

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: If the election for North Carolina Governor were being held today, 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				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%	138 23%	78 13%	72 12%	115 19%	118 20%	80 13%	288 48%	312 52%	39 6%	119 20%	172 29%	118 20%	150 25%	90 15%	127 21%	71 12%	108 18%	113 19%	90 15%	335 56%	184 31%	35 6%
**D/S (MCCRORY - COOPER)	28 5%	-7 -5%	3 4% BD	-5 -7%	17 15% BCD	12 11% BD	7 9% BD	27 9% I	1 -	-9 -22%	2 1% j	18 10% JKN	11 10% JKN	5 4% J	14 15% QRS	16 12% QRS	-2 -3%	-11 -11%	5 4% QR	7 8% QR	16 5% W	6 3% W	-6 -17%
TOTAL MCCRORY																							
SEP 28-30, 2015	248 41%	54 39%	29 38%	26 36%	52 45%	50 43%	36 45%	127 44%	121 39%	9 22%	46 38%	75 44% j	54 45% J	64 43% j	42 46% r	57 45% r	28 40%	34 31%	46 41%	41 45% r	137 41% w	78 43% W	8 24%
JUN 23-25, 2015	258 43%	42 35%	53 59% BEFG	40 53% B	43 38%	48 39%	31 39%	143 50% I	115 37%	26 57%	46 41%	75 43%	49 41%	62 41%	50 48%	54 54% ST	38 47% t	35 38%	52 37%	28 35%	153 45%	71 40%	12 37%
TOTAL COOPER																							
SEP 28-30, 2015	220 37%	61 44% Ef	26 34%	31 43% e	35 30%	38 32%	29 37%	100 35%	121 39%	17 45%	44 37%	57 33%	42 36%	59 39%	28 31%	41 32%	30 43%	45 42%	42 37%	34 37%	121 36%	73 39%	14 40%
JUN 23-25, 2015	227 38%	59 49% Cd	17 19%	25 33%	49 44% C	45 37% C	31 39% C	96 33%	131 42% h	14 31%	40 36%	67 39%	43 36%	63 42%	38 36%	29 29%	28 35%	36 39%	59 42% p	36 45% P	122 36%	76 43%	17 50%
TOTAL LEAN/UNDECIDED																							
SEP 28-30, 2015	118 20%	21 15%	20 26% bg	12 17%	27 24% b	26 22%	11 14%	56 19%	62 20%	11 27%	29 24%	35 20%	19 16%	24 16%	20 22%	23 18%	12 17%	27 25% t	22 19%	13 14%	75 23% v	27 15%	9 25%
JUN 23-25, 2015	100 17%	17 14%	17 19%	10 13%	16 14%	28 23%	12 15%	40 14%	61 19%	5 12%	26 23%	21 12%	25 21% l	24 16%	13 12%	13 13%	14 17%	21 23%	24 17%	15 19%	51 15%	27 15%	4 11%
DEFINITELY MCCRORY	187 31%	45 32%	21 27%	20 27%	37 32%	40 34%	25 31%	101 35% i	86 28%	7 18%	38 31%	50 29%	42 36% j	50 33%	33 37% r	44 34% R	24 34% r	22 21%	34 30%	29 32% r	104 31% W	59 32% W	4 11%
PROBABLY MCCRORY	61 10%	9 7%	9 11%	6 9%	15 13%	10 9%	12 14%	26 9%	35 11%	2 4%	8 7%	25 15% jk	11 9%	14 9%	9 10%	13 10%	4 6%	11 10%	12 11%	12 13% q	33 10%	19 10%	4 12%
LEAN MCCRORY	10 2%	2 1%	1 1%	1 1%	3 2%	2 2%	2 2%	5 2%	5 2%	- -	2 1%	4 2% j	1 1%	4 2% J	- -	2 2%	3 4% o	3 3%	1 1%	1 1%	6 2% W	4 2% W	- -
UNDECIDED	78 13%	12 9%	15 20% bG	12 16% g	16 14%	18 16% g	5 7%	35 12%	43 14%	9 23%	18 15%	23 14%	12 10%	16 11%	16 17%	14 11%	6 8%	18 16%	14 13%	11 12%	47 14%	19 10%	9 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
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)
LEAN COOPER	29 5%	7 5% D	4 6% d	- -	8 7% D	5 5% D	4 5% d	15 5%	14 5%	2 5%	10 8%	7 4%	6 5%	4 3%	4 5%	8 6% T	3 5%	7 6% t	6 6% t	1 1%	22 7% VW	5 3% W	- -
PROBABLY COOPER	55 9%	14 10%	7 10%	6 8%	11 9%	12 10%	6 7%	19 6%	37 12% H	5 13%	7 6%	15 8%	10 8%	19 13% k	3 3%	8 6%	8 12% o	12 11%	12 11% O	13 14% OP	19 6%	27 15% U	4 12%
DEFINITELY COOPER	165 28%	47 34% Ef	19 24%	25 35% Ef	24 21%	26 22%	24 29%	81 28%	84 27%	12 32%	38 32%	43 25%	32 27%	40 26%	25 28%	33 26%	22 31%	33 31%	30 26%	21 23%	102 30%	46 25%	10 28%
REFUSED	14 2%	2 2%	2 2%	3 4%	1 1%	3 3%	3 4%	6 2%	8 3%	2 6%	- -	5 3% K	4 3% K	3 2% k	- -	6 5% OQ	- -	2 2%	3 3% oq	3 3% oq	1 -	6 3% U	4 12% u

