

NORTH CAROLINA GOP PRIMARY STUDY / JANUARY 13-14 & 16, 2016

And thinking ahead to the March 15 Republican Primary, if the Republican Primary for President were being held today and you had to make a choice, for whom would you vote between?

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)	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)	HS LESS (U)	OR (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)
BASE=TOTAL SAMPLE	500 100%	90 18%	64 13%	37 7%	108 22%	117 23%	84 17%	250 50%	250 50%	27 5%	59 12%	140 28%	110 22%	164 33%	85 17%	93 19%	72 14%	35 7%	112 22%	103 21%	110 22%	152 30%	157 31%	75 15%	
DONALD TRUMP	126 25% (1)	28 31% (1) c	12 18% (2)	8 20% (2)	27 25% (1)	31 27% (1)	21 25% (1)	72 29% (1) i	54 22% (1)	5 18% (3)	14 23% (1)	36 26% (1)	28 26% (2)	43 26% (1)	24 29% (1) R	26 28% (1) R	21 30% (1) R	4 11% (4)	27 24% (2) r	24 23% (1) r	38 35% (1) WX	49 32% (1) WX	25 16% (2)	14 19% (2)	
TED CRUZ	112 22% (2)	16 17% (2)	17 27% (1)	11 31% (1)	25 23% (2)	23 20% (2)	20 24% (2)	61 24% (2)	51 20% (2)	10 37% (1)	12 20% (2)	29 21% (2)	34 31% (1) LN	27 16% (2) t	20 24% (2) T	24 25% (2) T	17 23% (2)	8 23% (1)	30 26% (1) T	14 13% (2)	19 17% (2)	34 22% (2)	44 28% (1) U	15 20% (1)	
MARCO RUBIO	54 11% (3)	13 14% (3)	5 8% (3)	3 8% (4)	10 9% (4)	15 13% (3)	8 10% (4)	22 9% (4)	33 13% (3)	- - (4) J	6 10% (4) J	18 13% (3) J	10 9% (3) J	20 12% (3) J	9 11% (4)	5 5% (5)	8 11% (3)	5 14% (3)	14 13% (3) p	13 11% (3) p	12 11% (3)	7 5% (4)	21 13% (3) V	14 19% (3) V	
BEN CARSON	46 9% (4)	6 7% (4)	5 7% (4)	6 17% (3)	11 10% (3)	9 7% (4)	9 11% (3)	24 10% (3)	22 9% (4)	9 35% (2) LMN	7 12% (3)	14 10% (4)	6 5% (5)	9 6% (4)	12 15% (3) t	7 8% (3)	5 6% (4)	8 23% (2) pQsT	8 7% (4)	6 6% (4)	10 10% (4)	14 14% (3) WX	9 6% (5)	4 5% (5)	
CHRIS CHRISTIE	20 4% (5)	3 4% (6) d	3 5% (5)	- - (5) D	8 7% (5) D	3 3% (7) d	3 3% (6)	14 5% (5)	6 3% (7)	- - (5) J	5 8% (5) J	6 4% (4) J	6 6% (4) J	3 2% (8) j	5 5% (5) rt	6 6% (4) RT	3 5% (5) rt	- - (5) RT	6 6% (5) RT	- - (5)	3 3% (5)	3 2% (7)	12 7% (4) V	2 3% (7)	
JEB BUSH	13 3% (6)	2 2% (8)	3 5% (6)	- - (6) d	4 4% (6) d	1 1% (10)	3 4% (5)	9 4% (6)	4 2% (8)	- - (7)	1 2% (7)	4 3% (7) j	2 2% (8)	7 4% (5) J	1 1% (7)	5 5% (6) S	3 5% (6) s	1 3% (6)	- - (6)	3 3% (6) s	2 2% (6)	5 4% (6)	3 2% (10)	2 3% (9)	
MIKE HUCKABEE	13 3% (7)	1 1% (10)	2 4% (7)	2 6% (6)	2 2% (7)	4 4% (5)	1 1% (9)	4 2% (9)	9 3% (6)	- - (8)	1 2% (8)	3 2% (9) j	2 2% (7)	7 4% (6) J	1 1% (8)	1 1% (10)	2 3% (8)	- - (7) r	4 4% (5) R	4 4% (5) R	1 1% (9)	7 4% (5) u	3 2% (9)	2 3% (8)	
CARLY FIORINA	12 2% (8)	6 6% (5) CE	- - (7)	2 5% (7)	- - (8)	3 3% (8)	1 1% (8)	2 1% (10)	10 4% (5) H	- - (10)	1 2% (10)	3 2% (8) j	5 5% (6) J	2 1% (9)	- - (9)	2 2% (9)	- - (5) OQ	2 6% (5)	5 5% (6) OQ	2 2% (8)	2 2% (7)	2 1% (8)	2 1% (8)	5 3% (7) v	2 3% (6)
JOHN KASICH	11 2% (9)	1 1% (9)	2 3% (8)	2 6% (5)	2 2% (8)	2 2% (9)	1 1% (10)	7 3% (7)	3 1% (10)	- - (10)	- - (10) jk	3 1% (9)	1 1% (9)	6 4% (7) JK	- - (9) OrS	4 4% (7) OrS	3 4% (7) ors	- - (7) ors	- - (7) ors	3 3% (8) ors	1 1% (8)	- - (8)	4 3% (8) v	5 7% (4) uV	
RAND PAUL	10 2% (10)	3 4% (7) cd	- - (9)	- - (9)	2 2% (9)	4 3% (6) cd	2 2% (7)	6 3% (8)	4 2% (9)	- - (6) jmn	4 6% (6) JmN	6 4% (6) JmN	- - (10)	1 1% (10)	4 4% (6) q	3 3% (8)	- - (7) q	1 2% (8)	2 2% (8)	1 1% (9)	1 1% (11)	2 1% (9)	7 4% (6) u	1 1% (10)	
RICK SANTORUM	2 - (11)	- - (9)	1 1% (9)	- - (10)	1 1% (10)	- - (11)	- - (11)	2 1% (11)	- - (11)	- - (9)	1 2% (9)	- - (10)	1 1% (10)	- - (9)	1 1% (11)	1 1% (11)	- - (10)	- - (10)	- - (10)	1 1% (10)	- - (10)	- - (11)	1 1% (11)	- - (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

