%	15 9%	1 3%
LEAN MCCRORY	13 2%	2 2%	2 2%	3 4%	2 1%	3 3%	2 2%	8 3%	5 2%	4 8%	2 1%	2 1%	3 2%	3 2%	4 4%	2 2%	1 2%	1 1%	3 2%	1 2%	8 2%	3 2%	1 4%
UNDECIDED	66 11%	10 9%	15 17%	7 10%	12 11%	14 11%	7 9%	31 11%	34 11%	6 13%	15 13%	18 10%	9 8%	17 12%	16 15%	7 7%	8 10%	10 11%	15 11%	9 12%	40 12%	15 9%	2 5%
LEAN HAGAN	20 3%	6 5% C	- -	1 2%	2 1%	7 6% C	4 5%	7 2%	13 4%	- -	6 6%	3 2%	7 5% J	4 2% J	- -	4 4% o	2 3% o	6 7%	4 3% o	3 4% o	8 2% W	7 4% W	1 -
PROBABLY HAGAN	45 7%	7 6% c	1 1%	11 15% Ce	5 4%	14 12% Ce	6 8% c	16 6%	29 9%	1 2%	4 4%	17 10% j	9 8%	14 9% j	6 6%	5 5%	5 7%	8 9%	9 6%	11 14% Pqs	22 7%	17 10%	2 5%
DEFINITELY HAGAN	178 30%	46 38% CDF	19 22%	13 17%	40 36% cD	32 26%	28 36% D	79 27%	99 32%	11 24%	39 35%	46 27%	36 30%	46 31%	31 29%	25 25%	23 28%	30 33%	43 31%	25 32%	98 29%	55 31%	14 41%
REFUSED	12 2%	3 3%	4 4%	- 1%	1 1%	2 1%	2 2%	6 2%	6 2%	- -	- -	6 3% jk	5 4% JK	1 1%	1 1%	4 4% r	1 1%	- -	5 3% r	1 1%	8 2%	2 1%	1 4%

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

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BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	LAND (Q)	CELL (R)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	107 18%	85 14%	107 18%	151 25%	74 12%	76 13%	147 24%	141 24%	282 47%	138 23%	426 71%	31 5%	420 70%	180 30%
**D/S (MCCRORY - HAGAN)	44 7%	123 64% CD	-89 -35% C	10 7% C	63 59% GHIJ	60 70% GHIJ	-36 -34%	-53 -35%	18 25% GHJ	-8 -11% GH	-79 -54%	-30 -21% K	155 55% KL	-68 -49%	101 24% N	11 35% N	35 8%	9 5%
TOTAL MCCRORY -----	267 44%	144 75% CD	57 22% C	65 43% C	77 72% GHIJ	67 79% GHIJ	27 25%	31 20%	37 50% GH	28 37% h	19 13%	37 27% K	199 71% KL	21 15%	228 54% N	15 48% N	187 45%	80 44%
TOTAL HAGAN -----	223 37%	21 11%	147 57% BD	55 36% B	14 13%	7 9%	63 59% EFI	84 56% EFI	18 25% F	36 48% EFI	98 67% LM	68 48% M	44 16%	89 65% OP	127 30% p	4 13%	152 36%	71 39%
TOTAL LEAN/UNDECIDED -----	99 16%	22 12%	51 20% b	25 17%	16 15%	7 8%	17 16%	35 23% F	14 18% f	11 15%	27 19%	34 24% M	35 12%	27 20%	61 14%	10 31%	71 17%	28 15%
DEFINITELY MCCRORY	222 37%	125 65% CD	41 16% C	56 37% C	70 66% GHIJ	55 65% GHIJ	22 21%	18 12%	33 44% GH	23 30% H	10 7%	32 23% K	173 61% KL	13 10%	194 45% N	13 41% N	149 35%	73 40%
PROBABLY MCCRORY	45 7%	19 10%	17 7%	9 6%	7 7%	12 14% Gi	5 4%	12 8%	4 5%	5 7%	9 6%	5 4%	26 9% L	8 6%	35 8%	2 7%	38 9% r	7 4%
LEAN MCCRORY	13 2%	2 1%	7 3%	4 3%	1 1%	2 2%	5 5%	2 1%	2 3%	2 2%	4 2%	4 3%	5 2%	3 2%	9 2%	1 4%	10 2%	4 2%
UNDECIDED	66 11%	17 9%	32 12%	16 11%	13 12%	5 6%	10 9%	22 15% f	9 12%	7 9%	14 10%	25 17% M	24 9%	20 15%	37 9%	8 28%	51 12%	15 8%
LEAN HAGAN	20 3%	3 1%	12 5% b	5 3%	3 2%	- -	2 2%	10 7% F	2 3%	3 3%	9 6%	6 4%	5 2%	5 3%	15 4% P	- -	10 2%	10 5%
PROBABLY HAGAN	45 7%	3 2%	29 11% B	12 8% B	1 1%	2 3%	9 8% e	20 13% EF	6 8% e	6 9%	17 12% M	18 12% M	7 3%	15 11% p	29 7%	- 1%	32 8%	12 7%
DEFINITELY HAGAN	178 30%	18 9%	118 46% BD	42 28% B	13 12%	5 6%	54 50% EFI	64 42% EFI	12 17% f	30 39% EFI	81 55% LM	50 36% M	37 13%	75 54% OP	98 23%	4 12%	119 28%	59 33%
REFUSED	12 2%	4 2%	2 1%	6 4%	- -	4 5% ej	1 1%	2 1%	6 7% EghJ	- -	2 1%	2 1%	5 2%	- -	10 2% N	2 8%	10 2%	2 1%

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