

NORTH CAROLINA GOP PRIMARY STUDY / JANUARY 18-19, 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					PARTY REG		RACE		
	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)	GOP (U)	IND (V)	AF. AMER. (W)	WHITE (X)
BASE=TOTAL SAMPLE	500 100%	92 18%	70 14%	40 8%	106 21%	111 22%	81 16%	250 50%	250 50%	29 6%	64 13%	128 26%	114 23%	164 33%	77 15%	97 19%	76 15%	43 9%	108 22%	98 20%	395 79%	105 21%	25 5%	460 92%
DONALD TRUMP	133 27% (1)	19 21% (2)	23 32% (1)	13 33% (1)	36 33% (1)	19 17% (2)	23 29% (1)	71 29% (1)	61 25% (1)	4 12% (2)	20 31% (1)	25 20% (2)	29 26% (2)	55 33% (1)	11 15% (2)	31 32% (1)	29 39% (1)	13 30% (1)	22 20% (2)	27 27% (1)	103 26% (1)	29 28% (1)	5 19% (2)	120 26% (1)
TED CRUZ	113 23% (2)	25 27% (1)	20 29% (2)	8 20% (3)	19 18% (2)	27 25% (1)	14 17% (2)	69 28% (2)	44 18% (2)	6 20% (1)	10 16% (2)	36 28% (1)	32 28% (1)	28 17% (2)	21 27% (1)	30 31% (2)	19 25% (2)	6 14% (3)	23 21% (1)	15 15% (2)	90 23% (2)	24 23% (2)	2 8% (6)	110 24% (2)
MARCO RUBIO	50 10% (3)	10 11% (3)	7 11% (3)	- - (3)	8 8% (4)	13 12% (3)	12 14% (3)	28 11% (3)	23 9% (4)	3 11% (4)	5 8% (4)	10 8% (4)	8 7% (3)	24 15% (3)	7 10% (4)	8 9% (3)	12 16% (3)	4 10% (4)	6 6% (5)	12 13% (3)	44 11% (3)	7 6% (3)	2 9% (5)	48 10% (3)
BEN CARSON	35 7% (4)	5 6% (5)	4 6% (4)	2 5% (4)	9 8% (3)	9 8% (4)	6 7% (4)	8 3% (5)	27 11% (3)	- - (3)	9 13% (3)	17 13% (3)	3 3% (9)	6 4% (4)	2 3% (7)	5 5% (4)	1 1% (8)	8 18% (2)	12 11% (3)	7 7% (4)	29 7% (4)	6 6% (4)	- - (4)	35 8% (4)
CHRIS CHRISTIE	20 4% (5)	6 6% (4)	- - (5)	8 20% (2)	4 4% (7)	- - (7)	2 2% (8)	15 6% (4)	5 2% (9)	- - (5)	5 8% (5)	9 7% (5)	4 4% (7)	2 1% (8)	11 14% (3)	2 2% (7)	2 2% (4)	- - (5)	5 7% (7)	- - (7)	20 5% (5)	- - (5)	6 25% (1)	14 3% (6)
JEB BUSH	19 4% (6)	4 4% (7)	- - (7)	- - (5)	7 7% (5)	4 4% (6)	5 6% (5)	5 2% (8)	14 6% (5)	- - (6)	3 4% (7)	5 4% (7)	6 5% (5)	5 3% (6)	2 2% (8)	2 2% (8)	1 2% (7)	2 5% (5)	8 8% (4)	4 4% (6)	18 4% (6)	1 1% (9)	3 11% (3)	15 3% (5)
MIKE HUCKABEE	12 2% (7)	- - (7)	- - (7)	1 4% (5)	6 6% (6)	3 3% (7)	2 2% (9)	3 1% (10)	9 4% (6)	- - (8)	2 3% (8)	- - (6)	5 4% (6)	6 3% (5)	1 1% (10)	1 1% (9)	1 1% (8)	1 3% (6)	3 3% (9)	5 5% (5)	8 2% (8)	5 4% (7)	3 10% (4)	10 2% (10)
RAND PAUL	12 2% (8)	3 3% (8)	1 2% (5)	- - (9)	2 2% (9)	3 2% (9)	3 4% (6)	7 3% (6)	5 2% (10)	3 10% (5)	2 4% (7)	5 4% (8)	1 1% (11)	1 1% (10)	4 6% (5)	3 3% (5)	- - (7)	1 3% (7)	2 2% (10)	1 1% (9)	9 2% (7)	3 3% (8)	- - (8)	12 3% (7)
CARLY FIORINA	12 2% (9)	3 3% (9)	1 1% (6)	- - (10)	1 1% (10)	6 6% (5)	1 1% (11)	6 2% (7)	6 2% (8)	- - (10)	1 1% (10)	6 5% (6)	4 3% (8)	2 1% (9)	1 2% (9)	3 3% (6)	2 2% (5)	- - (8)	5 5% (8)	1 1% (8)	6 2% (9)	5 5% (5)	- - (5)	11 2% (8)
JOHN KASICH	11 2% (10)	4 5% (6)	- - (6)	- - (8)	2 2% (8)	2 2% (10)	3 3% (7)	3 1% (11)	9 3% (7)	- - (9)	1 1% (9)	1 - (10)	6 5% (4)	4 2% (7)	- - (10)	1 1% (10)	2 2% (6)	1 2% (8)	6 5% (6)	2 2% (7)	6 2% (10)	5 5% (6)	- - (6)	11 2% (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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BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		RACE	
	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)	GOP (U)	IND (V)	AF. AMER. (W)	WHITE (X)	
RICK SANTORUM	5 1% (11)	1 1% (10)	-	-	-	3 3% (8) cde	1 1% (10)	3 1% (9)	2 1% (11)	3 12% (3)	-	1 1% (9)	1 1% (10)	-	3 4% (6)	-	-	-	2 2% (11)	-	4 1% (11)	1 1% (10)	-	5 1% (11) W	
HAVE NO PREFERENCE	55 11%	9 10%	10 14%	3 8%	9 9%	14 13%	10 12%	20 8%	35 14% h	10 34% kL	6 9%	6 5%	13 12% 1	20 12% L	11 14% p	4 4%	5 6%	7 16% p	12 11% p	16 16% Pq	43 11%	12 12%	3 11%	49 11%	
OTHER	11 2%	-	3 4%	1 3%	-	5 4% BE	2 2%	8 3%	3 1%	-	1 2%	5 4% J	2 2%	2 1%	2 2%	4 5% R	2 2%	-	1 1%	1 1%	8 2%	2 2%	2 8%	9 2%	
REFUSED	11 2%	3 3%	1 1%	3 7%	3 2%	1 1%	-	3 1%	8 3%	-	-	2 1%	-	9 5% JKLM	-	2 2%	1 1%	-	-	8 8% OpQRS	7 2%	4 4%	-	11 2% W	

