

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

QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Donald Trump, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	-27 -4%	-13 -9%	2 3% BDEF	-12 -17% d	-7 -6% d	-4 -4% D	7 8% BDEF	20 7% I	-46 -15%	-21 -55%	-34 -28%	12 7% JK	11 10% JKN	5 3% JK	-4 -4% R	19 15% OqRST	5 7% ORS	-41 -38% R	-9 -8% R	4 4% ORS	-27 -8% w	8 4% UW	-11 -31%
REPUBLICAN	255 43%	55 39%	37 48%	24 34%	48 42%	53 45%	38 48%	141 49% I	114 37%	8 20%	39 33%	83 48% JK	55 47% JK	69 46% JK	41 46% R	64 51% Rs	35 50% R	29 27% r	45 40% r	40 44% R	140 42%	85 46%	11 31%
DEMOCRAT	282 47%	67 49%	35 45%	36 50%	55 48%	57 49%	31 39%	121 42%	160 51% H	29 76% LMN	73 61% LMN	72 42%	44 37%	64 43%	45 50% p	45 36%	30 43%	70 65% PQST	54 48% p	36 40%	166 50% v	77 42%	22 62% v
UNDECIDED	42 7%	13 9% c	2 3%	7 10%	6 5%	5 5%	8 10%	17 6%	25 8%	1 4%	8 7%	12 7%	12 10%	8 5%	3 4%	11 9%	3 4%	10 9%	9 8%	6 7%	21 6%	11 6%	2 7%
REFUSED	21 4%	4 3%	3 4%	4 6%	6 5%	2 1%	3 3%	9 3%	13 4%	- -	- -	5 3% JK	7 6% JK	9 6% JK	- -	6 5% OR	2 3%	- -	5 4% OR	8 8% OR	8 2% W	11 6% uW	- -

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

QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Donald Trump, the Republican and Hillary Clinton, the Democrat?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (REPUBLICAN - DEMOCRAT)	-27 -4%	111 58% CD	-150 -58%	13 8% C	59 61% GHIJ	52 55% GHIJ	-55 -50%	-95 -65%	16 21% GHJ	-4 -5% GH	-107 -71%	-44 -27% K	120 46% KL	-85 -61%	47 11% N	11 44% NO	-1 - R	-25 -14%
REPUBLICAN	255 43%	137 71% CD	45 17%	74 49% C	72 75% GHIJ	65 68% GHJ	25 22%	20 14%	44 56% GH	29 42% GH	18 12%	51 31% K	175 67% KL	23 16%	210 49% N	19 72% No	187 44%	68 38%
DEMOCRAT	282 47%	25 13%	195 76% BD	61 41% B	13 14%	12 13%	80 72% EFIJ	115 79% EFIJ	28 35% EF	33 47% EF	125 83% LM	95 58% M	54 21%	107 78% OP	163 38%	7 28%	188 45%	94 52%
UNDECIDED	42 7%	18 10% c	12 5%	11 7%	7 7%	12 12% G	3 3%	9 6%	7 9%	4 6% 6	6 4%	11 7%	18 7%	6 5% P	34 8% P	- -	27 6%	14 8%
REFUSED	21 4%	11 6% c	6 2%	4 3%	5 5%	7 7% hI	3 3%	2 2%	1 1%	4 5%	2 1%	6 4%	14 5% K	2 1%	19 5% NP	- -	18 4%	3 2%

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

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

QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Ben Carson, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	58 10%	-1 -1%	13 17% BD	-1 -2% BD	18 16% BD	10 9% BD	19 24% BDF	51 18% I	7 2%	-9 -24%	-12 -10% JK	29 17% JK	24 20% JK	26 17% JK	11 12% R	27 21% Rs	14 19% R	-24 -22% R	14 13% R	16 18% R	20 6% W	37 20% UW	-5 -14%
REPUBLICAN	299 50%	60 43%	44 56% b	31 43%	61 53%	58 49%	45 57% b	157 55% I	142 46%	11 28%	44 37%	93 54% JK	68 57% JK	83 55% JK	46 51% R	71 56% R	40 57% R	33 30%	60 53% R	49 55% R	158 47%	105 57% Uw	13 37%
DEMOCRAT	241 40%	61 44%	30 39%	32 45%	44 38%	48 41%	26 32%	106 37%	135 43%	20 51%	57 48% JK	64 37%	44 37%	56 38%	35 38%	44 35%	27 38%	57 53% PqT	45 40%	33 37%	138 41%	68 37%	17 50%
UNDECIDED	46 8%	11 8%	4 5%	8 11%	9 7%	6 5%	9 11%	20 7%	27 9%	6 16%	14 12%	10 6%	6 5%	10 7%	6 7%	10 8%	4 5%	14 13%	6 6%	6 7%	26 8%	10 5%	5 13%
REFUSED	13 2%	7 5% CDG	- -	- -	2 1%	5 4% cdg	- -	6 2%	8 3%	2 5%	4 3%	5 3%	1 1%	2 1%	3 4%	2 2%	- -	4 4%	2 2%	2 2%	13 4% VW	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
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QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Ben Carson, the Republican and Hillary Clinton, the Democrat?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (REPUBLICAN - DEMOCRAT)	58 10%	147 77% CD	-108 -42%	19 13% C	76 78% GHIJ	71 75% GHIJ	-37 -33%	-71 -49%	13 16% GH	6 9% GH	-83 -55%	-23 -14% K	166 64% KL	-74 -53%	113 26% N	16 62% NO	49 12% R	9 5%
REPUBLICAN	299 50%	161 84% CD	63 25%	74 50% C	84 87% GHIJ	78 81% GHIJ	34 31% h	29 20%	39 49% GH	35 50% GH	27 18%	63 39% K	204 78% KL	27 19%	246 58% N	20 76% N	214 51%	85 47%
DEMOCRAT	241 40%	14 8%	171 66% BD	55 37% B	8 8%	7 7%	71 63% EFIJ	100 69% EFIJ	27 33% EF	29 41% EF	110 72% LM	87 53% M	38 15%	100 73% OP	134 31% p	4 14%	165 39%	76 42%
UNDECIDED	46 8%	12 6%	20 8%	14 9%	4 4%	8 8%	5 5%	15 11% eg	11 13% eg	3 5%	14 9%	9 5%	13 5%	9 6%	35 8%	3 10%	32 8%	15 8%
REFUSED	13 2%	4 2%	3 1%	6 4%	1 1%	3 3%	2 1%	1 1%	3 4%	3 5%	1 -	5 3%	6 2%	2 2%	11 3% P	- -	9 2%	4 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R
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QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Jeb Bush, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	23 4%	-7 -5%	9 11% Bdf	-8 -11% BDF	17 15% BDF	4 3% BD	9 11% Bdf	28 10% I	-6 -2%	-7 -19%	-7 -6%	6 3% jK	17 14% JKL	14 10% JKL	17 19% PR	3 2% R	9 12% PR	-28 -26% PR	13 12% PR	9 10% PR	- w	23 13% UW	-5 -15%
REPUBLICAN	269 45%	57 41%	39 50%	27 38%	59 51% d	51 44%	35 44%	136 47%	133 43%	12 32%	47 40%	73 43%	60 51%	75 50%	46 51% R	53 42% r	37 52% R	31 28% R	58 51% R	45 49% R	140 42%	94 51% U	13 38%
DEMOCRAT	246 41%	64 46% g	30 39%	35 49% g	42 37%	48 41%	27 33%	108 37%	139 44%	20 51%	54 46%	68 39%	43 37%	61 41%	29 32% R	50 40%	29 40%	58 54% Opqst	44 39%	36 40%	140 42%	71 39%	18 53%
UNDECIDED	61 10%	12 8%	4 5%	6 9%	10 9%	15 13%	14 18% bc	31 11%	30 10%	5 12%	12 10%	24 14% m	9 8%	12 8%	11 13%	16 12% q	4 6%	15 14% q	7 6%	8 9%	37 11%	14 7%	3 10%
REFUSED	23 4%	6 4%	4 5%	3 5%	3 3%	3 3%	4 4%	13 5%	10 3%	2 5%	6 5%	7 4%	6 5% n	2 1%	3 4%	8 7% qt	1 2%	4 4%	4 4%	1 2%	17 5% W	5 3% W	- -

