Table 5-1
QUESTION 5:
Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Bev Perdue

BANNER 1

		MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WIL-MING-TON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	181 30%	167 28%	111 19%	45 8%	45 7%	30 5%	21 3%	123 20%	87 14%	69 12%	107 18%	136 23%	76 13%	288 48%	312 52%	50 8%	140 23%	164 27%	114 19%	132 22%	216 36%	282 47%	102 17%
**D/S (FAVORABLE - UNFAVORABLE)	-43 -7%	-5 -3% cdfg	-12 -7%	-10 -9%	-3 -7%	-7 -15%	-6 -19%	- - BCDFg	-7 -6%	-5 -5%	-5 -8%	-9 -8%	-6 -4% n	-11 -15%	-28 -10%	-15 -5% O	-11 -23%	-28 -20%	-7 -4% R	-9 -8% R	13 10% QRST	-70 -32%	61 22% VX	-34 -34%
TOTAL HEARD OF	578 96%	176 97% e	162 97% e	108 97% e	39 86%	45 100% BCdE	29 96%	20 94%	123 100% JMN	80 92%	68 99% Jn	106 99% JN	132 97%	69 92%	280 97%	298 95%	38 78%	139 99% QU	164 100% QU	114 100% QU	122 93%	214 99% W	266 94%	98 96%
FAVORABLE	229 38%	75 42%	62 37%	42 38%	14 32%	18 40%	9 28%	8 38%	53 44% n	32 37%	26 38%	41 39%	53 39%	23 31%	107 37%	122 39%	10 21%	48 35%	71 43% Q	46 41% Q	53 40% q	58 27%	145 51% VX	26 25%
UNFAVORABLE	272 45%	80 44%	75 45%	52 47%	17 39%	25 55%	14 47%	8 38%	60 49%	37 43%	31 45%	50 47%	58 43%	35 46%	135 47%	137 44%	22 43%	77 55% U	78 48% U	56 49% U	40 30%	128 59% W	84 30%	60 59% W
HEARD OF/NO OPINION	77 13%	20 11%	25 15% F	14 12%	7 15%	2 5%	6 20% f	4 18%	9 7%	11 12%	11 16% i	15 14%	21 15% i	12 15%	38 13%	39 12%	7 14%	14 10%	15 9%	12 11%	30 23% RST	28 13%	37 13%	13 13%
NEVER HEARD OF	22 4%	6 3% F	5 3% F	3 3% f	6 14% bcdF	- -	1 4%	1 6%	- -	7 8% IKL	1 1%	1 1%	5 3% I	6 8% IkL	8 3%	14 5%	11 22% RST	1 1%	- -	- -	10 7% RST	2 1%	16 6% V	4 4%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.9	0.8	0.8	0.8	0.7	0.6	1.0	0.9	0.9	0.8	0.8	0.9	0.7	0.8	0.9	0.5	0.6	0.9	0.8	1.3	0.5	1.7	0.4

Table 5-2
QUESTION 5:
Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Bev Perdue

