

Thinking ahead to 2016 for a moment... If the election for North Carolina Governor were being held today, and you had to make a choice, for whom would you vote if the candidates were: Pat McCrory, the Republican, and Roy Cooper, 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 (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%
**D/S (MCCRORY - COOPER)	-7 -2%	-7 -7%	6 13% BDEg	-10 -24%	-4 -6%	8 9% BDE	1 2% BDE	4 2% I	-11 -5%	-15 -10%	13 13% JLM	-7 -10%	2 3%	-3 -3%	-2 -3% s	9 26% NOQRS	-6 -7%	1 1% noQS	-6 -14%	69 63% UV	-66 -55%	-8 -5% U	-16 -7%	10 6% W
TOTAL MCCRORY -----	129 32%	30 30%	17 39% d	8 18%	21 30%	36 40% D	17 31%	68 35%	61 29%	40 27%	43 40% j	20 29%	25 34%	30 32%	22 35%	16 45% qs	20 25%	30 36%	11 25%	77 70% UV	13 11%	39 24% U	72 30%	54 36%
TOTAL COOPER -----	135 34%	37 36%	11 26%	18 43%	25 37%	28 31%	16 29%	63 33%	72 35%	55 37%	30 28%	28 39%	23 31% p	33 35% P	23 38% P	7 19%	26 32%	29 35% p	17 39% P	8 7%	79 66% TV	47 29% T	88 37%	45 30%
TOTAL LEAN/UNDECIDED -----	131 33%	34 34%	15 35%	16 39%	22 32%	24 27%	19 34%	60 31%	71 34%	51 35%	34 32%	22 31%	24 32%	32 34%	16 26%	13 35%	32 40%	24 29%	14 32%	25 23%	28 23%	74 45% TU	75 32%	50 34%
DEFINITELY MCCRORY	82 21%	20 19%	12 28%	6 14%	11 16%	22 25%	11 20%	43 23%	39 19%	17 11%	32 30% Jl	12 18%	21 28% J	11 12%	19 31% NQ	14 38% NQS	11 14%	20 24% n	8 18%	59 54% UV	9 7%	14 9%	46 19%	34 23%
PROBABLY MCCRORY	47 12%	10 10%	5 11%	2 5%	10 14%	14 15% d	6 11%	24 13%	22 11%	23 15% m	11 10%	8 12%	5 6%	19 20% Ops	3 5%	2 7%	9 11%	10 12%	3 7%	17 16% U	4 4%	25 15% U	26 11%	20 13%
LEAN MCCRORY	22 6%	6 6% F	2 4%	4 10%	5 8% F	- -	6 10% F	12 6%	10 5%	9 6%	6 5%	4 5%	4 5%	7 7%	3 5%	2 7%	4 5%	3 4%	3 6%	5 4%	4 3%	12 8%	13 6%	9 6%
UNDECIDED	80 20%	18 18%	7 17%	12 28%	14 20%	21 23%	8 14%	34 17%	46 22%	31 21%	21 20%	13 19%	14 19%	16 17%	10 17%	7 20%	21 25%	16 20%	9 20%	19 17%	14 12%	45 28% tU	45 19%	32 21%
LEAN COOPER	29 7%	10 10% D	6 14% D	1 1%	3 4%	3 4%	6 10%	14 8%	15 7%	11 8%	7 7%	5 7%	6 8%	8 9%	3 5%	3 9%	7 9%	5 6%	3 6%	1 1%	10 8% T	16 10% T	17 7%	10 6%
PROBABLY COOPER	54 13%	17 17% c	3 6%	6 14%	13 19% c	8 9%	8 14%	25 13%	29 14%	27 18% k	9 9%	9 13%	8 11%	15 16%	6 10%	4 11%	16 20%	8 10%	4 10%	4 4%	21 18% T	28 17% T	33 14%	19 12%
DEFINITELY COOPER	81 20%	20 19%	9 20%	12 29%	12 18%	20 23%	9 16%	38 20%	43 21%	27 18%	21 19%	19 26%	15 20%	18 19%	17 28% PQ	3 8%	10 12%	20 25% Pq	13 29% Pq	4 3%	57 48% TV	20 12% T	54 23%	26 17%
REFUSED	5 1%	- -	- -	- -	- 1%	1 1%	3 6%	1 -	4 2%	3 2%	- -	- -	2 3%	- -	- -	- 1%	3 3%	- -	2 4%	- -	- -	4 3%	4 2%	1 -

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

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BANNER 2

	PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...			
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (MCCRORY - COOPER)	-7 -2%	41 70%	28 54%	-31 -62%	-35 -50%	-4 -5%	-4 -5%	-47 -56%	-34 -21%	74 50%	50 23%	-51 -31%	-4 -2%	-1 -1%	1 2%	-15 -12%	9 5%	-3 -4%	-16 -21%	10 3%	2 14%	78 58%	-89 -58%	2 2%
TOTAL MCCRORY -----	129 32%	43 75%	33 63%	3 6%	10 14%	21 26%	18 22%	6 7%	33 20%	90 61%	94 44%	30 18%	78 33%	29 33%	11 38%	32 26%	67 36%	25 33%	21 27%	104 34%	4 25%	91 68%	11 7%	20 22%
TOTAL COOPER -----	135 34%	3 5%	5 9%	34 69%	45 64%	25 31%	22 26%	52 62%	68 41%	15 10%	45 49%	81 34%	83 34%	30 34%	11 35%	47 38%	58 31%	28 37%	37 49%	94 31%	2 11%	13 10%	100 66%	18 20%
TOTAL LEAN/UNDECIDED -----	131 33%	11 19%	14 28%	12 25%	15 22%	35 43%	39 47%	25 30%	60 37%	42 28%	73 34%	53 32%	80 33%	27 31%	8 27%	44 36%	61 33%	21 29%	18 24%	100 33%	10 64%	29 22%	40 26%	49 54%
DEFINITELY MCCRORY	82 21%	32 55%	27 52%	3 6%	5 8%	8 10%	6 7%	1 1%	15 9%	66 44%	64 30%	14 9%	45 19%	23 26%	8 27%	16 13%	47 25%	18 24%	6 8%	74 24%	2 14%	63 47%	8 5%	7 7%
PROBABLY MCCRORY	47 12%	11 20%	6 11%	- -	4 6%	13 16%	12 15%	5 6%	18 11%	24 16%	30 14%	16 10%	33 14%	6 7%	3 11%	15 13%	19 10%	7 10%	14 19%	30 10%	2 11%	28 21%	3 2%	13 15%
LEAN MCCRORY	22 6%	2 3%	3 6%	2 3%	2 3%	9 11%	4 4%	3 3%	10 6%	10 7%	16 8%	5 3%	17 7%	4 5%	- -	5 4%	11 6%	3 4%	2 2%	21 7%	- -	8 6%	2 1%	10 12%
UNDECIDED	80 20%	9 15%	10 20%	7 14%	7 10%	17 21%	28 34%	14 17%	38 23%	26 18%	45 21%	32 20%	44 18%	18 21%	8 27%	32 26%	39 21%	8 11%	12 15%	59 19%	8 47%	20 15%	16 11%	33 37%
LEAN COOPER	29 7%	- 1%	1 2%	4 7%	6 9%	9 10%	7 9%	8 10%	13 8%	6 4%	12 6%	16 10%	18 8%	5 6%	- -	8 6%	11 6%	10 13%	5 7%	20 7%	3 17%	1 1%	22 14%	5 5%
PROBABLY COOPER	54 13%	2 4%	2 4%	10 21%	11 16%	13 16%	15 18%	15 18%	29 17%	10 7%	23 11%	27 16%	37 15%	9 10%	2 6%	21 17%	23 12%	10 13%	16 21%	35 12%	1 6%	5 4%	33 21%	15 17%
DEFINITELY COOPER	81 20%	1 1%	3 5%	24 48%	33 48%	13 16%	7 8%	37 44%	39 24%	5 3%	21 10%	54 33%	46 19%	21 24%	9 29%	26 21%	35 19%	18 24%	21 28%	59 19%	1 5%	8 6%	68 44%	3 3%
REFUSED	5 1%	- 1%	- -	- -	- -	- -	4 5%	1 1%	3 2%	1 1%	4 2%	1 1%	- -	2 2%	- -	1 1%	1 -	- 1%	- -	5 2%	- -	- -	1 1%	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

