

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

First, do you feel things in North Carolina are generally heading in the right direction, or have things gotten off on the wrong track?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (RIGHT DIRECTION - WRONG TRACK)	-72 -12%	-25 -20% G	5 6% BDFG	-6 -8% bG	11 10% BDFG	-24 -17% G	-33 -46%	12 4% I	-84 -27%	13 28% KLMN	-25 -22%	-10 -6% KM	-37 -31%	-13 -9% KM	9 9% QRST	10 9% QRST	-8 -10% RS	-32 -34%	-47 -33%	-5 -7% RS	-6 -4% vWX	-20 -11%	-21 -14%	-26 -20%
RIGHT DIRECTION																								
NOV 10-12, 2015	232 39%	44 36% g	36 47% G	32 40% g	55 50% bfg	50 36% g	16 22%	134 46% I	98 31%	28 61% KMn	38 34%	72 42% M	33 28%	61 40% M	52 50% RS	51 46% rS	30 41% S	28 30%	40 28%	30 39% s	57 42%	67 38%	61 39%	44 34%
SEP 28-30, 2015	222 37%	58 42% G	28 36%	29 40%	42 37%	43 37%	22 27%	126 44% I	96 31%	23 60% KMn	32 27%	68 39% K	40 34%	58 39% k	40 44% s	56 43% rS	29 45% rS	33 31%	34 28%	29 34%	-	-	-	-
JUN 23-25, 2015	234 39%	52 44% cG	26 29%	33 44% g	43 38%	60 49% CG	20 25%	127 44% i	108 34%	21 47%	54 48% n	70 40%	40 34%	49 33%	54 50% qsT	48 45% t	25 33%	35 38%	49 34%	24 32%	-	-	-	-
FEB 24-25, 2015	226 38%	54 39% G	34 42% G	26 39% g	49 43% G	43 36%	19 24%	125 43% I	101 32%	10 23%	47 45% Jm	71 39% j	37 31%	61 40% j	37 39% s	60 48% rS	27 42% S	36 35%	32 26%	34 39% S	60 40%	54 32%	70 41%	39 35%
FEB 1-3, 2015	252 42%	58 41%	33 46%	26 38%	43 38%	66 47%	25 40%	132 46% i	120 38%	21 45%	49 48%	78 44%	41 35%	62 40%	52 51% S	59 46% S	20 36%	40 42%	37 32%	42 42%	70 43% X	85 47% X	71 45% X	23 25%
WRONG TRACK																								
NOV 10-12, 2015	304 51%	68 56% cE	31 41%	39 48%	44 40%	73 53% e	49 69% CDEf	122 42%	182 58% H	15 33%	63 56% j	82 48%	70 59% Jln	74 49%	43 41%	41 37%	38 52% P	59 63% OPT	87 62% OPT	36 46%	63 46%	87 50%	83 53%	70 55%
SEP 28-30, 2015	277 46%	64 46%	35 45%	33 46%	52 45%	54 46%	40 50%	121 42%	156 50% h	7 17%	61 51% J	76 44% J	63 54% J	69 46% J	32 36%	58 44%	30 46%	48 45%	68 57% OPr	39 46%	-	-	-	-
JUN 23-25, 2015	284 47%	56 46%	41 45%	31 41% 49%	55 44% 49%	54 62% bDF	49 41% 47%	117 41% 43%	167 54% H	16 36%	37 33%	85 49% k	66 56% jK	79 53% K	34 32%	46 43%	38 50% O	47 51% o	78 54% O	42 56% Op	-	-	-	-
FEB 24-25, 2015	288 48%	73 52%	33 40%	33 48%	55 48%	58 49%	37 47%	124 43%	165 53% H	25 57%	41 39%	96 53% kN	64 54% KN	63 42%	43 45%	51 40%	30 46%	52 51% t	80 64% OPQrT	33 38%	65 43%	81 48%	83 49%	60 55% u
FEB 1-3, 2015	282 47%	76 54% cDf	29 40%	26 38%	59 52% d	57 41% 52%	34 52%	123 43%	159 51% h	19 40%	40 39%	83 46% KL	66 57% KL	73 47%	38 37%	58 45%	26 48%	41 43%	70 61% OPRT	47 47%	73 44%	73 41%	72 46%	61 67% UVW
DON'T KNOW/UNSURE	61 10%	10 8%	9 12%	9 11%	10 9%	17 12%	6 9%	29 10%	32 10%	3 6%	9 8%	18 11%	15 13%	16 11%	7 7%	17 15% q	5 7%	7 7%	14 10%	11 14% q	14 10%	20 11%	12 8%	14 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/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

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BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
REFUSED	3	-	-	1	2	-	-	3	-	-	2	-	1	-	2	1	-	-	-	-	2	1	-	-
	-	-	-	2%	1%	-	-	1%	-	-	1%	-	1%	-	1%	1%	-	-	-	-	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

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First, do you feel things in North Carolina are generally heading in the right direction, or have things gotten off on the wrong track?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EML- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tW	11 2%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-72 -12%	41 21% CD	-85 -33%	-28 -19% C	47 47% FGHIJ	-6 -6% GHJ	-24 -22% H	-61 -42%	-11 -15% H	-17 -23% h	-63 -38%	-24 -18% K	7 3% KL	-26 -19%	-43 -10%	-1 -2% N	-30 -9%	-30 -15%	-10 -22%	-12 -6% u	-26 -15%	-5 -6% u	-5 -40%
RIGHT DIRECTION																							
NOV 10-12, 2015	232 39%	103 54% CD	74 29%	55 37%	69 68% FGHIJ	34 38%	36 32%	38 26%	29 39%	26 35%	48 29%	46 33%	125 46% KL	51 37%	166 39%	11 46%	129 40%	76 37%	17 38%	79 42%	67 38%	33 41%	3 26%
SEP 28-30, 2015	222 37%	89 46% C	70 27%	63 42% C	55 57% FGHI	34 35% H	39 35% H	31 21%	32 40% H	32 45% H	33 22%	54 33% K	128 49% KL	47 34%	154 36%	16 63% NO	121 36%	68 37%	16 45%	-	-	-	-
JUN 23-25, 2015	234 39%	87 45%	96 37%	52 34%	57 53% FGHJ	30 35%	41 38%	55 36%	29 39%	23 30%	34 23%	57 41% K	135 48% K	57 41%	160 38%	11 47%	142 42% r	57 32%	11 32%	-	-	-	-
FEB 24-25, 2015	226 38%	104 54% CD	66 26%	56 37% C	59 65% FGHIJ	45 44% GH	32 28%	34 23%	33 40% H	22 34%	29 24%	64 29%	125 52% KL	50 36%	166 39%	8 31%	136 40%	68 37%	14 30%	84 40% U	45 27%	30 49% U	9 43%
FEB 1-3, 2015	252 42%	128 66% CD	72 28%	53 35%	76 75% FGHIJ	51 57% GHI	35 34%	36 24%	21 25%	32 46% HI	17 15%	89 39% K	141 62% KL	46 33%	191 45% N	12 42%	150 44%	80 41%	11 37%	-	-	-	-
WRONG TRACK																							
NOV 10-12, 2015	304 51%	62 32%	159 61% B	83 56% B	22 22% E	40 44% E	60 54% E	99 67% EFgI	41 53% E	43 58% E	111 66% LM	70 51%	118 43%	77 56%	209 49%	11 48%	160 50%	105 51%	27 60%	91 49%	93 53%	38 47%	7 66%
SEP 28-30, 2015	277 46%	71 37%	140 54% Bd	65 44%	30 31% E	41 43%	54 48% E	86 59% EFJ	37 46% e	28 40%	105 69% LM	75 46% M	86 33%	62 45%	203 48%	8 32%	159 48%	90 49%	12 33%	-	-	-	-
JUN 23-25, 2015	284 47%	73 38%	130 50% B	81 54% B	31 29%	43 50% E	53 49% E	77 51% E	34 46% e	47 63% E	99 67% LM	62 44%	109 39%	60 44%	213 50%	8 33%	150 44%	92 52%	19 57%	-	-	-	-
FEB 24-25, 2015	288 48%	66 35% BD	153 59% B	69 46% B	24 27%	42 42% E	61 55% Ef	91 63% EFIj	38 45% E	31 47% E	75 62% M	127 58% M	82 34%	70 51%	199 47%	13 50%	162 48%	83 45%	22 47%	100 47%	89 55%	27 44%	11 50%
FEB 1-3, 2015	282 47%	45 24%	159 61% Bd	78 52% B	20 20%	25 28%	57 54% EF	101 67% EFgJ	46 56% EF	32 46% EF	90 75% LM	118 51% M	62 27%	79 57% Op	187 44%	10 35%	159 47%	91 47%	13 44%	-	-	-	-
DON'T KNOW/UNSURE	61 10%	25 13%	24 9%	11 8%	9 9%	17 18% Hij	15 13%	10 7%	6 8%	5 7%	9 5%	20 14% K	30 11% k	8 6%	49 11% n	1 6%	33 10% S	24 12% S	-	13 7%	15 8%	10 12%	1 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
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			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
REFUSED	3 -	2 1%	1 1%	-	2 2%	-	1 1%	-	-	-	-	1 1%	2 1%	1 1%	2	-	-	-	1 3%	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/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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And I know it is still a year away, but if next year's election for State Legislature were held today, would you vote for the Republican candidate or Democrat candidate?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE				EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (REPUBLICAN CANDIDATE - DEMOCRAT CANDIDATE)	-13 -2%	-8 -7%	2 3% BDFG	-13 -16%	27 25% BCDFG	-13 -9%	-8 -11%	42 15% I	-55 -18%	3 7% KLM	-6 -6%	-12 -7%	-5 -5%	8 5% KLM	19 19% RST	13 12% RST	9 13% RST	-23 -25%	-30 -21%	-2 -2% RS	-1 - X	-1 - X	4 3% UVX	-13 -10%
REPUBLICAN CANDIDATE																								
NOV 10-12, 2015	217 36%	43 35%	30 40%	21 26%	55 50% BDFG	47 34%	20 28%	130 45% I	87 28%	21 47%	40 35%	52 30%	42 35%	61 41% l	51 49% RS	46 42% RS	32 44% RS	21 22%	36 26%	29 38% rS	49 36%	66 38%	60 39%	41 32%
SEP 28-30, 2015	233 39%	48 35%	31 40%	24 33%	48 41%	43 37%	39 48% bd	123 43% i	110 35%	9 22%	40 34%	72 42% j	49 41% j	63 42% j	40 44% r	56 42% R	27 41% r	29 27%	45 38%	36 42% r	- -	- -	- -	- -
JUN 23-25, 2015	204 34%	30 25%	42 47% Bf	27 36%	40 35%	37 31%	28 35%	108 37%	97 31%	13 28%	36 32%	66 38%	42 35%	47 31%	34 32%	49 46% qrst	25 33%	27 30%	47 32%	22 30%	- -	- -	- -	- -
FEB 24-25, 2015	223 37%	44 31%	37 45% b	28 40%	41 36%	44 37%	30 37%	108 38%	114 37%	16 37%	39 38%	79 43% M	34 29%	55 36%	35 37%	51 41%	22 33%	41 40%	40 33%	33 38%	47 32%	67 40%	67 40%	39 36%
FEB 1-3, 2015	224 37%	38 27%	34 47% Bd	21 30%	45 40% B	64 46% Bd	23 35%	117 41%	107 34%	11 24%	42 41%	67 38%	43 37%	60 39%	41 40%	57 44% S	20 35%	33 34%	34 29%	41 41% s	68 41% X	68 38% x	61 39% x	24 27%
DEMOCRAT CANDIDATE																								
NOV 10-12, 2015	230 38%	51 42% E	28 38%	34 42% E	28 25%	60 43% E	28 39% e	88 30%	142 45% H	18 41%	46 41%	64 37%	47 39%	54 36%	32 31%	33 30%	22 31%	44 47% pq	66 47% OPQ	31 40%	50 37%	67 38%	56 36%	53 42%
SEP 28-30, 2015	235 39%	64 46% Ceg	24 30%	33 46% c	40 35%	48 41%	27 34%	101 35%	133 43% h	19 50%	54 45% l	58 34%	47 40%	57 38%	31 34%	44 33%	26 40%	53 49% P	50 42%	30 36%	- -	- -	- -	- -
JUN 23-25, 2015	231 38%	60 50% Cdg	23 25%	25 33%	43 38%	54 44% C	27 34%	91 32%	140 45% H	19 42%	42 38%	59 34%	41 34%	69 46% LM	34 32%	28 26%	30 40% p	45 49% P	55 38% p	39 53% OPqS	- -	- -	- -	- -
FEB 24-25, 2015	231 39%	67 48% CdFG	26 31%	23 35%	46 41%	44 37%	25 32%	107 37%	125 40%	18 40%	35 34%	68 37%	49 41%	61 40%	38 40%	45 36%	23 35%	31 31%	55 45% r	38 44% r	72 48% Vwx	57 34%	62 37%	39 36%
FEB 1-3, 2015	242 40%	78 56% CEFG	26 36%	33 47% f	39 35%	43 31%	22 34%	98 34%	144 46% H	22 47%	42 42%	69 39%	46 40%	62 40%	36 35%	40 31%	23 41%	47 49% P	57 49% oP	40 40%	63 38%	64 36%	65 41%	48 52% UV
NEITHER/OTHER/INDEPENDENT	54 9%	14 11%	5 7%	12 15%	8 8%	10 7%	4 6%	23 8%	31 10%	- -	14 12% J	19 11% J	13 11% Jn	8 5% J	9 9%	7 7%	7 9% T	11 12% t	18 13% T	2 2%	10 7%	15 9%	16 10%	13 10%