BANNER 2

		GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			IDEOLOGY/GENDER						RACE			
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	LIB MEN (O)	LIB WOMEN (P)	MOD MEN (Q)	MOD WOMEN (R)	CONS MEN (S)	CONS WOMEN (T)	BLACK (U)	WHITE (V)	HISP-ANIC (W)	OTHER (X)
BASE=TOTAL SAMPLE	600	130	158	104	208	109	107	123	159	56	46	92	183	296	43	49	81	102	147	149	90	464	10	24
	100%	22%	26%	17%	35%	18%	18%	20%	27%	9%	8%	15%	31%	49%	7%	8%	13%	17%	24%	25%	15%	77%	2%	4%
**D/S (FAVORABLE - UNFAVORABLE)	-43	-22	-6	-11	-4	-41	-28	35	26	-22	-12	42	16	-104	19	24	6	10	-55	-49	31	-67	-1	-6
	-7%	-17%	-4%	-11%	-2%	-38%	-27%	29%	16%	-40%	-26%	46%	9%	-35%	43%	49%	7%	10%	-37%	-33%	34%	-14%	-6%	-25%
			B		BD			FGIJK	FGJK			MN	N		QRST	QRST	ST	ST			VWX			
TOTAL HEARD OF	578	126	154	95	203	108	106	116	149	55	43	81	175	294	37	45	81	94	146	148	88	452	7	22
	96%	98%	97%	91%	98%	99%	99%	95%	94%	99%	94%	89%	96%	99%	86%	92%	100%	92%	99%	99%	98%	97%	69%	89%
					d	hI	I			i				LM			OpR		OpR	OR				
FAVORABLE	229	44	63	36	86	27	31	68	77	12	14	57	83	77	25	32	38	45	37	40	54	164	2	5
	38%	34%	40%	35%	41%	25%	29%	55%	48%	21%	31%	62%	45%	26%	59%	65%	47%	44%	25%	27%	60%	35%	21%	19%
								FGJK	FGJK			MN	N		ST	qRST	ST	ST			VWX	x		
UNFAVORABLE	272	66	69	47	89	69	59	32	51	34	26	15	67	181	7	8	32	35	92	89	24	230	3	11
	45%	51%	43%	45%	43%	63%	56%	26%	32%	60%	56%	16%	37%	61%	16%	17%	40%	34%	62%	60%	26%	50%	26%	43%
						HI	HI			HI	HI		L	LM			OP	OP	OPQR	OPQR		U		
HEARD OF/NO OPINION	77	17	22	11	28	12	15	16	21	10	3	9	25	36	5	5	11	14	18	18	10	58	2	6
	13%	13%	14%	11%	13%	11%	14%	13%	13%	18%	7%	10%	14%	12%	11%	9%	14%	14%	12%	12%	11%	12%	22%	26%
NEVER HEARD OF	22	3	5	9	5	1	1	6	10	1	3	10	8	3	6	4	-	8	1	2	2	13	3	3
	4%	2%	3%	9%	2%	1%	1%	5%	6%	1%	6%	11%	4%	1%	14%	8%	-	8%	1%	1%	2%	3%	31%	11%
				e				f	FGj			N	N		QST	qs		QST						
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.7	0.9	0.8	1.0	0.4	0.5	2.1	1.5	0.3	0.5	3.8	1.2	0.4	3.8	3.9	1.2	1.3	0.4	0.5	2.3	0.7	0.8	0.4

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

Table 5-3
QUESTION 5:
Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Bev Perdue