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Now I am going to read you a list of people and organizations active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person or organization. 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 (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)	
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W	
**D/S (FAVORABLE - UNFAVORABLE)	8 2%	15 15% CeFG	-5 -11%	3 7% CFG	4 6% CFG	-2 -2%	-7 -13%	-13 -7%	21 10% H	11 7% kM	1 1% M	2 3% M	-6 -8%	-4 -5% P	3 4% NP	-11 -31%	9 11% NP	9 11% NP	3 7% NP	-90 -82%	102 85% TV	-6 -4% T	31 13% X	-27 -18%	
TOTAL HEARD OF	399 100%	101 99%	44 100%	42 100%	68 100%	89 100%	56 100%	191 100%	208 100%	148 100%	106 100%	70 100%	74 100%	94 99%	61 100%	36 100%	82 100%	83 100%	43 100%	110 100%	119 99%	165 100%	238 100%	150 100%	
FAVORABLE																									
AUG 10-11, 2015	186 46%	51 51%	18 42%	20 48%	33 49%	41 46%	22 39%	82 43%	104 50%	67 45%	51 48%	34 49%	33 45%	41 43%	29 47%	12 33%	35 43%	46 55% P	23 52% p	7 6%	109 91% TV	65 40% T	123 51% X	55 37%	
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	157 56% X	33 30%	
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	137 47% x	38 36%	
AUG 20-21, 2012	194 49%	49 55% d	32 57% D	14 34%	30 45%	40 49%	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	137 48% X	44 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% C	86 41%	33 50% m	45% 40%	38 40%	39 36%	24 45%	43 50% P	16 30%	25 47% p	38 40%	23 39%	18 13%	78 82% TV	69 43% T	127 50% X	42 30%	
UNFAVORABLE																									
AUG 10-11, 2015	178 44%	37 36%	23 52%	17 41%	29 43%	43 48%	29 51%	95 49%	83 40%	56 38%	50 47%	32 46%	39 53% j	45 48%	26 43%	23 65% QQRs	26 32%	37 44%	19 45%	97 88% UV	8 6%	71 43% U	92 38%	82 55% W	
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% NgR	31 42%	34 40%	26 52%	83 90% UV	12 10%	92 52% U	109 39%	74 66% 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	124 42%	59 56% W	

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AUG 20-21, 2012	181 45%	35 39%	19 34%	22 53%	34 50%	40 48%	31 49%	93 48%	88 42%	61 41%	53 43%	35 54%	32 50%	43 44%	37 53%	13 54%	33 36%	34 46%	21 48%	116 90%	5 4%	55 39%	127 43%	50 52%
AUG 14-18, 2011	190 47%	38 39%	25 49%	24 65%	31 53%	39 43%	32 50%	89 47%	100 48%	62 40%	58 50%	42 59%	28 47%	30 35%	45 57%	15 51%	50 45%	35 58%	14 43%	90 83%	11 9%	75 49%	128 45%	55 53%
AUG 15-18, 2010	197 49%	43 47%	31 69%	20 56%	26 42%	35 43%	43 52%	86 45%	111 54%	29 44%	60 45%	49 52%	59 55%	24 45%	31 36%	31 59%	26 48%	54 57%	32 54%	110 82%	12 12%	72 44%	105 42%	88 61%
HEARD OF/NO OPINION	36 9%	12 12%	3 6%	4 11%	6 8%	6 6%	5 10%	14 7%	22 11%	25 17%	6 6%	4 5%	2 2%	7 8%	6 11%	1 2%	20 25%	- 1%	1 2%	6 6%	2 2%	28 17%	24 10%	13 8%
NEVER HEARD OF	1 -	1 1%	- -	- -	- -	- -	- -	1 -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	1 -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.4	0.8	1.2	1.1	1.0	0.8	0.9	1.3	1.2	1.0	1.1	0.8	0.9	1.1	0.5	1.3	1.3	1.2	0.1	14.3	0.9	1.3	0.7

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	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)	
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%	
**D/S (FAVORABLE - UNFAVORABLE)	8 2%	-50 -86%	-41 -78%	38 75%	64 92%	-3 -3%	-4 -4%	61 72%	35 21%	-86 -58%	-75 -35%	73 44%	27 11%	-9 -10%	-1 -1%	17 14%	-13 -7%	8 11%	62 81%	-57 -19%	3 19%	-105 -79%	127 83%	-8 -9%	
TOTAL HEARD OF	399 100%	58 100%	52 100%	49 99%	70 100%	81 100%	83 100%	83 99%	164 100%	148 100%	216 100%	165 100%	241 100%	88 100%	30 100%	123 100%	186 100%	75 100%	76 100%	302 100%	16 100%	133 100%	152 100%	90 100%	
FAVORABLE																									
AUG 10-11, 2015	186 46%	2 4%	5 9%	43 86%	67 96%	35 43%	30 36%	71 84%	84 51%	30 20%	60 28%	111 67%	124 51%	38 43%	12 41%	62 50%	79 43%	40 53%	65 86%	111 37%	7 43%	9 7%	137 90%	31 34%	
AUG 23-25, 2014	193 48%	4 8%	4 9%	49 88%	64 92%	38 45%	30 34%	73 85%	101 57%	17 13%	53 28%	128 66%	129 55%	38 39%	13 39%	-	-	-	45 71%	138 44%	8 60%	14 11%	151 84%	22 31%	
AUG 19-20, 2013	176 44%	2 5%	1 2%	51 85%	60 88%	33 37%	28 35%	70 80%	89 50%	13 10%	66 32%	97 55%	109 46%	26 32%	36 64%	-	-	-	55 85%	105 35%	15 54%	-	-	-	
AUG 20-21, 2012	194 49%	4 6%	4 6%	42 96%	69 90%	42 54%	33 50%	69 95%	100 59%	19 14%	77 35%	108 67%	102 46%	40 46%	41 63%	-	-	-	58 91%	130 41%	3 24%	10 7%	147 91%	33 49%	
AUG 14-18, 2011	184 46%	11 19%	2 4%	44 86%	57 83%	32 41%	31 43%	56 80%	97 56%	20 15%	64 31%	106 64%	116 50%	30 43%	26 53%	-	-	-	33 83%	126 40%	19 58%	14 10%	132 85%	26 41%	
AUG 15-18, 2010	169 42%	12 17%	5 9%	32 87%	45 79%	37 45%	32 40%	52 91%	94 57%	15 9%	52 24%	110 65%	96 46%	46 35%	12 63%	-	-	-	14 94%	146 39%	7 71%	-	-	-	
UNFAVORABLE																									
AUG 10-11, 2015	178 44%	52 90%	45 87%	5 10%	3 4%	37 46%	34 41%	10 12%	50 30%	115 78%	135 63%	38 23%	97 40%	46 53%	13 42%	45 36%	92 50%	31 42%	4 5%	168 55%	4 25%	114 86%	10 7%	39 43%	
AUG 23-25, 2014	187 47%	44 91%	39 88%	7 12%	5 8%	45 53%	46 52%	11 13%	58 33%	115 86%	121 65%	58 30%	93 40%	54 55%	21 61%	-	-	-	12 19%	163 52%	5 40%	107 85%	19 11%	44 62%	
AUG 19-20, 2013	184 46%	38 93%	51 87%	6 10%	7 10%	43 47%	40 49%	13 15%	62 35%	106 85%	118 58%	61 35%	102 44%	48 60%	15 27%	-	-	-	4 6%	168 55%	9 35%	-	-	-	