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
 NATIONAL RESEARCH INC

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

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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%	96 16%	96 16%	112 19%	146 24%	80 13%	70 12%	152 25% L	164 27%	261 43% l	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (MCCRORY - COOPER)	28 5%	145 76% CD	-118 -46%	1 C	72 75% GHIJ	73 76% GHIJ	-47 -42%	-71 -49%	2 2% GHJ	-1 -2% GH	-84 -55%	-24 -15% K	132 51% KL	-67 -49%	76 18% N	15 57% NO	11 3%	16 9% Q
TOTAL MCCRORY																		
SEP 28-30, 2015	248 41%	156 81% CD	39 15%	54 36% C	77 80% GHIJ	78 82% GHIJ	20 18%	19 13%	30 37% GH	24 35% GH	21 14%	44 27% K	174 67% KL	18 13%	208 49% N	16 63% N	176 42%	72 40%
JUN 23-25, 2015	258 43%	135 71% CD	56 22%	66 44% C	79 74% GHIJ	56 66% GHIJ	28 26%	28 19%	36 49% GH	30 40% H	24 16%	34 24%	189 67% KL	21 15%	217 51% N	18 57% N	172 41%	86 48%
TOTAL COOPER																		
SEP 28-30, 2015	220 37%	11 5%	157 61% BD	53 35% B	5 5%	6 6%	67 60% EFIJ	90 61% EFIJ	28 35% EF	25 36% EF	105 69% LM	68 42% M	42 16%	85 62% OP	132 31% P	1 6%	165 39% r	56 31%
JUN 23-25, 2015	227 38%	32 17%	144 56% BD	51 34% B	18 17%	14 16%	59 56% EFI	85 56% EFI	19 25%	33 43% EFi	91 62% M	72 51% M	55 19%	90 65% OP	127 30%	8 25%	162 39%	65 36%
TOTAL LEAN/UNDECIDED																		
SEP 28-30, 2015	118 20%	23 12%	57 22% B	38 25% B	13 13%	11 11%	21 19%	36 24% EF	22 27% EF	16 22% f	24 16% KM	46 28%	41 16%	28 21%	80 19%	8 31%	71 17%	46 26% Q
JUN 23-25, 2015	100 17%	24 13%	53 20% b	23 16%	10 9%	14 17%	19 17%	34 23% E	11 15%	12 16%	31 21% m	27 19%	35 12%	27 20%	68 16%	5 16%	80 19% r	21 12%
DEFINITELY MCCRORY	187 31%	117 61% CD	29 11%	41 27% C	63 65% GHIJ	55 57% GHIJ	15 13%	14 10%	24 30% GH	17 24% H	14 9%	26 16%	139 53% KL	16 12%	157 37% N	9 33%	135 32%	52 29%
PROBABLY MCCRORY	61 10%	38 20% CD	9 4%	13 9% c	15 15% GH	24 25% GHIJ	5 5%	4 3%	6 7% h	7 11% h	7 5%	18 11% k	34 13% K	2 1%	51 12% N	8 30% N	41 10%	20 11%
LEAN MCCRORY	10 2%	2 1%	3 1%	5 3%	1 1%	1 1%	1 1%	2 1%	3 4%	2 3%	2 1%	1 1%	7 3% l	2 1%	8 2% P	- -	7 2%	3 2%
UNDECIDED	78 13%	19 10%	36 14%	24 16%	11 11%	8 8%	13 12%	23 15%	11 14%	12 17%	12 8%	38 23% KM	27 10%	19 13%	51 12%	7 29%	47 11%	31 17%

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

Continued

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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)
LEAN COOPER	29 5%	2 1%	18 7% B	9 6% B	1 1%	1 1%	7 6% Ef	12 8% EFJ	8 10% EFJ	1 2%	11 7% m	7 4%	7 3%	8 6%	20 5%	1 3%	17 4%	12 7%
PROBABLY COOPER	55 9%	5 3%	37 14% B	13 9% B	1 1%	4 4%	13 12% Ef	24 16% EFI	5 6% e	8 12% E	22 15% M	21 13% M	12 5%	18 13%	35 8%	1 6%	42 10%	13 7%
DEFINITELY COOPER	165 28%	6 3%	120 46% BD	40 27% B	4 4%	1 1%	54 48% EFIJ	66 45% EFIJ	23 28% EF	17 24% EF	83 55% LM	48 29% M	29 11%	67 48% OP	97 23% P	-	122 29%	43 24%
REFUSED	14 2%	3 1%	6 2%	5 4%	2 2%	1 1%	4 3%	2 1%	1 1%	5 7% i	1 1%	6 3%	4 2%	7 5% P	6 1% P	-	8 2%	6 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
N A T I O N A L R E S E A R C H I N C

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: Now, please tell me whether you approve or disapprove of: The job that Pat McCrory is doing as Governor?