BANNER 3

		IDEOLOGY/PARTY REG								WHITE							EMPLOYMENT STATUS						
	TOTAL (A)	LIB/ MOD GOP (B)	CONS GOP (C)	LIB DEM (D)	MOD DEM (E)	CONS DEM (F)	LIB IND (G)	MOD IND (H)	CONS IND (I)	WHITE DEM (J)	WHITE IND (K)	WHITE MEN (L)	WHITE WOMEN (M)	WHITE 18-44 (N)	WHITE 45+ (O)	WHITE MOD DEM (P)	SELF EMPL- OYED (Q)	PRVT CMPNY (R)	GOVT (S)	SPOUSE (T)	RET- IRED (U)	UNEM- PLOYED (V)	NOT SURE (W)
BASE=TOTAL SAMPLE	600	49	162	74	100	88	12	39	46	173	88	225	239	185	279	62	84	179	83	29	158	53	6
	100%	8%	27%	12%	17%	15%	2%	7%	8%	29%	15%	37%	40%	31%	46%	10%	14%	30%	14%	5%	26%	9%	1%
**D/S (FAVORABLE - UNFAVORABLE)	-43	2	-69	39	27	-11	2	-11	-24	28	-30	-39	-28	-33	-34	13	7	-13	-41	-6	2	2	-2
	-7%	3%	-42%	53%	27%	-13%	15%	-28%	-52%	16%	-35%	-17%	-12%	-18%	-12%	21%	8%	-7%	-49%	-19%	1%	5%	-39%
		CFHI		BCEFG HI	BCFHI	CI	CFHI			KLMNO		K	K	k	K	KLMNO	RSTu	S		S	RST	RST	
TOTAL HEARD OF	578	48	161	64	96	87	11	37	45	165	85	218	233	179	273	62	84	178	77	29	149	47	6
	96%	98%	99%	87%	95%	99%	94%	95%	98%	96%	97%	97%	97%	96%	98%	100%	100%	99%	93%	100%	94%	90%	100%
		D	De			D			D							JLMNO	SUv	sUv		SUv			SUv
FAVORABLE	229	21	37	49	54	32	6	11	8	85	22	76	88	62	102	33	41	74	15	10	62	20	1
	38%	42%	23%	66%	54%	36%	51%	28%	17%	49%	26%	34%	37%	33%	36%	53%	48%	41%	18%	35%	39%	37%	22%
		CI		BCFHI	CFHI	CI	cI			KLMNO			k		k	KLMNO	S	S		s	S	S	
UNFAVORABLE	272	19	106	10	27	44	4	22	31	57	53	115	116	95	136	20	34	86	55	16	59	17	3
	45%	39%	65%	13%	27%	49%	36%	56%	69%	33%	60%	51%	48%	51%	49%	33%	41%	48%	67%	55%	38%	33%	61%
		D	BDEFg		D	DE		DE	BDEFg		JmoP	JP	JP	JP	JP			uv	QRUV	uv			
HEARD OF/NO OPINION	77	8	19	6	14	11	1	4	6	22	10	28	30	22	36	9	9	18	7	3	28	10	1
	13%	17%	12%	8%	14%	13%	6%	11%	12%	13%	11%	13%	12%	12%	13%	14%	11%	10%	8%	10%	18%	20%	17%
																					rS		
NEVER HEARD OF	22	1	1	9	5	1	1	2	1	8	3	6	6	6	6	-	-	1	6	-	9	5	-
	4%	2%	1%	13%	5%	1%	6%	5%	2%	4%	3%	3%	3%	4%	2%	-	-	1%	7%	-	6%	10%	-
				BCFI	c					P		P	P	P	P				QrTW		QRTW	qrtw	
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	1.1	0.3	5.0	2.0	0.7	1.4	0.5	0.2	1.5	0.4	0.7	0.8	0.7	0.7	1.6	1.2	0.9	0.3	0.6	1.0	1.1	0.4

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

Table 5-4
QUESTION 5:
Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Bev Perdue