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

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (REPUBLICAN - DEMOCRAT)	23 4%	140 73% CD	-122 -47%	5 3% C	70 72% GHIJ	70 74% GHIJ	-42 -37%	-81 -55%	- GH	4 6% GH	-93 -61%	-22 -14% K	139 53% KL	-88 -64%	96 23% N	12 47% No	26 6% R	-3 -2%
REPUBLICAN	269 45%	154 80% CD	53 20%	63 42% C	77 79% GHIJ	77 81% GHIJ	29 26% h	23 16%	30 38% H	33 46% GH	20 13%	62 38% K	182 70% KL	19 14%	230 54% N	15 59% N	192 46%	76 42%
DEMOCRAT	246 41%	13 7%	175 68% BD	58 39% B	7 7%	6 7%	71 63% EFIJ	104 71% EFIJ	30 38% EF	28 40% EF	113 74% LM	84 51% M	43 17%	107 77% OP	133 31% P	3 12%	167 40%	79 44%
UNDECIDED	61 10%	16 8%	25 10%	21 14%	7 7%	9 9%	10 9%	15 11%	15 18% Eg	6 9%	10 7%	15 9%	25 10%	8 6%	46 11% n	4 17%	45 11%	16 9%
REFUSED	23 4%	10 5%	5 2%	9 6%	6 7% g	3 3%	2 2%	3 2%	5 6%	4 5%	8 6%	3 2%	10 4%	3 2%	17 4%	3 12%	16 4%	8 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
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QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Marco Rubio, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	31 5%	-7 -5%	8 11% BD	-7 -10% BD	11 10% BD	12 10% BD	14 17% BD	30 10% I	1 -	-13 -33%	-11 -10%	18 10% JK	20 17% JK	17 12% JK	11 12% R	14 11% R	5 8% R	-26 -24%	12 10% R	15 16% qR	14 4% W	23 13% UW	-10 -28%
REPUBLICAN	280 47%	60 43%	37 48%	28 39%	56 49%	59 50%	40 51%	141 49%	140 45%	9 23%	44 37%	83 48% Jk	65 55% JK	79 52% JK	45 51% R	59 47% R	36 50% R	31 29%	59 52% R	49 55% R	153 46%	97 53% W	10 30%
DEMOCRAT	249 42%	67 48% G	29 37%	35 49% g	45 39%	47 40%	27 33%	110 38%	139 44%	22 56%	55 46%	66 38%	45 38%	61 41%	35 39%	45 36%	30 43%	57 53% Pt	47 42%	35 38%	138 41%	74 40%	20 58%
UNDECIDED	54 9%	9 7%	7 9%	6 9%	12 10%	8 7%	12 15%	27 9%	28 9%	8 21%	16 13% Mn	17 10% m	5 4%	8 5%	8 9%	16 12% QSt	3 4%	17 16% QST	5 5%	5 5%	33 10% V	7 4%	4 13%
REFUSED	16 3%	3 2%	4 6%	2 3%	2 2%	4 3%	1 1%	10 3%	6 2%	- -	4 3%	6 3% J	4 3% J	3 2% j	1 2%	7 5%	2 3%	3 2%	2 2%	1 2%	10 3% W	5 3% W	- -

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

QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Marco Rubio, the Republican and Hillary Clinton, the Democrat?

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)
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**D/S (REPUBLICAN - DEMOCRAT)	31 5%	145 76% CD	-123 -47%	9 6% C	73 75% GHIJ	72 76% GHIJ	-47 -42%	-76 -52%	4 6% GH	4 6% GH	-89 -59%	-26 -16% K	147 57% KL	-79 -57%	91 21% N	15 60% NO	33 8% R	-2 -1%
REPUBLICAN	280 47%	161 84% CD	53 20%	67 44% C	80 83% GHIJ	81 84% GHIJ	26 24%	26 18%	34 42% GH	33 47% GH	23 15%	61 37% K	190 73% KL	24 17%	231 54% N	19 74% No	204 48%	77 43%
DEMOCRAT	249 42%	16 8%	175 68% BD	58 39% B	8 8%	8 9%	73 66% EFIJ	102 70% EFIJ	29 37% EF	29 41% EF	112 74% LM	87 53% M	43 16%	102 74% OP	140 33% P	4 14%	171 41%	79 44%
UNDECIDED	54 9%	10 5%	24 9%	21 14% B	3 3%	7 7%	8 7%	16 11% E	16 20% EFGJ	5 7%	13 8%	12 7%	20 8%	10 7% P	45 10% P	-	35 8%	20 11%
REFUSED	16 3%	5 3%	6 2%	4 3%	5 6% F	-	4 3% f	3 2%	1 1%	4 5%	4 3%	4 2%	8 3%	3 2%	11 3%	3 12%	11 3%	5 3%

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

NATIONAL RESEARCH INC

CIVITAS

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

QUESTION:
 And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:
 Ted Cruz, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	-17 -3%	-16 -11%	-	-13 -17%	8 7%	-11 -10%	15 19%	12 4%	-29 -9%	-18 -46%	-27 -23%	3 2%	11 10%	13 9%	-2 -3%	8 6%	6 9%	-37 -34%	-3 -3%	11 12%	-21 -6%	17 9%	-12 -35%	
REPUBLICAN	249 42%	53 38%	33 43%	23 32%	52 46%	46 39%	42 52%	130 45%	120 38%	5 14%	38 32%	74 43%	57 48%	74 49%	38 42%	57 45%	35 49%	26 24%	47 41%	46 51%	132 39%	92 50%	9 27%	
DEMOCRAT	266 44%	68 49%	33 43%	36 50%	45 39%	57 49%	27 33%	118 41%	149 48%	23 60%	65 55%	71 41%	45 38%	61 40%	40 44%	49 39%	29 40%	63 59%	50 44%	35 39%	153 46%	75 41%	22 62%	
UNDECIDED	65 11%	12 9%	10 13%	10 14%	11 10%	12 10%	10 12%	31 11%	34 11%	8 21%	13 11%	20 12%	11 10%	12 8%	9 10%	16 13%	5 7%	15 14%	12 11%	7 8%	41 12%	11 6%	4 11%	
REFUSED	19 3%	5 4%	1 1%	3 4%	7 6%	3 2%	2 2%	10 3%	10 3%	2 5%	3 3%	6 4%	4 4%	3 2%	3 4%	4 3%	2 3%	3 3%	4 3%	2 2%	9 3%	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/S/T U/V/W
 NATIONAL RESEARCH INC