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%	138 23%	78 13%	72 12%	115 19%	118 20%	80 13%	288 48%	312 52%	39 6%	119 20%	172 29%	118 20%	150 25%	90 15%	127 21%	71 12%	108 18%	113 19%	90 15%	335 56%	184 31%	35 6%
**D/S (APPROVE - DISAPPROVE)	88 15%	-2 -1%	8 11% B	15 20% B	34 30% BCFG	21 18% B	12 15% B	42 15%	46 15%	2 6% k	-5 -4%	38 22% JK	20 17% K	32 21% JK	7 8% R	24 19% OR	11 16% R	-1 -1%	21 18% OR	26 29% OpQRs	36 11%	33 18% U	8 24%
TOTAL APPROVE -----																							
SEP 28-30, 2015	320 53%	63 46%	39 50%	40 55%	71 62% B	63 54%	44 56%	154 54%	166 53%	16 40%	54 46%	96 55%	67 57%	86 57% k	46 51%	69 55%	39 54%	47 44%	62 55%	56 62% R	169 51%	104 56%	22 62%
JUN 23-25, 2015	309 51%	57 47%	48 54%	51 68% BEG	51 45%	68 55%	34 42%	162 56% i	147 47%	29 64%	54 48%	90 52%	57 47%	80 53%	59 56%	59 59% s	44 54%	43 46%	63 45%	41 51%	171 51%	96 54%	17 50%
FEB 24-25, 2015	289 48%	59 42%	51 63% BdFG	33 48%	60 54% bG	56 47%	30 38%	150 52% i	139 45%	21 50%	44 42%	83 46%	56 48%	84 55% kl	39 41%	66 54% oS	45 63% ORSt	46 45%	47 39%	47 51% s	161 48%	94 51%	21 46%
FEB 1-3, 2015	305 51%	65 46%	35 48%	34 48%	54 48%	84 60% Be	34 53%	152 53%	153 49%	24 53%	51 50%	86 48%	58 50%	86 55%	53 52%	66 52%	33 55%	49 52%	49 43%	55 54%	168 49%	107 55%	14 47%
TOTAL DISAPPROVE -----																							
SEP 28-30, 2015	232 39%	65 47% Ef	30 39%	25 35%	37 32%	42 36%	33 41%	112 39%	120 38%	13 34%	60 50% LN	58 33%	47 40%	54 36%	39 43%	46 36%	27 39%	49 45%	42 37%	29 32%	134 40%	70 38%	13 38%
JUN 23-25, 2015	235 39%	57 47% CD	21 23%	18 23%	52 46% CD	46 37% c	42 53% CDf	105 37%	130 42%	10 23%	35 31%	77 44% J	52 43% J	61 41% j	36 34%	34 34%	35 43%	29 31%	68 49% opr	32 41%	130 38%	70 40%	11 33%
FEB 24-25, 2015	234 39%	64 46% C	20 25%	28 41% C	42 38% c	46 39% c	33 42% C	101 35% h	133 43%	12 27%	37 35%	83 45% jN	53 45% jN	49 33%	36 38%	45 37%	20 28%	36 35%	65 55% OPQRT	32 35%	139 41%	66 36%	18 38%
FEB 1-3, 2015	239 40%	68 49% F	30 40%	24 35%	49 44% F	42 30%	25 39%	113 39%	126 40%	17 36%	39 38%	82 46% N	50 43%	52 33%	40 39%	53 42%	20 34%	37 38%	55 49% qT	34 34%	148 43% V	64 33%	10 34%
STRONGLY APPROVE	114 19%	18 13%	13 17%	10 14%	24 21%	24 20%	25 31% BCD	60 21%	54 17%	11 28%	14 12%	36 21% k	20 17%	33 22% K	18 20%	30 24% r	11 16%	14 13%	17 15%	22 25% rs	60 18%	37 20%	9 27%
SOMEWHAT APPROVE	206 34%	45 33%	25 33%	30 41% G	47 41% G	39 33%	19 24%	95 33%	111 36%	5 12%	41 34% J	59 34% J	47 40% J	54 36% J	28 31%	40 31%	27 38%	33 31%	45 40%	33 37%	109 33%	66 36%	12 35%

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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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QUESTION: Now, please tell me whether you approve or disapprove of: The job that Pat McCrory is doing as Governor?

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)
SOMEWHAT DISAPPROVE	102 17%	27 20%	12 16%	12 17%	19 17%	19 16%	12 16%	50 17%	51 16%	9 24%	26 22% 1	22 13%	20 17%	25 17%	21 23%	16 13%	13 18%	22 20%	16 14%	13 15%	55 16%	30 17%	11 31%
STRONGLY DISAPPROVE	130 22%	38 27% E	18 23%	13 18%	18 16%	23 20%	20 25%	62 21%	68 22%	4 10%	34 28% J	36 21%	27 23%	29 19%	18 20%	29 23%	14 20%	27 25%	26 23%	16 18%	79 24% W	40 22% W	2 7%
UNDECIDED/DON'T KNOW	48 8%	10 7%	9 11%	7 10%	6 6%	13 11% g	3 4%	22 8%	27 9%	10 26% kMn	5 5%	19 11% kM	3 3%	10 7%	5 6%	11 9%	5 7%	12 11%	9 8%	5 6%	32 9% W	10 6% W	- -

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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%	96 16%	96 16%	112 19%	146 24%	80 13%	70 12%	152 25% L	164 27%	261 43% l	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (APPROVE - DISAPPROVE)	88 15%	117 61% CD	-44 -17%	14 10% C	59 61% GHIJ	58 61% GHIJ	-17 -15%	-27 -18%	- -	15 21% GHI	-68 -45%	12 7% K	142 55% KL	-10 -7%	79 19% N	14 53% NO	69 16% r	19 11%
TOTAL APPROVE																		
SEP 28-30, 2015	320 53%	147 77% CD	95 37%	77 52% C	74 77% GHIJ	73 76% GHIJ	42 38%	53 36%	38 47%	40 56% GH	36 24%	81 49% K	192 74% KL	58 42%	238 56% N	17 65% n	227 54%	92 51%
JUN 23-25, 2015	309 51%	135 70% CD	104 40%	70 47% f	82 77% fGHIJ	53 62% GHJ	42 39%	62 41%	38 51%	32 42%	55 37%	56 40%	185 65% KL	49 35%	232 55% N	25 82% NO	223 53%	85 47%
FEB 24-25, 2015	289 48%	127 66% CD	89 34%	74 49% C	66 72% GHIJ	61 60% Ghi	46 41% h	43 29%	38 45% H	36 55% H	31 25%	87 40% K	164 68% KL	53 38%	221 52% N	13 40%	212 50%	78 43%
FEB 1-3, 2015	305 51%	151 79% CD	84 33%	69 46% C	81 80% GHIJ	70 78% GHIJ	37 35%	47 31%	34 42%	36 52% GH	34 28%	97 42% K	165 72% KL	38 28%	249 58% N	15 51% N	216 51%	89 50%
TOTAL DISAPPROVE																		
SEP 28-30, 2015	232 39%	30 16%	139 54% BD	63 42% B	15 16%	15 15%	59 53% EFJ	80 55% EFJ	38 47% EF	25 36% EF	104 69% LM	69 42% M	49 19%	67 49% OP	159 37% P	3 12%	159 38%	73 41%
JUN 23-25, 2015	235 39%	39 20%	129 50% B	67 45% B	19 18%	20 23%	56 52% EF	73 48% EF	30 41% EF	37 48% EF	80 54% M	71 50% M	77 27%	73 53% OP	156 37% P	4 13%	165 39%	70 39%
FEB 24-25, 2015	234 39%	40 21%	145 56% BD	50 33% B	18 20%	21 21%	57 51% EFij	88 60% EFIJ	26 31%	24 36% Ef	79 65% LM	102 47% M	47 20%	76 55% OP	147 35% Op	9 29%	162 39%	72 40%
FEB 1-3, 2015	239 40%	24 13%	149 58% BD	66 44% B	16 15%	9 9%	60 57% EFj	89 58% EFJ	37 46% EF	29 42% EF	77 64% LM	116 50% M	37 16%	81 59% Op	144 34% Op	11 37%	162 39%	77 43%
STRONGLY APPROVE	114 19%	61 32% Cd	19 8%	33 22% C	33 35% GHI	27 29% GH	9 8%	10 7%	17 21% GH	17 24% GH	8 5%	26 16% K	73 28% KL	11 8%	92 22% N	9 34% N	81 19%	33 18%
SOMEWHAT APPROVE	206 34%	86 45% CD	76 29%	44 29%	41 42% ghI	45 48% GHIj	33 30%	43 29%	21 26%	23 33%	28 18%	55 34% K	119 46% KL	47 34%	146 34%	8 31%	147 35%	59 33%

