

CIVITAS INSTITUTE: NORTH CAROLINA STATEWIDE STUDY / MAY 21-23, 2016

If the election for Governor were being held today and you had to make a choice, for whom would you vote between Pat McCrory, the Republican, Roy Cooper, the Democrat, or Lon Cecil, the Libertarian?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WSTRN 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)	DEM (V)	IND (W)	
BASE=TOTAL SAMPLE	600 100%	129 22%	92 15%	71 12%	108 18%	117 20%	82 14%	288 48%	312 52%	30 5%	72 12%	150 25%	135 23%	174 29%	60 10%	122 20%	92 15%	65 11%	129 22%	93 16%	198 33%	252 42%	150 25%	
**D/S (MCCRORY - COOPER)	33 5%	-15 -11%	19 20%	11 15%	-4 -4%	9 8%	13 16%	53 18%	-20 -6%	-1 -4%	-	7 4%	-11 -8%	40 23%	6 10%	16 13%	29 32%	-8 -12%	-18 -14%	9 10%	136 69%	-103 -41%	- -	
TOTAL MCCRORY	272 45%	49 38%	48 53%	34 48%	46 43%	54 46%	40 49%	148 51%	124 40%	11 35%	28 39%	65 43%	56 41%	100 57%	25 42%	61 50%	57 62%	23 35%	46 35%	48 51%	155 78%	59 24%	58 39%	
TOTAL COOPER	239 40%	64 50%	30 33%	24 33%	51 47%	45 38%	26 32%	96 33%	144 46%	12 39%	28 39%	58 39%	67 49%	60 35%	20 33%	44 36%	28 30%	31 47%	64 50%	38 41%	19 10%	162 64%	58 39%	
TOTAL CECIL	18 3%	4 3%	2 2%	3 4%	5 4%	3 3%	2 2%	9 3%	10 3%	1 4%	4 6%	9 6%	1 1%	3 2%	3 5%	4 4%	1 1%	3 5%	4 3%	2 2%	6 3%	4 2%	7 5%	
TOTAL LEAN/UNDECIDED	66 11%	11 8%	12 13%	9 13%	7 6%	14 12%	14 17%	34 12%	32 10%	6 21%	11 15%	17 11%	11 8%	11 6%	11 18%	11 9%	6 6%	9 13%	14 11%	5 6%	17 8%	24 9%	26 17%	
DEFINITELY MCCRORY	233 39%	42 33%	41 45%	32 45%	36 34%	43 36%	39 47%	127 44%	106 34%	9 31%	25 35%	55 37%	42 31%	90 52%	21 35%	48 40%	54 58%	21 32%	38 29%	41 44%	134 68%	49 19%	50 34%	
PROBABLY MCCRORY	40 7%	7 6%	7 8%	2 3%	10 9%	11 10%	1 1%	21 7%	18 6%	1 4%	3 4%	10 6%	14 10%	10 6%	4 7%	12 10%	4 4%	2 3%	8 6%	7 8%	21 11%	11 4%	8 5%	
DEFINITELY COOPER	205 34%	58 45%	26 28%	20 28%	42 39%	37 32%	22 27%	85 30%	119 38%	12 39%	23 32%	49 33%	56 42%	53 31%	17 28%	40 33%	25 27%	27 41%	53 41%	32 35%	13 6%	145 58%	47 31%	
PROBABLY COOPER	35 6%	6 5%	4 4%	4 6%	8 8%	8 7%	5 6%	10 4%	25 8%	-	5 7%	9 6%	10 8%	7 4%	3 5%	4 3%	3 3%	4 6%	11 9%	6 6%	7 3%	17 7%	11 8%	
DEFINITELY CECIL	9 1%	-	2 2%	2 3%	1 1%	3 3%	1 1%	5 2%	4 1%	-	2 3%	5 3%	1 1%	1 1%	2 3%	2 2%	1 1%	1 2%	3 2%	-	3 2%	2 1%	3 2%	
PROBABLY CECIL	9 2%	4 3%	-	1 1%	4 4%	-	1 1%	4 1%	6 2%	1 4%	2 3%	4 3%	-	2 1%	1 2%	2 2%	-	2 3%	2 1%	2 2%	3 1%	2 1%	4 3%	
LEAN MCCRORY	9 2%	-	2 2%	-	-	3 2%	5 6%	5 2%	4 1%	2 5%	5 6%	3 2%	-	-	3 5%	2 2%	-	3 5%	1 1%	-	6 3%	2 1%	2 1%	
LEAN COOPER	4 1%	-	-	1 1%	2 2%	-	1 2%	2 1%	2 1%	-	-	1 1%	1 1%	1 1%	-	-	1 1%	-	2 2%	-	-	3 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