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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And I know it is still a year away, but if next year's election for State Legislature were held today, would you vote for the Republican candidate or Democrat candidate?

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	KEY REGIONS							GENDER		AGE					GENDER/AGE				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
DON'T KNOW/UNDECIDED/NEED MORE INFO	98 16%	15 12%	11 14%	13 16%	18 16%	23 16%	19 27% Bc	46 16%	52 17%	5 12%	13 11%	35 21%	18 15%	27 18%	11 10%	24 21% o	12 17%	17 18%	19 14%	15 19%	27 20%	27 15%	22 14%	21 17%
REFUSED	2 -	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	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

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tW	11 2%
**D/S (REPUBLICAN CANDIDATE - DEMOCRAT CANDIDATE)	-13 -2%	114 59% CD	-128 -49%	1 1% C	77 77% FGHIJ	37 40% GHIJ	-50 -45%	-78 -53%	15 20% GHJ	-14 -19% GH	-124 -74%	-28 -20% K	135 49% KL	-89 -64%	76 18% NP	-2 -10% N	9 3% RS	-3 -1% S	-21 -47%	-41 -22%	9 5% T	8 10% Tw	-2 -15%
REPUBLICAN CANDIDATE																							
NOV 10-12, 2015	217 36%	136 71% CD	29 11%	51 34% C	82 82% FGHIJ	54 59% GHIJ	17 15%	13 9%	31 40% GH	20 27% gH	7 4%	28 20% K	175 64% KL	9 6%	197 46% N	7 30% n	118 37%	76 37% s	9 21%	52 28%	68 39% t	31 39%	4 34%
SEP 28-30, 2015	233 39%	150 78% CD	29 11%	53 35% C	79 81% GHIJ	72 75% GHIJ	16 14%	13 9%	28 35% GH	25 36% GH	15 10%	37 23% K	174 67% KL	15 11%	198 47% N	14 57% N	128 38% S	75 41% S	5 15%	-	-	-	-
JUN 23-25, 2015	204 34%	130 67% CD	27 11%	47 32% C	70 66% GHIJ	59 69% GHIJ	13 12%	15 10%	24 33% GH	23 30% GH	9 6%	22 15% k	169 60% KL	8 6%	184 43% N	9 40% N	120 35% S	56 32% S	7 21%	-	-	-	-
FEB 24-25, 2015	223 37%	137 72% CD	35 13%	51 34% C	65 72% GHIJ	72 71% GHIJ	14 12%	21 14%	29 35% GH	22 33% GH	10 8%	58 26% K	153 63% KL	9 6%	204 48% Np	7 27% S	135 40% S	61 33% s	9 19%	61 29%	64 39% t	29 47% T	11 53% T
FEB 1-3, 2015	224 37%	156 81% CD	24 9%	45 30% C	82 81% GHIJ	74 82% GHIJ	10 9%	14 9%	26 32% GH	19 28% GH	4 3%	57 25% K	157 69% KL	6 5%	211 50% NP	6 20% n	119 35% s	84 44% qS	6 20%	-	-	-	-
DEMOCRAT CANDIDATE																							
NOV 10-12, 2015	230 38%	22 12%	157 61% BD	50 33% B	5 5% E	17 19% E	67 60% EFI	90 62% EFij	16 21% E	34 46% EFI	131 78% LM	56 41% M	41 15%	98 71% OP	121 28%	9 40%	110 34%	79 38%	30 68% QR	93 50% UV	59 34%	23 29%	5 49%
SEP 28-30, 2015	235 39%	12 6%	174 68% BD	49 32% B	5 5%	7 7%	70 63% EFIJ	104 71% EFij	26 32% EF	23 33% EF	115 76% LM	73 45% M	39 15%	95 69% OP	134 31% p	3 13%	133 40%	67 37% S	17 49%	-	-	-	-
JUN 23-25, 2015	231 38%	15 8%	173 67% BD	42 28% B	13 12% F	2 2%	64 60% EFIJ	110 73% EFgIJ	15 20% F	28 37% EFi	105 71% LM	74 52% M	46 16%	97 70% Op	122 29%	9 41%	117 35% Q	79 45% Q	20 60% Q	-	-	-	-
FEB 24-25, 2015	231 39%	15 8%	167 65% BD	49 33% B	7 8%	8 8%	73 65% EEIJ	94 65% EFIJ	27 32% EF	22 34% EF	87 72% LM	106 48% M	35 14%	109 79% OP	112 26%	10 37%	122 36% S	78 42% S	24 52% q	93 44% v	60 37%	19 31%	8 37%
FEB 1-3, 2015	242 40%	10 5%	184 71% BD	48 32% B	4 4%	7 8%	71 67% EFIJ	113 74% EFij	23 29% EF	24 35% EF	92 77% LM	113 49% M	28 12%	101 73% OP	126 30%	13 46%	138 40%	73 38%	14 47%	-	-	-	-
NEITHER/OTHER/INDEPENDENT	54 9%	8 4%	22 9%	23 16% Bc	1 1%	7 8% e	10 9% E	12 8% E	12 16% E	12 16% E	6 4%	27 20% KM	15 5%	11 8%	39 9%	2 7%	37 12%	14 7%	2 5%	14 7%	12 7%	13 17% tu	2 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

Continued

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

And I know it is still a year away, but if next year's election for State Legislature were held today, would you vote for the Republican candidate or Democrat candidate?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
DON'T KNOW/UNDECIDED/NEED MORE INFO	98 16%	25 13%	49 19%	24 16%	12 12%	13 14%	19 17%	31 21% ej	16 21%	8 11%	22 13%	27 19%	43 16%	20 15%	67 16%	5 23%	55 17% s	36 18% s	3 6%	27 14% w	36 20% w	11 13% w	- -
REFUSED	2 -	-	-	1 1%	-	-	-	-	1 2%	-	1 1%	-	-	-	1 -	-	1 -	-	-	-	-	1 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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

How much longer do you think it will take for the economy to improve and the current recession to end? If you think the current recession has ended just say so.