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

QUESTION:

And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:

Ted Cruz, the Republican and Hillary Clinton, the Democrat?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (REPUBLICAN - DEMOCRAT)	-17 -3%	125 65% CD	-143 -55%	- C	67 69% GHIJ	59 62% GHIJ	-59 -52%	-84 -58%	4 5% GHJ	-3 -5% GH	-102 -67%	-53 -32% K	138 53% KL	-85 -62%	57 13% N	9 35% No	2 R	-19 -11%
REPUBLICAN	249 42%	147 76% CD	40 15%	63 42% C	78 81% GHIJ	69 72% GHIJ	18 16%	22 15%	34 42% GH	29 41% GH	17 11%	45 27% K	182 70% KL	20 14%	208 49% N	16 63% N	182 43%	67 37%
DEMOCRAT	266 44%	21 11%	183 71% BD	62 42% B	11 11%	10 11%	77 69% EFIJ	106 73% EFIJ	30 38% EF	32 46% EF	119 78% LM	98 60% M	44 17%	105 76% OP	151 35%	7 28%	180 43%	86 48%
UNDECIDED	65 11%	15 8%	29 11%	22 14% b	6 6%	9 9%	12 11%	17 11%	13 16% e	9 12%	14 9%	15 9%	26 10%	10 7%	52 12%	2 10%	45 11%	20 11%
REFUSED	19 3%	9 5%	7 3%	4 2%	2 2%	7 8% eHj	5 5%	1 1%	3 3%	1 1%	2 1%	7 4%	9 3%	4 3%	16 4% P	-	13 3%	7 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
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:
And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:

Carly Fiorina, the Republican and Hillary Clinton, 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 (REPUBLICAN - DEMOCRAT)	19 3%	-4 -3%	3 4%	-5 -7%	19 16%	-6 -5%	13 17%	13 5%	6 2%	-18 -47%	-16 -13%	15 8%	20 17%	18 12%	-5 -6%	14 11%	4 6%	-23 -21%	13 12%	15 17%	-1 -14%	26 14%	-10 -29%	
REPUBLICAN	269 45%	58 42%	35 46%	28 39%	60 52%	46 39%	41 52%	127 44%	143 46%	7 19%	41 34%	80 46%	63 53%	78 52%	35 38%	58 46%	34 48%	34 32%	59 52%	50 55%	141 42%	97 53%	11 30%	
DEMOCRAT	251 42%	63 45%	32 42%	33 46%	42 36%	53 45%	28 35%	113 39%	137 44%	25 65%	57 48%	65 38%	43 37%	60 40%	40 44%	44 35%	30 42%	57 53%	46 41%	34 38%	142 42%	71 39%	21 60%	
UNDECIDED	67 11%	14 10%	9 12%	10 13%	12 11%	13 11%	9 12%	41 14%	27 9%	6 16%	16 13%	25 14%	10 9%	10 7%	12 14%	22 17%	6 9%	15 14%	7 7%	4 5%	43 13%	13 7%	3 10%	
REFUSED	13 2%	4 3%	1 1%	1 2%	1 1%	5 5%	1 1%	7 3%	5 2%	- -	6 5%	3 2%	2 1%	2 2%	3 4%	3 2%	1 2%	3 2%	1 1%	2 2%	9 3%	4 2%	- -	

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

QUESTION:

And thinking ahead to 2016, for a moment, if the election for president were being held today, and you had to make a choice, for whom would you vote if the candidates were:

Carly Fiorina, the Republican and Hillary Clinton, the Democrat?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
**D/S (REPUBLICAN - DEMOCRAT)	19 3%	142 74% CD	-130 -50%	6 4% C	66 69% GHIJ	76 79% GHIJ	-58 -52%	-71 -49%	5 6% GH	1 2% GH	-90 -59%	-31 -19% K	143 55% KL	-82 -59%	91 21% N	8 31% N	34 8% R	-15 -8%
REPUBLICAN	269 45%	155 81% CD	48 19%	66 44% C	73 76% GHIJ	82 86% GHIJ	18 16%	29 20%	35 44% GH	31 45% GH	22 15% K	57 35% KL	185 71% KL	23 16%	226 53% N	15 59% N	198 47%	71 40%
DEMOCRAT	251 42%	13 7%	177 69% BD	60 40% B	7 7%	6 7%	77 69% EFIJ	101 69% EFIJ	30 38% EF	30 43% EF	113 74% LM	88 54% M	42 16%	104 76% OP	135 32%	7 28%	164 39%	86 48% q
UNDECIDED	67 11%	18 10%	30 12%	19 13%	12 13%	6 6%	14 12%	16 11%	15 19% FJ	4 6%	17 11%	17 11%	24 9%	11 8%	53 12%	3 12%	49 12%	19 10%
REFUSED	13 2%	5 3%	3 1%	4 3%	4 4% hi	1 1%	3 3% i	- -	- -	4 6% hi	- -	2 1%	10 4% K	- -	12 3% N	1 2%	9 2%	4 2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R
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: What single word comes to mind when I mention the name Donald Trump?