Civitas

Table 9-1
 QUESTION 12:
 And thinking ahead to the March 15 Republican Primary, if the Republican Primary for President were being held today and you had to make a choice, for whom would you vote between?

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)	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
DON'T KNOW	75 15%	11 12%	13 20% d	3 7%	15 14%	20 17% d	13 16%	24 9%	51 21% H	3 10%	8 14%	16 11%	14 13%	34 21% L	8 9%	9 9%	7 10%	7 19%	15 14%	29 29% OPQS	17 16%	19 12%	22 14%	14 18%
REFUSED	6 1%	- -	1 2%	- -	3 3%	1 1%	1 1%	4 2%	2 1%	- -	- -	2 1%	- -	4 3% JKM	- -	2 2%	2 3%	- -	- -	2 2%	1 1%	2 2%	2 1%	- -



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

NATIONAL RESEARCH INC

Civitas

NORTH CAROLINA GOP PRIMARY STUDY / JANUARY 13-14 & 16, 2016

And thinking ahead to the March 15 Republican Primary, if the Republican Primary for President were being held today and you had to make a choice, for whom would you vote between?

BANNER 2

	PARTY REG			PARTY REG/GENDER				IDEOLOGY			RACE		EMPLOYMENT STATUS				MARITAL STATUS		INCOME			
	TOTAL (A)	GOP (B)	IND (C)	GOP MEN (D)	GOP WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	FULL TIME (M)	RET- IRED (N)	UN- EMPL- OYED (O)	MRRD (P)	SNGL (Q)	\$50K AND UNDER (R)	\$50K-\$100K (S)	\$100K-\$200K (T)	\$200K+ (U)	
BASE=TOTAL SAMPLE	500 100%	395 79%	105 21%	187 37%	208 42%	63 13%	42 8%	28 6%	87 17%	377 75%	9 2%	466 93%	253 51%	191 38%	20 4%	376 75%	55 11%	100 20%	152 30%	76 15%	19 4%	
DONALD TRUMP	126 25% (1)	97 25% (1)	29 28% (1)	49 26% (1)	48 23% (1)	22 35% (1)	7 16% (3)	4 15% (3)	16 18% (1)	103 27% (1)	1 12% (3)	117 25% (1)	56 22% (2)	52 27% (1)	9 46% (1)	95 25% (1)	15 27% (2)	24 24% (1)	47 31% (1)	20 27% (1)	2 10% (5)	
TED CRUZ	112 22% (2)	85 22% (2)	26 25% (2)	44 23% (2)	42 20% (2)	17 27% (2)	9 22% (1)	- - (3)	15 17% (3)	97 26% (2)	3 33% (2)	106 23% (2)	64 25% (1)	40 21% (2)	4 20% (2)	82 22% (2)	16 29% (1)	21 21% (2)	40 26% (2)	8 11% (3)	3 18% (2)	
MARCO RUBIO	54 11% (3)	43 11% (3)	11 11% (3)	17 9% (4)	26 12% (3)	5 7% (3)	7 16% (4)	5 19% (2)	15 18% (2)	34 9% (4)	- - (3)	51 11% (3)	28 11% (3)	22 11% (3)	1 4% (5)	48 13% (3)	2 3% (6)	11 10% (3)	11 7% (4)	20 26% (2)	4 20% (1)	
BEN CARSON	46 9% (4)	36 9% (4)	10 10% (4)	22 12% (3)	14 7% (4)	2 3% (7)	8 19% (2)	- - (4)	7 8% (4)	37 10% (3)	1 10% (5)	41 9% (4)	25 10% (4)	15 8% (4)	3 16% (3)	34 9% (4)	6 11% (3)	9 9% (4)	17 11% (3)	6 8% (4)	2 12% (4)	