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 NATIONAL RESEARCH INC

Continued

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: Now, please tell me whether you approve or disapprove of: The job that Pat McCrory is doing as Governor?

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)
SOMEWHAT DISAPPROVE	102 17%	14 7%	60 23% B	28 19% B	7 8%	6 7%	29 26% EF	31 21% EF	14 18% eF	14 20% eF	37 24% M	40 25% M	22 8%	34 24% oP	67 16% P	-	64 15%	38 21%
STRONGLY DISAPPROVE	130 22%	16 8%	79 31% B	35 23% B	8 8%	8 9%	30 27% EF	49 33% EFJ	24 29% EFj	11 16%	67 44% LM	29 17% m	28 11%	33 24%	92 22%	3 12%	95 23%	35 20%
UNDECIDED/DON'T KNOW	48 8%	15 8%	24 9%	10 7%	7 7%	8 8%	11 9%	13 9%	4 5%	6 8%	12 8%	14 9%	20 8%	13 10%	29 7%	6 23%	34 8%	14 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
N A T I O N A L R E S E A R C H I N C

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: Now, please tell me whether you approve or disapprove of: The job Roy Cooper is doing as Attorney General?

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%	138 23%	78 13%	72 12%	115 19%	118 20%	80 13%	288 48%	312 52%	39 6%	119 20%	172 29%	118 20%	150 25%	90 15%	127 21%	71 12%	108 18%	113 19%	90 15%	335 56%	184 31%	35 6%
**D/S (APPROVE - DISAPPROVE)	205 34%	44 32%	33 42%	25 35%	43 37%	35 30%	26 32%	96 33%	110 35%	7 18%	45 37% j1	45 26%	42 36% j1	67 44% JL	29 32%	32 26%	34 48% oPR	32 30%	43 38% P	35 39% P	101 30%	80 43% U	16 47%
TOTAL APPROVE	-----																						
SEP 28-30, 2015	293 49%	69 50%	44 56%	35 49%	58 50%	54 46%	33 42%	146 51%	146 47%	14 37%	57 48%	79 46%	59 50%	82 55%	43 48%	58 46%	44 63% PRT	44 41%	59 52%	43 48%	152 45%	104 57% U	21 60%
JUN 23-25, 2015	246 41%	56 46% g	31 35%	39 51% fg	54 48% fg	42 34%	25 31%	120 42%	126 41%	18 41%	45 40%	66 38%	44 37%	73 49% 1M	48 45%	33 33%	38 47% p	31 33%	56 40%	39 49% Pr	123 36%	85 49% U	17 50%
TOTAL DISAPPROVE	-----																						
SEP 28-30, 2015	88 15%	25 18% g	11 14%	10 14%	15 13%	19 16%	8 9%	51 18% i	37 12%	7 19%	12 10%	35 20% KN	17 15%	16 11%	14 16%	26 20% rT	11 15%	12 11%	17 15%	8 9%	51 15%	24 13%	4 13%
JUN 23-25, 2015	110 18%	24 20%	19 21%	16 21%	15 13%	17 14%	20 25%	53 18%	57 18%	6 13%	29 26% n	35 20%	20 17%	20 13%	16 15%	24 24% sT	13 16%	29 31% oqST	20 14%	8 10%	69 21% V	21 12%	9 25%
STRONGLY APPROVE	106 18%	31 22% F	16 21%	13 18%	21 18%	13 11%	12 15%	56 19%	50 16%	6 16%	25 21% L	16 9%	26 22% L	32 21% L	18 21%	17 14%	20 28% PRs	15 14%	18 16%	17 18%	54 16%	41 23% u	5 14%
SOMEWHAT APPROVE	187 31%	38 28%	28 36%	22 31%	37 32%	41 35%	21 26%	91 32%	96 31%	8 20%	32 26%	64 37%	33 28%	50 33%	25 28%	41 33%	25 35%	29 27%	41 36%	26 29%	98 29%	63 34%	16 46%
SOMEWHAT DISAPPROVE	50 8%	15 11% G	7 9%	4 6%	10 9% g	12 10% g	2 3%	23 8%	27 9%	5 13%	8 7%	17 10%	11 9%	8 6%	7 7%	11 9%	6 8%	12 11%	9 8%	5 6%	30 9%	16 8%	1 4%
STRONGLY DISAPPROVE	38 6%	10 7%	4 5%	6 8%	5 4%	8 7%	5 7%	28 10% I	10 3%	2 6%	4 3%	17 10% Kn	7 6%	7 5%	8 9% R	15 12% RT	5 7% R	- -	7 7% R	3 3% r	21 6%	9 5%	3 9%
UNDECIDED/DON'T KNOW	220 37%	44 32%	23 29%	26 37%	42 37%	44 38%	39 49% EC	91 31%	129 41% H	17 44%	50 42%	58 34%	41 35%	52 35%	32 36%	42 33% q	16 22%	52 48% pQs	38 33% q	39 44% Q	132 40% V	55 30%	9 27%

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

NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: Now, please tell me whether you approve or disapprove of: The job Roy Cooper is doing as Attorney General?