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%
NARCISSIST/SELF-CENTERED/ ARROGANT/POMPOUS	86 14% (1)	30 22% (1) CF	8 10% (4)	9 13% (2)	17 15% (1)	10 9% (3)	11 14% (1)	46 16% (1)	39 13% (2)	3 8% (3)	15 13% (2)	24 14% (1)	21 18% (1)	22 14% (1)	17 19% (1)	18 15% (2)	10 15% (1)	6 5% (8)	22 19% (1)	12 14% (1)	52 16% (1)	26 14% (1)	2 7% (4)
CLOWN/JOKE/BUFFOON	77 13% (2)	16 12% (3)	9 12% (3)	9 13% (3)	16 14% (2)	22 19% (1)	5 6% (7)	35 12% (2)	41 13% (1)	3 7% (7)	12 10% (3)	22 13% (2)	19 16% (2)	21 14% (2)	7 7% (4)	19 15% (1)	10 14% (2)	14 13% (2)	15 13% (2)	12 13% (2)	46 14% (2)	23 12% (2)	2 5% (6)
IGNORANT/IDIOT/MORON	62 10% (3)	19 14% (2)	4 6% (8)	12 17% (1)	11 9% (3)	9 8% (4)	7 8% (4)	24 8% (3)	38 12% (3)	9 24% (1)	16 13% (1)	19 11% (3)	10 8% (4)	9 6% (7)	11 12% (2)	11 8% (3)	2 3% (12)	20 18% (1)	11 10% (3)	7 8% (4)	35 11% (3)	14 7% (5)	5 14% (1)
JERK/BULLY	38 6% (4)	8 6% (4)	4 6% (7)	5 7% (4)	5 4% (10)	6 5% (7)	9 12% (2)	12 4% (8)	25 8% (4)	- - (4)	12 10% (4)	9 5% (7)	6 5% (7)	11 7% (4)	2 2% (13)	6 5% (9)	4 6% (5)	10 9% (3)	9 8% (5)	6 7% (6)	19 6% (7)	14 8% (4)	3 7% (3)
ANNOYING/OBNOXIOUS/LOUD/BIG MOUTH	36 6% (5)	3 2% (12)	12 15% (1)	3 4% (8)	5 5% (7)	9 8% (5)	4 5% (8)	12 4% (11)	24 8% (5)	1 3% (9)	10 8% (5)	5 3% (12)	6 5% (8)	13 9% (3)	4 5% (7)	5 4% (10)	3 4% (9)	7 6% (5)	7 6% (7)	10 11% (3)	16 5% (8)	15 8% (3)	- - (W)
RICH/MONEY	33 5% (6)	4 3% (11)	6 8% (5)	4 5% (6)	11 9% (4)	6 5% (8)	2 3% (12)	20 7% (4)	13 4% (9)	3 9% (2)	6 5% (8)	10 6% (6)	6 5% (9)	7 6% (10)	6 6% (7)	8 9% (4)	6 6% (7)	6 3% (9)	4 3% (9)	3 3% (9)	20 6% (6)	11 6% (8)	1 3% (10)
DISLIKE HIM (GENERAL)	32 5% (7)	7 5% (6)	4 5% (9)	4 6% (5)	8 7% (5)	7 6% (6)	2 2% (15)	12 4% (9)	20 6% (6)	3 8% (6)	7 6% (7)	7 4% (10)	6 5% (10)	9 6% (6)	5 6% (12)	4 3% (8)	4 5% (8)	7 6% (6)	7 6% (6)	6 6% (7)	16 5% (9)	13 7% (6)	2 4% (8)
CRAZY/NUT	32 5% (8)	7 5% (5)	10 12% (2)	2 2% (14)	2 1% (15)	5 4% (9)	6 8% (5)	18 6% (6)	14 4% (7)	3 8% (5)	3 3% (11)	7 4% (9)	10 8% (3)	8 6% (8)	- - (5)	9 7% (3)	9 12% (3)	9 9% (4)	3 2% (14)	2 2% (11)	21 6% (4)	10 6% (9)	- - (W)
BUSINESS/BUSINESSMAN	32 5% (9)	7 5% (7)	3 4% (10)	3 4% (7)	6 5% (6)	11 9% (2)	2 3% (13)	18 6% (5)	14 4% (8)	- - (6)	8 7% (5)	12 7% (5)	9 8% (5)	2 2% (14)	7 8% (3)	9 7% (4)	1 2% (13)	4 4% (10)	9 8% (4)	1 1% (17)	21 6% (5)	4 2% (13)	3 9% (2)
OUTSPOKEN/SPEAKS HIS MIND	28 5% (10)	4 3% (8)	5 6% (6)	2 2% (12)	5 4% (8)	5 4% (11)	7 9% (3)	16 6% (7)	12 4% (10)	3 8% (4)	2 1% (14)	7 4% (8)	6 5% (11)	10 7% (5)	3 4% (9)	8 7% (6)	4 6% (7)	2 1% (13)	4 3% (11)	7 7% (5)	14 4% (11)	12 6% (7)	1 3% (11)
BOLD/POWERFUL/STRONG	20 3% (11)	4 3% (9)	3 4% (11)	- - (9)	5 4% (9)	2 2% (13)	5 7% (6)	12 4% (10)	8 3% (12)	- - (16)	1 1% (7)	13 7% (4)	2 1% (14)	4 3% (11)	2 3% (10)	7 5% (8)	3 4% (11)	3 3% (12)	3 2% (13)	2 2% (13)	15 4% (10)	4 2% (12)	- - (W)

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

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:
What single word comes to mind when I mention the name Donald Trump?