Continued

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BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	DEM (V)	IND (W)
LEAN CECIL	3 1%	-	-	-	-	2 2%	1 2%	2 1%	1	1 5%	-	-	1 1%	1	1 2%	-	1 1%	-	1 1%	-	-	1	2 2%
HARD UNDECIDED	50 8%	11 8%	10 11%	8 11%	5 5%	10 8%	6 8%	25 9%	25 8%	3 11%	6 9%	12 8%	8 6%	10 6%	6 11%	9 8%	4 5%	5 8%	9 7%	5 6%	11 6%	18 7%	21 14% UV
NAMED OTHER	1 -	1 1%	-	-	-	-	-	1 -	-	-	1 1%	-	-	-	1 2%	-	-	-	-	-	1 -	-	-
REFUSED	3 -	1 1%	-	1 2%	-	1 1%	-	1 -	2 1%	-	-	1 1%	1 1%	-	-	1 1%	-	-	1 1%	-	-	2 1%	1 1%

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

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BANNER 2

	CHILDREN 17 & UNDER IN HH																IDEOLOGY			RACE			EMPLOYMENT STATUS			PHONE TYPE	
	PARTY REG/GENDER						YES		NO		LIB		MOD		CONS		AF	AM	WHITE	OTHER	FULL	RET-	UN-	LAND	CELL		
	TOTAL	GOP	GOP	DEM	DEM	IND	IND	YES	NO	LIB	MOD	CONS	AF	AM	WHITE	OTHER	FULL	RET-	UN-	LAND	CELL						
(A)	MEN	WOMEN	MEN	WOMEN	MEN	WOMEN	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)								
BASE=TOTAL SAMPLE	600	111	87	95	157	83	67	130	465	154	132	282	120	438	33	293	233	24	420	180							
	100%	18%	15%	16%	26%	14%	11%	22%	78%	26%	22%	47%	20%	73%	6%	49%	39%	4%	70%	30%							
**D/S (MCCRORY - COOPER)	33	80	56	-31	-72	3	-3	15	17	-101	-31	168	-73	106	4	3	38	-13	54	-21							
	5%	72%	64%	-33%	-46%	4%	-5%	12%	4%	-65%	-24%	60%	-61%	24%	12%	1%	16%	-55%	13%	-12%							
		DEFG	DEFG			DEG	DE	I	J	JK	JK	Mo	M	R	PR	T											
TOTAL MCCRORY	272	89	66	26	33	33	25	60	210	19	35	209	13	244	16	125	123	3	210	63							
-----	45%	81%	75%	27%	21%	40%	37%	47%	45%	12%	27%	74%	11%	56%	48%	43%	53%	13%	50%	35%							
		DEFG	DEFG			dE	E			J	JK	JK		M	M	R	PR		T								
TOTAL COOPER	239	9	10	57	105	29	28	45	193	120	67	41	86	138	12	123	85	16	156	84							
-----	40%	8%	11%	60%	67%	36%	42%	35%	41%	78%	51%	15%	72%	31%	36%	42%	36%	68%	37%	47%							
				BCFG	BCFG	BC	BC			KL	L	NO	NO					PQ		S							
TOTAL CECIL	18	3	3	1	3	4	3	8	11	5	7	4	4	11	1	10	3	2	13	5							
-----	3%	3%	4%	1%	2%	5%	4%	6%	2%	3%	5%	1%	4%	3%	4%	3%	1%	8%	3%	3%							
											1				q												
TOTAL LEAN/UNDECIDED	66	8	8	10	14	16	10	17	49	9	22	26	16	43	4	33	23	1	39	27							
-----	11%	8%	10%	10%	9%	19%	15%	13%	11%	6%	17%	9%	13%	10%	12%	11%	10%	6%	9%	15%							