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%	96 16%	96 16%	112 19%	146 24%	80 13%	70 12%	152 25% L	164 27%	261 43% l	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (APPROVE - DISAPPROVE)	205 34%	24 13%	142 55% BD	39 26% B	18 18% F	6 7% F	59 53% EFLJ	82 56% EFLJ	18 23% F	21 30% F	76 50% M	71 43% M	53 20%	56 41% P	146 34% P	1 4%	148 35%	57 32%
TOTAL APPROVE																		
SEP 28-30, 2015	293 49%	64 33%	165 64% BD	64 43% BD	39 40% f	25 26% f	73 65% EFLJ	93 63% EFLJ	35 44% F	29 41% f	88 58% M	94 57% M	102 39%	82 60% OP	201 47% P	5 19%	207 49%	85 47%
JUN 23-25, 2015	246 41%	65 34%	120 46% B	61 41% B	36 34%	29 34%	58 54% EFI	62 41%	26 35%	35 46%	67 46%	60 42%	109 39%	73 53% O	162 38%	10 32%	185 44%	62 34%
TOTAL DISAPPROVE																		
SEP 28-30, 2015	88 15%	40 21% C	23 9%	25 17% c	21 22% gHj	19 19% H	13 12%	10 7%	17 21% H	8 11%	13 8%	23 14%	49 19% K	26 19% K	56 13%	4 15%	59 14%	29 16%
JUN 23-25, 2015	110 18%	45 23% c	37 15%	28 19%	25 24%	20 23%	14 13%	24 16%	14 19%	14 18%	28 19%	18 13%	62 22% l	28 20%	74 17%	6 20%	74 18%	36 20%
STRONGLY APPROVE	106 18%	21 11%	63 24% BD	22 15%	13 13%	8 8%	30 27% EFJ	33 23% eF	13 16%	9 13%	39 26% M	31 19% m	30 12%	25 18% P	78 18% P	1 3%	71 17%	35 19%
SOMEWHAT APPROVE	187 31%	43 23%	102 40% BD	41 28%	26 27%	17 18%	43 38% F	60 41% EFij	22 28%	19 28%	49 33%	63 38% M	72 28%	58 42% OP	124 29%	4 15%	137 33%	50 28%
SOMEWHAT DISAPPROVE	50 8%	22 11% c	15 6%	13 9%	10 11% Hj	11 12% H	6 5%	9 6%	7 9%	6 8%	5 3%	14 8% k	30 11% K	19 13% o	28 7%	3 10%	35 8%	15 8%
STRONGLY DISAPPROVE	38 6%	18 9% C	8 3%	12 8% c	11 11% Hj	7 8% H	7 6% H	1 1% H	10 12% Hj	2 3%	8 5%	9 6%	19 7% L	7 5%	27 6%	1 5%	24 6%	14 8%
UNDECIDED/DON'T KNOW	220 37%	89 46% C	70 27%	61 41% C	37 38% G	52 54% EGHI	26 23%	43 30%	28 35%	34 48% GH	51 34%	47 29%	109 42% L	30 22%	169 40% N	17 67% NO	154 37%	66 37%

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

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: 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 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				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%	138 23%	78 13%	72 12%	115 19%	118 20%	80 13%	288 48%	312 52%	39 6%	119 20%	172 29%	118 20%	150 25%	90 15%	127 21%	71 12%	108 18%	113 19%	90 15%	335 56%	184 31%	35 6%
**D/S (FAVORABLE - UNFAVORABLE)	105 17%	-7 -5%	11 14% B	14 20% B	35 30% BC	35 30% BC	17 21% B	66 23% I	38 12%	15 39% KLM	4 3% K	25 14% K	20 17% K	40 27% KLM	25 28% PRS	14 11% PRST	26 37% PRST	6 5%	17 15% R	15 17% R	37 11%	36 20% U	17 50% UV
TOTAL HEARD OF	585 98%	138 100% cF	74 95%	72 100% cF	113 98%	110 94%	78 98%	280 97%	305 98%	32 83%	119 100% jLN	169 98%	117 99%	146 97%	87 96%	124 98%	68 96%	105 97%	112 99%	88 97%	325 97%	179 97%	34 98%
TOTAL FAVORABLE																							
SEP 28-30, 2015	326 54%	59 43%	40 51% b	40 56% b	70 61% B	72 61% B	44 55%	165 57%	160 51%	22 56%	58 49%	90 52%	67 57%	88 59%	54 60%	66 52%	45 64% R	50 46%	61 54%	48 54%	173 52%	102 55%	25 73% Uv
JUN 23-25, 2015	313 52%	55 45%	52 58% BEG	52 69% BEG	51 45%	67 55%	36 45%	163 56% i	150 48%	29 65%	60 54%	88 51%	55 46%	80 54%	62 58%	56 56%	45 55%	46 50%	65 46%	39 50%	184 54%	91 52%	16 47%
FEB 24-25, 2015	310 52%	67 48%	46 57% g	38 56% g	60 53%	66 55% g	32 41%	154 54%	156 50%	22 52%	52 50%	96 53%	58 49%	82 54%	45 47%	67 56% s	42 59% S	57 56%	52 44%	47 51%	177 52%	94 51%	21 45%
FEB 1-3, 2015	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%	54 52%	67 53%	30 51%	51 53%	52 45%	52 51%	174 51%	97 51%	15 50%
TOTAL UNFAVORABLE																							
SEP 28-30, 2015	221 37%	67 48% EFg	29 37%	26 36%	35 31%	37 32%	27 34%	99 34%	122 39%	7 17%	54 45% JN	65 38% J	47 40% J	48 32%	29 32%	52 41% Q	19 26%	44 41% q	44 39% q	33 37%	136 41% W	66 36%	8 22%
JUN 23-25, 2015	219 36%	54 45% CD	22 25%	13 18%	48 43% CD	45 36% D	36 46% CD	101 35%	118 38%	9 19%	32 28%	73 42% J	50 42% J	55 37% j	31 29%	40 40%	30 36%	30 33%	56 40%	31 39%	120 35%	65 37%	12 36%
FEB 24-25, 2015	218 36%	55 40%	23 28%	25 37%	44 39%	38 32%	32 41%	98 34%	121 39%	10 24%	33 31%	77 43% Jkn	48 41% j	50 33%	33 35%	43 36%	21 29%	30 29%	59 50% OPQRT	32 35%	124 37%	67 36%	16 35%
FEB 1-3, 2015	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%	33 32%	48 38%	23 38%	31 32%	53 46% or	36 35%	132 39% W	73 38% W	5 18%
VERY FAVORABLE	131 22%	20 14%	16 21%	16 22%	30 26% B	27 23%	22 27% b	69 24%	61 20%	8 20%	19 16%	38 22%	26 22%	39 26% k	19 21%	31 25% r	19 26% r	15 14%	24 22%	22 24%	71 21%	43 23%	9 26%