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (UNDER 2 YEARS - OVER 2 YEARS)	-27 -5%	-4 -4% G	-1 -1% dEG	-7 -8% g	-11 -10% g	11 8% BCDEG	-16 -23%	9 3% I	-36 -12%	8 18% KLMN	-4 -3% N	-5 -3% mN	-10 -8%	-17 -12%	13 12% QRST	7 6% QRST	-11 -15%	-9 -10% O	-20 -14% P	-7 -9% p	-29 -21% U	-9 -5% U	- - UV	9 7% UVW
UNDER 2 YEARS																								

NOV 10-12, 2015	217 36%	41 33%	31 41% g	30 37%	37 34%	62 44% G	17 24%	111 39%	106 34%	23 51%	46 41%	62 36%	39 33%	47 31%	46 44% t	41 37%	24 32%	36 38%	46 33%	24 31%	39 29%	66 38%	61 39%	48 37%
JUN 23-25, 2015	132 22%	28 24%	16 18%	11 14%	24 21%	40 32% cDG	14 17%	61 21%	71 23%	7 16%	16 14%	45 26% k	26 21%	38 25% k	12 11%	29 27% O	19 26% O	23 25%	30 20%	18 25% O	- -	- -	- -	- -
FEB 1-3, 2015	144 24%	30 21%	19 26%	22 31%	29 26%	29 21%	16 25%	62 22%	82 26%	14 31%	25 25%	46 26% m	20 18%	38 25%	22 22%	22 17%	18 33% P	31 33% P	31 26% p	20 20%	31 19%	53 30% U	38 24%	22 24%
UNDER 6 MONTHS																								

NOV 10-12, 2015	19 3%	4 3% g	1 2%	2 2%	7 6% G	6 4% g	- -	11 4%	8 3%	2 5%	1 1%	8 4%	2 1%	6 4%	4 2%	3 2% r	5 6% r	1 1%	5 4%	2 2%	1 1%	3 2%	10 6% Uv	5 4%
JUN 23-25, 2015	9 2%	1 1%	1 1%	- -	1 1%	6 4% d	1 1%	4 2%	5 2%	- -	2 1%	1 1%	2 1%	4 3% J	1 1%	2 2%	1 2%	2 2%	- -	3 4% s	- -	- -	- -	- -
FEB 1-3, 2015	7 1%	1 1%	1 1%	- -	2 1%	4 3%	- -	4 1%	4 1%	- -	- -	4 2% JKM	- -	3 2%	3 3%	1 1%	- -	- -	1 1%	3 3%	- -	3 1%	1 1%	3 4% u
6 MONTHS - 1 YEAR																								

NOV 10-12, 2015	46 8%	6 5%	9 12% e	5 7%	4 3%	18 13% bEg	3 5%	22 8%	23 7%	11 25% Lm	9 8%	4 2%	8 7%	13 9% L	11 10%	5 5%	6 9%	9 10%	7 5%	7 9%	12 9%	18 10% w	6 4%	9 7%
JUN 23-25, 2015	27 5%	4 4%	2 2%	4 5%	5 5%	11 9% cg	2 2%	11 4%	16 5%	1 3%	4 4%	5 3%	4 3%	12 8% lm	- -	4 4% o	7 9% O	6 6%	5 4% O	5 7% O	- -	- -	- -	- -
FEB 1-3, 2015	34 6%	8 6%	4 6%	4 5%	8 7%	8 6%	2 3%	15 5%	19 6%	4 8%	3 3%	9 5%	7 6%	11 7%	4 4%	6 4%	5 9%	6 7%	7 6%	6 6%	11 7%	9 5%	10 6%	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

Continued

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

How much longer do you think it will take for the economy to improve and the current recession to end? If you think the current recession has ended just say so.

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE				EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
<u>1 - 2 YEARS</u>																								
NOV 10-12, 2015	152 25%	31 25%	20 27%	23 28%	27 24%	38 27%	14 19%	77 27%	75 24%	9 21%	36 32% n	50 29% N	30 25%	27 18%	31 30% q	33 30% Qt	13 17%	26 27%	34 25%	15 19%	26 19%	45 26%	45 29% u	34 26%
JUN 23-25, 2015	96 16%	23 19% d	14 15%	7 9%	17 15%	24 19% d	11 14%	45 16%	50 16%	6 13%	10 9%	39 22% Kn	20 17%	21 14%	11 10%	23 22% o	11 15%	16 17%	24 17%	10 13%	-	-	-	-
FEB 1-3, 2015	103 17%	21 15%	13 18%	18 26% f	19 17%	18 13%	14 22%	44 15%	60 19%	11 23%	22 21%	33 18%	14 12%	24 16%	16 15%	15 12%	13 23% pt	25 26% PT	23 20% pt	12 12%	20 12%	42 23% U	27 17%	14 16%
<u>OVER 2 YEARS</u>																								
NOV 10-12, 2015	244 41%	45 37%	31 41%	37 45%	48 43%	51 36%	33 47%	102 35%	142 46% H	15 33%	49 44%	66 39%	49 41%	65 43%	33 32%	35 31%	34 47% oP	46 49% p	66 47% oP	30 39%	68 50% X	75 43% x	62 39%	39 30%
JUN 23-25, 2015	325 54%	58 48%	59 66% BFg	49 65% bF	67 60% F	52 42%	39 49%	155 54%	170 55%	23 52%	69 61%	88 51%	70 58%	75 50%	65 61%	55 51%	35 47%	47 51%	84 57%	40 54%	-	-	-	-
FEB 1-3, 2015	288 48%	62 44%	34 47%	35 51%	56 49%	68 49%	33 50%	144 50%	145 46%	16 35%	47 46%	90 50%	64 55% j	71 46%	47 46%	70 54%	26 47%	41 43%	59 51%	45 45%	88 54% X	89 50% x	74 47%	34 37%
<u>RECESSION HAS ENDED</u>																								
NOV 10-12, 2015	87 14%	19 16%	8 10%	9 11%	12 11%	22 16%	17 24% CdE	53 18% I	34 11%	5 12%	11 9%	33 19% k	18 15%	19 13%	19 18%	23 21% rst	10 14%	9 9%	16 11%	9 12%	12 9%	19 11%	22 14%	33 26% UVW
JUN 23-25, 2015	94 16%	27 22% CdE	7 8%	8 10%	12 11%	23 19% c	18 22% Ce	43 15%	50 16%	9 21%	23 20%	24 14%	18 15%	20 13%	19 18%	12 11%	12 17%	22 24% pt	21 14%	7 10%	-	-	-	-
FEB 1-3, 2015	124 21%	39 28% De	14 19%	7 10%	19 17%	34 24% D	12 19%	70 24% i	54 17%	16 34%	22 22%	34 19%	25 21%	27 17%	29 28% qs	33 26% qs	8 14%	16 17%	19 16%	19 19%	27 16%	25 14%	41 26% uV	31 33% UV
DON'T KNOW	51 9%	17 14% Fg	6 8%	6 8%	14 12% F	4 3%	5 5%	22 8%	29 9%	2 5%	6 6%	10 6%	14 12%	18 12% L	6 6%	11 10%	5 6%	3 4%	12 9%	14 18% OQRS	17 13%	14 8%	11 7%	9 7%
REFUSED	1 -	-	-	-	-	1 1%	-	-	1 -	-	-	-	-	1 -	-	-	-	-	-	1 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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

How much longer do you think it will take for the economy to improve and the current recession to end? If you think the current recession has ended just say so.