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Barack Obama

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...			
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
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	131 60% L	40 25%	105 48% O	43 49% O	16 25%	-	-	-	4 7%	168 52% S	7 66% S	124 87% WX	10 6%	23 35% W
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	128 62% L	50 30%	102 44%	36 52%	20 40%	-	-	-	7 17%	172 54% SU	9 28%	117 85% WX	15 10%	31 49% W
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	142 67% L	46 27%	91 44%	74 56% MO	6 31%	-	-	-	1 6%	191 51% S	3 29%	-	-	-
HEARD OF/NO OPINION	36 9%	4 7%	2 4%	1 3%	- 1%	9 11% E	19 23% BCDE	3 3%	30 18% HJ	3 2%	21 10%	15 9%	20 8%	4 4%	5 17%	17 13% r	14 8%	4 5%	7 9%	24 8%	5 32% t	10 8%	4 3%	20 22% VW
NEVER HEARD OF	1 -	-	-	1 1%	-	-	-	1 1%	-	-	-	1 -	1 -	-	-	1 -	-	-	-	1 -	-	-	1 -	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	-	0.1	8.4	26.1	0.9	0.9	7.0	1.7	0.3	0.4	2.9	1.3	0.8	1.0	1.4	0.9	1.3	17.6	0.7	1.7	0.1	13.2	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 UNAFFILIATED STUDY 2015 / AUGUST 2015

Now I am going to read you a list of people and organizations active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person or organization. If you have never heard of them just tell me and we'll go on to the next one... 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	<35	35+	
	(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%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%	
**D/S (FAVORABLE - UNFAVORABLE)	-29 -7%	-9 -9%	-6 -13%	-1 -3%	3 4%	-3 -3%	-13 -23%	4 2%	-33 -16%	-29 -19%	-9 -9%	-4 -6%	13 18%	-14 -15%	-1 -1%	18 51%	-21 -25%	-10 -12%	-2 -5%	52 47%	-64 -54%	-17 -10%	-24 -10%	-5 -3%	
TOTAL HEARD OF	392 98%	98 96%	42 96%	42 100%	65 96%	89 100%	56 100%	186 97%	206 99%	142 96%	105 98%	70 100%	74 100%	90 95%	59 97%	36 100%	79 97%	83 100%	43 100%	104 95%	118 99%	164 99%	233 97%	149 99%	
FAVORABLE																									
AUG 10-11, 2015	143 36%	37 36%	17 39%	13 32%	25 37%	35 39%	16 28%	80 42%	63 30%	40 27%	39 37%	27 39%	36 49%	31 33%	24 39%	25 70%	17 21%	30 36%	15 35%	72 66%	16 14%	53 32%	79 33%	60 40%	
AUG 23-25, 2014	143 36%	28 32%	36 56%	17 45%	16 29%	32 34%	13 22%	94 49%	49 23%	46 35%	44 37%	25 35%	28 35%	40 47%	35 51%	19 51%	11 15%	25 30%	12 24%	61 66%	17 14%	61 35%	95 34%	47 42%	
AUG 19-20, 2013	154 38%	27 25%	19 43%	18 54%	23 36%	46 51%	21 35%	78 41%	76 36%	60 33%	42 40%	21 41%	31 50%	34 34%	27 44%	18 54%	32 29%	29 44%	15 47%	69 69%	30 23%	55 32%	103 35%	50 47%	
AUG 20-21, 2012	181 45%	40 45%	20 36%	11 26%	28 41%	46 55%	35 56%	84 44%	97 46%	63 43%	50 41%	31 47%	37 58%	42 43%	27 39%	15 61%	39 43%	35 47%	23 54%	89 69%	39 32%	48 34%	124 42%	52 55%	
UNFAVORABLE																									
AUG 10-11, 2015	172 43%	46 45%	23 52%	15 35%	23 33%	37 42%	28 50%	76 40%	95 46%	69 46%	49 46%	31 45%	23 31%	45 48%	24 40%	7 18%	38 47%	40 48%	17 40%	20 18%	81 68%	70 42%	103 43%	65 43%	
AUG 23-25, 2014	165 41%	44 51%	16 26%	7 19%	23 42%	54 58%	19 32%	64 33%	101 49%	38 30%	51 44%	36 50%	39 49%	21 24%	27 40%	16 43%	40 54%	34 41%	27 54%	13 14%	84 67%	64 37%	114 41%	46 41%	
AUG 19-20, 2013	156 39%	51 48%	12 28%	9 26%	23 37%	34 37%	26 43%	74 38%	82 40%	72 39%	46 44%	20 38%	18 30%	38 39%	26 43%	9 28%	46 42%	27 40%	10 31%	11 11%	75 58%	70 41%	117 40%	39 37%	
AUG 20-21, 2012	96 24%	27 30%	18 32%	8 19%	19 28%	19 23%	6 9%	54 28%	43 21%	41 28%	31 25%	11 17%	13 21%	30 31%	18 26%	5 22%	18 20%	16 21%	9 20%	10 8%	41 34%	46 32%	78 26%	18 19%	

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

Civitas / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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

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 (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
HEARD OF/NO OPINION	77 19%	15 14%	2 5%	13 32% bC	18 26% C	17 19% C	12 22% C	29 15%	48 23%	33 22%	17 16%	12 17%	15 20%	14 14%	11 19%	4 12%	24 29% nP	13 16%	11 25%	12 11%	21 17%	41 25% T	52 22%	23 16%
NEVER HEARD OF	8 2%	4 4%	2 4%	- -	3 4%	- -	- -	6 3%	2 1%	7 4% lm	2 2%	- -	- -	4 5%	2 3%	- -	2 3%	- -	- -	6 5% v	2 1%	1 1%	6 3%	1 1%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.8	0.8	0.9	1.1	0.9	0.6	1.0	0.7	0.6	0.8	0.9	1.6	0.7	1.0	3.8	0.5	0.8	0.9	3.6	0.2	0.8	0.8	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/X
N A T I O N A L R E S E A R C H I N C