BANNER 4

	TOTAL (A)	VOTE LIKELIHOOD: 10 (B)	10-9 (C)	10-8 (D)	7-5 (E)	VOTE HISTORY: G08 (F)	G06 (G)	DIRECTION OF NORTH CAROLINA: RIGHT DIR (H)	WRONG TRACK (I)	GENERIC BALLOT: REP (J)	DEM (K)	DK (L)	MOST IMPORTANT ISSUE: ECON/ JOBS (M)	GOVT SPEND (N)	EDUC (O)	TAXES (P)	HC COSTS (Q)	PERDUE IMAGE/ID: FAV (R)	UNFAV (S)	TEA PARTY PARTICIPANTS: FAV (T)	UNFAV (U)	OBAMA APPROVAL: APPRV (V)	DISAP (W)	STRG DISAP (X)
BASE=TOTAL SAMPLE	600	450	483	517	83	561	328	188	317	266	197	93	231	75	75	54	51	229	272	236	204	251	330	249
	100%	75%	81%	86%	14%	94%	55%	31%	53%	44%	33%	15%	38%	13%	13%	9%	8%	38%	45%	39%	34%	42%	55%	42%
**D/S (FAVORABLE - UNFAVORABLE)	-43	-31	-34	-44	1	-37	-13	87	-148	-97	74	-23	11	-44	14	-10	20	229	-272	-71	44	95	-146	-135
	-7%	-7%	-7%	-9%	2%	-7%	-4%	47%	-47%	-36%	37%	-25%	5%	-58%	18%	-19%	39%	100%	-100%	-30%	21%	38%	-44%	-54%
					BCD			I			JL		NP		MNP	N	MNOP	S			T	WX		
TOTAL HEARD OF	578	438	466	500	78	545	321	176	311	264	185	87	222	72	73	52	48	229	272	235	198	231	329	248
	96%	97%	96%	97%	94%	97%	98%	93%	98%	99%	94%	93%	96%	96%	97%	96%	94%	100%	100%	100%	97%	92%	100%	100%
									H	KL										u			V	V
FAVORABLE	229	177	188	195	34	216	133	125	59	68	115	27	105	12	38	16	30	229	-	67	111	147	71	41
	38%	39%	39%	38%	41%	39%	41%	67%	19%	26%	59%	29%	45%	16%	50%	30%	58%	100%	-	28%	54%	58%	22%	17%
								I			JL		NP		NP	n	NP	S			T	WX		
UNFAVORABLE	272	208	222	239	33	253	146	38	207	165	42	50	94	56	24	26	10	-	272	138	67	52	218	176
	45%	46%	46%	46%	39%	45%	45%	20%	65%	62%	21%	54%	41%	74%	32%	49%	19%	-	100%	58%	33%	21%	66%	71%
									H	K		K	Q	MOPQ		oQ			R	U			V	V
HEARD OF/NO OPINION	77	52	56	66	12	76	42	13	44	31	28	10	23	5	11	9	9	-	-	31	20	32	40	31
	13%	12%	12%	13%	14%	13%	13%	7%	14%	12%	14%	11%	10%	6%	15%	18%	17%	-	-	13%	10%	13%	12%	12%
									H						n	n								
NEVER HEARD OF	22	12	17	17	5	16	7	12	6	2	12	6	9	3	2	2	3	-	-	1	6	20	1	1
	4%	3%	4%	3%	6%	3%	2%	7%	2%	1%	6%	7%	4%	4%	3%	4%	6%	-	-	-	3%	8%	-	-
								I			J	J									t	WX		
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.8	0.8	0.8	1.0	0.9	0.9	3.3	0.3	0.4	2.8	0.5	1.1	0.2	1.6	0.6	3.1	-	-	0.5	1.7	2.8	0.3	0.2

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

Table 5-5
QUESTION 5:
Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If you never heard of them, just tell me and we'll go on to the next one.