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tW	11 2%
**D/S (UNDER 2 YEARS - OVER 2 YEARS)	-27 -5%	-42 -22%	15 6% BD	- - B	-8 -8% F	-34 -37% EFHIJ	20 18% EFHIJ	-5 -3% F	-3 -5% F	3 4% EFHI	-1 -1% M	15 11% KM	-35 -13% L	12 9% OP	-32 -7% OP	-3 -15% OP	-13 -4% OP	-13 -6% OP	1 1% QR	-2 -1% U	-12 -7% U	13 16% TU	3 23% tU
UNDER 2 YEARS																							
NOV 10-12, 2015	217 36%	58 30%	104 40% b	55 37%	36 36%	22 24%	51 46% Fi	53 36% f	23 30%	32 43% F	56 34%	59 43%	100 36%	62 45%	145 34%	8 32%	117 36%	69 34%	21 47%	74 40%	65 37%	34 42%	5 43%
JUN 23-25, 2015	132 22%	38 20%	61 24%	33 22%	24 23%	14 16%	18 17%	43 28% fg	18 24%	15 19%	37 25%	31 22%	60 21%	35 25%	93 22%	3 14%	62 18%	46 26% q	10 31%	- -	- -	- -	- -
FEB 1-3, 2015	144 24%	31 16%	75 29% B	38 26% b	15 14%	16 18%	22 21%	53 35% EFGJ	26 32% Efgj	13 18% M	37 31% M	54 23%	46 20%	36 26%	93 22%	12 44% o	74 22%	48 25%	11 37%	- -	- -	- -	- -
UNDER 6 MONTHS																							
NOV 10-12, 2015	19 3%	4 2%	10 4%	5 3%	4 4% f	- -	5 5% F	5 3% f	2 2%	3 5%	9 5%	3 2%	7 3%	4 3%	13 3%	3 11%	13 4%	6 3%	1 2%	4 2%	10 6% W	3 4%	- -
JUN 23-25, 2015	9 2%	4 2%	4 1%	2 1%	4 3%	- -	1 1%	3 2%	- -	2 2%	2 1%	2 2%	5 2%	3 2%	6 1% P	- -	5 1%	4 2% S	- -	- -	- -	- -	- -
FEB 1-3, 2015	7 1%	1 1%	5 2%	1 1%	1 1%	- -	2 2%	3 2%	1 1%	1 1%	4 4% m	2 1%	1 -	4 3% p	3 1%	- -	4 1% s	3 2% s	- -	- -	- -	- -	- -
6 MONTHS - 1 YEAR																							
NOV 10-12, 2015	46 8%	16 8%	19 7%	11 8%	10 10%	6 6%	6 5%	13 9%	7 9%	4 6%	16 10%	16 12% M	13 5%	8 6%	33 8%	5 20%	15 5%	17 8% q	14 30% QR	20 11% V	14 8% V	1 1%	1 5%
JUN 23-25, 2015	27 5%	3 1%	21 8% BD	3 2%	1 1%	1 2%	7 7% e	14 9% EFJ	3 3%	1 1%	14 10% LM	3 2%	8 3%	6 5%	20 5%	1 5%	11 3%	15 9% Q	1 3%	- -	- -	- -	- -
FEB 1-3, 2015	34 6%	5 3%	19 7% B	9 6%	2 2%	4 4% j	4 4% j	15 10% EgJ	9 12% EfgJ	- -	11 9% m	13 5%	9 4%	9 7%	21 5%	3 11%	16 5%	15 8%	2 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 NATIONAL RESEARCH INC

Continued

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

How much longer do you think it will take for the economy to improve and the current recession to end? If you think the current recession has ended just say so.

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
1 - 2 YEARS																							
NOV 10-12, 2015	152 25%	38 20%	76 29% b	38 26%	22 22%	16 17%	40 36% eFhI	35 24%	14 19%	24 32% f	31 18%	39 28% k	80 29% K	50 36% OP	100 23% P	- 1%	89 28%	46 22%	7 15%	50 27%	41 23%	30 37% u	4 38%
JUN 23-25, 2015	96 16%	32 17%	36 14%	28 19%	19 18%	13 15%	11 10%	25 17%	16 21% g	12 16%	21 15%	25 18%	47 17%	25 18%	67 16%	2 9%	46 14%	27 15%	9 27%	-	-	-	-
FEB 1-3, 2015	103 17%	24 13%	52 20% b	27 18%	12 11%	13 14%	17 16%	35 23% E	16 19%	12 17%	21 18%	39 17%	37 16%	22 16%	69 16%	9 32%	54 16%	30 16%	8 29%	-	-	-	-
OVER 2 YEARS																							
NOV 10-12, 2015	244 41%	100 52% CD	89 35%	55 37%	44 44% G	56 61% EGHIJ	31 28%	58 40% g	27 35%	28 38%	57 34%	43 32%	134 49% KL	50 36%	177 42%	11 47%	129 40%	82 40%	21 46%	76 41% V	77 44% V	21 26%	2 20%
JUN 23-25, 2015	325 54%	129 67% CD	117 45%	79 52%	68 63% GH	62 73% GHIJ	49 46%	68 45%	38 51%	41 53%	66 45%	61 44%	182 65% KL	59 42%	244 57% N	13 58%	194 57%	88 50%	15 45%	-	-	-	-
FEB 1-3, 2015	288 48%	128 67% CD	91 35%	69 46% C	72 71% GHIj	56 62% GHI	41 38%	50 33%	31 38%	38 56% GHI	37 31%	94 41% k	150 65% KL	53 38%	227 53% NP	7 25%	167 49%	94 49%	12 40%	-	-	-	-
RECESSION HAS ENDED																							
NOV 10-12, 2015	87 14%	14 7%	44 17% B	28 19% B	9 9%	5 5%	22 19% eFj	22 15% F	22 29% EFhJ	7 9%	41 24% M	25 18% M	12 4%	16 11%	67 16%	2 7%	57 18% S	27 13% s	2 4%	18 10%	26 15%	21 26% Tu	3 24%
JUN 23-25, 2015	94 16%	11 5%	54 21% B	29 20% B	6 6%	4 5%	26 24% EF	28 19% EF	11 15% f	18 24% EF	33 23% M	37 26% M	19 7%	28 20%	58 14%	6 24%	65 19% S	23 13%	2 4%	-	-	-	-
FEB 1-3, 2015	124 21%	20 11%	67 26% B	37 25% B	13 13%	7 8%	33 32% EFj	33 22% eF	24 29% EF	14 20% f	39 33% M	66 29% M	18 8%	34 25%	78 18%	8 29%	85 25% R	31 16%	5 17%	-	-	-	-
DON'T KNOW	51 9%	19 10%	21 8%	12 8%	11 10%	8 9%	7 7%	13 9%	4 6%	7 10%	13 8%	10 7%	27 10%	11 8%	36 8%	3 14%	19 6%	27 13% QS	1 2%	18 10%	8 4%	5 6%	1 12%
REFUSED	1 -	1 -	-	-	-	1 1%	-	-	-	-	-	-	1 -	-	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
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 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 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				EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (FAVORABLE - UNFAVORABLE)	23 4%	3 3% G	3 3% G	3 4% G	22 20% BCDFG	8 6% G	-17 -24% G	38 13% I	-15 -5%	-1 -1%	15 14% JLM	-10 -6%	1 1% L	18 12% JLM	- 18% S	20 25% ORST	18 7% ORST	6 15% oSt	-21 -15%	- 18% S	25 18% VWX	2 1% X	- 1% X	-5 -4%
TOTAL HEARD OF	589 98%	120 98%	74 98%	77 95%	109 99%	138 99%	71 100%	284 99%	305 98%	44 98%	109 97%	170 99%	119 99%	146 97%	103 99%	110 99%	71 97%	89 94%	140 100% qt	75 98%	131 96%	170 97%	156 100% Uv	128 100% uv
TOTAL FAVORABLE																								
NOV 10-12, 2015	275 46%	58 47%	34 45%	34 42%	55 50% g	68 49%	26 36%	146 51% I	128 41%	19 41%	58 52%	69 40%	52 43%	77 51% l	47 45%	58 52% S	41 57% S	45 47%	48 34%	35 46% s	66 49%	76 44%	71 46%	58 45%
SEP 28-30, 2015	326 54%	59 43%	40 51%	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%	69 52%	42 65% pR	50 46%	64 54%	46 54%	-	-	-	-
JUN 23-25, 2015	313 52%	55 45%	52 58%	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%	58 55%	43 57%	46 50%	67 46%	37 50%	-	-	-	-
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%	72 57% s	38 58% s	57 56%	55 44%	44 51%	80 53%	82 49%	92 55%	53 49%
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 52%	30 54%	51 53%	54 46%	50 50%	95 58% vX	86 48% X	89 56% X	32 35%

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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12,