NORTH CAROLINA GOP PRIMARY STUDY / JANUARY 18-19, 2016

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BANNER 2

	PARTY REG/GENDER					IDEOLOGY			IDEOLOGY/GENDER				RACE/GENDER				PARTY ID			PHONE TYPE		VOTE HISTORY		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	IND MEN (D)	IND WOMEN (E)	LIB (F)	MOD (G)	CONS (H)	LIB/MOD MEN (I)	LIB/MOD WOMEN (J)	CONS MEN (K)	CONS WOMEN (L)	BLACK MEN (M)	BLACK WOMEN (N)	WHITE MEN (O)	WHITE WOMEN (P)	STRG GOP (Q)	SOFT GOP (R)	IND (S)	LAND (T)	CELL (U)	2/2 (V)	1/2 (W)	0/2 (X)
BASE=TOTAL SAMPLE	500 100%	194 39%	201 40%	56 11%	49 10%	40 8%	84 17%	363 73%	64 13%	60 12%	175 35%	187 37%	12 2%	13 3%	228 46%	232 46%	313 63%	61 12%	126 25%	350 70%	150 30%	246 49%	227 45%	27 5%
DONALD TRUMP	133 27% (1)	54 28% (1)	49 24% (1)	17 30% (2)	12 25% (1)	20 49% (1)	24 28% (1)	85 23% (2)	27 42% (1)	16 28% (1)	41 23% (2)	44 23% (1)	- - (1)	5 37% (1)	66 29% (2)	54 23% (1)	86 27% (1)	16 26% (1)	31 24% (1)	96 28% (1)	36 24% (1)	62 25% (1)	61 27% (1)	9 33% (1)
TED CRUZ	113 23% (2)	51 26% (2)	39 19% (2)	18 33% (1)	5 11% (3)	2 4% (5)	8 9% (4)	104 29% (1)	5 7% (4)	5 8% (3)	65 37% (1)	39 21% (2)	2 16% (3)	- - (3)	66 29% (1)	44 19% (2)	79 25% (2)	15 24% (2)	19 15% (2)	77 22% (2)	36 24% (2)	56 23% (2)	49 22% (2)	8 30% (2)
MARCO RUBIO	50 10% (3)	23 12% (3)	21 10% (4)	4 8% (3)	2 5% (7)	- - (3)	9 10% (3)	40 11% (3)	4 7% (5)	4 7% (5)	21 12% (3)	19 10% (4)	2 19% (2)	- - (3)	25 11% (3)	23 10% (4)	34 11% (3)	7 11% (3)	9 7% (3)	37 11% (3)	13 9% (3)	31 13% (3)	15 7% (4)	4 15% (3)
BEN CARSON	35 7% (4)	8 4% (5)	21 10% (3)	- - (3)	6 13% (2)	2 4% (4)	2 3% (9)	30 8% (4)	1 1% (10)	3 5% (6)	8 4% (4)	23 12% (3)	- - (3)	- - (5)	8 4% (3)	27 12% (3)	25 8% (4)	4 6% (4)	7 5% (6)	25 7% (4)	11 7% (5)	17 7% (4)	17 8% (3)	1 4% (4)
CHRIS CHRISTIE	20 4% (5)	15 8% (4)	5 2% (7)	- - (7)	- - (6)	- - (2)	10 13% (7)	10 3% (7)	8 13% (2)	2 4% (7)	7 4% (5)	3 1% (10)	6 50% (1)	- - (4)	9 4% (9)	5 2% (9)	9 3% (6)	2 4% (6)	8 6% (4)	9 3% (7)	11 7% (4)	11 4% (5)	9 4% (6)	- - (6)
JEB BUSH	19 4% (6)	4 2% (7)	14 7% (5)	1 2% (7)	- - (7)	3 9% (3)	3 4% (7)	13 3% (5)	2 3% (7)	5 8% (4)	3 2% (7)	9 5% (6)	- - (2)	3 21% (2)	5 2% (7)	10 4% (5)	15 5% (5)	- - (10)	4 3% (10)	16 5% (5)	3 2% (9)	8 3% (7)	11 5% (5)	1 3% (5)
MIKE HUCKABEE	12 2% (7)	1 1% (11)	7 3% (6)	2 4% (6)	2 5% (6)	- - (11)	1 1% (6)	12 3% (6)	1 1% (11)	- - (11)	3 1% (8)	9 5% (5)	- - (3)	3 20% (3)	3 1% (10)	7 3% (7)	9 3% (7)	- - (9)	4 3% (9)	8 2% (10)	5 3% (6)	5 2% (9)	7 3% (7)	- - (7)
RAND PAUL	12 2% (8)	4 2% (6)	5 2% (8)	3 5% (5)	- - (5)	4 11% (2)	1 2% (10)	6 2% (9)	5 8% (3)	1 1% (10)	2 1% (9)	4 2% (7)	- - (7)	- - (6)	7 3% (10)	5 2% (10)	4 1% (9)	3 5% (5)	4 4% (8)	8 2% (9)	4 3% (7)	6 2% (8)	5 2% (9)	1 3% (6)
CARLY FIORINA	12 2% (9)	3 1% (9)	4 2% (10)	3 5% (4)	3 5% (5)	1 3% (6)	2 3% (8)	8 2% (8)	1 2% (8)	2 4% (8)	4 3% (6)	4 2% (8)	- - (8)	- - (8)	5 2% (8)	6 3% (8)	3 1% (10)	1 2% (8)	8 6% (5)	10 3% (6)	2 1% (10)	5 2% (10)	7 3% (8)	- - (6)
JOHN KASICH	11 2% (10)	2 1% (10)	4 2% (9)	1 2% (8)	4 9% (4)	1 2% (7)	5 6% (5)	5 2% (10)	1 1% (9)	5 8% (2)	2 1% (10)	4 2% (9)	- - (9)	- - (11)	2 1% (11)	9 4% (6)	6 2% (8)	2 3% (7)	4 3% (11)	8 2% (8)	3 2% (8)	8 3% (6)	3 2% (11)	- - (x)