Bev Perdue

BANNER 5

		SENATE BALLOT								MOST IMPORTANT ATTRIBUTE					VOTE PERSON OR PARY		OPINION EARMARKS	
	TOTAL (A)	DEF BURR (B)	PROB BURR (C)	BURR (D)	DEF MAR-SHALL (E)	PROB MAR-SHALL (F)	MAR-SHALL (G)	BEIT-LER (H)	LEAN/ UND (I)	LEAD (J)	VALS (K)	IDEO-LOGY (L)	STAND ON ISSUE (M)	AFFIL-IATION (N)	SPPRT (O)	AGNST (P)	PRO (Q)	ANTI (R)
BASE=TOTAL SAMPLE	600	231	62	293	141	30	171	20	99	257	140	79	68	35	450	95	273	245
	100%	38%	10%	49%	23%	5%	29%	3%	17%	43%	23%	13%	11%	6%	75%	16%	46%	41%
**D/S (FAVORABLE - UNFAVORABLE)	-43	-85	-9	-94	54	11	65	-9	-7	2	-42	-16	-3	15	-20	-20	7	-36
	-7%	-37%	-14%	-32%	39%	36%	38%	-45%	-7%	1%	-30%	-20%	-5%	42%	-4%	-21%	2%	-15%
			BD		BCDHI	BCDHI	BCDHI		BDh	KLm			KL	JKLM	P		R	
TOTAL HEARD OF	578	229	62	291	134	29	163	20	89	245	132	77	68	35	437	89	266	232
	96%	99%	100%	99%	95%	96%	95%	100%	89%	95%	95%	98%	100%	100%	97%	94%	97%	95%
		EGI	EGI	EGI				EGI					JK	JK				
FAVORABLE	229	61	21	82	86	18	104	3	33	108	36	24	31	21	182	28	118	81
	38%	27%	33%	28%	61%	60%	61%	17%	33%	42%	26%	31%	45%	61%	40%	30%	43%	33%
					BCDHI	BCDHI	BCDHI			Kl			Kl	JKL	p		R	
UNFAVORABLE	272	147	29	176	32	7	39	12	39	106	78	40	34	6	202	48	111	117
	45%	64%	47%	60%	22%	24%	23%	62%	40%	41%	56%	51%	49%	19%	45%	51%	41%	48%
		CEFGI	EFG	cEFGI				EFG	EG	N	JN	N	N					
HEARD OF/NO OPINION	77	20	12	32	16	4	20	4	17	31	19	13	4	7	53	13	37	34
	13%	9%	20%	11%	11%	13%	12%	21%	17%	12%	13%	16%	6%	21%	12%	13%	13%	14%
			b						b	m	m	m		m				
NEVER HEARD OF	22	2	-	2	7	1	8	-	11	12	7	2	-	-	13	6	7	13
	4%	1%	-	1%	5%	4%	5%	-	11%	5%	5%	2%	-	-	3%	6%	3%	5%
					BCDH		BCDH		BCDH	MN	MN							
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.4	0.7	0.5	2.7	2.5	2.7	0.3	0.8	1.0	0.5	0.6	0.9	3.2	0.9	0.6	1.1	0.7

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

Table 7-1
QUESTION 7:
Do you approve or disapprove of the job that Barack Obama is doing as President of the United States?

BANNER 1

		MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WIL-MING-TON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	TRIAD (L)	CHAR-LOTTE (M)	WEST-ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	181 30%	167 28%	111 19%	45 8%	45 7%	30 5%	21 3%	123 20%	87 14%	69 12%	107 18%	136 23%	76 13%	288 48%	312 52%	50 8%	140 23%	164 27%	114 19%	132 22%	216 36%	282 47%	102 17%
**D/S (APPROVE - DISAPPROVE)	-79 -13%	-1 -1% CDEFG	-36 -22%	-13 -12% c	-7 -15%	-9 -19%	-10 -34%	-3 -16%	-19 -16% n	-2 -2% ILMN	1 2% IJLMN	-15 -14% N	-21 -16% n	-25 -34%	-54 -19%	-25 -8% O	5 9% RSt	-53 -38%	-28 -17% R	-3 -2% RS	- - RS	-150 -69%	113 40% VX	-42 -42% V
TOTAL APPROVE	251 42%	88 49% cg	64 38%	47 42%	18 39%	16 36%	9 31%	9 42%	50 41%	41 48% n	33 48% n	44 41%	56 41%	24 31%	112 39%	140 45%	26 52% r	43 30%	66 40% r	54 47% R	63 48% R	31 14%	191 68% VX	29 28% V
TOTAL DISAPPROVE	330 55%	89 49%	100 60% b	60 54%	25 54%	25 56%	19 65%	12 58%	69 57%	43 50%	32 46%	59 55%	77 57%	49 65% jK	166 57%	165 53%	21 42%	95 68% QsTU	94 57% u	56 49%	63 48%	181 84% WX	78 28%	71 70% W
STRONGLY APPROVE	154 26%	52 29%	39 23%	30 27%	11 24%	9 21%	8 27%	4 18%	28 23%	27 31%	20 29%	29 27%	34 25%	16 21%	71 25%	83 27%	12 24%	30 22%	40 24%	33 29%	38 29%	8 4%	133 47% VX	13 13% V
SOMEWHAT APPROVE	97 16%	36 20% G	25 15% G	17 15% G	7 15%	7 15%	1 4%	5 24% g	23 18%	15 17%	13 19%	15 14%	22 16%	8 11%	41 14%	57 18%	14 28% r	12 9%	26 16% r	21 18% R	25 19% R	24 11%	58 21% V	16 15%
SOMEWHAT DISAPPROVE	81 14%	18 10%	29 17% be	15 14%	3 7%	8 19%	6 19%	2 11%	13 11%	15 17% k	6 8%	15 14%	20 15%	12 16%	36 12%	46 15%	8 17%	25 18% tU	26 16% U	11 10%	11 8%	37 17% W	26 9%	18 18% W
STRONGLY DISAPPROVE	249 42%	72 40%	71 42%	45 40%	21 47%	17 37%	14 46%	10 47%	56 46% j	28 32%	27 38%	44 41%	57 42%	37 49% J	130 45%	119 38%	13 26%	70 50% Q	69 42%	45 39%	53 40%	144 67% WX	52 18%	53 52% W
UNDECIDED/DON'T KNOW	18 3%	4 2% h	3 2%	4 4% h	3 6%	3 6%	1 4%	- -	3 2%	2 3%	3 4%	4 4%	3 2%	3 4%	11 4%	7 2%	3 6%	2 1%	4 2%	4 4%	5 4%	3 2%	13 5% vX	1 1%
REFUSED	1 -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	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