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				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (X)
TOTAL UNFAVORABLE	-----																								
NOV 10-12, 2015	251 42%	54 44% E	31 41%	31 38%	33 30%	60 43% e	42 60% bCDEF	108 37%	144 46% h	19 43%	43 39%	79 46%	51 42%	59 39%	47 45% q	38 34%	23 31%	38 41%	69 50% PQ	36 46% pQ	41 30%	75 43% u	71 46% U	63 49% U	
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%	54 41% Q	16 24%	44 41% Q	46 38% Q	32 37% q	-	-	-	-	
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%	44 41%	26 35%	30 33%	58 40%	29 39%	-	-	-	-	
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%	44 35%	20 30%	30 29%	61 49% OPQRT	30 35%	55 36%	56 33%	59 35%	49 44% v	
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%	52 40%	19 34%	31 32%	53 45% or	36 36%	42 26%	70 39% U	61 38% U	50 54% UVW	
VERY FAVORABLE	114 19%	33 27% cdg	12 16%	13 15%	24 22% g	24 17%	8 11%	63 22%	51 16%	6 14%	28 25%	27 16%	22 19%	30 20%	17 16%	30 27% s	15 21%	18 20%	18 13%	15 19%	22 16%	34 20%	35 22%	21 16%	
SOMEWHAT FAVORABLE	161 27%	25 20%	22 29%	22 27%	31 28%	44 31% b	18 25%	84 29%	77 25%	12 27%	31 27%	42 24%	29 25%	47 31%	30 29%	28 25%	26 36% s	26 28%	30 21%	21 27%	44 32%	42 24%	36 23%	38 29%	
SOMEWHAT UNFAVORABLE	106 18%	28 23% de	18 24% d	10 12%	14 13%	19 14% d	17 24% d	52 18%	54 17%	10 23%	23 20%	26 15%	23 19%	23 15%	29 28% pQR	15 14%	8 11%	10 11%	28 20% q	15 20% q	19 14%	31 18%	32 20%	24 19%	
VERY UNFAVORABLE	146 24%	27 22%	13 18%	21 26%	19 17%	41 29% e	25 36% bCE	56 19%	90 29% H	9 20%	20 18%	53 31% k	28 23%	35 24%	19 18%	22 20%	15 21%	28 30%	41 30% o	20 26%	22 16%	44 25%	40 25%	39 30% U	
HEARD OF/NO OPINION	63 10%	8 6%	9 12%	12 15% g	21 19% BFG	10 7%	3 4%	30 10%	33 10%	6 14%	7 6%	22 13%	17 14% n	11 7%	9 9%	14 13% t	7 9%	6 6%	23 16% rT	4 5%	23 17% wX	18 11%	14 9%	7 5%	
NEVER HEARD OF	11 2%	2 2%	2 2%	4 5%	1 1%	2 1%	-	4 1%	7 2%	1 2%	3 3%	2 1%	1 1%	4 3%	1 1%	1 1%	2 3% s	5 6%	-	2 2% s	6 4% Wx	3 3% wx	5	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	1.1	1.1	1.1	1.7	1.1	0.6	1.4	0.9	1.0	1.4	0.9	1.0	1.3	1.0	1.5	1.8	1.2	0.7	1.0	1.6	1.0	1.0	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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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Pat McCrory

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tW	11 2%
**D/S (FAVORABLE - UNFAVORABLE)	23 4%	109 57% CD	-78 -30%	-8 -6% C	64 64% fGHIJ	45 50% GHIJ	-21 -19% H	-57 -39%	-5 -6% gH	-4 -5% GH	-75 -45%	-18 -13% K	116 42% KL	-23 -17%	44 10% N	1 4% N	20 6% S	10 5% S	-8 -17%	-7 -4%	8 5% Tw	1 2% Tw	-5 -48%
TOTAL HEARD OF	589 98%	189 99%	253 98%	147 98%	101 100% g	89 97%	108 96%	145 99%	76 100% g	71 95%	161 96%	136 99% k	270 99%	132 96%	422 99%	22 95%	321 100% r	201 98%	39 88%	178 96%	174 99% T	79 99%	11 100% T
TOTAL FAVORABLE																							
NOV 10-12, 2015	275 46%	140 73% CD	71 27%	64 43% C	78 78% GHIJ	62 68% GHIJ	37 34%	34 23%	31 41% H	33 44% H	37 22%	51 37% K	178 65% KL	46 33%	215 50% N	8 36%	152 47% s	97 47% s	13 29%	74 40%	84 48%	34 43%	3 26%
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	13 53%	173 52%	102 55%	25 73% Qr	-	-	-	-
JUN 23-25, 2015	313 52%	131 68% CD	106 41%	75 50% C	80 75% fGHIJ	51 60% GH	41 38%	65 43%	42 56% G	34 44%	54 37%	56 40%	190 67% KL	47 34%	237 56% N	22 97% NO	184 54%	91 52%	16 47%	-	-	-	-
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% K	107 48% K	172 71% KL	55 40%	238 56% N	14 54%	177 52%	94 51%	21 45%	106 50%	78 48%	38 61% u	14 67% u
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% gH	35 50% gH	34 28%	99 43% K	165 72% KL	45 33%	242 57% N	17 60% N	174 51%	97 51%	15 50%	-	-	-	-

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

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
TOTAL UNFAVORABLE																							
NOV 10-12, 2015	251 42%	31 16%	149 58% B	72 48% B	14 14%	17 18%	58 52% EF	91 62% EFi	36 47% EF	36 49% EF	112 67% LM	69 50% M	62 23%	68 49%	171 40%	7 31%	132 41%	86 42%	21 46%	81 44%	76 43%	33 41%	8 74% tUV
SEP 28-30, 2015	221 37%	30 16%	135 52% BD	56 37% B	13 13%	17 18%	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%	136 41% S	66 36%	8 22%	-	-	-	-
JUN 23-25, 2015	219 36%	41 21%	117 45% B	62 41% B	21 19%	20 23%	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	1 3%	120 35%	65 37%	12 36%	-	-	-	-
FEB 24-25, 2015	218 36%	35 18%	135 52% BD	48 32% B	15 16%	20 20%	56 50% EFIJ	79 54% EFIJ	27 32% Ef	21 32% E	81 67% LM	85 39% M	46 19%	66 48% Op	141 33%	7 24%	124 37%	67 36%	16 35%	77 36%	67 41%	24 39%	7 33%
FEB 1-3, 2015	224 37%	23 12%	143 55% BD	58 39% B	15 15%	8 9%	56 53% EFJ	86 57% EFIJ	33 41% EF	25 37% EF	76 63% LM	109 48% M	31 13%	72 52% OP	139 33%	7 24%	132 39% S	73 38% S	5 18%	-	-	-	-
VERY FAVORABLE	114 19%	68 35% CD	20 8%	26 17% C	39 39% GHIJ	29 31% GHI	12 11% 11%	8 6% 15%	11 20% h	15 20% H	8 5% 16%	22 16% K	80 29% KL	21 15%	87 21%	3 11%	63 20%	37 18%	9 20%	27 15%	31 17%	12 15%	2 14%
SOMEWHAT FAVORABLE	161 27%	72 37% CD	51 20%	38 25%	39 38% GH	33 37% gH	25 23% 23%	25 17% 24%	20 26%	18 24%	29 17%	29 21%	98 36% KL	24 18%	127 30% N	6 25%	89 28% S	60 29% S	4 9%	47 25%	54 31%	22 28%	1 12%
SOMEWHAT UNFAVORABLE	106 18%	13 7%	59 23% B	33 22% B	9 9%	4 5%	25 22% EF	34 23% EF	18 24% EF	15 21% eF	48 29% LM	26 19% m	30 11%	29 21%	70 16%	4 16%	51 16%	37 18%	12 27%	44 23% v	30 17%	10 13%	3 25%
VERY UNFAVORABLE	146 24%	18 9%	89 35% B	39 26% B	5 5%	13 14% e	33 30% EF	56 38% EFi	18 24% E	21 29% Ef	63 38% M	43 31% M	32 12%	40 29%	101 24%	4 16%	81 25%	50 24%	8 19%	38 20%	46 26%	23 29%	6 50% t
HEARD OF/NO OPINION	63 10%	19 10%	33 13% d	11 7%	9 9% j	10 11% J	12 11% J	21 14% J	9 12% J	1 2%	12 7%	17 12%	30 11%	18 13%	37 9%	7 29%	37 11%	18 9%	6 13%	22 12% W	14 8% W	11 14% W	-
NEVER HEARD OF	11 2%	3 1%	5 2%	3 2%	-	3 3%	4 4% ei	1 1%	-	3 5%	7 4% 1	1 1%	4 1%	6 4%	4 1%	1 5%	1 -	4 2% q	5 12%	8 4% UW	1 1%	1 1%	-
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	4.6	0.5	0.9	5.6	3.7	0.6	0.4	0.9	0.9	0.3	0.7	2.9	0.7	1.3	1.1	1.1	1.1	0.6	0.9	1.1	1.0	0.3

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

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Roy Cooper

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE				EDUCATION					
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (FAVORABLE - UNFAVORABLE)	93 16%	28 23% EFG	12 15%	16 20%	12 11%	19 14%	7 9%	34 12%	59 19% H	6 13% k	-2 -1%	36 21% K	24 20% K	30 20% K	- -	19 17% O	15 20% O	12 12% O	32 23% O	15 19% O	16 12%	16 9%	19 12%	39 30% UVW
TOTAL HEARD OF	414 69%	99 81% CEF	50 66%	63 78% F	73 66% f	73 52%	56 80% ceF	201 70%	213 68%	23 50%	68 60%	123 72% j	90 75% Jk	110 73% jk	68 66%	82 74%	50 69%	58 62%	95 68%	60 77% rs	91 66%	108 62%	117 75% V	93 73% v
TOTAL FAVORABLE																								
NOV 10-12, 2015	181 30%	54 44% CEFG	21 28%	25 31%	31 28%	34 24%	17 24%	85 29%	96 31%	9 21%	21 18%	60 35% K	37 31% k	54 36% K	21 20%	37 34% o	27 36% O	23 24%	46 33% o	27 35% O	34 25%	39 22%	50 32% v	55 43% UV
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%	64 49%	46 70% OPRST	51 47%	59 50%	44 51%	-	-	-	-
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 34%	37 50% oPR	26 29%	61 42%	28 38%	-	-	-	-
TOTAL UNFAVORABLE																								
NOV 10-12, 2015	88 15%	25 21% f	9 12%	9 11%	19 17%	15 11%	10 14%	51 18%	37 12%	4 8%	22 20%	25 14%	14 11%	24 16%	20 20%	19 17%	12 16%	11 12%	14 10%	12 16%	18 13%	23 13%	31 20%	16 13%
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%	34 26% oQST	9 13%	18 16%	18 15%	12 14%	-	-	-	-
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%	25 23% QSt	8 11%	25 27% qst	16 11%	9 13%	-	-	-	-
VERY FAVORABLE	85 14%	25 21% Eg	10 13%	12 14%	11 10%	21 15%	7 10%	41 14%	44 14%	4 10%	12 11%	28 16%	15 13%	25 17%	11 11%	18 17%	12 16%	13 13%	18 13%	14 18%	12 9%	23 13%	26 17% u	22 17% u
SOMEWHAT FAVORABLE	96 16%	28 23% F	11 14%	14 17%	20 18%	13 10%	10 14%	44 15%	52 17%	5 11%	8 7%	32 19% K	22 18% K	28 19% K	10 9%	19 17%	15 20% o	10 11%	28 20% o	14 18%	22 16%	16 9%	24 16%	33 26% uVw
SOMEWHAT UNFAVORABLE	48 8%	14 12% dF	7 9%	3 4%	12 11%	6 4%	6 9%	27 10%	20 7%	4 8%	12 11%	12 7%	6 5%	13 9%	12 12% s	11 10% s	3 5%	6 6%	5 3%	10 13% QS	8 6%	14 8%	13 8%	12 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

