

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

QUESTION: If the election for President were being held today and you had to make a choice, for whom would you vote? The Republican Ticket of Donald Trump and Mike Pence, the Democratic Ticket of Hillary Clinton and Tim Kaine, or The Libertarian Ticket of Gary Johnson and William Weld?  
 BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST (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%	132 22%	78 13%	80 13%	116 19%	121 20%	74 12%	288 48%	312 52%	30 5%	90 15%	126 21%	120 20%	232 39%	80 13%	102 17%	106 18%	62 10%	105 18%	144 24%	184 31%	264 44%	152 25%	
**D/S (TRUMP - CLINTON)	-1 -	-33 -25%	-2 B	-7 B	20 BCDG	21 BCDG	-1 Bd	2 I	-3 -1%	-9 -30%	-15 -17%	2 KM	-4 k	25 JKLM	-26 -33%	7 OS	21 OPRST	3 OS	-12 o	6 OS	116 63%	-127 -48%	9 6%	
TOTAL TRUMP -----	253 42%	38 29%	32 41%	31 38%	58 50% B	62 52% Bd	32 43% b	123 43%	130 42%	5 18%	25 27%	56 44% Jk	51 43% Jk	114 49% JK	15 19%	49 48% O	58 55% OSt	25 41% o	38 37% O	65 46% O	133 73% VW	55 21%	64 42% v	
TOTAL CLINTON -----	254 42%	71 54% EF	34 43%	38 47% e	38 32%	41 34%	33 45%	121 42%	133 43%	14 47%	40 44%	54 42%	56 47%	89 39%	41 52% q	41 41%	38 36%	22 35%	51 48% q	60 42%	17 9%	182 69% UW	55 36% U	
TOTAL JOHNSON -----	31 5%	6 5%	4 6%	5 6% 6	4 3%	6 5%	6 8%	15 5%	16 5%	3 8%	14 15% LMN	6 5%	3 3%	5 2%	11 14% pQt	3 3%	1 1%	7 11% q	5 5% 3	4 3%	17 9% V	3 1%	10 7% V	
TOTAL LEAN/UNDECIDED -----	55 9%	15 11%	8 10%	7 9%	13 11%	9 7%	3 5%	27 9%	28 9%	5 15%	12 13%	9 7%	8 7%	21 9%	12 15%	8 7%	8 7%	4 7%	10 9%	13 9%	15 8%	21 8%	19 12%	
DEFINITELY TRUMP	227 38%	38 29%	29 37%	23 29%	56 49% BD	54 44% BD	28 38%	111 39%	117 37%	4 12%	21 23%	49 39% Jk	46 38% Jk	108 47% JK	12 15%	44 44% Os	54 51% OS	23 38% O	31 29% o	62 43% OS	125 68% VW	46 18%	56 37% V	
PROBABLY TRUMP	25 4%	- -	3 4%	8 9% BE	2 1%	9 7% BE	4 5% B	12 4%	13 4%	2 6%	4 4%	7 5%	6 5%	7 3%	4 5%	4 4%	4 4%	2 3%	8 7%	4 2%	9 5%	9 3%	8 5%	
DEFINITELY CLINTON	232 39%	62 47% EF	31 40%	38 47% EF	35 30%	37 30%	29 39%	104 36%	128 41%	11 38%	34 38%	48 38%	52 44%	85 37%	32 40%	36 35%	36 34%	22 35%	48 45% q	58 41%	12 7%	176 67% UW	44 29% U	
PROBABLY CLINTON	22 4%	8 6% D	2 3%	- -	2 2%	5 4% d	4 5% d	17 6% I	5 2%	3 10%	6 7%	5 4%	4 3%	4 2%	9 11% qRt	6 6% Rt	2 2% r	- -	3 3%	2 1%	5 3%	5 2%	12 8% uv	
DEFINITELY JOHNSON	27 5%	6 5%	4 5%	3 3%	4 3%	6 5%	5 7%	15 5%	12 4%	3 8%	12 13% mN	6 5%	3 3%	4 2%	11 14% pQt	3 3%	1 1%	5 8%	5 5%	3 2%	14 8% V	3 1%	10 7% V	
PROBABLY JOHNSON	3 1%	- -	1 1%	2 2%	- -	- -	1 1%	- -	3 1% h	- -	2 2%	- -	- -	2 1%	- -	- -	- -	2 3%	- -	2 1%	3 2% vw	- -	- -	
LEAN TRUMP	4 1%	1 1%	- -	1 1%	2 2%	1 1%	- -	3 1%	2 1%	- -	- -	- 1%	1 1%	3 1% JKL	- 1%	1 1%	1 1%	- -	- -	2 1%	1 1%	- -	2 1%	
LEAN CLINTON	5 1%	- -	3 4%	2 2%	- -	- -	- -	2 1%	3 1%	- -	2 3%	2 2%	- -	1 -	2 2%	- -	2 4%	- -	1 -	- -	1 -	2 1%	2 1%	
LEAN JOHNSON	3 -	1 1%	- -	- -	- -	2 2%	- -	3 1%	- -	- -	2 2%	- -	- -	1 -	2 2%	- 1%	1 -	- -	- -	- -	2 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 (Cont.)

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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)
HARD UNDECIDED	43 7%	13 10%	4 6%	4 6%	11 10%	6 5%	3 5%	20 7%	23 7%	5 15%	7 8%	7 6%	7 6%	17 7%	10 13%	4 4%	5 5%	2 3%	10 9%	11 8%	11 6%	17 6%	15 10%
NAMED OTHER	6 1%	1 1%	-	-	4 3%	1 1%	-	-	6 2% H	4 12%	-	1 1%	-	1 -	-	-	-	4 6%	1 1%	1 1%	1 -	1 -	4 2%
REFUSED	2 -	1 1%	-	-	-	1 -	-	2 1%	-	-	-	-	1 1%	1 -	1 1%	1 1%	-	-	-	-	-	1 -	1 -