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	PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...				
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)	
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%	
**D/S (FAVORABLE - UNFAVORABLE)	-29 -7%	34 59%	18 35%	-29 -58%	-35 -51%	-1 -1%	-16 -20%	-50 -59%	-35 -22%	58 39%	23 10%	-52 -32%	-27 -11%	13 14%	-6 -19%	-12 -10%	-3 -2%	-11 -15%	-8 -10%	-16 -5%	-2 -10%	59 45%	-84 -55%	-3 -4%	
TOTAL HEARD OF	392 98%	54 94%	50 96%	48 96%	70 100%	80 99%	83 100%	83 99%	161 98%	144 97%	212 98%	164 99%	237 98%	88 100%	26 87%	118 96%	184 99%	74 99%	75 99%	299 99%	13 79%	128 96%	150 98%	90 100%	
FAVORABLE																									
AUG 10-11, 2015	143 36%	43 74%	30 57%	6 11%	11 16%	32 39%	21 25%	9 11%	44 27%	89 60%	98 46%	38 23%	82 34%	40 46%	7 25%	39 32%	73 39%	26 35%	27 36%	111 36%	5 30%	86 65%	18 12%	29 32%	
AUG 23-25, 2014	143 36%	40 84%	21 47%	9 16%	8 12%	44 52%	17 19%	12 14%	56 32%	73 55%	93 50%	39 20%	83 36%	35 36%	13 39%	-	-	-	24 38%	111 35%	6 46%	85 68%	22 12%	25 35%	
AUG 19-20, 2013	154 38%	32 78%	37 63%	14 23%	16 24%	32 36%	23 28%	18 21%	56 32%	77 62%	101 49%	49 28%	91 39%	38 46%	14 26%	-	-	-	16 25%	126 41%	10 37%	-	-	-	
AUG 20-21, 2012	181 45%	46 68%	43 70%	12 27%	27 35%	24 32%	24 36%	20 28%	67 39%	89 65%	108 50%	61 38%	99 45%	45 52%	24 37%	-	-	-	16 25%	158 49%	5 51%	93 65%	49 31%	27 41%	
UNFAVORABLE																									
AUG 10-11, 2015	172 43%	9 15%	11 21%	34 69%	46 66%	32 40%	37 45%	59 70%	79 48%	32 21%	76 35%	90 54%	108 45%	27 31%	13 43%	51 41%	76 41%	37 49%	35 46%	127 42%	7 40%	27 20%	102 67%	32 36%	
AUG 23-25, 2014	165 41%	7 14%	6 14%	25 46%	58 85%	30 35%	34 38%	50 58%	91 52%	22 17%	47 25%	112 58%	100 43%	48 49%	5 14%	-	-	-	28 43%	130 42%	6 42%	17 13%	111 62%	29 41%	
AUG 19-20, 2013	156 39%	4 9%	7 13%	33 56%	42 61%	37 41%	34 41%	55 64%	77 44%	20 16%	50 24%	96 55%	97 41%	24 30%	25 46%	-	-	-	30 47%	117 38%	7 26%	-	-	-	
AUG 20-21, 2012	96 24%	7 11%	3 5%	15 35%	25 33%	31 41%	15 22%	32 44%	46 27%	13 10%	38 17%	57 36%	51 23%	15 18%	23 35%	-	-	-	26 41%	68 21%	1 8%	15 10%	57 35%	17 26%	
HEARD OF/NO OPINION	77 19%	3 5%	9 18%	8 16%	13 18%	16 20%	25 30%	15 18%	38 23%	23 15%	38 17%	36 22%	47 19%	20 23%	6 19%	28 23%	35 19%	11 15%	13 17%	62 20%	1 9%	14 11%	29 19%	29 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

Civitas Institute / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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Pat McCrory

BANNER 2

TOTAL (A)	PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...			
	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO- LIFE (K)	PRO- CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)	
NEVER HEARD OF	8 2%	3 6%	2 4%	2 4%	- 1%	- 1%	1 1%	3 2%	4 3%	4 2%	2 1%	4 2%	- n	4 13%	5 4%	2 1%	1 1%	1 1%	4 1%	3 21%	6 4%	3 2%	- X	
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	4.9	2.6	0.2	0.2	1.0	0.6	0.2	0.6	2.8	1.3	0.4	0.8	1.5	0.6	0.8	1.0	0.7	0.8	0.9	0.7	3.2	0.2	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/X
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Civitas Institute / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

Now I am going to read you a list of people and organizations active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person or organization. If you have never heard of them just tell me and we'll go on to the next one... Richard Burr 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	<35	35+	
	(A)	ANGLE	-EAST	-EAST	MONT	LOTTE	ERN	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%	
**D/S (FAVORABLE - UNFAVORABLE)	-13 -3%	-15 -15%	5 10% BDe	-10 -24%	- 1% BD	2 2% BD	6 10% BDe	1 - I	-13 -6%	-9 -6%	6 5% JLM	-5 -7%	-4 -6%	-3 -4% s	-1 -1% S	5 13% NQRS	-2 -3% s	-3 -4% s	-7 -17%	42 38% UV	-44 -37%	-8 -5% U	1 - X	-9 -6%	
TOTAL HEARD OF																									
AUG 10-11, 2015	344 86%	89 88%	36 83%	36 87%	57 83%	77 87%	49 87%	175 91% I	169 81%	125 84%	91 86%	62 87%	65 88%	87 92% Q	54 88%	33 93% Q	62 75%	71 86%	36 85%	92 83%	99 83%	147 90%	196 82%	140 93% W	
AUG 15-18, 2010	374 94%	88 95% G	41 93%	34 96% g	63 98% G	77 94%	72 87%	179 93%	195 94%	60 92%	126 94%	90 95%	99 92%	49 91%	82 95%	49 93%	51 95%	89 94%	54 92%	127 95%	91 96%	149 91%	235 93%	134 94%	
FAVORABLE																									
AUG 10-11, 2015	100 25%	21 21%	15 34%	8 19%	16 24%	22 25%	18 31%	56 29%	43 21%	26 17%	32 30% j	23 32% J	19 26%	22 24%	18 30% qs	16 43% NQS	11 14%	26 32% QS	6 14%	52 47% UV	10 9%	37 22% U	57 24%	42 28%	
AUG 15-18, 2010	148 37%	40 44% fg	20 44% G	19 54% eFG	23 36%	25 31%	21 26%	77 40%	71 34%	25 38%	41 31%	40 43% k	42 39%	20 38%	30 35%	27 51% oQS	15 28%	38 40%	19 31%	70 52% UV	14 15%	60 37% U	85 34%	61 43% w	
UNFAVORABLE																									
AUG 10-11, 2015	112 28%	37 36% fg	10 23%	18 42% efg	16 23%	20 23%	12 21%	56 29%	57 27%	34 23%	26 25%	27 39% Jk	24 32%	26 27%	19 31% q	11 30%	14 17%	30 36% Q	13 31%	10 9%	55 46% TV	45 27% T	56 23%	51 34% w	
AUG 15-18, 2010	125 31%	35 38% CD	6 13%	6 17%	22 35% CD	28 35% CD	27 33% Cd	55 29%	70 34%	21 33%	46 35%	25 27%	32 30%	16 30%	28 33%	11 21%	19 35%	29 30%	22 38% P	17 13%	52 54% TV	55 34% T	85 34%	40 28%	
HEARD OF/NO OPINION	132 33%	31 30%	11 26%	11 26%	25 36% CD	35 39% CD	20 35% Cd	63 33%	69 33%	65 44% kLm	33 31% L	11 16%	22 30% L	39 41% PR	17 28%	7 20%	37 45% oPR	15 18%	17 39% PR	30 27%	34 29%	66 40% t	84 35%	47 31%	
NEVER HEARD OF	56 14%	12 12%	8 17%	5 13%	11 17%	12 13%	7 13%	17 9%	39 19% H	23 16%	15 14%	9 13%	9 12%	8 8%	7 12%	2 7%	20 25% NP	12 14%	7 15%	18 17%	20 17%	17 10%	43 18% X	10 7%	
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.6	1.5	0.4	1.0	1.1	1.5	1.0	0.8	0.7	1.2	0.8	0.8	0.9	1.0	1.4	0.8	0.9	0.5	5.1	0.2	0.8	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