Continued

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Roy Cooper

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE					EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
VERY UNFAVORABLE	40 7%	11 9%	3 4%	6 8%	7 7%	9 6%	4 6%	23 8%	17 5%	- -	10 9% J	12 7% J	7 6% J	11 7% J	8 8%	7 6%	8 11% T	5 6%	9 7%	2 3%	10 7%	8 5%	18 12% vX	4 3%
HEARD OF/NO OPINION	144 24%	20 16%	19 26%	29 35% BeF	23 21%	24 17%	29 42% BcEF	65 23%	79 25%	10 21%	25 22%	39 22%	39 32% lN	32 22%	27 26%	26 23%	12 17%	24 26%	35 25%	20 26% q	39 29% x	47 27% x	36 23% x	22 17%
NEVER HEARD OF	186 31%	23 19%	26 34% Bg	18 22%	38 34% Bg	67 48% BDeG	14 20%	87 30%	99 32%	22 50% lMn	45 40% mn	49 28%	30 25%	40 27%	35 34%	29 26%	23 31%	36 38% t	45 32% t	17 23%	46 34%	67 38% Wx	39 25%	35 27%
**RATIO (FAVORABLE / UNFAVORABLE)	2.1	2.1	2.2	2.8	1.6	2.3	1.6	1.7	2.6	2.6	0.9	2.5	2.7	2.3	1.0	2.0	2.3	2.0	3.3	2.2	1.9	1.7	1.6	3.4

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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12,

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

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tW	11 2%
**D/S (FAVORABLE - UNFAVORABLE)	93 16%	-7 -4%	80 31% BD	20 13% B	-8 -8%	1 1% E	37 33% EF1	43 30% EF1	5 6% E	15 20% EF1	57 34% M	34 25% M	2 1%	31 22%	60 14%	2 8%	34 10%	48 24% QS	2 5%	23 12% V	29 16% V	2 3%	4 40% V
TOTAL HEARD OF -----	414 69%	115 60%	190 74% B	108 72% B	55 54%	61 66%	85 76% E	105 72% E	61 81% EfJ	47 63%	107 64%	99 72%	194 71%	86 62%	311 73% nP	9 37%	208 65%	151 73% q	30 68%	116 63%	123 70%	57 71%	8 76%
TOTAL FAVORABLE -----																							
NOV 10-12, 2015	181 30%	36 19%	101 39% Bd	44 30% b	15 15%	20 22%	48 43% EFi	53 36% Ef	21 28% e	23 31% E	66 39% M	48 35% M	64 23%	41 30%	132 31%	4 17%	84 26%	75 36% Q	11 26%	43 23%	56 32%	20 26%	6 54% t
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%	98 64% M	91 56% M	116 45%	82 60% P	224 53% P	3 14%	171 51%	107 58%	16 47%	-	-	-	-
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%	11 47%	114 34%	78 44% Q	15 46%	-	-	-	-
TOTAL UNFAVORABLE -----																							
NOV 10-12, 2015	88 15%	43 22% C	21 8%	24 16% c	23 23% GHj	20 22% gH	11 10%	10 7%	16 22% gH	8 11%	8 5%	15 11%	62 23% KL	11 8%	72 17% N	2 10%	51 16%	26 13%	9 21%	20 11%	27 15%	18 23% t	2 14%
SEP 28-30, 2015	102 17%	44 23% Cd	38 15%	21 14%	24 25% Hi	20 21%	20 18% 12%	18 12%	11 14%	10 15%	12 8%	32 19% K	58 22% K	26 19%	68 16%	4 14%	54 16%	34 18%	6 18%	-	-	-	-
JUN 23-25, 2015	103 17%	31 16%	42 16%	29 20%	15 14%	16 19%	22 21%	20 13%	15 20%	14 19%	22 15%	19 13%	56 20%	36 26% O	61 14%	2 9%	71 21% RS	22 12%	2 7%	-	-	-	-
VERY FAVORABLE	85 14%	18 9%	47 18% B	20 14%	5 5%	13 14% e	26 24% E	21 14% E	10 14% e	10 14% e	32 19% M	24 18% m	28 10%	15 11% P	67 16% P	- 1%	37 11%	35 17% q	7 16%	15 8%	20 11%	13 16%	5 42% Tu
SOMEWHAT FAVORABLE	96 16%	18 9%	54 21% B	24 16%	11 11%	7 8%	22 20% F	32 22% EF	11 15%	13 18%	34 20%	24 18%	36 13%	26 19%	65 15%	4 16%	47 15%	40 19%	4 10%	28 15%	36 20% v	8 10%	1 12%
SOMEWHAT UNFAVORABLE	48 8%	22 11% c	13 5%	13 8%	13 12% h	9 10%	7 6%	7 5%	8 11%	4 6%	6 4%	13 9%	29 11% K	7 5%	37 9%	2 10%	26 8%	12 6%	8 19%	13 7% W	15 9% W	8 10% 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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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Roy Cooper

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
VERY UNFAVORABLE	40 7%	21 11% C	8 3%	12 8%	10 10% H	10 11% H	5 4%	3 2%	8 11% h	4 5%	2 1%	2 2%	33 12% KL	4 3%	35 8% NP	- -	25 8% s	15 7% s	1 2%	7 4%	12 7%	10 12% t	2 14%
HEARD OF/NO OPINION	144 24%	37 19%	68 26%	40 26%	16 16%	20 22%	25 23%	43 29% E	24 31% e	16 22%	33 20%	36 26%	68 25%	34 25%	107 25% p	2 10%	73 23%	49 24%	10 22%	53 28% w	40 23%	18 22%	1 9%
NEVER HEARD OF	186 31%	77 40% CD	68 26%	42 28%	46 46% GHI	31 34% i	27 24%	41 28%	15 19%	27 37% I	60 36%	38 28%	80 29%	52 38% o	115 27%	15 63% O	114 35% r	55 27%	14 32%	69 37%	53 30%	23 29%	3 24%
**RATIO (FAVORABLE / UNFAVORABLE)	2.1	0.8	4.8	1.8	0.7	1.0	4.3	5.5	1.3	2.9	7.8	3.3	1.0	3.9	1.8	1.8	1.7	2.8	1.3	2.1	2.1	1.1	3.8

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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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				EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21% Uw
**D/S (MCCRORY - COOPER)	22 4%	-14 -11%	11 15% BG	8 10% BG	17 15% BG	11 8% BG	-11 -16%	49 17% I	-28 -9%	12 26% LMn	15 13% LM	-12 -7%	-6 -5%	13 9% LM	30 29% PRST	4 4% RST	15 20% PRST	-3 -3% S	-23 -16%	-1 -2% S	8 6% X	14 8% X	13 8% X	-10 -8%
TOTAL MCCRORY																								
NOV 10-12, 2015	247 41%	46 38%	33 43%	35 43%	51 46% g	61 44% g	21 30%	138 48% I	109 35%	22 49%	50 45%	62 36%	43 36%	69 46% lm	54 52% rs	46 42%	37 51% rs	32 34%	45 32%	32 41%	56 41%	72 41%	68 44%	50 39%
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	59 45% r	26 39%	34 31%	49 41%	39 46% r	-	-	-	-
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%	57 53% ST	35 47%	35 38%	53 37%	27 36%	-	-	-	-
TOTAL COOPER																								
NOV 10-12, 2015	225 38%	60 49% CdEf	22 29%	27 33%	34 31%	50 36%	33 46% ce	89 31%	136 44% H	11 24%	36 32%	74 43% j	49 41%	56 37%	24 23%	42 38% o	23 31%	35 38%	68 48% OQ	33 43% Oq	48 35%	58 33%	55 35%	61 47% uVw
SEP 28-30, 2015	220 37%	61 44% Ef	26 34%	31 43%	35 30%	38 32%	29 37%	100 35%	121 39%	17 45%	44 37%	57 33%	42 36%	59 39%	28 31%	44 33%	28 42%	45 42%	45 38%	31 37%	-	-	-	-
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 28%	28 38%	36 39%	61 42% P	34 46% P	-	-	-	-
TOTAL LEAN/UNDECIDED																								
NOV 10-12, 2015	117 20%	15 12%	21 28% B	20 24% b	20 18%	25 18%	17 23% b	55 19%	62 20%	12 27%	26 23%	31 18%	24 20%	23 16%	23 22%	20 18%	12 17%	27 28% t	24 17%	11 15%	29 22% x	42 24% X	30 19%	15 11%
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 18%	27 25% t	23 19%	12 14%	-	-	-	-
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%	16 15%	11 15%	21 23%	26 18%	13 17%	-	-	-	-
DEFINITELY MCCRORY	170 28%	37 31%	23 31%	21 26%	32 29%	39 28%	17 24%	95 33% I	75 24%	9 21%	28 25%	46 27%	32 27%	54 36% lm	29 28% r	38 35% R	27 37% Rs	13 14%	35 25%	27 35% R	38 28%	51 29%	48 31%	33 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/X