# Civitas

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

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

QUESTION: If the election for President were being held today and you had to make a choice, for whom would you vote? The Republican Ticket of Donald Trump and Mike Pence, the Democratic Ticket of Hillary Clinton and Tim Kaine, or The Libertarian Ticket of Gary Johnson and William Weld?  
BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)
BASE=TOTAL SAMPLE	600 100%	85 14%	98 16%	123 21%	140 23%	79 13%	73 12%	159 26%	138 23%	270 45%	120 20%	450 75%	23 4%	253 42%	286 48%	28 5%	166 28%	182 30%	147 24%	98 16%	183 30%	162 27%	71 12%	19 3%
**D/S (TRUMP - CLINTON)	-1 -	50 59%	66 67%	-48 -39%	-78 -56%	- -	9 12%	-112 -70%	-43 -31%	155 58%	-88 -73%	85 19%	-1 -3%	-16 -6%	13 5%	-11 -37%	34 20%	16 9%	-23 -15%	-31 -32%	-11 -6%	24 15%	-5 -8%	-11 -60%
TOTAL TRUMP -----	253 42%	59 70%	74 75%	32 26%	23 16%	31 39%	33 45%	11 7%	29 21%	199 74%	6 5%	232 52%	11 49%	93 37%	134 47%	8 30%	92 55%	86 47%	49 33%	22 23%	75 41%	81 50%	26 37%	3 17%
TOTAL CLINTON -----	254 42%	9 11%	8 8%	80 65%	101 72%	31 39%	24 33%	123 78%	72 52%	43 16%	94 78%	147 33%	12 51%	109 43%	120 42%	19 67%	58 35%	70 38%	71 48%	53 54%	85 47%	57 35%	32 45%	15 77%
TOTAL JOHNSON -----	31 5%	7 9%	10 10%	1 1%	3 2%	7 9%	3 4%	7 5%	19 14%	5 2%	1 1%	30 7%	- -	20 8%	7 2%	- -	4 3%	6 3%	9 6%	11 12%	4 2%	3 2%	10 14%	- -
TOTAL LEAN/UNDECIDED -----	55 9%	9 11%	6 6%	9 7%	12 9%	9 11%	10 14%	12 8%	15 11%	23 8%	18 15%	35 8%	- -	26 10%	22 8%	1 3%	9 6%	16 9%	17 12%	11 11%	18 10%	16 10%	3 4%	1 6%
DEFINITELY TRUMP	227 38%	57 67%	68 69%	26 21%	20 15%	28 35%	28 39%	10 7%	26 19%	178 66%	6 5%	207 46%	11 49%	82 32%	124 43%	7 23%	83 50%	81 45%	42 28%	19 19%	64 35%	71 44%	25 35%	3 17%
PROBABLY TRUMP	25 4%	2 3%	6 6%	6 5%	3 2%	3 4%	5 6%	1 1%	3 2%	20 8%	- -	25 6%	- -	11 4%	10 3%	2 6%	9 5%	5 3%	7 5%	4 4%	11 6%	10 6%	2 3%	- -
DEFINITELY CLINTON	232 39%	6 7%	6 6%	75 61%	101 72%	23 29%	21 29%	116 73%	63 46%	41 15%	89 74%	131 29%	11 47%	93 37%	115 40%	18 64%	52 31%	63 34%	64 44%	51 52%	69 38%	56 35%	31 43%	13 67%
PROBABLY CLINTON	22 4%	3 4%	2 2%	5 4%	- -	9 11%	3 4%	7 4%	9 7%	3 1%	5 4%	16 3%	1 4%	15 6%	6 2%	1 3%	6 4%	7 4%	7 5%	2 2%	16 9%	1 1%	1 1%	2 10%
DEFINITELY JOHNSON	27 5%	7 9%	7 7%	1 1%	3 2%	7 9%	3 4%	7 5%	17 12%	3 1%	1 1%	26 6%	- -	20 8%	6 2%	- -	3 2%	5 3%	8 6%	11 12%	1 1%	3 2%	10 14%	- -
PROBABLY JOHNSON	3 1%	- -	3 3%	- -	- -	- -	- -	- -	2 1%	2 1%	- -	3 1%	- -	- -	2 1%	- -	2 1%	1 -	1 -	- -	3 2%	- -	- -	- -
LEAN TRUMP	4 1%	1 1%	1 1%	1 1%	- -	1 2%	1 1%	- -	2 1%	2 1%	- -	4 1%	- -	- -	4 2%	- -	1 -	2 1%	2 1%	- -	- -	- -	1 1%	- -
LEAN CLINTON	5 1%	- -	1 1%	- -	2 2%	2 3%	- -	- -	3 2%	2 1%	4 4%	1 -	- -	4 2%	1 -	- -	- -	3 2%	2 1%	- -	2 1%	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 (Cont.)

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BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)
LEAN JOHNSON	3 -	2 2%	-	1 1%	-	-	-	-	-	1 -	-	3 1%	-	2 1%	1 -	-	-	-	-	3 3%	-	1 1%	-	-
HARD UNDECIDED	43 7%	7 8%	4 5%	8 6%	9 7%	6 7%	9 13%	12 8%	10 7%	18 7%	13 11% M	28 6% M	-	20 8%	16 6%	1 3%	9 5%	11 6%	13 9%	8 8%	16 9%	13 8%	2 3%	1 6%
NAMED OTHER	6 1%	-	1 1%	-	1 1%	-	4 5%	5 3% j	1 1%	-	-	6 1% KM	-	4 1%	2 1%	-	1 1%	4 2%	1 1%	-	-	5 3% uwxx	-	-
REFUSED	2 -	-	-	1 1%	-	1 1%	-	-	2 1%	-	1 1%	-	-	1 -	1 -	-	2 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