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)	
HAIR/HIS APPEARANCE	15 3% (12)	3 2% (13)	- - (11)	2 3% (11)	3 2% (14)	4 4% (12)	4 5% (9) c	6 2% (14)	9 3% (11)	- - (9)	4 4% (11) j	7 4% (13) j	2 1% (13)	3 2% (13) j	1 1% (15)	4 3% (11)	1 1% (15)	4 4% (9)	3 3% (12)	2 2% (14)	10 3% (12)	3 2% (14)	2 5% (7)	
HONEST/TRUTHFUL	15 3% (13)	2 2% (14)	2 3% (12)	2 3% (9)	1 1% (16)	5 4% (10)	3 3% (11)	8 3% (12)	7 2% (13)	- - (15)	1 1% (14)	5 3% (6) J	6 5% (12) JK	3 2% (11) j	2 3% (13) r	3 4% (10) r	- - (8) Rt	6 5% (15) *Rt	1 1% (15)	8 2% (13)	5 3% (11)	1 2% (13)		
LIKE HIM (GENERAL)	13 2% (14)	4 3% (10)	1 1% (13)	1 1% (16)	5 4% (11)	2 2% (15)	1 1% (17)	7 3% (13)	6 2% (14)	2 5% (8)	- - (18)	2 1% (15)	1 5% (9) KLM	2 2% (12) p	1 1% (18)	4 6% (6) pR	- - (15)	2 2% (15)	4 4% (8) R	5 2% (16) w	7 4% (10) W	- - (5)		
SMART/BRILLIANT	11 2% (15)	1 1% (18)	- - (15)	1 2% (15)	4 3% (12) c	2 2% (14)	3 4% (10)	6 2% (15)	5 2% (15)	- - (10)	4 3% (13) JN	5 3% (12) j	2 2% (12)	- - (8) j	4 2% (16)	2 - (15)	1 1% (10) q	4 3% (18)	1 1% (14) v	8 2% (14)	1 - (18)	2 6% (5)		
DISHONEST/UNTRUSTWORTHY	8 1% (16)	2 2% (15)	- - (13)	2 2% (13)	3 3% (17) c	1 1% (17)	- 1% (18)	3 1% (17)	5 2% (16)	- - (13)	2 2% (15) jm	4 2% (15) j	- - (15)	2 - (14)	2 2% (16)	- 1% (11)	4 3% (12)	- - (12)	2 2% (15)	5 2% (15)	2 1% (15)	1 2% (12)		
LEADER	8 1% (17)	2 1% (16)	- - (10)	2 3% (17)	1 1% (16)	2 2% (16)	1 1% (16)	3 1% (18)	5 2% (17)	- - (12)	2 2% (16) jm	3 2% (16)	- - (16)	2 1% (14)	1 1% (17)	- - (14)	1 1% (16)	2 2% (10)	2 2% (17)	3 1% (17)	2 1% (16)	1 4% (9)		
WINNER	4 1% (18)	1 1% (17)	1 1% (14)	- - (18)	1 - (14)	- - (14)	2 2% (14)	3 1% (16)	1 - (18)	- - (17)	- - (17)	2 1% (16)	1 1% (17)	2 - (15)	2 2% (14)	1 1% (14)	- - (15) *	- - (15) *	1 1% (18)	1 - (17)	2 1% (17)	- - (17)		
OTHER	30 5% (18)	11 8% (17) df	5 7% (14)	2 2% (14)	7 6% (18)	3 3% (14)	2 3% (14)	16 6% (18)	14 4% (18)	6 16% (18)	6 5% (18)	8 5% (16)	5 4% (17)	5 4% (17)	8 9% (15) s	6 5% (14)	2 3% (14)	7 6% (14)	2 1% (14)	5 6% (14) s	11 3% (18)	8 4% (17)	8 23% (18) UV	
NONE/NOTHING	12 2% (18)	3 2% (17)	1 1% (14)	3 4% (14)	3 2% (18)	1 1% (14)	1 2% (14)	4 1% (18)	8 3% (18)	2 5% (18)	2 2% (18)	3 2% (16)	2 2% (16)	3 2% (15)	2 1% (14)	1 1% (14)	2 2% (14)	3 3% (14)	3 3% (14)	4 1% (18)	4 2% (17)	1 3% (17)		
DON'T KNOW	5 1% (18)	1 1% (17)	1 1% (14)	1 1% (14)	- - (18)	2 2% (14)	- - (14)	5 2% (18)	- - (18)	- - (18)	3 2% (16)	1 1% (16)	- - (16)	1 1% (15)	3 3% (14)	1 1% (14)	1 1% (14)	- - (14)	- - (14)	4 1% (18) w	1 1% (17)	- - (17)		
REFUSED	8 1% (18)	1 1% (17)	- - (14)	3 5% (14) c	1 1% (18)	1 1% (14)	2 2% (14)	3 1% (18)	5 2% (18)	- - (18)	3 3% (16)	1 1% (16)	- - (16)	4 3% (15) JM	2 2% (14)	- - (14)	1 1% (14)	1 1% (14)	1 1% (14)	3 3% (14) p	5 2% (18)	2 1% (17)	1 3% (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/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: What single word comes to mind when I mention the name Donald Trump?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
NARCISSIST/SELF-CENTERED/ ARROGANT/POMPOUS	86 14% (1)	25 13% (1)	47 18% (1)	14 9% (3)	12 12% (1)	13 14% (2)	26 23% (1)	21 15% (2)	9 11% (2)	5 7% (5)	25 17% (2)	23 14% (1)	35 13% (1)	11 8% (5)	71 17% (1)	2 7% (8)	61 14% (1)	25 14% (2)
CLOWN/JOKE/BUFFOON	77 13% (2)	15 8% (5)	37 14% (3)	25 16% (1)	5 5% (8)	10 10% (3)	18 16% (2)	20 13% (3)	13 16% (1)	12 17% (1)	27 18% (1)	20 12% (3)	29 11% (2)	22 16% (1)	52 12% (2)	3 10% (4)	57 14% (2)	19 11% (3)
IGNORANT/IDIOT/MORON	62 10% (3)	10 5% (9)	38 15% (2)	15 10% (2)	5 6% (6)	4 4% (9)	16 14% (3)	22 15% (1)	3 4% (11)	12 17% (2)	24 16% (3)	23 14% (2)	13 5% (10)	18 13% (2)	38 9% (3)	4 17% (1)	35 8% (3)	27 15% (1)
JERK/BULLY	38 6% (4)	11 6% (7)	15 6% (5)	12 8% (4)	3 3% (14)	8 8% (4)	5 4% (6)	10 7% (6)	7 10% (6)	7 10% (3)	8 5% (6)	12 7% (5)	16 6% (7)	14 11% (4)	23 5% (7)	- - -	28 7% (4)	10 5% (6)
ANNOYING/OBNOXIOUS/LOUD/BIG MOUTH	36 6% (5)	20 10% (2)	12 4% (7)	5 3% (12)	6 6% (5)	14 14% (1)	1 1% (16)	11 7% (5)	5 6% (7)	- - -	3 2% (11)	12 7% (6)	21 8% (3)	2 2% (11)	33 8% (4)	- - -	26 6% (5)	10 6% (5)
RICH/MONEY	33 5% (6)	15 8% (4)	6 2% (9)	11 8% (6)	11 11% (3)	4 5% (8)	3 2% (8)	4 3% (10)	6 8% (4)	5 7% (6)	6 4% (7)	6 4% (8)	18 6% (6)	7 5% (7)	22 5% (8)	2 10% (5)	24 6% (7)	9 5% (8)
DISLIKE HIM (GENERAL)	32 5% (7)	4 2% (14)	22 9% (4)	6 4% (11)	3 3% (12)	1 1% (17)	8 7% (5)	15 10% (4)	2 2% (15)	4 6% (8)	10 7% (4)	12 8% (4)	8 3% (11)	8 6% (6)	21 5% (9)	3 11% (3)	23 6% (8)	9 5% (7)
CRAZY/NUT	32 5% (8)	5 3% (12)	14 6% (6)	12 8% (5)	5 5% (7)	- - -	8 7% (4)	7 5% (7)	5 6% (8)	7 10% (4)	9 6% (5)	3 2% (14)	19 7% (4)	15 11% (3)	13 3% (12)	3 12% (2)	25 6% (6)	6 4% (10)
BUSINESS/BUSINESSMAN	32 5% (9)	17 9% (3)	8 3% (8)	6 4% (10)	11 12% (2)	6 6% (6)	2 2% (10)	6 4% (8)	4 5% (9)	2 3% (10)	3 2% (13)	10 6% (7)	19 7% (5)	6 4% (8)	25 6% (5)	- - -	21 5% (9)	10 6% (4)
OUTSPOKEN/SPEAKS HIS MIND	28 5% (10)	13 7% (6)	4 2% (12)	11 7% (7)	6 6% (4)	7 7% (5)	2 1% (11)	3 2% (12)	8 10% (3)	2 3% (9)	2 1% (14)	6 4% (9)	16 6% (8)	2 2% (10)	24 6% (6)	1 5% (10)	21 5% (10)	7 4% (9)
BOLD/POWERFUL/STRONG	20 3% (11)	8 4% (10)	4 1% (14)	8 5% (8)	4 4% (10)	4 4% (11)	1 1% (12)	2 2% (13)	6 8% (5)	2 3% (12)	- - -	6 4% (10)	13 5% (9)	- - -	17 4% (10)	2 8% (7)	14 3% (11)	6 3% (11)

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

Continued

QUESTION: What single word comes to mind when I mention the name Donald Trump?