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

Continued

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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					EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)
PROBABLY MCCRORY	77 13%	9 7%	9 12%	13 16%	19 17% BG	22 16% bg	5 7%	43 15%	33 11%	13 29% lmn	22 20% lm	15 9%	11 9%	16 10%	25 24% PST	8 7%	11 15% st	19 20% pST	9 7%	5 6%	18 13%	21 12%	20 13%	18 14%
LEAN MCCRORY	13 2%	2 2%	1 2%	1 1%	6 5% G	3 2%	- -	7 2%	6 2%	3 8%	2 2%	1 1%	2 2%	4 3% 3	3 3%	1 1%	2 3%	2 2%	3 2%	2 2%	1 1%	4 2%	3 2%	5 4%
UNDECIDED	77 13%	7 6%	14 18% B	16 20% Be	10 10%	19 14% b	10 14%	38 13%	39 12%	7 16%	15 14%	23 13%	19 16% n	13 9%	17 16%	14 13%	7 9%	17 18%	16 11%	6 8%	21 16% X	30 17% X	19 12% x	6 5%
LEAN COOPER	27 5%	6 5%	6 8%	2 3%	4 4%	2 2%	7 9% f	10 4%	17 5%	2 3%	9 8%	6 4%	4 3%	7 4%	2 2%	4 4%	4 5%	8 9%	6 4%	3 4%	7 5%	8 5%	8 5%	3 3%
PROBABLY COOPER	59 10%	18 15% e	6 8%	9 11%	8 7%	11 8%	7 10%	20 7%	40 13% H	4 9%	8 7%	19 11%	15 12%	13 8%	7 6%	8 8%	5 6%	6 7%	25 18% OPQRt	8 10%	14 10%	15 8%	15 10%	13 10%
DEFINITELY COOPER	166 28%	41 34% c	16 21%	17 21%	27 24%	39 28%	26 37% cd	69 24%	97 31%	7 15%	28 25%	54 32% j	34 28%	43 29%	17 17%	34 30% o	18 25%	29 31%	42 30% O	25 33% O	34 25%	43 25%	40 25%	47 37% uvw
REFUSED	11 2%	2 1%	- -	1 1%	5 5% CG	3 2%	- -	6 2%	5 2%	- -	- -	5 3% jk	4 3% jk	2 1%	3 3%	2 2%	1 1%	- -	4 3% r	1 1%	2 2%	3 2%	3 2%	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/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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28% L	137 23%	274 46% L	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29% w	80 13% tw	11 2%
**D/S (MCCRORY - COOPER)	22 4%	121 63% CD	-90 -35%	-9 -6% C	78 78% FGHIJ	43 47% GHIJ	-29 -26%	-61 -42%	1 1% GHJ	-10 -13% H	-73 -44%	-28 -20% K	121 44% KL	-45 -33%	68 16% NP	-1 -3% N	34 10% RS	-1 -1% S	-12 -27%	-9 -5%	24 14% TW	10 12% TW	-5 -44%
TOTAL MCCRORY																							
NOV 10-12, 2015	247 41%	142 74% CD	51 20%	53 35% C	84 83% FGHIJ	58 64% GHIJ	27 24%	25 17%	28 36% H	26 35% H	32 19%	35 26%	173 63% KL	30 22%	207 49% Np	6 24%	142 44% S	85 41% S	9 21%	67 36%	84 48% tw	33 42%	2 22%
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	15 61% N	137 41% s	78 43% S	8 24%	-	-	-	-
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	13 59% N	153 45%	71 40%	12 37%	-	-	-	-
TOTAL COOPER																							
NOV 10-12, 2015	225 38%	21 11%	141 55% BD	62 42% B	6 6% E	16 17% E	56 50% EFi	86 58% EFi	27 36% EF	35 48% EF	105 63% LM	63 46% M	52 19%	75 54% Op	139 33%	6 27%	108 34%	86 42% q	21 48%	76 41%	61 35%	23 29%	7 66% uV
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%	121 36%	73 39%	14 40%	-	-	-	-
JUN 23-25, 2015	227 38%	32 17%	144 56% BD	51 34% B	18 17% E	14 16% E	59 56% EFi	85 56% EFi	19 25% EFi	33 43% EFi	91 62% M	72 51% M	55 19%	90 65% OP	127 30%	6 26%	122 36%	76 43%	17 50%	-	-	-	-
TOTAL LEAN/UNDECIDED																							
NOV 10-12, 2015	117 20%	27 14%	60 23% B	31 20% B	10 10% E	17 18% E	27 24% E	33 22% E	18 24% E	13 17% E	28 17% m	36 26% m	45 16%	31 22%	74 17%	9 38%	64 20%	32 15%	14 31%	40 21%	30 17%	18 23%	1 12%
SEP 28-30, 2015	118 20%	23 12% B	57 22% B	38 25% B	13 13% E	11 11% E	21 19% EF	36 24% EF	22 27% EF	16 22% f	24 16% KM	46 28% KM	41 16%	28 21%	80 19%	8 33%	75 23% R	27 15%	9 25%	-	-	-	-
JUN 23-25, 2015	100 17%	24 13%	53 20% b	23 16% b	10 9% E	14 17% E	19 17% E	34 23% E	11 15% E	12 16% E	31 21% m	27 19%	35 12%	27 20%	68 16%	3 14%	51 15%	27 15%	4 11%	-	-	-	-
DEFINITELY MCCRORY	170 28%	105 55% CD	31 12%	34 23% C	62 62% fGHIJ	43 47% GHIJ	16 14%	15 10%	17 22% h	17 23% H	14 9%	20 15%	133 48% KL	20 15%	140 33% N	5 20%	92 29% S	65 32% S	5 12%	45 24%	57 33%	23 29%	2 22%

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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
PROBABLY MCCRORY	77 13%	37 19% C	21 8%	19 13%	22 22% GH	15 17% h	11 10%	10 7%	11 14%	8 11%	17 10%	15 11%	41 15%	9 7%	67 16% NP	1 4%	50 15% r	20 10%	4 9%	22 12% W	27 16% W	10 12% W	- -
LEAN MCCRORY	13 2%	4 2%	5 2%	4 3%	1 1%	3 4%	2 1%	3 2%	4 6% j	-	3 2%	5 4%	5 2%	-	9 2% N	2 9%	5 1%	3 2%	2 5%	2 1%	4 2% vw	-	-
UNDECIDED	77 13%	20 11%	38 15%	19 13%	9 9%	11 12%	19 17%	19 13%	10 13%	9 12%	18 11%	20 15%	30 11%	23 17%	49 11%	3 14%	44 14%	19 9%	10 22%	30 16% U	13 7%	13 17% u	1 12%
LEAN COOPER	27 5%	2 1%	18 7% B	7 5%	- -	2 2%	7 6% E	11 8% Ef	4 5%	4 5%	8 5%	10 7%	9 3%	8 6%	15 4%	4 15%	16 5%	9 5%	2 4%	8 4% W	14 8% W	5 6% w	- -
PROBABLY COOPER	59 10%	4 2%	35 14% B	20 13% B	2 2%	2 2%	8 7%	27 18% EFG	9 12% EF	10 14% EF	25 15% M	18 13% m	17 6%	22 16% o	34 8%	2 8%	29 9%	22 11%	6 12%	25 13% uv	12 7%	4 6%	2 20%
DEFINITELY COOPER	166 28%	17 9%	106 41% BD	42 28% B	4 4%	13 15% E	48 43% EFI	58 40% EFI	18 23% E	25 34% EF	80 48% LM	46 33% M	35 13%	53 39% O	106 25%	4 19%	79 25%	64 31%	16 36%	51 27%	49 28%	19 24%	5 46%
REFUSED	11 2%	2 1%	5 2%	4 3%	1 1%	1 1%	2 1%	3 2%	3 5%	1 1%	3 2%	2 2%	3 1%	2 2%	6 1%	3 11%	8 2% S	3 1% s	-	3 2%	-	5 7% 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
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