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Presidential 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%	132 22%	78 13%	80 13%	116 19%	121 20%	74 12%	288 48%	312 52%	30 5%	90 15%	126 21%	120 20%	232 39% KLM	80 13%	102 17%	106 18% PrS	62 10%	105 18%	144 24% OPRS	184 31%	264 44%	152 25%	
SEP 2016 -----	-1 -	-33 -25%	-2 -2%	-7 -9% B	20 18% BCDG	21 17% BCDG	-1 -2% Bd	2 1%	-3 -1%	-9 -30%	-15 -17%	2 2% KM	-4 -4% k	25 11% JKLM	-26 -33%	7 7% OS	21 19% OPRST	3 6% OS	-12 -12% o	6 4% OS	116 63% VW	-127 -48%	9 6% V	
TRUMP	253 42%	38 29%	32 41%	31 38% e	58 50% B	62 52% Bd	32 43% b	123 43%	130 42%	5 18%	25 27%	56 44% Jk	51 43% Jk	114 49% JK	15 19%	49 48% O	58 55% OST	25 41% o	38 37% O	65 46% O	133 73% VW	55 21%	64 42% V	
CLINTON	254 42%	71 54% EF	34 43%	38 47% e	38 32%	41 34%	33 45%	121 42%	133 43%	14 47%	40 44%	54 42%	56 47%	89 39%	41 52% q	41 41%	38 36%	22 35%	51 48% q	60 42%	17 9%	182 69% UW	55 36% U	
JOHNSON	31 5%	6 5%	4 6%	5 6% 6	4 3%	6 5%	6 8%	15 5%	16 5%	3 8%	14 15% LMN	6 5%	3 3%	5 2%	11 14% pQt	3 3%	1 1%	7 11% q	5 5%	4 3%	17 9% V	3 1%	10 7% V	
LEAN/UND	55 9%	15 11%	8 10%	7 9%	13 11%	9 7%	3 5%	27 9%	28 9%	5 15%	12 13%	9 7%	8 7%	21 9% 9	12 15% 7	8 7% 7	8 7% 7	4 7% 9	10 9%	13 9%	15 8%	21 8%	19 12%	
JUN 2016 -----	-11 -2%	-18 -14%	-4 -5% b	-6 -8% BCD	5 4% BCD	3 2% BCD	8 11% BCDF	50 17% I	-61 -19%	-2 -15%	-	7 5% N JKMN	1 1% KN	-15 -9% 9	8 9% RST	27 23% OQRST	9 11% RST	-10 -17%	-15 -11% T	-27 -28%	117 59% VW	-143 -57%	15 10% V	
TRUMP	241 40%	43 33%	30 38%	29 39% b	49 44% b	52 41% B	37 48% B	144 50% I	97 31%	4 28%	42 39%	59 42%	64 43%	61 38% RT	38 45% RST	61 53% RST	39 48% RsT	16 27%	49 36%	27 28%	136 69% VW	38 15%	67 45% V	
CLINTON	252 42%	61 47%	34 44%	34 47%	45 40%	49 39%	29 37%	94 33%	158 51% H	7 43%	43 39%	52 37%	63 42%	75 48% l	30 36%	34 30%	30 38%	26 44% p	65 48% oP	54 56% OPQ	20 10%	181 72% UW	52 35% U	
JOHNSON	36 6%	12 9% E	6 7%	4 6%	3 2%	6 5%	5 6%	22 8%	14 4%	-	10 9% J	7 5% J	10 7% J	8 5% J	5 6%	10 9% t	6 8%	5 9%	5 4%	3 3%	18 9% V	8 3%	11 7% v	
LEAN/UND	60 10%	13 10%	6 8%	6 8%	13 12%	16 13%	5 6%	22 8%	37 12% h	4 23%	13 12%	19 13% Mn	10 6%	12 7%	9 10%	8 7%	5 6%	12 20% PQ	13 10%	11 11%	22 11% 11%	23 9%	14 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

Continued

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Presidential 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)	
MAY 2016 -----	19 3%	-12 -9%	10 11% BE	8 12% BE	-13 -12%	11 9% BE	16 19% BEf	54 19%	-34 -11%	-4 -13%	-	-9 -6%	4 3%	38 22% JKLM	11 19%	16 13%	29 32% oPRST	-20 -31%	-15 -11% R	8 9% RS	125 63% VW	-111 -44%	6 4% V	
TRUMP	235 39%	44 34%	42 46% bE	30 42%	31% 31%	53 45% bE	34 42%	131 46% I	103 33%	7 23%	24 33%	50 33%	56 42% j	91 52% JKLm	22 36%	54 45% Rs	53 57% OpRS	19% 19%	43 33% R	43 47% RS	142 72% VW	43 17%	50 34% V	
CLINTON	215 36%	56 43% dG	32 35% g	21 30%	47 43% dG	42 36% G	18 23%	78 27%	138 44% H	11 35%	23 32%	58 39%	52 39%	53 31%	10 18%	39 32% O	23 25%	33 50% OPQ	58 45% OPQ	35 38% Oq	17 8% 8	154 61% UW	45 30% U	
JOHNSON	46 8%	11 8%	3 4%	9 13% C	6 6%	6 6% C	10 12% C	30 10% I	16 5%	3 11%	11 16% MN	15 10% n	7 6%	8 5% pQrST	13 21% qs	12 10%	4 4%	5 8%	6 4%	5 5%	10 5% 5	14 6% 6	22 15% UV	
LEAN/UND	83 14%	12 9%	14 16%	10 13%	19 17% b	16 13%	13 16%	36 13%	46 15%	7 22%	10 14%	20 13%	17 13%	19 11%	10 17%	12 10%	11% 11%	19% 19%	15% 15%	9% 9%	24 12% 12	34 13% 13	25 16% 16	
APR 2016 -----	-72 -12%	-40 -33%	-14 -15% B	-10 -14% B	-4 -4% BCdf	-13 -10% B	9 12% BCDEF	3 1%	-75 -24% I	-11 -25%	-11 -10%	-14 -8%	-17 -15%	-19 -12%	3 3% PRST	-2 -2% RST	2 3% PRST	-28 -32%	-24 -18%	-23 -26%	112 57% VW	-179 -71%	-5 -3% V	
TRUMP	222 37%	32 27%	33 36%	26 36%	44 39% b	51 40% B	36 47% B	122 42% I	99 32%	12 28%	38 36%	71 41%	42 35%	59 37%	45 42% R	45 43% R	33 42% R	23 26%	47 35%	29 33%	136 69% VW	28 11%	57 38% V	
CLINTON	294 49%	73 60% EG	46 51% G	37 49% g	48 42%	64 51% G	26 35%	119 41%	175 56% H	23 53%	49 46%	84 49%	59 50%	78 49%	42 39%	47 45%	30 39%	51 58% OQ	71 53% Oq	52 59% OpQ	24 12% 12	208 82% UW	62 42% U	
LEAN/UND	62 10%	8 7%	7 7%	10 13%	18 16% BcF	9 7%	9 12%	31 11%	31 10%	6 14%	11 10%	13 8%	14 12%	18 11%	9 8%	11 10%	11% 15%	12% 13%	13% 10%	6% 7%	27 14% V	13 5%	22 15% 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