						BcE				JL	JL								s								
DEFINITELY MCCRORY	233	77	57	22	26	27	23	50	182	16	30	179	10	206	16	106	104	3	180	53							
	39%	70%	65%	24%	17%	33%	34%	38%	39%	11%	23%	64%	9%	47%	48%	36%	45%	13%	43%	29%							
		DEFG	DEFG			E	E			J	JK	JK		M	M	R	pR		T								
PROBABLY MCCRORY	40	12	9	4	7	5	2	10	28	3	5	30	2	37	-	19	18	-	30	10							
	7%	11%	10%	4%	4%	7%	3%	8%	6%	2%	4%	11%	2%	9%	-	6%	8%	-	7%	5%							
		deG	dg									JK		MO		R	R										
DEFINITELY COOPER	205	7	5	55	90	23	24	42	161	105	58	33	73	117	12	103	74	13	132	73							
	34%	6%	6%	59%	57%	28%	35%	33%	34%	68%	44%	12%	61%	27%	36%	35%	32%	57%	31%	40%							
				BCFG	BCFG	BC	BC			KL	L		NO					pQ		s							
PROBABLY COOPER	35	2	5	2	15	7	5	3	32	15	9	8	13	21	-	20	11	3	24	11							
	6%	2%	5%	2%	10%	8%	7%	2%	7%	10%	7%	3%	11%	5%	-	7%	5%	11%	6%	6%							
				BD	bd				H	L			no	O													
DEFINITELY CECIL	9	2	2	1	1	2	1	3	6	1	3	3	2	5	-	5	1	1	8	1							
	1%	2%	2%	1%	1%	2%	1%	2%	1%	1%	2%	1%	2%	1%	-	2%	-	3%	2%	1%							
														O													
PROBABLY CECIL	9	1	2	-	2	2	2	4	5	4	4	1	2	6	1	5	2	1	5	4							
	2%	1%	2%	-	1%	3%	3%	3%	1%	3%	3%	-	2%	1%	4%	2%	1%	5%	1%	2%							
										1	1																
LEAN MCCRORY	9	3	3	2	-	-	2	2	8	2	1	7	3	7	-	7	1	-	2	7							
	2%	3%	3%	2%	-	-	2%	1%	2%	1%	1%	2%	2%	2%	-	2%	-	-	1%	4%							
		ef	ef											O		qR			S								
LEAN COOPER	4	-	-	1	2	1	-	1	3	-	2	2	1	2	1	2	-	-	3	1							
	1%	-	-	1%	1%	1%	-	1%	1%	-	1%	1%	1%	2	4%	-	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
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BANNER 2

	PARTY REG/GENDER						CHILDREN 17 & UNDER IN HH		IDEOLOGY			RACE				EMPLOYMENT STATUS			PHONE TYPE		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	YES (H)	NO (I)	LIB (J)	MOD (K)	CONS (L)	AF (M)	AM (N)	WHITE (O)	OTHER (O)	FULL TIME (P)	RET- IRED (Q)	UN- EMPLD (R)	LAND (S)	CELL (T)
LEAN CECIL	3 1%	-	-	1 1%	-	1 2%	1 1%	-	3 1% h	-	2 2%	1 -	-	3 1% mo	-	-	-	1 -	1 6%	2 -	1 1%
HARD UNDECIDED	50 8%	5 5%	6 6%	6 6%	12 7%	14 16% BCDe	7 11%	14 11%	36 8%	8 5%	17 13% JL	16 6%	12 10%	31 7%	3 8%	25 9% R	19 8% R	-	32 8%	18 10%	
NAMED OTHER	1 -	1 1%	-	-	-	-	-	-	1 -	-	-	1 -	-	1 -	-	1 -	-	-	-	1 -	-
REFUSED	3 -	-	-	1 1%	1 1%	-	1 1%	-	2 -	1 1%	-	1 -	1 1%	2 -	-	1 -	-	-	1 5%	2 -	1 -