Do you think it would be better for the country to have a Democrat or a Republican as the next president?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE				EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21%
**D/S (REPUBLICAN - DEMOCRAT)	19 3%	-5 -4% D	7 10% BDF	-15 -18% D	28 26% BCDFG	-1 -1% D	4 6% BDF	67 23% I	-48 -15% I	9 19% KLm	-12 -11% K	2 1% K	3 2% K	17 12% KLM	25 24% RST	24 22% RST	18 24% RST	-36 -38% R	-12 -8% R	- - RS	12 9% WX	11 6% WX	2 1% X	-3 -2% X
REPUBLICAN	248 41%	45 37%	37 49% D	24 30% D	58 52% Bdf	54 39% D	30 43% D	149 52% I	99 32% I	25 56% k	36 32% k	67 39% k	50 42% k	69 46% k	51 49% R	58 52% RST	39 54% RST	18 19% R	51 36% R	30 39% R	60 44% R	75 43% R	62 39% R	51 40% R
DEMOCRAT	229 38%	50 41% E	29 39% E	39 47% E	30 27% E	55 39% e	26 37% e	82 28% H	147 47% H	17 37% H	49 43% H	65 38% H	47 39% H	52 34% H	26 25% H	34 31% H	22 30% H	54 58% OPQT	63 45% OPQ	30 39% o	48 35% o	64 37% o	60 38% o	54 42% o
NEITHER/OTHER	51 9%	16 13% C	2 3%	8 10%	9 8%	11 8%	5 7%	26 9%	25 8%	1 2%	10 9% JN	20 12% JN	13 11% jn	7 4% JN	11 10% t	11 10% t	4 5% t	8 9% t	14 10% t	3 4% t	14 10% t	10 6% t	18 11% t	9 7% t
DON'T KNOW	70 12%	10 9%	7 9%	11 13%	13 11% PS	20 14% PS	10 14% PS	30 10% PS	41 13% PS	2 5% PS	17 15% PS	19 11% PS	9 8% PS	23 15% JM	14 14% JM	7 6% JM	9 12% JM	13 14% JM	13 9% JM	14 19% PS	15 11% PS	24 14% PS	16 10% PS	15 11% PS
REFUSED	2 -	1 1%	- -	- -	1 1%	- -	- -	2 1%	- -	- -	- -	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	- -	1 1%	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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

Do you think it would be better for the country to have a Democrat or a Republican as the next president?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME			
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28%	137 23%	274 46%	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29%	80 13%	11 2%
**D/S (REPUBLICAN - DEMOCRAT)	19 3%	123 64% CD	-120 -47%	16 11% C	82 81% FGHIJ	42 46% GHJ	-40 -35% h	-80 -55%	25 33% GHJ	-9 -12% GH	-112 -67%	-34 -25% K	159 58% KL	-87 -63%	108 25% NP	-4 -18% N	12 4% s	8 4% S	-5 -12%	-22 -12%	12 7% T	13 17% TuW	-1 -9%
REPUBLICAN	248 41%	139 73% CD	41 16%	67 45% C	84 84% FGHIJ	55 60% GHJ	24 22% h	17 12%	41 53% GHj	27 36% gH	17 10%	27 20% k	195 71% KL	11 8%	225 53% N	9 37% N	129 40%	89 43%	15 34%	64 34%	78 44%	38 47%	5 46%
DEMOCRAT	229 38%	16 8%	161 63% BD	51 34% B	2 2%	14 15% E	64 57% EFI	98 67% EFIJ	16 21% E	36 48% EFI	129 77% LM	61 45% M	36 13%	98 71% O	116 27% 54%	13 54% o	117 36%	80 39%	21 46%	86 46% V	65 37%	24 30%	6 54%
NEITHER/OTHER	51 9%	10 5%	25 10%	17 11%	2 2%	8 9% e	13 12% E	12 8% e	11 14% E	6 8%	6 4%	25 18% KM	17 6%	10 7%	36 8%	1 4%	32 10%	13 6%	4 8%	15 8% W	12 7% W	10 12% W	- -
DON'T KNOW	70 12%	26 14%	31 12%	13 9%	11 11%	15 16%	11 10%	20 14%	7 10%	6 8%	14 8%	23 17% km	25 9%	20 14%	47 11%	1 5%	41 13%	24 12%	5 11%	21 11% W	20 11% W	7 9% W	- -
REFUSED	2 -	1 -	-	1 1%	1 1%	-	-	-	1 2%	-	1 1%	-	-	-	2 1%	-	2 1%	-	-	-	-	1 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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

In thinking about the next president that we will be electing, which of the following two statements comes closer to your point of view?

This is a time to have a president who will focus on progress and continue to move the country in the direction that President Barack Obama has moved it.

This is a time to have a president who will focus on restoring the institutions, culture and government that made America great.

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHARL -OTTE (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 45-65 (P)	MEN 66+ (Q)	WOMEN 18-44 (R)	WOMEN 45-65 (S)	WOMEN 66+ (T)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)		
BASE=TOTAL SAMPLE	600 100%	122 20%	75 13%	81 14%	110 18%	140 23%	71 12%	288 48%	312 52%	45 8%	112 19%	172 29%	120 20%	150 25%	104 17%	111 18%	73 12%	94 16%	140 23%	77 13%	136 23%	175 29%	156 26%	128 21%		
**D/S (FOCUS ON RESTORING - FOCUS ON PROGRESS)	123 20%	20 17% DF	33 44% BDFG	5 6% BDFG	44 40% BDFG	7 5% BDFG	13 19% DF	95 33% I	28 9% I	- -1% J	18 16% J	27 16% J	35 29% JKL	43 29% JKL	25 24% Rs	42 38% oRST	28 38% oRST	-4 -4% R	16 12% R	15 20% Rs	47 34% VMX	34 20% X	35 22% X	9 7% X		
FOCUS ON RESTORING THE INSTITUTIONS/CULTURE/ GOVERNMENT THAT MADE AMERICA GREAT	347 58%	69 57% bdF	53 70% bdF	42 52% bdF	73 66% F	70 50% F	40 57% I	186 65% I	161 52% I	21 47% I	65 58% I	92 54% JKL	75 62% JKL	93 62% JKL	63 60% Rs	74 67% oRST	49 67% oRST	44 46% R	72 52% R	45 58% Rs	87 64% X	104 59% X	92 59% X	63 49% X		
FOCUS ON PROGRESS/CONTINUE TO MOVE THE COUNTRY IN THE DIRECTION THAT PRESIDENT OBAMA HAS MOVED IT	224 37%	49 40% cE	20 26% cE	37 45% CE	29 26% CE	63 45% CE	27 38% CE	91 31% H	133 43% H	22 48% H	47 42% H	65 38% H	40 33% H	50 34% H	38 36% PQ	32 29% PQ	21 29% PQ	48 51% PQ	56 40% pq	29 38% pq	40 30% pq	69 40% pq	57 37% pq	54 42% u		
DON'T KNOW/REFUSED	29 5%	4 3%	3 4%	2 3%	9 8%	7 5%	4 6%	11 4%	18 6%	2 5%	1 1%	15 8% K	5 4% K	6 4% K	4 3%	4 4%	3 5%	3 3%	12 8%	3 4%	9 6% V	2 1%	7 4%	12 9% V		

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

NORTH CAROLINA STATEWIDE STUDY / NOVEMBER 10-12, 2015

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This is a time to have a president who will focus on restoring the institutions, culture and government that made America great.

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			INCOME				
	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)	AF AMER (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	\$50K AND UNDER (T)	\$50K- \$100K (U)	\$100K- \$200K (V)	\$200K+ (W)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	101 17%	91 15%	112 19%	146 24%	76 13%	74 12%	167 28%	137 23%	274 46%	138 23%	426 71%	23 4%	322 54%	205 34%	45 7%	186 31%	175 29%	80 13%	11 2%
**D/S (FOCUS ON RESTORING - FOCUS ON PROGRESS)	123 20%	149 78% CD	-52 -20%	25 17% C	84 83% fGHIJ	65 71% GHIJ	-17 -15%	-35 -24%	28 37% GHJ	-3 -3% GH	-99 -59%	10 7% K	205 75% KL	-58 -42%	171 40% N	6 26% N	55 17% S	55 27% QS	1 3%	14 7% TW	32 18% TW	20 25% TW	-1 -9%
FOCUS ON RESTORING THE INSTITUTIONS/CULTURE/ GOVERNMENT THAT MADE AMERICA GREAT	347 58%	169 88% CD	94 36%	84 56% C	92 92% GHIJ	77 84% GHIJ	45 41%	48 33%	48 64% GHj	35 48% h	31 19%	68 50% K	237 86% KL	37 27%	291 68% N	12 53% n	179 56%	125 61%	23 52%	98 53%	99 57%	46 57%	5 46%
FOCUS ON PROGRESS/CONTINUE TO MOVE THE COUNTRY IN THE DIRECTION THAT PRESIDENT OBAMA HAS MOVED IT	224 37%	20 11%	145 56% BD	58 39% B	8 8%	12 13%	62 55% EFI	83 57% EFI	20 27% Ef	38 51% EFI	130 78% LM	58 42% M	31 11%	95 69% OP	120 28%	6 28%	124 39%	70 34%	22 48%	84 45%	68 39%	26 33%	6 54%
DON'T KNOW/REFUSED	29 5%	2 1%	19 7% B	8 5% b	- -	2 2%	4 4% e	15 10% EFgJ	7 9% Ej	1 1%	6 4%	11 8% m	6 2%	7 5%	16 4%	4 19%	19 6% S	10 5% S	- -	4 2%	8 5% W	8 10% tW	- -

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