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)	
HAIR/HIS APPEARANCE	15 3% (12)	3 1% (16)	6 2% (11)	7 4% (9)	2 2% (15)	1 1% (14)	2 2% (9)	3 2% (11)	2 2% (13)	5 7% (7)	4 2% (9)	4 3% (11)	7 3% (13)	1 1% (14)	14 3% (11)	1 2% (11)	12 3% (12)	3 2% (15)	
HONEST/TRUTHFUL	15 3% (13)	10 5% (8) cd	4 2% (13)	1 1% (17)	4 5% (9)	5 6% (7) hj	3 3% (7)	1 1% (16)	1 1% (16)	1 1% (15)	5 3% (8)	3 2% (12)	7 3% (14)	2 1% (13)	10 2% (14)	2 9% (6)	10 2% (14)	5 3% (12)	
LIKE HIM (GENERAL)	13 2% (14)	8 4% (11) c	1 - (17)	5 3% (13) c	3 4% (11) g	4 4% (10) gh	- - (17)	1 - (10)	4 5% (14) g	1 1% (14)	- - (17)	2 1% (12)	8 3% (15) K	1 1% (15)	11 3% (13) n	1 5% (9)	10 2% (13)	3 1% (16)	
SMART/BRILLIANT	11 2% (15)	5 3% (13)	3 1% (15)	4 3% (14)	3 3% (13)	2 2% (12)	1 1% (14)	1 1% (14)	2 3% (12)	2 3% (11)	4 2% (10)	3 2% (13)	5 2% (15)	3 2% (9)	8 2% (15) P	- - (16)	7 2% (16)	5 3% (13)	
DISHONEST/UNTRUSTWORTHY	8 1% (16)	2 1% (18)	6 2% (10) D	- - (16)	2 2% (16)	1 1% (16)	1 1% (13)	5 3% (9) IJ	- - (14)	- - (15)	3 2% (12)	2 1% (15)	2 1% (18)	- - (16)	8 2% (17) NP	- - (15)	8 2% (15) r	1 - (18)	
LEADER	8 1% (17)	4 2% (15)	2 1% (16)	2 1% (15)	1 1% (18)	2 2% (13)	1 1% (15)	1 1% (15)	- - (13)	2 3% (13)	1 - (15)	2 1% (16)	5 2% (16)	2 2% (12)	5 1% (17) P	- - (17)	3 1% (17)	4 2% (14)	
WINNER	4 1% (18)	3 1% (17)	- - (16)	2 1% (16)	2 2% (17)	1 1% (15)	- - (15)	- - (14)	2 2% (14)	- - (14)	- - (18)	1 1% (17)	3 1% (17)	- - (18)	4 1% (18) np	- - (18)	3 1% (18)	1 1% (17)	
OTHER	30 5% (12)	12 6% (10)	12 5% (10)	6 4% (10)	5 5% (10)	7 8% (9)	8 7% (9)	4 3% (10)	3 4% (9)	2 3% (9)	9 6% (10)	10 6% (10)	10 4% (10)	11 8% (10)	18 4% (10)	4 4% (10)	16 4% (10)	14 8% (10)	
NONE/NOTHING	12 2% (12)	2 1% (12)	10 4% (10) bd	- - (12)	1 1% (12)	1 2% (12)	3 3% (12) ij	6 4% (12) eIJ	- - (12)	- - (12)	- - (12)	4 3% (12)	3 2% (12)	5 2% (12) P	6 5% (12) P	6 1% (12) P	- - (12)	8 2% (12)	4 2% (12)
DON'T KNOW	5 1% (12)	2 1% (12)	3 1% (12) d	- - (12)	2 2% (12)	- - (12)	3 3% (12)	- - (12)	- - (12)	- - (12)	3 2% (12)	- - (12)	2 1% (12)	2 1% (12)	3 1% (12)	- - (12)	4 1% (12)	1 1% (12)	
REFUSED	8 1% (12)	- - (12)	6 2% (12) B	2 1% (12)	- - (12)	- - (12)	1 1% (12)	5 4% (12) EFJ	2 2% (12)	- - (12)	3 2% (12)	1 1% (12)	4 2% (12)	4 3% (12) p	4 1% (12) p	- - (12)	6 2% (12)	2 1% (12)	

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R
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: What single word comes to mind when I mention the name Hillary Clinton?

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%
DISHONEST/UNTRUSTWORTHY/ DECEIVING/LIAR	164 27% (1)	30 22% (1)	26 33% (1)	20 27% (1)	32 28% (1)	30 25% (1)	27 34% (1) b	80 28% (1)	84 27% (1)	6 15% (3)	24 20% (1)	49 28% (1)	45 38% (1) JKLN	40 27% (1)	22 25% (1)	39 31% (1)	19 27% (1)	21 20% (1)	37 32% (1) r	26 29% (1)	88 26% (1)	57 31% (1)	10 28% (1)
DISLIKE HER (GENERAL)	64 11% (2)	15 11% (2) c	3 4% (7)	7 10% (2)	10 9% (2)	17 14% (2) C	12 15% (2) C	36 13% (2)	28 9% (4)	8 21% (1)	9 8% (3)	15 8% (2)	10 8% (2)	22 15% (2) lm	13 15% (2) s	14 11% (2) s	9 13% (2) s	10 9% (2)	5 5% (7)	13 14% (3) S	35 11% (2) W	20 11% (3) W	1 2% (13)
GOOD/LIKE HER (GENERAL)	48 8% (3)	9 6% (5)	14 18% (2) BdEG	5 7% (4)	7 6% (5)	10 9% (3)	3 4% (6)	20 7% (5)	28 9% (2)	3 8% (4)	10 8% (2)	9 5% (5)	5 4% (7)	20 14% (3) LM	6 7% (4)	4 4% (10)	9 12% (4) P	6 6% (5)	9 8% (4)	13 15% (2) Pr	20 6% (4)	23 13% (2) UW	1 3% (9) *
STRONG/HARD WORKER/ DETERMINED	38 6% (4)	9 6% (4)	6 7% (4)	7 9% (3)	9 8% (3)	4 4% (6)	4 5% (5)	10 4% (6)	28 9% (3) H	2 5% (7)	7 5% (4)	13 8% (4)	5 4% (8)	12 8% (4)	2 2% (12)	6 5% (8)	3 4% (6)	9 8% (4)	10 9% (2) O	9 10% (4) Oq	23 7% (3)	12 6% (5)	2 5% (6)
CROOK/CORRUPT/CRIMINAL	37 6% (5)	12 9% (3) d	6 8% (3)	2 3% (11)	6 5% (6)	6 5% (4)	5 6% (4)	22 8% (3)	15 5% (7)	1 3% (9)	6 5% (6)	15 8% (3)	9 8% (3)	6 4% (6)	8 9% (3)	11 8% (3) rt	4 5% (5)	3 2% (13)	10 8% (3) rt	2 3% (7)	19 6% (5)	11 6% (6)	1 3% (11)
EXPERIENCED/QUALIFIED	31 5% (6)	9 6% (6)	3 4% (9)	4 6% (6)	4 4% (9)	4 4% (7)	7 8% (3)	21 7% (4) I	10 3% (9)	2 5% (6)	5 5% (9)	5 3% (11)	9 7% (4) l	10 7% (5) 1	4 5% (5)	8 6% (5)	9 12% (3) RST	4 3% (10)	4 3% (9)	2 3% (8)	15 4% (6) W	14 8% (4) W	- - -
INTELLIGENT/SMART	22 4% (7)	7 5% (8) D	4 5% (5) d	- - (8) D	5 4% (8) D	5 4% (5) d	2 2% (10)	5 2% (13)	17 5% (5) H	- - (11) j	4 4% (10) J	6 4% (6) J	5 5% (6) J	6 4% (7) J	2 2% (14) J	2 2% (13) J	2 2% (8)	6 6% (6)	5 5% (6)	5 6% (5)	9 3% (11)	6 3% (7)	4 11% (2)
PROMISING/POTENTIAL	22 4% (8)	4 3% (11) c	- - (5) C	4 6% (5) C	7 6% (4) C	4 3% (8) c	2 3% (9)	7 2% (12)	15 5% (6)	7 18% (2) lm	5 5% (8)	3 2% (16)	2 2% (12)	4 3% (8)	4 5% (6)	- - (7) Pt	2 3% (7) Pt	10 9% (3) p	4 3% (11)	2 2% (10)	12 4% (8)	5 3% (9)	3 8% (3)
IDIOT/INCOMPETENT	16 3% (9)	3 2% (15)	4 5% (6)	1 1% (13)	4 3% (10)	4 3% (9)	1 1% (15)	10 3% (8)	6 2% (12)	- - (12) j	4 4% (7) JN	7 4% (9) J	4 3% (15) J	1 1% (15)	- - (4) OQST	9 7% (10) ot	1 1% (10)	5 5% (16)	1 1% (16)	- - (12)	9 3% (12)	2 1% (15)	2 4% (8)
BILL CLINTON/HER HUSBAND	16 3% (10)	4 3% (10) D	1 1% (12)	- - (7) D	5 4% (10) D	4 3% (13)	2 2% (13)	10 3% (7)	6 2% (13)	- - (14)	3 2% (6) JN	9 5% (11) j	3 2% (13) j	2 1% (13)	2 5% (7) qt	7 1% (12)	1 1% (17)	2 3% (10)	4 3% (10)	1 1% (13)	14 4% (7) VW	2 1% (13)	- - -
ARROGANT/POMPOUS	16 3% (11)	7 5% (7) Ceg	1 1% (14)	3 4% (8)	1 1% (16)	3 2% (13)	1 1% (16)	7 3% (10)	8 3% (10)	- - (7) j	5 2% (14) j	3 2% (10) j	3 2% (10) j	4 3% (9) J	3 3% (10)	3 3% (12)	1 2% (9)	4 3% (9)	2 2% (12)	3 3% (6)	8 3% (13)	4 2% (10)	1 3% (12)

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I J/K/L/M/N O/P/Q/R/S/T U/V/W
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: What single word comes to mind when I mention the name Hillary Clinton?