CHRIS CHRISTIE	20 4% (5)	15 4% (5)	5 4% (6)	9 5% (5)	6 3% (7)	5 7% (4)	- - (1)	6 23% (1)	6 7% (5)	8 2% (8)	3 34% (1)	17 4% (5)	17 7% (5)	3 2% (9)	- - (5)	14 4% (5)	3 5% (4)	6 6% (5)	9 6% (5)	2 3% (8)	3 16% (3)	
JEB BUSH	13 3% (6)	10 3% (7)	3 3% (7)	6 3% (6)	4 2% (8)	3 5% (6)	- - (6)	- - (9)	2 2% (9)	10 3% (6)	- - (6)	13 3% (6)	5 2% (8)	6 3% (6)	- - (8)	9 2% (8)	- - (7)	2 2% (7)	5 3% (6)	3 4% (7)	- - (1)	
MIKE HUCKABEE	13 3% (7)	13 3% (6)	- - (8)	4 2% (8)	9 4% (5)	- - (5)	- - (6)	1 4% (6)	- - (5)	12 3% (5)	1 11% (4)	12 3% (7)	7 3% (7)	5 3% (7)	- - (10)	8 2% (5)	2 4% (5)	6 6% (6)	3 2% (8)	1 1% (10)	- - (1)	
CARLY FIORINA	12 2% (8)	10 3% (8)	2 2% (9)	2 1% (10)	8 4% (6)	- - (5)	2 4% (5)	1 3% (7)	2 3% (8)	9 2% (7)	- - (8)	11 2% (8)	4 2% (9)	4 2% (8)	- - (6)	11 3% (6)	- - (8)	2 2% (10)	1 1% (10)	3 5% (5)	1 6% (6)	
JOHN KASICH	11 2% (9)	9 2% (9)	2 2% (8)	5 3% (7)	3 2% (9)	2 3% (8)	- - (5)	2 7% (5)	5 6% (6)	3 1% (9)	- - (9)	11 2% (9)	3 1% (10)	6 3% (5)	- - (9)	8 2% (9)	- - (9)	1 1% (9)	2 1% (9)	3 4% (6)	- - (1)	
RAND PAUL	10 2% (10)	5 1% (10)	5 5% (5)	3 1% (9)	2 1% (10)	4 6% (5)	2 4% (6)	3 10% (4)	5 5% (7)	3 1% (10)	- - (10)	9 2% (10)	10 4% (6)	- - (10)	- - (7)	10 3% (7)	- - (11)	1 1% (11)	4 2% (7)	2 3% (9)	- - (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
N A T I O N A L R E S E A R C H I N C

Continued

Civitas

NORTH CAROLINA GOP PRIMARY STUDY / JANUARY 13-14 & 16, 2016

And thinking ahead to the March 15 Republican Primary, if the Republican Primary for President were being held today and you had to make a choice, for whom would you vote between?

BANNER 2

	PARTY REG			PARTY REG/GENDER				IDEOLOGY			RACE		EMPLOYMENT STATUS			MARITAL STATUS		INCOME			
	TOTAL (A)	GOP (B)	IND (C)	GOP MEN (D)	GOP WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	FULL TIME (M)	RET- IRED (N)	UN-EMPL- OYED (O)	MRRD (P)	SNGL (Q)	\$50K AND UNDER (R)	\$50K-\$100K (S)	\$100K-\$200K (T)	\$200K+ (U)
RICK SANTORUM	2 - (11)	1 - (11)	1 1% (10)	1 - (11)	- - (11)	1 1% (9)	- - (9)	- - (9)	- - (9)	2 - (11)	- - (11)	2 - (11)	1 - (11)	- - (11)	1 5% (4)	1 - (11)	1 2% (7)	1 1% (10)	- - (11)	1 1% (11)	- - (11)
DON'T KNOW	75 15%	65 16% c	10 10%	21 11% f	44 21% DF	3 5%	8 18% F	4 13%	13 15%	56 15%	- - (11)	72 15% K	32 13%	32 17%	2 8%	52 14%	11 20%	16 16%	15 10%	6 8%	3 18%
REFUSED	6 1%	6 2% C	- -	4 2% fg	2 1%	- -	- -	1 5%	1 1%	4 1%	- -	5 1% K	2 1%	4 2% O	- -	5 1% Q	- -	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
N A T I O N A L R E S E A R C H I N C

Civitas