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Summary of Presidential Ballot Trend

BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)	
BASE=TOTAL SAMPLE	600 100%	85 14%	98 16%	123 21% Be	140 23%	79 13%	73 12%	159 26%	138 23%	270 45%	120 20% m	450 75% M	23 4%	253 42%	286 48% NP	28 5%	166 28%	182 30%	147 24%	98 16%	183 30%	162 27%	71 12%	19 3%	
SEP 2016 -----	-1 -	50 9% DEFG	66 67% DEFG	-48 -39% E	-78 -56% E	- - DE	9 12% DEF	-112 -70% H	-43 -31% H	155 58% HI	-88 -73% K	85 19% KM	-1 -3% K	-16 -6% p	13 5% NP	-11 -37% RST	34 20% RST	16 9% ST	-23 -15% T	-31 -32% T	-11 -6% X	24 15% UWX	-5 -8% x	-11 -60% x	
TRUMP	253 42%	59 70% DEFG	74 75% DEFG	32 26% e	23 16% E	31 39% E	33 45% DE	11 7% E	29 21% H	199 74% HI	6 5% K	232 52% K	11 49% K	93 37% K	134 47% N	8 30% N	92 55% ST	86 47% ST	49 33% ST	22 23% ST	75 41% X	81 50% X	26 37% x	3 17% x	
CLINTON	254 42%	9 11%	8 8%	80 65% BCFG	101 72% BCFG	31 39% BC	24 33% BC	123 78% IJ	72 52% J	43 16% J	94 78% LM	147 33% LM	12 51% LM	109 43% LM	120 42% LM	19 67% NO	58 35% NO	70 38% NO	71 48% Q	53 54% QR	85 47% v	57 35% v	32 45% v	15 77% UVW	
JOHNSON	31 5%	7 9% De	10 10% DE	1 1% E	3 2% E	7 9% De	3 4% DE	7 5% E	19 14% HJ	5 2% J	1 1% K	30 7% KM	- - -	20 8% OP	7 2% P	- - -	4 3% R	6 3% R	9 6% S	11 12% QR	4 2% x	3 2% x	10 14% UVX	- - -	
LEAN/UND	55 9%	9 11%	6 6%	9 7% E	12 9% E	9 11% E	10 14% E	12 8% E	15 11% E	23 8% E	18 15% M	35 8% M	- - -	26 10% M	22 8% M	1 3% M	9 6% M	16 9% M	17 12% q	11 11% M	18 10% M	16 10% M	3 4% M	1 6% M	
JUN 2016 -----	-11 -2%	69 63% DEFG	47 53% DEFG	-43 -39% E	-100 -70% E	23 33% DEG	-8 -10% DE	-107 -67% H	-42 -27% H	142 53% HI	-93 -86% K	93 21% KM	-12 -30% K	19 6% OP	-30 -14% O	1 2% O	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -
TRUMP	241 40%	80 73% DEFG	57 64% DEG	26 24% E	11 8% E	38 55% DEG	29 36% dE	12 8% E	42 27% H	182 68% HI	4 4% K	219 51% KM	11 27% K	124 43% K	78 36% K	17 39% K	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	
CLINTON	252 42%	10 9%	9 11%	69 64% BCDFG	111 78% BCDFG	15 21% Bc	37 46% BCF	119 74% IJ	83 54% J	39 15% J	97 90% LM	126 29% LM	23 57% L	105 36% L	108 50% N	16 38% N	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	
JOHNSON	36 6%	12 11% DE	6 7%	4 3% E	4 3% E	7 9% e	4 5% E	9 6% E	12 8% E	15 6% E	1 1% K	31 7% K	2 5% K	21 7% K	11 5% K	2 5% K	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	
LEAN/UND	60 10%	7 6%	16 18% BDg	8 8% E	15 10% E	7 11% E	7 9% E	15 9% E	16 10% E	26 10% E	6 6% E	46 11% k	5 11% K	32 11% K	16 7% K	8 18% o	- - -	- - -	- - -	- - -	- - -	- - -	- - -	- - -	

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

Continued

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Presidential Ballot Trend

BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)	
MAY 2016 -----	19 3%	75 67%	50 58%	-29 -31%	-82 -52%	8 10%	-3 -4%	-94 -61%	-22 -17%	144 51%	-86 -72%	103 23%	4 12%	- -	33 14%	-12 -52%	-	-	-	-	-	-	-	-	-
TRUMP	235 39%	81 73%	60 69%	23 24%	19 12%	27 33%	23 35%	16 10%	30 23%	180 64%	4 3%	216 49%	15 44%	108 37%	108 46%	2 10%	-	-	-	-	-	-	-	-	-
CLINTON	215 36%	7 6%	10 12%	52 55%	101 64%	19 23%	26 39%	110 71%	52 40%	37 13%	90 75%	114 26%	11 32%	108 37%	75 32%	15 62%	-	-	-	-	-	-	-	-	-
JOHNSON	46 8%	10 9%	- -	4 5%	10 6%	16 20%	6 8%	11 7%	17 13%	17 6%	7 5%	34 8%	4 12%	31 11%	10 5%	1 5%	-	-	-	-	-	-	-	-	-
LEAN/UND	83 14%	10 9%	14 16%	12 13%	21 14%	14 17%	11 16%	13 8%	25 19%	40 14%	16 13%	58 13%	3 8%	34 12%	33 14%	4 18%	-	-	-	-	-	-	-	-	-
APR 2016 -----	-72 -12%	59 61%	53 52%	-62 -61%	-118 -78%	5 6%	-10 -17%	-125 -71%	-57 -40%	107 41%	-115 -84%	49 12%	-6 -16%	-32 -10%	-19 -9%	-20 -46%	-	-	-	-	-	-	-	-	-
TRUMP	222 37%	68 70%	68 68%	17 17%	11 8%	38 42%	20 33%	19 11%	32 22%	163 63%	7 5%	200 48%	12 34%	119 38%	78 38%	11 25%	-	-	-	-	-	-	-	-	-
CLINTON	294 49%	8 9%	15 15%	79 77%	129 86%	32 36%	30 50%	144 82%	89 61%	56 22%	122 89%	151 36%	18 49%	151 48%	97 48%	30 71%	-	-	-	-	-	-	-	-	-
LEAN/UND	62 10%	14 14%	13 13%	4 4%	9 6%	13 15%	9 14%	11 6%	18 12%	29 11%	6 4%	51 12%	4 10%	29 9%	22 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



CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

QUESTION: If the election for Governor were being held today and you had to make a choice, for whom would you vote? 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%	132 22%	78 13%	80 13%	116 19%	121 20%	74 12%	288 48%	312 52%	30 5%	90 15%	126 21%	120 20%	232 39%	80 13%	102 17%	106 18%	62 10%	105 18%	144 24%	184 31%	264 44%	152 25%	
**D/S (MCCRORY - COOPER)	11 2%	-28 -21%	3 4%	-5 -6%	16 14%	26 21%	-2 -2%	8 3%	3 1%	-13 -43%	11 12%	-7 -6%	- -	18 8%	-8 -10%	1 13%	14 13%	11 17%	-16 -15%	8 6%	131 71%	-112 -43%	-7 -5%	
TOTAL MCCRORY	272 45%	42 32%	38 49%	33 41%	57 49%	69 57%	33 45%	131 45%	141 45%	4 12%	45 50%	55 43%	52 43%	115 50%	27 34%	47 46%	56 53%	33 53%	39 37%	68 48%	149 81%	59 22%	65 42%	
TOTAL COOPER	261 43%	70 53%	35 45%	38 47%	40 35%	43 36%	35 47%	123 43%	138 44%	16 55%	34 38%	62 49%	52 43%	96 42%	35 44%	46 45%	42 40%	22 36%	55 53%	60 42%	18 10%	171 65%	72 47%	
TOTAL CECIL	7 1%	3 2%	- -	2 2%	1 1%	1 1%	- -	3 1%	4 1%	- -	1 1%	3 3%	1 1%	1 1%	1 2%	1 1%	1 1%	2 3%	1 1%	1 1%	3 2%	2 1%	1 1%	
TOTAL LEAN/UNDECIDED	54 9%	12 9%	5 6%	6 8%	18 15%	7 6%	6 8%	26 9%	28 9%	10 33%	9 10%	4 3%	12 10%	19 8%	14 18%	5 6%	6 6%	5 8%	10 9%	13 9%	14 8%	25 10%	14 9%	
DEFINITELY MCCRORY	230 38%	36 27%	30 39%	28 35%	50 43%	56 46%	30 41%	108 38%	122 39%	2 6%	32 35%	44 35%	44 37%	108 46%	16 20%	37 37%	54 51%	25 41%	34 33%	62 43%	129 70%	44 17%	58 38%	
PROBABLY MCCRORY	41 7%	7 5%	8 10%	5 6%	6 5%	13 11%	3 4%	23 8%	19 6%	2 6%	14 15%	11 9%	8 6%	7 3%	11 13%	10 10%	2 2%	8 12%	5 5%	6 4%	20 11%	15 6%	7 5%	
DEFINITELY COOPER	243 40%	69 52%	32 41%	35 44%	37 32%	36 30%	34 46%	119 41%	124 40%	16 55%	31 34%	58 46%	45 38%	92 40%	33 41%	43 43%	42 40%	20 33%	48 45%	56 39%	15 8%	161 61%	66 43%	
PROBABLY COOPER	18 3%	2 1%	3 3%	2 3%	4 3%	7 6%	1 1%	5 2%	14 4%	- -	4 4%	4 3%	6 5%	4 2%	2 2%	3 3%	- -	2 3%	8 7%	4 3%	2 1%	10 4%	6 4%	
DEFINITELY CECIL	5 1%	3 2%	- -	2 2%	1 1%	- -	- -	2 1%	3 1%	- -	- -	3 3%	1 1%	1 -	- -	1 1%	1 1%	2 3%	1 1%	- -	2 1%	2 1%	1 1%	
PROBABLY CECIL	2 -	- -	- -	- -	1 1%	1 1%	- -	1 -	1 -	- -	1 1%	- -	- -	1 -	1 2%	- -	- -	- -	- -	1 1%	1 1%	1 -	- -	
LEAN MCCRORY	1 -	1 1%	- -	- -	- -	- -	- -	1 -	- -	- -	- -	- -	- -	1 -	- -	- -	1 1%	- -	- -	- -	- -	1 -	- -	
LEAN COOPER	6 1%	2 1%	1 1%	- -	2 2%	1 1%	1 1%	2 1%	4 1%	- -	- -	- -	3 2%	3 1%	- -	1 1%	1 1%	- -	2 2%	3 2%	2 1%	4 1%	1 1%	
HARD UNDECIDED	47 8%	10 7%	4 5%	6 8%	15 13%	6 5%	5 7%	23 8%	24 8%	10 33%	9 10%	4 3%	9 7%	15 6%	14 18%	4 4%	5 5%	5 8%	8 8%	11 7%	12 7%	21 8%	13 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 (cont.)

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

BANNER 1

TOTAL (A)	KEY REGIONS						GENDER		AGE						GENDER/AGE				PARTY REG			
	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)
6 1%	5 4% cefg	-	1 2%	-	-	-	5 2%	1	-	-	3 2%	4 3% jkn	-	3 3%	2 2%	-	-	-	1 1%	-	6 2% UW	-