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)	
HONEST/TRUSTWORTHY/ AUTHENTIC	15 2% (12)	4 3% (12) c	- - (7)	4 6% (12) c	3 3% (15) c	2 2% (11)	2 2% (16)	4 1% (8)	11 4% (11) h	- - (5) J	6 5% (12) j	4 3% (15)	2 1% (11) j	3 2% (13)	2 1% (15)	1 1% (11)	5 4% (8)	5 4% (8)	2 2% (12)	10 3% (10)	4 2% (11)	1 3% (9) *		
SNEAKY/SECRETIVE/SLICK	15 2% (13)	7 5% (9) De	3 4% (8)	- - (17)	1 1% (12) c	3 3% (14)	1 1% (11)	7 2% (11)	8 3% (11)	- - (16)	2 1% (9) JN	7 4% (5) JKN	6 5% (12)	- - (6) OQT	- - (16)	7 5% (16) OQT	- - (5)	2 1% (16) OQT	6 6% (11)	- - (15)	8 2% (8)	5 3% (7)	2 5% (7)	
POLITICIAN	13 2% (14)	3 2% (13)	- - (15)	2 3% (10)	2 2% (15)	3 3% (11)	2 2% (12)	8 3% (9)	5 2% (15)	- - (15)	2 2% (8) J	7 4% (16)	2 1% (12)	2 1% (8)	3 4% (9)	5 - (14)	- - (18)	2 2% (11)	1 1% (11)	2 2% (9) W	11 3% (14)	2 1% (14)	- - (5)	
WOMAN/FEMININE	10 2% (15)	3 2% (14)	2 2% (10)	- - (13) df	3 3% (8) df	- - (8)	2 3% (15)	4 1% (14)	6 2% (13) 1	2 6% (5)	4 3% (13) 1	- - (14)	2 1% (14)	2 1% (7)	3 4% (13)	- - (12)	1 3% (14)	3 2% (14) *	2 1% (13)	1 1% (16)	6 2% (18)	1 - (18)	2 6% (5)	
WEAK/USELESS	9 2% (16)	2 1% (16)	1 2% (11)	2 2% (12)	3 2% (14)	- - (7)	2 3% (14)	5 2% (16)	5 1% (10) jn	- - (10) jn	4 4% (15) jn	3 2% (17)	1 1% (13)	- - (9)	3 3% (14)	2 1% (11)	- - (15)	3 3% (15)	2 1% (15)	- - (14) vW	8 2% (17)	1 - (17)	- - (5)	
EMAIL/EMAIL ISSUE	7 1% (17)	- - (13)	1 1% (13)	- - (11) bdg	4 3% (14) bdg	2 2% (14)	- - (17)	3 1% (17)	4 1% (8)	2 4% (13) kn	- - (13)	3 2% (13)	2 2% (13)	- - (11) oqt	3 3% (15)	- - (13)	2 2% (15)	2 2% (13)	- - (17)	3 1% (17)	2 1% (16)	2 6% (4)		
JOKE	5 1% (18)	1 1% (17)	- - (9)	2 3% (18)	1 1% (16)	1 1% (16)	- - (18)	1 - (18)	3 1% (18)	- - (17)	- - (17)	2 1% (17)	- - (10) jkm	3 2% (16)	- - (14)	1 1% (14)	1 1% (17)	- - (17)	1 3% (9)	2 1% (18)	2 1% (12)	2 1% (12)	- - (5)	
OTHER	26 4% (13)	6 5% (13)	1 1% (13)	4 6% (13)	2 2% (13)	10 9% (13) CE	3 4% (13)	13 4% (13)	14 4% (13)	2 6% (13)	8 6% (13)	7 4% (13)	4 3% (13)	6 4% (13)	5 2% (13)	3 6% (13)	4 5% (13)	5 5% (13)	6 4% (13)	3 4% (13)	13 4% (13)	6 3% (13)	6 16% (13) v	
NONE/NOTHING	13 2% (13) c	3 2% (13) c	- - (13)	1 2% (13)	4 4% (13) C	3 2% (13)	2 3% (13)	6 2% (13)	7 2% (13)	- - (13)	6 5% (13) Jm	3 2% (13) j	1 1% (13)	3 2% (13) j	1 2% (13)	1 1% (13)	3 4% (13)	5 4% (13)	2 1% (13)	1 1% (13)	9 3% (13) W	4 2% (13) W	- - (13)	
DON'T KNOW	14 2% (14)	1 1% (14)	3 4% (14)	2 3% (14)	2 2% (14)	5 5% (14) bG	- - (14)	10 3% (14) i	4 1% (14)	3 9% (14)	3 2% (14)	1 1% (14)	3 2% (14)	6 7% (14) s	2 2% (14)	2 3% (14)	2 1% (14)	- - (14)	2 2% (14)	11 3% (14) vW	2 1% (14)	2 1% (14)	- - (14)	
REFUSED	4 1% (4)	1 1% (4)	1 1% (4)	1 2% (4)	- - (4)	- - (4)	1 1% (4)	1 - (4)	3 1% (4)	- - (4)	1 1% (4)	- - (4)	1 1% (4)	- - (4)	- - (4)	1 1% (4)	1 1% (4)	- - (4)	1 2% (4)	2 1% (4)	2 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
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: What single word comes to mind when I mention the name Hillary Clinton?