Table 7-2
QUESTION 7:
Do you approve or disapprove of the job that Barack Obama is doing as President of the United States?

BANNER 2

		GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			IDEOLOGY/GENDER						RACE			
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	LIB MEN (O)	LIB WOMEN (P)	MOD MEN (Q)	MOD WOMEN (R)	CONS MEN (S)	CONS WOMEN (T)	BLACK (U)	WHITE (V)	HISP-ANIC (W)	OTHER (X)
BASE=TOTAL SAMPLE	600	130	158	104	208	109	107	123	159	56	46	92	183	296	43	49	81	102	147	149	90	464	10	24
	100%	22%	26%	17%	35%	18%	18%	20%	27%	9%	8%	15%	31%	49%	7%	8%	13%	17%	24%	25%	15%	77%	2%	4%
**D/S (APPROVE - DISAPPROVE)	-79	-27	-27	-26	1	-75	-75	48	65	-27	-15	59	26	-159	21	38	19	7	-90	-69	72	-158	3	4
	-13%	-21%	-17%	-25%	-	-69%	-70%	39%	41%	-48%	-33%	64%	14%	-54%	50%	77%	23%	7%	-61%	-46%	80%	-34%	30%	17%
					BCD			FGJK	FGJK		FG	MN	N		QRST	OQRST	RST	ST			VWX		V	V
TOTAL APPROVE	251	49	63	38	101	17	15	81	110	14	15	75	99	66	32	43	46	54	28	38	79	146	6	14
	42%	38%	40%	37%	49%	15%	14%	66%	69%	25%	33%	82%	54%	22%	75%	89%	57%	52%	19%	26%	88%	32%	65%	57%
					bcd			FGJK	FGJK		FG	MN	N		qRST	QRST	ST	ST			VX		v	V
TOTAL DISAPPROVE	330	76	90	64	101	92	90	33	45	41	30	16	74	226	11	6	27	47	118	107	8	304	3	10
	55%	59%	57%	61%	49%	84%	84%	27%	28%	73%	66%	18%	40%	76%	25%	11%	33%	46%	80%	72%	8%	65%	35%	40%
				e		HIK	HIK			HI	HI		L	LM			P	OP	OPQRt	OPQR		UX		U
STRONGLY APPROVE	154	28	43	20	62	6	2	59	74	6	7	57	56	34	23	34	27	29	16	18	60	77	4	10
	26%	22%	27%	20%	30%	5%	2%	48%	47%	11%	15%	62%	30%	11%	55%	69%	33%	28%	11%	12%	66%	16%	44%	41%
					d			FGJK	FGJK	G	G	MN	N		QRST	QRST	ST	ST			VX			V
SOMEWHAT APPROVE	97	21	20	18	39	11	13	22	36	8	8	18	44	32	8	10	19	25	12	20	20	70	2	4
	16%	16%	13%	17%	19%	10%	12%	18%	22%	14%	18%	20%	24%	11%	20%	20%	23%	24%	8%	13%	22%	15%	21%	15%
								f	FG			n	N			s	St	ST						
SOMEWHAT DISAPPROVE	81	20	16	20	26	17	20	7	18	12	7	3	33	38	3	-	10	23	19	19	4	73	1	3
	14%	16%	10%	19%	12%	16%	19%	6%	12%	21%	15%	3%	18%	13%	7%	-	12%	23%	13%	13%	4%	16%	8%	12%
				c		H	H			H			L	L			P	OPqst	P	P		U		
STRONGLY DISAPPROVE	249	56	74	44	75	75	69	25	27	30	23	13	41	188	8	6	17	24	100	88	4	231	3	7
	42%	43%	47%	42%	36%	68%	65%	21%	17%	53%	51%	15%	22%	63%	18%	11%	21%	23%	68%	59%	4%	50%	27%	27%
			E			HIjk	HI			HI	HI			LM				p	OPQR	OPQR		UX		U
UNDECIDED/DON'T KNOW	18	5	6	2	5	1	3	9	4	1	-	-	10	4	-	-	8	2	1	3	3	13	-	1
	3%	4%	4%	2%	2%	1%	2%	8%	3%	2%	-	-	5%	1%	-	-	10%	2%	1%	2%	3%	3%	-	4%
								FjK	k				LN	l			OPRST					W		
REFUSED	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	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