# Civitas

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

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

QUESTION: If the election for Governor were being held today and you had to make a choice, for whom would you vote? Pat McCrory, the Republican, Roy Cooper, the Democrat, or Lon Cecil, the Libertarian?  
BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME				
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)
BASE=TOTAL SAMPLE	600 100%	85 14%	98 16%	123 21%	140 23%	79 13%	73 12%	159 26%	138 23%	270 45%	120 20%	450 75%	23 4%	253 42%	286 48%	28 5%	166 28%	182 30%	147 24%	98 16%	183 30%	162 27%	71 12%	19 3%
**D/S (MCCRORY - COOPER)	11 2%	58 68% DEFG	73 74% DEFG	-46 -37%	-66 -47%	-4 -5% DE	-4 -5% DE	-111 -70%	-34 -24% H	156 58% HI	-79 -66%	83 18% K	4 16% K	-12 -5%	5 2% N	-1 -4%	21 12% ST	30 17% ST	-18 -12% T	-27 -28%	-3 -2% X	6 3% UWX	-2 -3% X	-9 -50%
TOTAL MCCRORY -----	272 45%	68 79% DEFG	81 82% DEFG	30 24%	29 20%	33 42% DE	31 43% DE	15 10%	44 32% H	202 75% HI	10 9%	247 55% K	10 46% K	104 41%	134 47%	12 41%	83 50% ST	96 53% ST	55 38%	33 33%	80 44% x	75 47% x	29 41%	4 23%
TOTAL COOPER -----	261 43%	10 12%	8 8%	76 62% BCfG	95 68% BCFG	37 47% BC	35 48% BC	127 80% IJ	77 56% J	46 17%	89 74% LM	164 36%	7 30%	116 46%	128 45%	13 45%	62 37%	65 36%	73 50% QR	60 61% QR	83 45%	70 43%	32 45%	14 73% UVW
TOTAL CECIL -----	7 1%	1 1%	2 2%	1 1%	2 1%	1 2%	- -	1 1%	5 3%	1 1%	- -	6 1% K	1 3%	5 2%	2 1% P	- -	1 1%	- -	3 2%	2 3%	1 1%	1 -	5 7% uvX	- -
TOTAL LEAN/UNDECIDED -----	54 9%	7 8%	8 8%	12 9%	14 10%	7 9%	7 9%	14 9%	12 8%	18 7%	17 14%	33 7%	3 15%	25 10%	22 8%	4 14%	17 10% T	17 9% t	15 10% T	3 3%	19 10%	13 8%	5 7%	1 4%
DEFINITELY MCCRORY	230 38%	59 69% DEFG	70 71% DEFG	21 17%	24 17%	29 36% DE	29 40% DE	12 8%	32 23% H	175 65% HI	7 6%	211 47% K	8 37% K	83 33%	119 42% n	8 28%	72 43% ST	82 45% ST	46 31%	25 26%	62 34%	64 39% X	27 37% x	3 17%
PROBABLY MCCRORY	41 7%	9 10% e	11 11% Eg	10 8%	5 4%	5 6%	2 3%	3 2%	12 8% H	27 10% H	4 3%	36 8% K	2 9%	21 8% 8	15 5% 13	4 13%	11 7% 7	14 8%	9 6%	7 7%	18 10%	12 7%	3 4%	1 6%
DEFINITELY COOPER	243 40%	9 10%	6 7%	74 60% BCfG	87 62% BCFG	35 44% BC	31 42% BC	116 73% IJ	75 54% J	40 15%	86 72% LM	148 33%	7 30%	110 43%	120 42%	11 40%	60 36%	65 36%	62 42%	56 57% QRS	76 42%	64 39%	30 42%	14 73% UVW
PROBABLY COOPER	18 3%	1 1%	2 2%	2 1%	8 6% bd	2 2%	4 5%	10 6% ij	3 2%	5 2%	3 2%	15 3% M	- -	6 2%	8 3%	2 6%	2 1%	1 -	11 8% QR	4 4%	7 4% X	6 4% X	2 2%	- -
DEFINITELY CECIL	5 1%	- -	2 2%	1 1%	1 1%	1 2%	- -	1 1%	3 2%	1 -	- -	4 1% k	1 3%	3 1%	2 1%	- -	1 1%	- -	1 1%	2 3%	1 1%	1 -	3 5%	- -
PROBABLY CECIL	2 -	1 1%	- -	- -	1 1%	- -	- -	- -	1 1%	1 -	- -	1 -	- -	1 -	1 -	- -	- -	- -	2 1%	- -	- -	- -	2 3%	- -
LEAN MCCRORY	1 -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 -	- -	1 -	- -	- -	1 -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -
LEAN COOPER	6 1%	- -	2 2%	1 1%	3 2%	1 1%	- -	1 1%	2 1%	3 1%	2 2%	3 1%	1 3%	2 1%	3 1% p	- -	4 2% t	2 1%	1 -	- -	3 1%	1 1%	- -	- -
HARD UNDECIDED	47 8%	7 8%	6 6%	10 8%	11 8%	6 8%	7 9%	14 9%	10 7%	14 5%	14 12%	29 6%	3 12%	22 9%	18 6%	4 14%	13 8% T	15 8% T	14 10% T	2 2%	16 9%	12 7%	5 7%	1 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 (Cont.)

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

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

BANNER 2

TOTAL (A)	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME			
	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)
REFUSED 6 1%	-	-	5 4%	1 1%	-	-	1 1%	1 1%	3 1%	4 3%	1 -	1 7%	5 2%	-	-	3 2%	4 2%	-	-	-	2 2%	-	-
			bcfg										op										

# Civitas

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

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Gubernatorial 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%	132 22%	78 13%	80 13%	116 19%	121 20%	74 12%	288 48%	312 52%	30 5%	90 15%	126 21%	120 20%	232 39%	80 13%	102 17%	106 18%	62 10%	105 18%	144 24%	184 31%	264 44%	152 25%	
SEP 2016 -----	11 2%	-28 -21%	3 4%	-5 -6%	16 14%	26 21%	-2 -2%	8 3%	3 1%	-13 -43%	11 12%	-7 -6%	- -	18 8%	-8 -10%	1 1%	14 13%	11 17%	-16 -15%	8 6%	131 71%	-112 -43%	-7 -5%	
MCCRORY	272 45%	42 32%	38 49%	33 41%	57 49%	69 57%	33 45%	131 45%	141 45%	4 12%	45 50%	55 43%	52 43%	115 50%	27 34%	47 46%	56 53%	33 53%	39 37%	68 48%	149 81%	59 22%	65 42%	
COOPER	261 43%	70 53%	35 45%	38 47%	40 35%	43 36%	35 47%	123 43%	138 44%	16 55%	34 38%	62 49%	52 43%	96 42%	35 44%	46 45%	42 40%	22 36%	55 53%	60 42%	18 10%	171 65%	72 47%	
CECIL	7 1%	3 2%	- -	2 2%	1 1%	1 1%	- -	3 1%	4 1%	- -	1 1%	3 3%	1 1%	1 1%	1 2%	1 1%	1 1%	2 3%	1 1%	1 1%	3 2%	2 1%	1 1%	
LEAN/UND	54 9%	12 9%	5 6%	6 8%	18 15%	7 6%	6 8%	26 9%	28 9%	10 33%	9 10%	4 3%	12 10%	19 8%	14 18%	5 5%	6 6%	5 8%	10 9%	13 9%	14 8%	25 10%	14 9%	
JUN 2016 -----	29 5%	-6 -4%	-5 -7%	6 8%	13 11%	9 7%	12 15%	48 17%	-20 -6%	-3 -20%	5 5%	12 9%	17 11%	-1 -1%	8 10%	29 25%	9 11%	-8 -14%	5 4%	-13 -13%	130 65%	-122 -49%	21 14%	
MCCRORY	269 45%	54 41%	30 38%	35 47%	54 48%	56 45%	41 52%	147 51%	122 39%	5 34%	47 44%	64 46%	73 48%	68 43%	39 46%	62 54%	42 52%	22 38%	59 44%	34 35%	150 76%	45 18%	74 49%	
COOPER	241 40%	60 46%	35 44%	29 39%	41 37%	47 37%	29 37%	99 34%	142 46%	8 55%	42 39%	53 38%	56 37%	69 44%	31 36%	33 29%	33 41%	31 52%	54 40%	47 48%	21 10%	168 66%	53 35%	
CECIL	20 3%	8 6%	2 2%	1 1%	4 3%	4 3%	2 3%	10 4%	10 3%	- -	1 1%	8 6%	7 4%	4 2%	2 2%	8 7%	1 1%	- -	6 4%	3 3%	8 4%	9 4%	2 2%	
LEAN/UND	62 10%	9 7%	13 16%	8 11%	11 9%	16 13%	6 7%	29 10%	34 11%	2 11%	15 14%	14 10%	12 8%	16 10%	12 14%	10 9%	4 6%	5 8%	14 11%	13 13%	18 9%	26 10%	19 13%	