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

Continued

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: 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 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				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)
SOMEWHAT FAVORABLE	195 33%	39 28%	24 31%	24 34%	40 35%	45 38%	23 28%	96 33%	99 32%	14 36%	39 33%	52 30%	41 34%	49 33%	35 38%	35 27%	26 37%	35 32%	37 33%	27 30%	102 30%	59 32%	16 47%
SOMEWHAT UNFAVORABLE	101 17%	32 23% fg	11 14%	13 18%	19 16%	16 14%	10 13%	44 15%	57 18%	3 7%	21 18%	39 22% JN	18 15%	20 14%	12 14%	25 20% Q	6 9%	20 18% q	21 18% Q	17 19% Q	63 19%	26 14%	7 21%
VERY UNFAVORABLE	120 20%	35 25% E	18 23%	13 18%	16 14%	21 18%	17 21%	55 19%	65 21%	4 10%	33 28% JL	26 15%	29 25% jl	27 18%	16 18%	26 21%	12 18%	25 23%	23 21%	17 19%	73 22% W	39 21% W	1 2%
HEARD OF/NO OPINION	39 6%	12 9% F	5 7% f	6 8% F	8 7% F	1 1%	7 8% F	16 5%	23 7%	4 10%	7 6%	14 8% M	3 3%	11 7% m	4 5%	7 5%	5 7%	10 10%	7 6%	6 7%	17 5%	11 6%	1 3%
NEVER HEARD OF	15 2%	- -	4 5% bd	- -	2 2%	7 6% BD	2 2%	8 3%	7 2%	7 17% km	- -	4 2% k	1 1%	4 3% K	3 4%	2 2%	3 4%	3 3%	1 1%	2 3%	9 3%	5 3%	1 2%
**RATIO (FAVORABLE / UNFAVORABLE)	1.5	0.9	1.4	1.6	2.0	1.9	1.6	1.7	1.3	3.3	1.1	1.4	1.4	1.8	1.9	1.3	2.4	1.1	1.4	1.5	1.3	1.5	3.3

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 / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION:

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 never heard of them, just tell me and we'll go on to the next one. Pat McCrory

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%	96 16%	96 16%	112 19%	146 24%	80 13%	70 12%	152 25% L	164 27%	261 43% l	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (FAVORABLE - UNFAVORABLE)	105 17%	114 59% CD	-34 -13%	25 16% C	61 63% GHIJ	53 56% GHIJ	-6 -5% H	-28 -19%	12 14% GH	13 19% GH	-52 -34%	23 14% K	132 51% KL	4 3%	85 20% N	11 43% No	71 17%	34 19%
TOTAL HEARD OF	585 98%	190 99%	250 97%	144 96%	96 99% g	95 99% g	106 95%	144 99% g	78 98%	66 94%	149 98%	158 97%	255 98%	130 94%	423 99% N	22 86%	409 97%	176 98%
TOTAL FAVORABLE																		
SEP 28-30, 2015	326 54%	144 75% CD	101 39%	80 54% C	74 77% GHIJ	70 73% GHIJ	48 43%	53 36%	44 55% H	37 53% h	43 29%	86 53% K	185 71% KL	64 46%	240 56% n	14 55%	230 55%	96 53%
JUN 23-25, 2015	313 52%	131 68% CD	106 41%	75 50% fGHIJ	80 75% fGHIJ	51 60% GH	41 38%	65 43%	42 56% G	34 44% G	54 37%	56 40%	190 67% KL	47 34%	237 56% N	26 85% NO	217 52%	96 53%
FEB 24-25, 2015	310 52%	134 70% CD	96 37%	80 53% C	67 73% GHIj	67 67% GHI	46 41%	50 34%	41 49% H	39 58% GH	25 21%	107 48% K	172 71% KL	55 40%	238 56% N	15 48%	228 54% r	82 45%
FEB 1-3, 2015	305 51%	144 75% CD	90 35%	71 47% C	76 75% GHIJ	68 75% GHIJ	39 37%	51 34%	36 45%	35 50% gH	34 28%	99 43% K	165 72% KL	45 33%	242 57% N	17 56% n	215 51%	90 50%
TOTAL UNFAVORABLE																		
SEP 28-30, 2015	221 37%	30 16%	135 52% BD	56 37% B	13 13% 18%	17 18% EFj	54 48% EFj	81 55% EFIJ	32 40% EF	24 34% EF	95 63% LM	63 39% M	53 20%	60 43% P	156 37% P	3 12%	159 38%	62 34%
JUN 23-25, 2015	219 36%	41 21%	117 45% B	62 41% B	21 19% 19%	20 23% 20%	53 50% EF	64 42% EF	27 37% E	34 45% EF	78 53% M	63 45% M	68 24%	68 49% OP	146 34% P	3 9%	161 38%	58 32%
FEB 24-25, 2015	218 36%	35 18% BD	135 52% BD	48 32% B	15 16% 16%	20 20% 20%	56 50% EFLJ	79 54% EFLJ	27 32% Ef	21 32% E	81 67% LM	85 39% M	46 19%	66 48% O	141 33% 33%	10 33%	149 35%	69 39%
FEB 1-3, 2015	224 37%	23 12%	143 55% BD	58 39% B	15 15% 15%	8 9% 9%	56 53% EFJ	86 57% EFLJ	33 41% EF	25 37% EF	76 63% LM	109 48% M	31 13%	72 52% OP	139 33% 33%	9 29%	158 38%	66 37%
VERY FAVORABLE	131 22%	62 32% C	30 12%	39 26% C	34 35% GH	28 29% GH	14 13%	16 11%	21 26% GH	17 25% gH	14 9%	29 17% k	79 30% KL	9 7%	106 25% N	11 42% N	95 23%	36 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
N A T I O N A L R E S E A R C H I N C