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Summary of Governor Ballot Trend

BANNER 1	KEY REGIONS							GENDER		AGE				GENDER/AGE						PARTY REG			
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WSTRN 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)	DEM (V)	IND (W)
BASE=TOTAL SAMPLE	600 100%	129 22%	92 15%	71 12%	108 18%	117 20%	82 14%	288 48%	312 52%	30 5%	72 12%	150 25%	135 23%	174 29%	60 10%	122 20%	92 15%	65 11%	129 22%	93 16%	198 33%	252 42%	150 25%
MAY 21-23, 2016	33 5%	-15 -11%	19 20%	11 15%	-4 -4%	9 8%	13 16%	53 18%	-20 -6%	-1 -4%	-	7 4%	-11 -8%	40 23%	6 10%	16 13%	29 32%	-8 -12%	-18 -14%	9 10%	136 69%	-103 -41%	- -
MCCRORY	272 45%	49 38%	48 53%	34 48%	46 43%	54 46%	40 49%	148 51%	124 40%	11 35%	28 39%	65 43%	56 41%	100 57%	25 42%	61 50%	57 62%	23 35%	46 35%	48 51%	155 78%	59 24%	58 39%
COOPER	239 40%	64 50%	30 33%	24 33%	51 47%	45 38%	26 32%	96 33%	144 46%	12 39%	28 39%	58 39%	67 49%	60 35%	20 33%	44 36%	28 30%	31 47%	64 50%	38 41%	19 10%	162 64%	58 39%
CECIL	18 3%	4 3%	2 2%	3 4%	5 4%	3 3%	2 2%	9 3%	10 3%	1 4%	4 6%	9 6%	1 1%	3 2%	3 5%	4 4%	1 1%	3 5%	4 3%	2 2%	6 3%	4 2%	7 5%
LEAN/UNDECIDED	66 11%	11 8%	12 13%	9 13%	7 6%	14 12%	14 17%	34 12%	32 10%	6 21%	11 15%	17 11%	11 8%	11 6%	11 18%	11 9%	6 6%	9 13%	14 11%	5 6%	17 8%	24 9%	26 17%
APRIL 23-25, 2016	-56 -9%	-44 -36%	-3 -4%	-7 -9%	-4 -3%	-6 -5%	8 10%	-1 -	-56 -18%	-4 -9%	-15 -14%	-15 -9%	-16 -14%	-7 -4%	-1 -1%	-7 -7%	8 10%	-17 -19%	-22 -17%	-17 -19%	106 53%	-143 -57%	-19 -13%
MCCRORY	217 36%	30 25%	33 37%	26 36%	43 39%	50 40%	34 45%	119 41%	99 32%	11 24%	34 32%	62 36%	43 36%	67 42%	38 35%	42 41%	39 50%	24 28%	44 33%	30 34%	137 69%	34 13%	47 31%
COOPER	274 46%	74 61%	37 41%	33 45%	47 42%	56 45%	26 35%	119 41%	154 49%	15 33%	49 46%	77 45%	59 50%	74 47%	39 37%	49 47%	31 41%	41 46%	66 49%	47 53%	31 16%	176 70%	66 44%
CECIL	30 5%	5 4%	7 7%	5 7%	6 6%	2 2%	5 6%	12 4%	18 6%	5 11%	11 10%	7 4%	6 5%	2 1%	11 10%	1 1%	-	8 9%	7 6%	3 3%	4 2%	15 6%	11 8%
LEAN/UNDECIDED	74 12%	9 8%	13 15%	10 13%	15 14%	16 12%	11 14%	36 12%	38 12%	14 31%	12 11%	26 15%	9 8%	13 8%	19 18%	12 11%	5 6%	14 16%	16 12%	8 9%	25 13%	25 10%	25 16%