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 GOP PRIMARY STUDY / JANUARY 18-19, 2016-01-21

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/GENDER				IDEOLOGY			IDEOLOGY/GENDER				RACE/GENDER				PARTY ID			PHONE TYPE		VOTE HISTORY				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	IND MEN (D)	IND WOMEN (E)	LIB (F)	MOD (G)	CONS (H)	LIB/ MOD MEN (I)	LIB/ MOD WOMEN (J)	CONS MEN (K)	CONS WOMEN (L)	BLACK MEN (M)	BLACK WOMEN (N)	WHITE MEN (O)	WHITE WOMEN (P)	STRG GOP (Q)	SOFT GOP (R)	IND (S)	LAND (T)	CELL (U)	2/2 (V)	1/2 (W)	0/2 (X)	
RICK SANTORUM	5 1% (11)	3 2% (8)	1 - (11)	- - (8)	1 2% (8)	- - (6)	4 5% (6)	1 - (11)	3 5% (6)	1 2% (9)	- - (11)	1 1% (11)	- - (11)	- - (9)	3 1% (9)	2 1% (11)	- - (11)	- - (7)	5 4% (11)	3 1% (11)	2 1% (11)	- - (11)	5 2% (10)	- - (10)	- - (10)
HAVE NO PREFERENCE	55 11%	14 7%	28 14% b	6 10%	7 14%	6 15%	6 7%	40 11%	3 4%	10 16% i	16 9%	24 13% I	- - (11)	3 22%	18 8% M	31 13% Mo	31 10%	7 12%	17 13%	35 10%	19 13%	30 12%	23 10%	2 9%	
OTHER	11 2%	7 4% c	1 1%	1 1%	1 3%	1 3%	3 4%	3 1%	3 5%	1 2%	2 1%	1 1%	2 16%	- - (11)	6 3% N	3 1%	5 2%	1 2%	4 3%	6 2%	5 3%	1 1%	8 4% V	1 4%	4 4%
REFUSED	11 2%	3 1%	4 2% d	- -	4 8% d	- -	5 6% f	6 2% F	1 1%	4 7%	2 1%	4 2%	- -	- -	3 1%	8 3% MN	5 2%	3 4%	3 2%	11 3% U	- -	6 3% X	4 2% x	- -	

Civitas