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	PARTY ID/GENDER						IDEOLOGY				ABORTION STAND				EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)		
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%		
**D/S (FAVORABLE - UNFAVORABLE)	-13 -3%	27 47%	15 29%	-21 -42%	-23 -33%	-3 -3%	-5 -6%	-35 -42%	-22 -13%	44 30%	24 11%	-35 -21%	-18 -7%	-	1 2%	-10 -8%	2 1%	-3 -4%	-20 -27%	9 3%	-	40 30%	-57 -37%	3 4%		
TOTAL HEARD OF																										
AUG 10-11, 2015	344 86%	49 85%	43 82%	44 88%	55 79%	78 96%	69 83%	67 80%	148 90%	126 85%	184 85%	145 88%	212 88%	78 89%	23 77%	104 85%	157 84%	71 95%	65 86%	264 87%	10 60%	115 86%	135 89%	75 83%		
AUG 15-18, 2010	374 94%	65 93%	62 97%	35 93%	56 98%	77 94%	72 89%	57 100%	153 93%	154 94%	198 93%	159 94%	196 95%	120 91%	17 88%	-	-	-	15 100%	348 94%	7 68%	-	-	-		
FAVORABLE																										
AUG 10-11, 2015	100 25%	30 52%	22 43%	4 9%	6 8%	22 27%	15 18%	5 6%	32 20%	61 41%	69 32%	27 17%	57 23%	27 31%	7 22%	23 18%	50 27%	24 32%	10 13%	87 29%	1 8%	59 44%	17 11%	17 19%		
AUG 15-18, 2010	148 37%	39 55%	32 50%	5 14%	9 15%	32 39%	28 34%	6 11%	50 30%	89 54%	97 45%	42 25%	75 37%	53 40%	7 37%	-	-	-	6 41%	135 37%	4 38%	-	-	-		
UNFAVORABLE																										
AUG 10-11, 2015	112 28%	3 5%	7 14%	26 51%	29 42%	25 30%	20 24%	40 48%	54 33%	17 12%	45 21%	62 37%	75 31%	27 31%	6 20%	33 27%	48 26%	27 36%	30 40%	78 26%	1 8%	19 15%	74 48%	14 15%		
AUG 15-18, 2010	125 31%	6 9%	11 17%	21 56%	30 53%	28 34%	26 33%	34 60%	63 38%	25 15%	47 22%	74 44%	63 30%	41 31%	7 38%	-	-	-	5 36%	117 32%	2 22%	-	-	-		
HEARD OF/NO OPINION	132 33%	17 29%	13 25%	14 28%	20 29%	32 39%	34 40%	22 26%	62 38%	47 32%	70 32%	56 34%	81 34%	24 27%	10 35%	49 39%	59 32%	20 26%	25 33%	99 33%	7 44%	36 27%	45 30%	44 49%		
NEVER HEARD OF	56 14%	9 15%	10 18%	6 12%	14 21%	3 4%	14 17%	17 20%	16 10%	22 15%	32 15%	20 12%	29 12%	10 11%	7 23%	19 15%	29 16%	4 5%	11 14%	39 13%	7 40%	19 14%	17 11%	15 17%		
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	10.8	3.0	0.2	0.2	0.9	0.8	0.1	0.6	3.5	1.5	0.4	0.8	1.0	1.1	0.7	1.0	0.9	0.3	1.1	1.1	3.0	0.2	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

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

Roy Cooper

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC		
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%
**D/S (FAVORABLE - UNFAVORABLE)	49 12%	23 23% CDG	-3 -6%	3 7% C	14 20% CdG	12 14% CG	- -	25 13%	24 12%	18 12%	8 8%	10 15%	12 17% k	4 5%	13 21% NR	8 21% Nr	11 13%	7 8%	7 15% n	-5 -4%	31 26% TV	23 14% T	45 19% X	1 -
TOTAL HEARD OF -----	273 68%	74 74% d	28 64%	22 53%	47 69%	69 77% Dg	34 60%	133 69%	141 68%	97 65%	71 66%	51 72%	54 74%	61 65%	41 67%	30 84% Noqrs	54 66%	57 69%	29 68%	79 72%	78 66%	113 69%	150 63%	118 79% W
FAVORABLE	104 26%	39 39% CdFG	6 14%	9 21%	20 30% c	20 23%	10 17%	56 29%	48 23%	36 24%	23 21%	21 30%	24 33%	20 21%	21 35% r	14 40% nR	19 23%	16 20%	13 29%	20 18%	40 34% T	44 27%	67 28%	34 23%
UNFAVORABLE	55 14%	16 16%	9 20%	6 13%	6 9%	8 9%	10 17%	31 16%	24 11%	18 12%	14 13%	11 15%	12 16%	16 17%	8 14%	7 19%	8 10%	10 12%	6 14%	25 22% Uv	9 7%	21 13%	21 9%	33 22% W
HEARD OF/NO OPINION	115 29%	19 19%	13 30%	8 19%	21 30%	40 45% BDG	14 26%	46 24%	69 33% h	43 29%	34 32%	19 27%	18 25%	25 27%	11 18%	9 25%	27 33%	31 37% O	11 25%	35 32%	29 24%	48 29%	62 26%	51 34%
NEVER HEARD OF	127 32%	27 26%	16 36%	20 47% bF	21 31%	20 23%	23 40% f	59 31%	67 32%	52 35%	36 34%	20 28%	19 26%	33 35% P	20 33% p	6 16%	28 34% p	26 31% p	14 32% p	31 28%	41 34%	51 31%	89 37% X	32 21%
**RATIO (FAVORABLE / UNFAVORABLE)	1.9	2.4	0.7	1.5	3.3	2.5	1.0	1.8	2.0	2.0	1.6	2.0	2.0	1.3	2.5	2.1	2.3	1.7	2.1	0.8	4.5	2.1	3.1	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

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

Roy Cooper

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (FAVORABLE - UNFAVORABLE)	49 12%	-2 -4%	-3 -6%	12 23% BCg	20 29% BCg	16 19% BC	7 9% BC	22 27% J	37 23% J	-9 -6%	1 -	43 26% K	27 11%	17 19% mo	1 4%	6 5%	30 16% P	9 12%	9 11%	40 13%	1 9%	-7 -5%	46 30% VX	8 9% V
TOTAL HEARD OF -----	273 68%	44 76%	35 67%	32 64%	46 66%	56 69%	57 69%	57 68%	114 70%	101 68%	144 67%	118 71%	167 69%	64 73% o	15 51%	80 65%	123 66%	56 75%	51 68% U	213 70% U	6 35%	96 72%	105 69%	57 63%
FAVORABLE	104 26%	14 24% c	5 10%	17 33% C	24 34% C	25 31% C	19 22%	29 34% J	51 31% J	24 16%	45 21%	53 32% K	58 24%	30 35% mo	5 16%	27 22%	51 27%	22 30%	18 24%	84 28% U	1 9%	25 19%	56 37% VX	19 22%
UNFAVORABLE	55 14%	16 28% DEFg	8 16%	5 10%	4 6%	10 12%	12 14%	6 8%	14 9%	34 23% HI	44 20% L	10 6%	32 13%	13 15%	4 12%	20 16%	21 11%	13 17%	9 12% U	44 15% U	- -	33 24% Wx	10 6%	12 13%
HEARD OF/NO OPINION	115 29%	14 24%	21 41% bd	10 21%	19 27%	21 26%	27 32%	22 26%	49 30%	43 29%	55 25%	54 33%	77 32%	20 23%	7 22%	33 27%	52 28%	21 28%	24 31%	85 28%	4 26%	38 28%	39 26%	26 29%
NEVER HEARD OF	127 32%	14 24%	17 33%	18 36%	23 34%	25 31%	26 31%	27 32%	50 30%	47 32%	72 33%	47 29%	74 31%	24 27%	15 49% n	44 35%	63 34%	19 25%	25 32%	90 30%	11 65% ST	38 28%	47 31%	33 37%
**RATIO (FAVORABLE / UNFAVORABLE)	1.9	0.9	0.7	3.3	6.2	2.6	1.6	4.5	3.7	0.7	1.0	5.3	1.8	2.3	1.3	1.3	2.4	1.7	1.9	1.9	-	0.8	5.7	1.7

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

Civitas Institute / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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