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

Continued

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Gubernatorial Ballot Trend

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST (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)	
MAY 2016 -----	33 5%	-15 -11%	19 20% BEF	11 15% BE	-4 -4% B	9 8% BE	13 16% BE	53 18% I	-20 -6%	-1 -4%	- M	7 4% jKM	-11 -8%	40 23% JKLM	6 10% RS	16 13% RS	29 32% OPRST	-8 -12%	-18 -14%	9 10% RS	136 69% VW	-103 -41%	- V	
MCCRORY	272 45%	49 38%	48 53% B	34 48% BE	46 43% CdG	54 46% BE	40 49% BE	148 51% I	124 40%	11 35%	28 39%	65 43%	56 41%	100 57% JKLM	25 42%	61 50% rS	57 62% OpRS	35%	46 35%	48 51% RS	155 78% VW	59 24%	58 39% V	
COOPER	239 40%	64 50% CDfG	30 33%	24 33%	51 47% CdG	45 38%	26 32%	96 33%	144 46% H	12 39%	28 39%	58 39%	67 49% lN	60 35%	20 33%	44 36%	28 30%	31 47% q	64 50% OPQ	38 41%	19 10%	162 64% UW	58 39% U	
CECIL	18 3%	4 3%	2 2%	3 4%	5 4%	3 3%	2 2%	9 3%	10 3%	1 4%	4 6% m	9 6% MN	1 1%	3 2%	3 5%	4 4%	1 1%	3 5%	4 3%	2 2%	6 3%	4 2%	7 5%	
LEAN/UND	66 11%	11 8%	12 13%	9 13%	7 6%	14 12%	14 17% bE	34 12%	32 10%	6 21%	11 15% n	17 11%	8 8%	11 6%	11 18% qT	11 9%	6 6%	9 13%	14 11%	5 6%	17 8%	24 9%	26 17% UV	
APR 2016 -----	-56 -9%	-44 -36%	-3 -4% B	-7 -9% B	-4 -3% B	-6 -5% B	8 10% BCDEF	-1 -18% I	-56 -18%	-4 -9%	-15 -14%	-15 -9%	-16 -14%	-7 -4% KM	-1 -1% pRST	-7 -7% rST	8 10% OPRST	-17 -19%	-22 -17%	-17 -19%	106 53% VW	-143 -57%	-19 -13% V	
MCCRORY	217 36%	30 25%	33 37% b	26 36%	43 39% B	50 40% B	34 45% B	119 41% I	99 32%	11 24%	34 32%	62 36%	43 36%	67 42% j	38 35%	42 41% r	39 50% oRST	24 28%	44 33%	30 34%	137 69% VW	34 13%	47 31% V	
COOPER	274 46%	74 61% CDEFG	37 41%	33 45%	47 42%	56 45%	26 35%	119 41%	154 49% h	15 33%	49 46%	77 45%	59 50%	74 47%	39 37%	49 47%	31 41%	41 46%	66 49% o	47 53% O	31 16%	176 70% UW	66 44% U	
CECIL	30 5%	5 4%	7 7% f	5 7%	6 6%	2 2%	5 6%	12 4%	18 6%	5 11%	11 10% lN	7 4%	6 5%	2 1%	11 10% PQT	1 1%	- -	8 9% PQ	7 6% PQ	3 3% q	4 2%	15 6% U	11 8% U	
LEAN/UND	74 12%	9 8%	13 15%	10 13%	15 14%	16 12%	11 14%	36 12%	38 12%	14 31% KLMN	12 11%	26 15% mN	9 8%	13 8%	19 18% Qt	12 11%	5 6%	14 16% q	16 12%	8 9%	25 13%	25 10%	25 16% 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