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	PARTY REG/GENDER							CHILDREN 17 & UNDER IN HH		IDEOLOGY			RACE			EMPLOYMENT STATUS			PHONE TYPE			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	YES (H)	NO (I)	LIB (J)	MOD (K)	CONS (L)	AF (M)	AM (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPLYD (S)	LAND (T)	CELL (U)	
BASE=TOTAL SAMPLE	600 100%	111 18%	87 15%	95 16%	157 26%	83 14%	67 11%	130 22%	465 78%	154 26%	132 22%	282 47%	120 20%	438 73%	33 6%	293 49%	233 39%	24 4%	420 70%	180 30%		
MAY 21-23, 2016 -----	33 5%	80 72% DEFG	56 64% DEFG	-31 -33%	-72 -46%	3 4% DEG	-3 -5% DE	15 12% I	17 4% H	-101 -65% J	-31 -24% J	168 60% JK	-73 -61% M	106 24% MO	4 12% M	3 1% R	38 16% PR	-13 -55%	54 13% T	-21 -12%		
MCCRORY	272 45%	89 81% DEFG	66 75% DEFG	26 27%	33 21%	33 40% dE	25 37% E	60 47%	210 45%	19 12%	35 27% J	209 74% JK	13 11%	244 56% M	16 48% M	125 43% R	123 53% PR	3 13%	210 50% T	63 35%		
COOPER	239 40%	9 8%	10 11%	57 60% BCFG	105 67% BCFG	29 36% BC	28 42% BC	45 35%	193 41%	120 78% KL	67 51% L	41 15%	86 72% NO	138 31%	12 36%	123 42%	85 36%	16 68% PQ	156 37%	84 47% S		
CECIL	18 3%	3 3%	3 4%	1 1%	3 2%	4 5%	3 4%	8 6%	11 2%	5 3% L	7 5% L	4 1%	4 4%	11 3%	1 4%	10 3% q	3 1%	2 8%	13 3%	5 3%		
LEAN/UNDECIDED	66 11%	8 8%	8 10%	10 10%	14 9%	16 19% BcE	10 15%	17 13%	49 11%	9 6%	22 17% JL	26 9%	16 13%	43 10%	4 12%	33 11%	23 10%	1 6%	39 9%	27 15% s		
APRIL 23-25, 2016 -----	-56 -9%	49 51% DEFG	57 56% DEFG	-47 -47%	-95 -63%	-3 -3% DEG	-28% E	-23 -13%	-33 -8%	-123 -69%	-57 -40% J	125 48% JK	-85 -62%	35 8% MO	-6 -15% M	-27 -8% R	-9 -4% pR	-17 -39%	-34 -8%	-22 -12%		
MCCRORY	217 36%	66 68% DEFG	71 70% DEFG	19 19% E	14 9%	33 37% DEg	14 22% E	58 34%	158 37%	13 8%	29 20% J	170 66% JK	14 10%	191 46% MO	10 28% M	110 35% r	85 42% R	9 21%	163 39% t	55 30%		
COOPER	274 46%	17 17%	14 14%	67 65% BCFG	109 73% BCFG	36 40% BC	30 50% BC	81 47%	191 45%	136 77% KL	87 60% L	45 18%	99 72% NO	156 37%	15 43%	137 43%	93 46%	26 59% p	196 47%	77 43%		
CECIL	30 5%	2 3%	1 1%	3 3%	13 8% BCd	7 8% C	4 7% c	13 8%	17 4%	11 6%	7 5%	8 3%	9 7%	15 4%	6 16% N	21 7% q	7 3%	1 3%	15 4%	15 8% s		
LEAN/UNDECIDED	74 12%	11 12%	13 13%	11 11%	13 9%	13 15%	12 19% e	18 11%	56 13%	16 9%	19 13%	33 13%	16 11%	53 13%	4 12%	45 14% Q	16 8%	7 17%	42 10%	32 18% S		

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
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