The North Carolina Democratic Party

BANNER 1

	KEY REGIONS						GENDER		AGE				GENDER/AGE			PARTY ID			YEARS LIVED IN NC					
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
**D/S (FAVORABLE - UNFAVORABLE)	-23 -6%	-4 -4%	-3 -7%	-1 -3%	2 2% BCdFG	-6 -7%	-10 -17%	-35 -18%	12 6% H	-2 -1% KM	-9 -8%	-	-12 -16%	-18 -19% p	-	-17 -47%	8 10% NOP	3 3% NOP	3 3% NP	-78 -71%	78 66% TV	-22 -13% T	6 2% X	-27 -18%
TOTAL HEARD OF	393 98%	101 100% f	42 97%	42 100% f	66 97%	85 96%	56 100%	191 99%	202 97%	147 99%	106 100% m	68 97%	70 95%	94 99%	61 99%	36 100% s	81 99%	81 98%	40 92%	108 98%	118 99%	161 98%	236 99%	146 98%
FAVORABLE																								
AUG 10-11, 2015	134 34%	34 34%	14 33%	17 41%	26 38%	25 28%	18 33%	58 30%	77 37%	48 32%	37 35%	29 41%	21 28%	27 28%	24 40% P	6 17%	28 35% p	33 40% P	15 35% p	5 5%	87 73% TV	42 26% T	90 38% x	41 28%
AUG 19-20, 2013	150 37%	51 48% cDf	13 30%	7 22%	22 35%	31 34%	25 40% d	67 35%	83 40%	78 43% LM	39 37%	15 29%	18 29%	39 40%	18 30%	10 30%	48 43% S	27 41% s	8 25%	6 6%	85 66% TV	59 34% T	117 40%	33 32%
UNFAVORABLE																								
AUG 10-11, 2015	157 39%	38 38%	17 39%	18 44%	24 35%	31 35%	28 50%	93 48% I	65 31%	50 33%	46 43%	29 41%	32 44%	45 47% Q	25 41% q	23 64% OQRS	20 25%	31 37%	14 32%	83 76% UV	8 7%	64 39% U	84 35%	69 46% w
AUG 19-20, 2013	148 37%	37 34%	15 35%	17 51%	22 34%	38 42%	19 31%	77 40%	71 34%	54 30%	39 37%	24 45% j	32 52% JK	32 33%	30 49% nQ	15 46% Q	28 26%	25 37%	17 55% NQR	73 74% UV	16 13%	58 34% U	94 32%	51 49% W
HEARD OF/NO OPINION	101 25%	29 29%	11 25%	6 15%	17 24%	28 32% dg	10 17%	41 21%	60 29%	50 33% kL	23 22%	11 15%	17 24%	22 23%	12 19%	7 19%	32 39% nOPR	17 21%	11 26%	20 18%	23 19%	55 34% TU	62 26%	36 24%
NEVER HEARD OF	7 2%	-	1 3%	-	2 3%	4 4% bd	-	1 1%	6 3%	2 1%	-	2 3%	3 5% k	1 1%	-	-	1 1%	2 2%	3 8% p	2 2%	1 1%	3 2%	3 1%	4 2%
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.9	0.8	0.9	1.1	0.8	0.7	0.6	1.2	1.0	0.8	1.0	0.6	0.6	1.0	0.3	1.4	1.1	1.1	0.1	10.3	0.7	1.1	0.6

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

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

The North Carolina Democratic Party

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...			
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)	
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%	
**D/S (FAVORABLE - UNFAVORABLE)	-23 -6%	-44 -76%	-34 -65%	35 70%	44 62%	-25 -31%	4 5%	52 61%	10 6%	-84 -57%	-59 -27%	35 21%	-6 -3%	-14 -16%	6 20%	2 1%	-7 -4%	-12 -16%	34 45%	-58 -19%	- 2%	-93 -70%	86 57%	-15 -16%	
TOTAL HEARD OF	393 98%	57 99%	51 97%	50 100%	69 99%	81 100%	80 96%	82 98%	162 99%	146 98%	214 99%	160 97%	238 99%	85 97%	30 100%	123 99%	181 97%	74 99%	73 97%	299 99%	16 97%	132 99%	150 98%	89 99%	
FAVORABLE																									
AUG 10-11, 2015	134 34%	2 4%	3 6%	38 76%	49 70%	17 21%	25 30%	57 67%	60 36%	17 12%	55 26%	71 43%	89 37%	24 27%	13 43%	42 34%	67 36%	22 29%	46 61%	83 27%	4 22%	8 6%	100 65%	21 23%	
AUG 19-20, 2013	150 37%	3 7%	4 6%	32 54%	52 77%	32 36%	27 33%	53 62%	79 45%	14 11%	60 29%	83 47%	93 40%	22 27%	28 50%	-	-	-	33 51%	106 35%	10 37%	-	-	-	
UNFAVORABLE																									
AUG 10-11, 2015	157 39%	46 80%	37 70%	3 6%	5 8%	43 53%	21 25%	5 6%	50 30%	101 68%	114 53%	37 22%	95 39%	38 43%	7 24%	40 33%	74 40%	34 45%	12 15%	141 47%	3 20%	101 76%	13 9%	35 40%	
AUG 19-20, 2013	148 37%	31 77%	42 72%	11 19%	5 8%	35 39%	24 29%	16 18%	48 27%	82 66%	89 44%	52 30%	84 36%	41 51%	11 20%	-	-	-	13 21%	123 40%	10 36%	-	-	-	
HEARD OF/NO OPINION	101 25%	9 15%	11 21%	9 18%	14 21%	21 26%	34 41%	21 24%	52 32%	27 18%	45 21%	52 31%	55 23%	23 27%	10 33%	40 32%	40 22%	19 25%	16 21%	75 25%	9 55%	22 17%	37 24%	33 36%	
NEVER HEARD OF	7 2%	- 1%	1 3%	- -	1 1%	- -	3 4%	2 2%	2 1%	2 2%	2 1%	5 3%	3 1%	3 3%	- -	1 1%	5 3%	1 1%	3 3%	4 1%	1 3%	2 1%	3 2%	1 1%	
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.1	0.1	12.6	9.1	0.4	1.2	11.2	1.2	0.2	0.5	1.9	0.9	0.6	1.8	1.0	0.9	0.6	3.9	0.6	1.1	0.1	7.4	0.6	

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

Civitas / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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The North Carolina Republican Party

BANNER 1

	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%
**D/S (FAVORABLE - UNFAVORABLE)	-54 -14%	-24 -23%	-4 -9% bG	-10 -25%	11 15% BCDFG	-8 -9% bG	-19 -34%	-22 -11%	-33 -16%	-35 -23%	-4 -4% Jl	-9 -13%	-7 -9% J	-19 -20%	-7 -12%	5 13% NOQRS	-15 -19%	-8 -10%	-9 -21%	67 60% UV	-78 -65%	-38 -23% U	-54 -23%	4 3% W
TOTAL HEARD OF	393 98%	100 99%	44 100%	42 100%	65 96%	85 96%	56 100%	190 99%	202 97%	148 99%	105 98%	69 98%	71 96%	94 100% s	59 97%	36 100% s	81 99%	81 98%	40 93%	108 98%	118 99%	161 98%	236 99%	146 97%
FAVORABLE																								
AUG 10-11, 2015	125 31%	29 29%	16 36%	12 29%	30 44% bFG	24 27%	14 24%	68 35%	57 28%	38 26%	39 36%	25 35%	24 32%	31 33%	20 33%	17 48% QS	17 21%	30 36% q	10 23%	79 71% UV	9 7%	38 23% U	67 28%	56 37%
AUG 19-20, 2013	121 30%	28 26%	14 33%	11 32%	23 37%	23 25%	22 35%	54 28%	67 32%	50 27%	30 29%	18 33%	24 39% j	23 24%	19 31%	12 38%	31 28%	23 34%	13 42% N	73 74% UV	4 3%	44 26% U	79 27%	40 38% W
UNFAVORABLE																								
AUG 10-11, 2015	180 45%	53 52% Ef	20 45%	23 55% E	20 29%	32 37%	33 58% EF	90 47%	90 43%	73 49%	42 40%	34 48%	30 41%	50 53%	27 45%	13 36%	32 39%	38 46%	19 45%	12 11%	87 73% TV	76 46% T	121 51% X	52 34%
AUG 19-20, 2013	189 47%	62 57% EG	20 45%	16 49%	21 33%	46 50% E	25 40%	98 51%	91 44%	92 50%	45 43%	25 48%	27 44%	51 52%	31 51%	16 48%	50 46%	29 44%	12 38%	11 11%	100 78% TV	78 45% T	143 49%	45 42%
HEARD OF/NO OPINION	87 22%	19 19%	8 19%	7 16%	15 22% bdg	29 32% bdg	10 17%	32 17%	55 27% H	37 25%	23 22%	10 15%	17 23%	14 15%	12 20%	6 16%	31 39% NOPR	13 15%	11 25%	17 16%	22 19%	47 28% T	48 20%	38 26%
NEVER HEARD OF	7 2%	1 1%	- -	- -	3 4%	3 4%	- -	2 1%	6 3%	1 1%	2 2%	2 2%	3 4%	- -	2 3%	- -	1 1%	2 2%	3 7% np	2 2%	1 1%	4 2%	3 1%	4 3%
**RATIO (FAVORABLE / UNFAVORABLE)	0.7	0.6	0.8	0.5	1.5	0.7	0.4	0.8	0.6	0.5	0.9	0.7	0.8	0.6	0.7	1.4	0.5	0.8	0.5	6.5	0.1	0.5	0.6	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