Continued

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: 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 never heard of them, just tell me and we'll go on to the next one. Pat McCrory

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)
SOMEWHAT FAVORABLE	195 33%	82 43% CD	71 27%	42 28%	40 41% H	43 45% GHIJ	34 30%	37 25%	22 28%	19 28%	29 19%	58 35% K	105 40% K	54 39% P	134 31% p	3 13%	135 32%	60 33%
SOMEWHAT UNFAVORABLE	101 17%	18 10%	57 22% B	25 17% b	7 7%	11 12%	23 20% E	35 24% EF	14 18% e	11 16%	35 23% M	35 21% M	27 10%	27 19% P	73 17% P	1 2%	75 18%	26 15%
VERY UNFAVORABLE	120 20%	12 6%	78 30% BD	30 20% B	6 6%	6 6%	31 28% EF	46 32% EFJ	18 22% EF	13 18% ef	60 40% LM	28 17% m	26 10%	33 24%	83 19%	2 9%	84 20%	36 20%
HEARD OF/NO OPINION	39 6%	16 9%	14 6%	8 5%	9 9%	8 8%	4 4%	10 7%	3 3%	5 8%	10 7%	8 5%	18 7%	7 5%	27 6%	5 20%	21 5%	18 10% q
NEVER HEARD OF	15 2%	2 1%	8 3%	6 4%	1 1%	1 1%	6 5% efh	2 1%	1 2%	4 6%	3 2%	6 3%	5 2%	8 6% O	3 1%	3 14%	11 3%	4 2%
**RATIO (FAVORABLE / UNFAVORABLE)	1.5	4.8	0.8	1.4	5.7	4.1	0.9	0.7	1.4	1.5	0.5	1.4	3.5	1.1	1.5	4.7	1.4	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
N A T I O N A L R E S E A R C H I N C

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

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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%	138 23%	78 13%	72 12%	115 19%	118 20%	80 13%	288 48%	312 52%	39 6%	119 20%	172 29%	118 20%	150 25%	90 15%	127 21%	71 12%	108 18%	113 19%	90 15%	335 56%	184 31%	35 6%
**D/S (FAVORABLE - UNFAVORABLE)	211 35%	54 39%	28 36%	27 38%	41 36%	38 33%	22 28%	105 37%	106 34%	15 39%	41 34%	47 27%	39 33%	69 46% kLM	38 42% P	30 24%	37 53% PRST	33 30%	41 36% P	32 35% p	117 35%	73 40%	10 29%
TOTAL HEARD OF	553 92%	131 95%	70 91%	67 94%	107 93%	105 89%	73 91%	270 94%	283 91%	32 83%	114 95%	155 90%	110 93%	142 94%	83 92%	118 93%	69 97% rst	96 89%	104 92%	82 91%	304 91%	172 93%	33 94%
TOTAL FAVORABLE																							
SEP 28-30, 2015	314 52%	78 57%	38 49%	41 57%	60 52%	60 51%	37 46%	160 56%	154 49%	18 48%	62 52%	82 47%	61 52%	90 60% L	50 55%	61 49%	48 68% PRST	51 47%	58 51%	45 50%	171 51%	107 58%	16 47%
JUN 23-25, 2015	225 38%	53 44% G	30 34%	36 47% G	48 42% G	41 34%	17 22%	110 38%	115 37%	13 29%	36 33%	66 38%	44 37%	66 44%	36 34%	36 36%	38 46% r	26 29%	60 43%	29 37%	114 34%	78 44% U	15 46%
TOTAL UNFAVORABLE																							
SEP 28-30, 2015	102 17%	24 17%	10 14%	14 19%	19 16%	22 18%	14 18%	55 19%	48 15%	3 8%	21 18%	35 20%	22 19%	21 14%	12 14%	31 25% ost	11 16%	18 16%	16 15%	13 15%	54 16%	34 18%	6 18%
JUN 23-25, 2015	103 17%	26 22%	10 12%	11 15%	16 14%	23 19%	16 20%	52 18%	50 16%	3 6%	31 28% JN	26 15%	25 21% Jn	18 12%	19 18%	23 23% qSt	10 13%	25 27% qst	16 12%	9 12%	71 21% VW	22 12%	2 7%
VERY FAVORABLE	108 18%	27 20%	11 14%	15 21%	26 23% g	19 16%	10 13%	61 21% i	47 15%	2 5%	24 20% J	25 15%	21 18% J	36 24% JL	18 20%	20 16%	24 33% oPRST	13 12%	18 16%	16 18%	56 17%	42 23%	4 12%
SOMEWHAT FAVORABLE	206 34%	51 37%	27 35%	26 36%	34 30%	41 35%	26 33%	99 34%	107 34%	17 43%	38 32%	57 33%	40 34%	54 36%	32 36%	42 33%	25 35%	38 35%	39 35%	29 33%	115 34%	65 35%	12 34%
SOMEWHAT UNFAVORABLE	57 9%	12 8%	5 6%	7 9%	12 10%	15 13%	7 9%	26 9%	31 10%	- -	12 10% J	21 12% Jn	13 11% J	10 7% J	6 7%	13 10%	7 9%	12 11%	11 10%	8 8%	30 9%	18 10%	4 11%
VERY UNFAVORABLE	46 8%	12 9%	6 7%	7 10%	7 6%	7 6%	7 9%	29 10% i	17 5%	3 8%	9 7%	14 8%	10 8%	11 7%	6 7%	18 14% qRSt	5 7%	6 5%	5 5%	6 7%	24 7%	16 8%	2 6%
HEARD OF/NO OPINION	137 23%	29 21%	22 28%	13 17%	28 24%	23 20%	22 28%	55 19%	82 26% h	11 27%	30 25%	39 22%	26 22%	31 21%	21 23%	25 20%	9 13%	28 26% q	30 26% Q	23 26% Q	78 23% v	31 17%	10 30%