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Gubernatorial Ballot Trend

BANNER 2

	PARTY REG/GENDER							IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME			
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)
BASE=TOTAL SAMPLE	600 100%	85 14%	98 16%	123 21% Be	140 23%	79 13%	73 12%	159 26%	138 23%	270 45%	120 20% m	450 75% M	23 4%	253 42%	286 48% NP	28 5%	166 28%	182 30%	147 24%	98 16%	183 30%	162 27%	71 12%	19 3%
SEP 2016 -----	11 2%	58 68% DEFG	73 74% DEFG	-46 -37%	-66 -47%	-4 -5% DE	-4 -5% DE	-111 -70%	-34 -24% H	156 58% HI	-79 -66%	83 18% K	4 16% K	-12 -5%	5 2% N	-1 -4%	21 12% ST	30 17% ST	-18 -12% T	-27 -28%	-3 -2% X	6 3% UWX	-2 -3% X	-9 -50%
MCCRORY	272 45%	68 79% DEFG	81 82% DEFG	30 24%	29 20%	33 42% DE	31 43% DE	15 10%	44 32% H	202 75% HI	10 9%	247 55% K	10 46% K	104 41%	134 47%	12 41%	83 50% ST	96 53% ST	55 38%	33 33%	80 44% x	75 47% x	29 41%	4 23%
COOPER	261 43%	10 12%	8 8%	76 62% BCf	95 68% BCFG	37 47% BC	35 48% BC	127 80% IJ	77 56% J	46 17%	89 74% LM	164 36%	7 30%	116 46%	128 45%	13 45%	62 37%	65 36%	73 50% QR	60 61% QR	83 45%	70 43%	32 45%	14 73% UVW
CECIL	7 1%	1 1%	2 2%	1 1%	2 1%	1 2%	-	1 1%	5 3%	1 1%	-	6 1% K	1 3%	5 2%	2 1% P	-	1 1%	-	3 2%	2 3%	1 1%	1 -	5 7% uvX	-
LEAN/UND	54 9%	7 8%	8 8%	12 9%	14 10%	7 9%	7 9%	14 9%	12 8%	18 7%	17 14%	33 7%	3 15%	25 10%	22 8%	4 14%	17 10% T	17 9% t	15 10% T	3 3%	19 10%	13 8%	5 7%	1 4%
JUN 2016 -----	29 5%	77 71% cDEFG	52 59% DEFG	-40 -37% e	-82 -58%	11 16% DE	10 13% DE	-93 -58%	-38 -25% H	161 60% HI	-66 -61%	90 21% KM	2 6% K	23 8% O	1 1%	2 5%	-	-	-	-	-	-	-	-
MCCRORY	269 45%	88 80% DEFG	62 70% DEFG	26 24% E	19 13%	33 47% DE	41 51% DE	25 16%	42 27% H	195 73% HI	10 9%	234 54% K	16 39% K	132 46%	97 45%	19 43%	-	-	-	-	-	-	-	-
COOPER	241 40%	10 10%	10 11%	66 61% BCFG	101 71% BCFG	22 31% BC	31 39% BC	118 74% IJ	81 52% J	34 13%	76 71% LM	145 34%	14 33%	110 38%	95 44%	16 38%	-	-	-	-	-	-	-	-
CECIL	20 3%	5 4% G	4 4% g	3 3% g	6 4% G	2 3%	-	5 3%	6 4%	9 3%	3 3%	16 4%	1 2%	12 4% o	4 2%	2 4%	-	-	-	-	-	-	-	-
LEAN/UND	62 10%	5 5%	13 14% B	12 11% b	14 10%	12 17% B	7 9%	11 7%	21 14% h	27 10%	16 15% l	33 8%	11 26% L	32 11%	18 8%	6 14%	-	-	-	-	-	-	-	-

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

Continued

CIVITAS NORTH CAROLINA SEPTEMBER 2016 STORY / SEPTEMBER 11-12, 2016

Summary of Gubernatorial Ballot Trend

BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			EDUCATION				INCOME					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	HS OR LESS (Q)	2 YR COLL (R)	4 YR COLL (S)	POST GRAD (T)	\$50K AND UNDER (U)	\$50K- \$100K (V)	\$100K- \$200K (W)	\$200K+ (X)	
MAY 2016 -----	33 5%	80 72% DEFG	56 64% DEFG	-31 -33%	-72 -46%	3 4% DEG	-3 -5% DE	-101 -65%	-31 -24% H	168 60% HI	-73 -61%	106 24% Km	4 12% K	3 1% P	38 16% NP	-13 -55%	-	-	-	-	-	-	-	-	-
MCCRORY	272 45%	89 81% DEFG	66 75% DEFG	26 27%	33 21%	33 40% dE	25 37% E	19 12%	35 27% H	209 74% HI	13 11%	244 56% K	16 48% K	125 43% P	123 53% NP	3 13%	-	-	-	-	-	-	-	-	
COOPER	239 40%	9 8%	10 11%	57 60% BCFG	105 67% BCFG	29 36% BC	28 42% BC	120 78% IJ	67 51% J	41 15%	86 72% LM	138 31%	12 36%	123 42%	85 36%	16 68% NO	-	-	-	-	-	-	-	-	
CECIL	18 3%	3 3%	3 4%	1 1%	3 2%	4 5%	3 4%	5 3%	7 5% j	4 1%	4 4%	11 3%	1 4%	10 3% o	3 1%	2 8%	-	-	-	-	-	-	-	-	
LEAN/UND	66 11%	8 8%	8 10%	10 10%	14 9%	16 19% BcE	10 15%	9 6%	22 17% HJ	26 9%	16 13%	43 10%	4 12%	33 11%	23 10%	1 6%	-	-	-	-	-	-	-	-	
APR 2016 -----	-56 -9%	49 51% DEFG	57 56% DEFG	-47 -47%	-95 -63%	-3 -3% DEG	-17 -28% E	-123 -69%	-57 -40% H	125 48% HI	-85 -62%	35 8% KM	-6 -15% K	-27 -8% P	-9 -4% nP	-17 -39%	-	-	-	-	-	-	-	-	
MCCRORY	217 36%	66 68% DEFG	71 70% DEFG	19 19% E	14 9%	33 37% DEg	14 22% E	13 8%	29 20% H	170 66% HI	14 10%	191 46% KM	10 28% K	110 35% p	85 42% P	9 21%	-	-	-	-	-	-	-	-	
COOPER	274 46%	17 17%	14 14%	67 65% BCFg	109 73% BCFG	36 40% BC	30 50% BC	136 77% IJ	87 60% J	45 18%	99 72% LM	156 37%	15 43%	137 43%	93 46%	26 59% n	-	-	-	-	-	-	-	-	
CECIL	30 5%	2 3%	1 1%	3 3%	13 8% BCd	7 8% C	4 7% c	11 6%	7 5%	8 3%	9 7%	15 4%	6 16% L	21 7% o	7 3%	1 3%	-	-	-	-	-	-	-	-	
LEAN/UND	74 12%	11 12%	13 13%	11 11%	13 9%	13 15%	12 19% e	16 9%	19 13%	33 13%	16 11%	53 13%	4 12%	45 14% o	16 8%	7 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/X



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