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

The North Carolina Republican Party

BANNER 2

	PARTY ID/GENDER							IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...				
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)		
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%		
**D/S (FAVORABLE - UNFAVORABLE)	-54 -14%	39 68%	27 52%	-33 -66%	-45 -65%	-25 -31%	-13 -16%	-56 -66%	-54 -33%	57 39%	24 11%	-68 -41%	-42 -17%	-4 -5%	-4 -13%	-19 -15%	-16 -9%	-15 -20%	-21 -28%	-30 -10%	-1 -8%	64 48%	-108 -71%	-7 -8%		
TOTAL HEARD OF	393 98%	57 99%	51 97%	49 98%	69 99%	81 100%	80 96%	82 98%	162 99%	144 97%	213 99%	162 98%	237 98%	86 98%	29 97%	123 99%	182 98%	73 97%	73 97%	300 99%	15 91%	131 98%	149 98%	89 99%		
FAVORABLE																										
AUG 10-11, 2015	125 31%	44 77%	34 65%	5 10%	4 6%	19 23%	19 23%	7 8%	30 18%	88 59%	94 43%	29 17%	74 31%	29 34%	10 35%	34 27%	62 33%	25 33%	17 22%	103 34%	5 30%	88 66%	8 5%	23 25%		
AUG 19-20, 2013	121 30%	34 82%	39 68%	-	4 6%	21 23%	23 29%	7 8%	34 19%	76 61%	85 42%	32 18%	67 28%	31 38%	14 26%	-	-	-	5 8%	105 34%	9 34%	-	-	-		
UNFAVORABLE																										
AUG 10-11, 2015	180 45%	5 9%	7 13%	38 76%	49 70%	44 54%	32 39%	63 75%	84 51%	31 21%	70 32%	96 58%	116 48%	34 38%	14 48%	53 43%	78 42%	40 53%	38 50%	133 44%	6 38%	24 18%	117 76%	30 34%		
AUG 19-20, 2013	189 47%	6 15%	5 8%	43 72%	57 83%	48 54%	29 36%	67 77%	93 53%	24 20%	67 33%	112 64%	118 50%	34 42%	28 50%	-	-	-	47 73%	134 44%	7 26%	-	-	-		
HEARD OF/NO OPINION	87 22%	8 13%	10 18%	6 12%	16 23%	18 23%	28 34%	12 15%	48 29%	26 17%	50 23%	36 22%	48 20%	22 26%	4 14%	36 29%	43 23%	8 11%	19 25%	64 21%	4 23%	20 15%	24 16%	36 40%		
NEVER HEARD OF	7 2%	1 1%	1 3%	1 2%	1 1%	-	4 4%	2 2%	2 1%	4 3%	3 1%	4 2%	4 2%	2 2%	1 3%	1 1%	4 2%	2 3%	3 3%	3 1%	1 9%	2 2%	4 2%	1 1%		
**RATIO (FAVORABLE / UNFAVORABLE)	0.7	8.8	4.9	0.1	0.1	0.4	0.6	0.1	0.4	2.9	1.3	0.3	0.6	0.9	0.7	0.6	0.8	0.6	0.4	0.8	0.8	3.6	0.1	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 / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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	TRI-	SOUTH	NORTH	PIED-	CHAR-	WEST-	MEN	WOMEN	18-40	41-55	56-65	66+	MEN	MEN	MEN	WOMEN	WOMEN	WOMEN	GOP	DEM	IND	<35	35+	
	(A)	ANGLE	-EAST	-EAST	MONT	LOTTE	ERN																		(F)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%	
**D/S (APPROVE - DISAPPROVE)	7 2%	19 18% CEFG	-8 -17%	5 12% CFG	3 4% CFG	-8 -9%	-4 -6%	-8 -4%	16 8% H	16 11% KM	-5 -5%	6 8% KM	-9 -12%	-5 -5% P	7 11% NPS	-11 -30%	14 18% NPRS	3 3% NPS	-1 -3% P	-92 -83%	94 78% TV	4 2% T	26 11% X	-22 -15%	
TOTAL APPROVE																									
AUG 10-11, 2015	199 50%	59 58% c	18 40%	23 56%	34 50%	39 44%	26 47%	90 47%	109 52%	79 53%	49 46%	37 53%	32 43%	45 48%	33 54% P	12 33%	45 55% P	43 52% p	20 48%	9 8%	107 89% TV	79 48% T	129 54% X	62 42%	
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	158 57% X	33 29%	
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	159 54% x	47 44%	
AUG 20-21, 2012	200 50%	52 57% D	32 57% d	15 37%	34 50%	41 49%	28 44%	90 47%	110 53%	83 57% L	62 50%	26 40%	29 45%	54 55% o	28 39%	9 37%	51 57% Op	38 51% p	21 48%	11 8%	109 91% TV	80 56% T	153 52% T	41 43%	
AUG 14-18, 2011	175 44%	45 46%	20 39%	13 34%	23 40%	49 53% d	25 38%	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	129 45% T	39 38%	
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	134 53% X	41 29%	
TOTAL DISAPPROVE																									
AUG 10-11, 2015	191 48%	40 39%	25 58% b	18 44%	31 45%	47 53%	30 53%	98 51%	93 45%	63 43%	55 51%	32 45%	41 56%	49 52%	26 42%	23 63% OQ	31 38%	40 48%	22 51%	101 92% UV	13 11%	75 46% U	103 43% W	84 56% W	
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	104 37% W	76 67% 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	121 41% U	55 53% 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	133 45% U	51 54%	