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

Continued

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

QUESTION: 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 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				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)
NEVER HEARD OF	47 8%	7 5%	7 9%	4 6%	8 7%	13 11%	7 9%	18 6%	29 9%	7 17%	6 5%	17 10%	8 7%	9 6%	7 8%	9 7%	2 3%	12 11% q	9 8% q	8 9% q	31 9%	12 7%	2 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
N A T I O N A L R E S E A R C H I N C

CIVITAS / NORTH CAROLINA STATEWIDE STUDY / SEPTEMBER 28-30, 2015

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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%	96 16%	96 16%	112 19%	146 24%	80 13%	70 12%	152 25% L	164 27%	261 43% 1	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (FAVORABLE - UNFAVORABLE)	211 35%	32 16%	125 49% BD	54 36% B	21 21% f	11 11%	52 46% EFj	74 50% EFJ	33 41% EF	22 31% F	85 56% LM	59 36% M	59 23%	56 40% P	156 37% P	-1 -1%	167 40% R	45 25%
TOTAL HEARD OF	553 92%	182 95% d	239 93%	133 88%	92 95% j	90 94% j	105 94% j	133 91%	73 92%	59 84%	140 93%	149 91%	243 93%	126 92%	399 94%	19 75%	386 92%	167 93%
TOTAL FAVORABLE																		
SEP 28-30, 2015	314 52%	75 39%	163 63% BD	75 50% b	45 46% f	31 32%	72 64% EFJ	91 63% EFJ	44 55% F	32 45% M	98 64% M	91 56% M	116 45%	82 60% P	224 53% P	4 15%	233 55% R	81 45%
JUN 23-25, 2015	225 38%	74 38%	103 40%	49 32%	43 40%	31 36%	44 41%	58 39%	23 30%	26 34%	65 44%	51 36%	103 36%	50 36%	160 38%	14 46%	172 41% r	53 30%
TOTAL UNFAVORABLE																		
SEP 28-30, 2015	102 17%	44 23% Cd	38 15%	21 14%	24 25% Hi	20 21%	20 18% EFJ	18 12% EFJ	11 14%	10 15%	12 8%	32 19% K	58 22% K	26 19%	68 16%	4 16%	66 16%	36 20%
JUN 23-25, 2015	103 17%	31 16%	42 16%	29 20%	15 14%	16 19%	22 21% FiJ	20 13% FiJ	15 20%	14 19%	22 15%	19 13%	56 20%	36 26% O	61 14%	3 11%	72 17%	31 17%
VERY FAVORABLE	108 18%	17 9%	59 23% B	32 21% B	11 11% B	6 7%	32 29% EFh	27 18% F	18 23% eF	14 19% F	43 28% LM	31 19%	32 12%	28 21% P	78 18% P	1 2%	79 19%	29 16%
SOMEWHAT FAVORABLE	206 34%	58 30%	104 40% BD	43 29%	34 35%	24 25%	40 35% FiJ	64 44% FiJ	25 31%	18 26%	55 36%	60 37%	85 32%	54 39% P	146 34% P	3 13%	154 37% r	52 29%
SOMEWHAT UNFAVORABLE	57 9%	26 14% D	22 8%	9 6%	12 12% ij	14 15% ij	9 8%	13 9%	5 6%	4 6%	7 5%	18 11% k	31 12% K	15 11%	38 9%	3 11%	37 9%	19 11%
VERY UNFAVORABLE	46 8%	18 9%	16 6%	12 8%	12 13% H	6 6%	10 9% h	5 4%	6 8%	6 9%	5 3%	14 8% k	26 10% K	11 8%	31 7%	1 5%	29 7%	17 9%
HEARD OF/NO OPINION	137 23%	63 33% C	38 15%	36 24% C	23 24% g	40 42% EGHIJ	14 12%	24 17%	19 24% g	17 24% g	31 20%	26 16%	69 26% L	18 13%	107 25% N	11 44% N	87 21%	50 28% q

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 NATIONAL RESEARCH INC

Continued

QUESTION:

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 never heard of them, just tell me and we'll go on to the next one.

Roy Cooper

BANNER 2

TOTAL (A)	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			PHONE TYPE	
	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	LAND (Q)	CELL (R)
47 8%	10 5%	19 7%	17 12% b	5 5%	5 6%	7 6%	13 9%	6 8%	11 16% efg	11 7%	15 9%	18 7%	12 8%	27 6%	6 25%	34 8%	13 7%

NEVER HEARD OF

CIVITAS