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%	164 27%	261 43%	138 23%	426 71%	26 4%	420 70%	180 30%
DISHONEST/UNTRUSTWORTHY/ DECEIVING/LIAR	164 27% (1)	93 48% (1) CD	28 11% (3)	43 29% (1) C	45 47% (1) GHI	48 50% (1) GHIj	15 14% (2)	13 9% (4)	20 25% (1) gH	24 34% (1) GH	20 13% (1)	35 21% (1) k	106 41% (1) KL	9 6% (5)	143 34% (1) N	10 39% (1) N	121 29% (1)	44 24% (1)
DISLIKE HER (GENERAL)	64 11% (2)	25 13% (2) C	17 6% (6)	23 15% (2) C	12 12% (2) h	13 13% (2) H	10 9% (3)	7 5% (7)	14 18% (2) H	9 12% (3)	9 6% (7)	16 10% (3) K	32 12% (2)	7 5% (6)	51 12% (2) N	5 20% (2)	45 11% (2)	19 11% (2)
GOOD/LIKE HER (GENERAL)	48 8% (3)	3 2% (10)	36 14% (1) BD	9 6% (6) b	1 1% (15)	2 2% (9)	16 14% (1) EFI	20 14% (2) EFI	3 4% (6)	6 8% (4)	14 9% (4)	21 13% (2) M	13 5% (4)	27 20% (1) OP	19 4% (6)	1 4% (6)	38 9% (3) r	9 5% (7)
STRONG/HARD WORKER/ DETERMINED	38 6% (4)	4 2% (7)	28 11% (2) BD	6 4% (7)	2 2% (9)	2 2% (8)	6 5% (6)	22 15% (1) EFGIJ	3 3% (8)	3 5% (6)	14 9% (3) M	14 8% (4) m	9 4% (7)	16 11% (2) oP	23 5% (5) P	-	23 5% (5)	15 9% (3)
CROOK/CORRUPT/CRIMINAL	37 6% (5)	18 10% (3) C	9 3% (9)	10 6% (4)	11 12% (3) H	7 7% (3) h	6 5% (8)	3 2% (14)	5 6% (4)	5 3% (5)	5 3% (11)	3 2% (14)	29 11% (3) KL	4 3% (10)	28 7% (3) n	2 8% (5)	26 6% (4)	11 6% (5)
EXPERIENCED/QUALIFIED	31 5% (6)	2 1% (15)	17 7% (5) B	12 8% (3) B	1 1% (16)	1 1% (14)	9 8% (4) EFJ	8 5% (6) EF	11 14% (3) EFhJ	1 2% (9)	16 11% (2) M	10 6% (5) M	2 1% (16)	3 2% (12)	27 6% (4) NP	-	20 5% (6)	11 6% (4)
INTELLIGENT/SMART	22 4% (7)	1 1% (16)	17 7% (4) BD	3 2% (9)	1 1% (13)	- - (15)	3 2% (13)	15 10% (3) EFGIJ	2 2% (11)	2 3% (8)	8 5% (8) M	10 6% (6) M	3 1% (13)	7 5% (7) P	15 3% (7) P	-	17 4% (7)	5 3% (10)
PROMISING/POTENTIAL	22 4% (8)	1 - (17)	12 4% (8) B	9 6% (5) B	- - (12)	1 1% (12)	7 6% (5) EFI	5 3% (9) EI	-	9 13% (2) EFHI	12 8% (5) M	8 5% (7) m	2 1% (15)	13 9% (3) OP	9 2% (11) P	-	13 3% (9)	9 5% (6)
IDIOT/INCOMPETENT	16 3% (9)	10 5% (4) c	4 1% (17)	3 2% (11)	4 4% (4) j	6 6% (4) hJ	3 2% (12)	1 1% (18)	3 4% (7)	-	2 1% (16)	4 3% (10)	8 3% (8)	2 1% (15)	14 3% (9) P	-	13 3% (8)	3 2% (14)
BILL CLINTON/HER HUSBAND	16 3% (10)	6 3% (5)	8 3% (10) d	1 1% (16)	3 3% (7)	4 4% (6) j	6 5% (7) J	2 1% (16)	1 1% (13)	-	3 2% (13)	2 1% (16)	11 4% (5) l	6 4% (8)	6 1% (14)	3 11% (3)	9 2% (14)	7 4% (8)
ARROGANT/POMPOUS	16 3% (11)	4 2% (9)	8 3% (11)	4 3% (8)	1 1% (11)	2 2% (7)	3 3% (11)	5 3% (8)	3 4% (5)	1 1% (11)	5 3% (10)	6 4% (8)	4 1% (10)	1 1% (17)	14 3% (8) NP	-	9 2% (13)	6 3% (9)

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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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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)
HONEST/TRUSTWORTHY/ AUTHENTIC	15 2% (12)	2 1% (13)	12 5% (7) BD	- -	2 2% (10)	1 1% (13)	2 2% (14)	10 7% (5) EFgIJ	- -	- -	10 6% (6) LM	3 2% (11)	2 1% (14)	9 6% (4) OP	6 1% (16) P	- -	11 3% (11)	4 2% (13)
SNEAKY/SECRETIVE/SLICK	15 2% (13)	6 3% (6)	6 2% (13)	3 2% (10)	1 1% (12)	5 5% (5)	3 3% (10)	3 2% (15)	2 3% (9)	1 1% (10)	1 1% (17)	3 2% (12)	9 4% (6) K	2 2% (14)	10 2% (10)	2 9% (4)	12 3% (10)	3 2% (15)
POLITICIAN	13 2% (14)	4 2% (8)	8 3% (12)	1 1% (15)	3 3% (6)	1 1% (11)	4 3% (9) j	4 3% (11) j	1 2% (12)	- -	8 5% (9) M	3 2% (13)	2 1% (17)	4 3% (9) p	8 2% (12) P	- -	10 2% (12)	3 2% (16)
WOMAN/FEMININE	10 2% (15)	2 1% (14)	5 2% (14)	2 1% (12)	2 2% (8)	- -	2 2% (15)	3 2% (13) fi	- -	2 3% (7)	2 2% (14)	5 3% (9) m	1 - (18)	3 2% (13)	7 2% (13) P	- -	5 1% (17)	5 3% (11)
WEAK/USELESS	9 2% (16)	3 2% (11)	5 2% (15)	2 1% (14)	3 3% (5)	- -	- -	5 3% (10) FGJ	2 2% (10)	- -	3 2% (12)	2 1% (15)	4 2% (9)	3 2% (11)	6 1% (15) P	- -	5 1% (16)	4 2% (12)
EMAIL/EMAIL ISSUE	7 1% (17)	3 1% (12)	2 1% (18)	2 1% (13)	1 1% (14)	2 2% (10)	1 1% (16)	1 1% (17)	1 1% (14)	1 1% (12)	1 1% (15)	1 1% (17)	4 1% (11)	1 1% (16)	6 1% (17) P	- -	5 1% (15)	2 1% (18)
JOKE	5 1% (18)	- -	4 2% (16) b	1 - (17)	- -	- -	1 1% (17)	3 2% (12) efj	1 1% (15)	- -	1 - (18)	1 - (18)	3 1% (12)	1 1% (18)	4 1% (18) P	- -	3 1% (18)	2 1% (17)
OTHER	26 4% (4)	3 1% (18)	12 5% (5) b	12 8% (8) B	2 2% (10)	1 1% (13)	3 2% (14)	9 6% (15) eF	10 10% (10) EFg	4 5% (8)	11 7% (16)	6 3% (20)	9 3% (30)	14 10% (14) OP	11 3% (37) P	- -	15 4% (15)	11 6% (19)
NONE/NOTHING	13 2% (13)	5 3% (5)	4 2% (16)	4 2% (12)	2 2% (10)	3 3% (13) i	4 3% (14) i	- -	- -	4 5% (8) i	3 2% (15)	4 3% (16)	6 2% (30)	- -	13 3% (45) NP	- -	11 3% (11)	2 1% (25)
DON'T KNOW	14 2% (14)	- -	13 5% (5) BD	1 1% (17)	- -	- -	9 8% (11) EFhIJ	4 3% (13) efj	1 1% (14)	- -	3 2% (15)	6 4% (15)	5 2% (25)	5 3% (17)	5 1% (50)	4 15% (4)	9 2% (45)	4 2% (20)
REFUSED	4 1% (4)	- -	4 1% (4) bd	- -	- -	- -	1 1% (4)	3 2% (12)	- -	- -	1 1% (4)	1 1% (4)	1 1% (4)	2 1% (8)	2 - (4)	- -	3 1% (3)	1 - (4)

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

CIVITAS