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

Civitas / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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 (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (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)	<35 (W)	35+ (X)
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	143 50%	60 58%
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	107 42%	98 68% W
STRONGLY APPROVE	82 20%	27 26% Cg	4 10%	15 36% CfG	15 22%	15 16%	7 12%	33 17%	49 24%	24 16%	21 20%	18 25%	19 26%	11 12%	12 20%	9 25%	15 19%	23 28% N	11 25%	- -	54 45% TV	26 16% T	47 20%	33 22%
SOMEWHAT APPROVE	117 29%	32 32%	13 30%	8 20%	19 28%	24 27%	19 35%	57 30%	59 29%	56 37% M	28 26%	20 28%	13 17%	34 36% P	21 34% P	3 8%	30 36% P	20 24% P	10 23% p	9 8%	53 44% Tv	54 33% T	81 34% X	30 20%
SOMEWHAT DISAPPROVE	42 11%	12 12%	5 12%	2 5%	6 9%	10 11%	8 13%	13 7%	29 14% h	19 13% m	13 12% m	7 10%	3 4%	9 10%	3 5%	1 3%	13 16% oPs	14 17% OFS	2 5%	15 13%	11 9%	16 10%	26 11% TU	16 11%
STRONGLY DISAPPROVE	149 37%	28 28%	20 46% b	16 39%	25 36%	37 42% b	22 40%	85 44% I	64 31%	44 30%	41 39%	25 36%	38 51% JL	40 43% Q	23 37% q	22 60% nOQR	18 22%	26 31%	20 46% Q	86 78% UV	2 2%	59 36% U	77 32%	68 45% W
UNDECIDED/DON'T KNOW	9 2%	1 1%	1 2%	- -	3 5%	3 4%	- -	4 2%	5 2%	4 3%	2 2%	1 2%	1 1%	- -	2 4%	1 3%	4 5%	- -	1 2%	- -	- -	9 5% TU	5 2%	3 2%
REFUSED	2 -	2 2%	- -	- -	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	2 1%	2 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 / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

Do you approve or disapprove of the job that Barack Obama is doing as President? BANNER 2

	PARTY ID/GENDER							IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (APPROVE - DISAPPROVE)	7 2%	-50 -86%	-42 -80%	41 82%	53 76%	-2 -3%	6 8%	65 77%	35 21%	-90 -61%	-76 -35%	72 44%	21 9%	-4 -5%	4 15%	24 19%	-16 -9%	6 8%	57 75%	-49 -16%	- -2%	-106 -79%	122 80%	- -
TOTAL APPROVE				BCFG	BCFG	BC	BCF	IJ	J		K	N	N		OR	Q	Q	TU		T		VX	V	
AUG 10-11, 2015	199 50%	4 7%	5 10%	45 91%	61 88%	38 46%	42 50%	74 88%	96 58%	28 19%	68 31%	116 70%	127 53%	41 47%	17 57%	71 57%	83 44%	40 54%	64 84%	125 41%	8 49%	14 10%	136 89%	41 46%
AUG 23-25, 2014	193 48%	4 8%	5 11%	43 78%	60 87%	40 47%	37 41%	77 89%	94 54%	20 15%	59 32%	127 66%	127 55%	38 39%	15 43%	-	-	-	38 59%	146 47%	8 60%	17 14%	141 78%	24 34%
AUG 19-20, 2013	206 51%	5 12%	4 7%	49 82%	62 91%	41 46%	43 54%	74 85%	109 62%	16 13%	80 39%	113 65%	128 54%	28 34%	41 73%	-	-	-	56 88%	134 44%	15 54%	-	-	-
AUG 20-21, 2012	200 50%	5 7%	6 9%	40 92%	69 90%	45 59%	35 53%	68 94%	102 60%	21 15%	84 38%	109 68%	108 49%	41 47%	43 66%	-	-	-	58 91%	136 42%	4 34%	15 10%	145 90%	34 52%
AUG 14-18, 2011	175 44%	9 16%	4 7%	41 81%	51 75%	32 40%	32 45%	48 68%	94 54%	22 17%	61 29%	100 61%	107 46%	27 39%	26 52%	-	-	-	32 80%	116 37%	20 60%	15 11%	123 79%	23 36%
AUG 15-18, 2010	175 44%	11 16%	5 8%	35 95%	48 84%	42 51%	30 38%	55 96%	103 62%	13 8%	53 25%	115 68%	107 52%	44 33%	11 58%	-	-	-	14 94%	155 42%	6 59%	-	-	-
TOTAL DISAPPROVE				BCeFG	BCFG	BC	BC	IJ	J		K	N	N		N			Tu						
AUG 10-11, 2015	191 48%	54 93%	47 90%	4 9%	8 12%	40 49%	35 42%	10 12%	61 37%	118 80%	144 67%	43 26%	106 44%	46 52%	13 43%	47 38%	99 53%	35 46%	7 9%	173 57%	8 51%	120 90%	14 9%	42 47%
AUG 23-25, 2014	183 46%	44 91%	38 86%	6 10%	9 13%	45 52%	39 44%	7 8%	63 36%	110 82%	118 63%	59 30%	91 39%	54 55%	19 57%	-	-	-	18 28%	153 49%	5 40%	105 84%	24 14%	42 59%
AUG 19-20, 2013	178 45%	36 88%	54 93%	5 9%	6 9%	43 47%	34 42%	13 15%	57 32%	106 85%	123 60%	51 29%	96 41%	51 63%	14 25%	-	-	-	4 6%	161 53%	11 41%	-	-	-
AUG 20-21, 2012	187 47%	61 90%	56 91%	3 8%	6 8%	30 39%	25 38%	3 4%	63 37%	112 82%	128 59%	48 30%	108 49%	45 51%	17 26%	-	-	-	6 9%	173 54%	7 66%	124 87%	15 9%	26 40%
AUG 14-18, 2011	207 52%	46 83%	47 91%	8 15%	16 24%	38 47%	37 51%	19 28%	68 39%	105 80%	135 65%	61 37%	112 48%	41 59%	21 42%	-	-	-	6 14%	186 59%	12 37%	118 85%	29 19%	35 56%

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

Civitas / NORTH CAROLINA STATEWIDE UNAFFILIATED STUDY 2015 / AUGUST 2015

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

BANNER 2

	PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...			
	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)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET- IRED (N)	UNEM- PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	210 52%	57 81% DEFG	57 90% DEFG	2 5%	8 15%	37 45% DE	45 55% DE	2 4%	54 33% H	148 90% HI	153 72% L	48 29%	94 45%	82 62% MO	7 35%	-	-	-	1 6%	201 54% S	4 41% s	-	-	-
STRONGLY APPROVE	82 20%	- 1%	-	20 40% BCFG	34 48% BCFG	10 12% BC	16 19% BC	36 43% IJ	39 23% J	7 5%	29 14%	46 28% K	50 21%	23 26%	7 23%	28 23%	34 18%	19 25%	41 54% TU	36 12%	3 19%	2 2%	62 41% VX	14 16% V
SOMEWHAT APPROVE	117 29%	4 6%	5 10%	25 51% BCg	28 40% BC	28 34% BC	26 31% BC	38 45% J	57 35% J	21 14%	39 18%	70 42% K	76 32% n	19 21%	10 34%	43 35%	49 26%	22 29%	22 29%	89 29%	5 30%	11 9%	74 48% VX	27 31% V
SOMEWHAT DISAPPROVE	42 11%	5 9%	9 18% df	3 6%	8 11%	5 6%	11 14%	7 8%	23 14%	12 8%	29 14%	12 8% N	26 11%	3 4%	2 7%	9 7%	20 11%	8 11%	5 7%	29 10%	7 42% ST	18 14%	12 8%	9 11%
STRONGLY DISAPPROVE	149 37%	48 84% DEFG	38 72% DEFG	1 3%	1 1%	35 43% DE	24 29% DE	3 3%	38 23% H	106 72% HI	114 53% L	31 19%	80 33%	43 49% M	11 35%	38 31%	79 43% p	26 35%	2 2%	144 48% SU	2 9%	101 76% WX	2 1%	32 36% W
UNDECIDED/DON'T KNOW	9 2%	-	-	-	-	4 4% bcde	5 6%	-	6 4% h	2 1%	4 2%	4 3%	7 3% O	1 1%	-	6 5% R	3 1%	-	4 5%	5 2% u	-	-	1 1%	7 7% vw
REFUSED	2 -	-	-	-	-	-	2 2%	-	2 1%	-	-	2 1%	2 1%	-	-	-	2 1%	-	2 2%	-	-	-	2 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