Table 7-3
QUESTION 7:
Do you approve or disapprove of the job that Barack Obama is doing as President of the United States?

BANNER 3

		IDEOLOGY/PARTY REG								WHITE							EMPLOYMENT STATUS						
	TOTAL (A)	LIB/ MOD GOP (B)	CONS GOP (C)	LIB DEM (D)	MOD DEM (E)	CONS DEM (F)	LIB IND (G)	MOD IND (H)	CONS IND (I)	WHITE DEM (J)	WHITE IND (K)	WHITE MEN (L)	WHITE WOMEN (M)	WHITE 18-44 (N)	WHITE 45+ (O)	WHITE MOD DEM (P)	SELF EMPL- OYED (Q)	PRVT CMPNY (R)	GOVT (S)	SPOUSE (T)	RET- IRED (U)	UNEM- PLOYED (V)	NOT SURE (W)
BASE=TOTAL SAMPLE	600	49	162	74	100	88	12	39	46	173	88	225	239	185	279	62	84	179	83	29	158	53	6
	100%	8%	27%	12%	17%	15%	2%	7%	8%	29%	15%	37%	40%	31%	46%	10%	14%	30%	14%	5%	26%	9%	1%
**D/S (APPROVE - DISAPPROVE)	-79	-3	-143	53	38	17	5	-9	-33	24	-40	-86	-72	-76	-81	3	-22	-43	-28	-17	9	17	-1
	-13%	-6% ChI	-88%	73% BCEFG HI	38% BCFHI	19% BCHI	39% BCHI	-23% CI	-72%	14% KLMNO p	-46%	-38%	-30%	-41%	-29%	5% KLMNO	-26% t	-24% t	-34%	-59%	6% QRST	32% QRSTUW	-22%
TOTAL APPROVE	251	23	8	63	65	52	8	15	6	93	24	65	81	52	94	29	30	63	27	5	80	35	2
----------	42%	46% CI	5%	86% BCEFH I	65% BCHI	59% CHI	70% ChI	38% CI	13%	54% KLMNO	27%	29%	34%	28%	34%	47% KLmNo	36% T	35% T	33%	17%	51% QRST	66% QRSTu	39%
TOTAL DISAPPROVE	330	26	151	10	27	35	4	24	39	70	63	151	153	128	176	26	52	107	56	23	71	18	3
----------	55%	52% DE	93% BDEFG H	14%	27% d	40% De	30%	60% DEfg	85% BDEFG H	40%	72% JP	67% JP	64% JP	69% JP	63% JP	41%	62% UV	60% UV	67% UV	77% rUV	45%	34%	61%
STRONGLY APPROVE	154	7	1	48	46	32	6	6	1	58	11	35	41	24	52	18	18	45	17	3	50	16	1
	26%	14% Ci	-	66% BCEFH I	46% BCHI	36% BCHI	51% BCHI	14% Ci	3%	34% KLMNO	12%	16%	17%	13%	19%	29% KlN	22%	25% T	20%	11%	32% qsT	31% T	22%
SOMEWHAT APPROVE	97	16	8	15	19	20	2	9	5	36	13	30	40	28	42	11	12	18	10	2	30	19	1
	16%	32% CI	5%	21% C	19% C	23% Ci	18%	23% C	10%	21%	14%	14%	17%	15%	15%	18%	14%	10%	12%	7%	19% RT	36% QRSTu	17%
SOMEWHAT DISAPPROVE	81	7	27	2	16	6	1	9	4	22	14	31	42	34	39	15	14	23	19	9	11	5	-
	14%	15% D	17% DF	3%	16% Df	7%	6%	23% DFi	9%	13%	16%	14%	17%	18%	14%	24% j	16% uW	13% uW	23% rUvW	30% rUvW	7% W	10% w	-
STRONGLY DISAPPROVE	249	18	124	8	11	29	3	14	35	47	49	120	111	94	137	11	38	83	36	14	61	12	3
	42%	37% DE	76% BDEFG H	11%	11%	33% DE	24%	37% DE	77% BDEFG H	27%	56% JP	53% JP	46% JP	51% JP	49% JP	17%	46% V	47% V	44% V	47% v	39% v	23%	61% v
UNDECIDED/DON'T KNOW	18	1	3	-	8	1	-	1	-	9	-	8	5	5	8	7	2	9	-	2	5	-	-
	3%	2%	2%	-	8% bCDFG I	1%	-	2%	-	5% K	-	4% K	2% K	3% k	3% K	12% KlMno	3%	5% SVW	-	6%	3% SVW	-	-
REFUSED	1	-	-	-	-	-	-	-	1	-	1	-	1	-	1	-	-	-	-	-	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

Table 7-4
QUESTION 7:
Do you approve or disapprove of the job that Barack Obama is doing as President of the United States?

BANNER 4

	TOTAL (A)	VOTE LIKELIHOOD: 10 (B)	10-9 (C)	10-8 (D)	7-5 (E)	VOTE HISTORY: G08 (F)	G06 (G)	DIRECTION OF NORTH CAROLINA: RIGHT DIR (H)	WRONG TRACK (I)	GENERIC BALLOT: REP (J)	DEM (K)	DK (L)	MOST IMPORTANT ISSUE: ECON/ JOBS (M)	GOVT SPEND (N)	EDUC (O)	TAXES (P)	HC COSTS (Q)	PERDUE IMAGE/ID: FAV (R)	UNFAV (S)	TEA PARTY PARTICIPANTS: FAV (T)	UNFAV (U)	OBAMA APPROVAL: APPRV (V)	DISAP (W)	STRG DISAP (X)
BASE=TOTAL SAMPLE	600	450	483	517	83	561	328	188	317	266	197	93	231	75	75	54	51	229	272	236	204	251	330	249
	100%	75%	81%	86%	14%	94%	55%	31%	53%	44%	33%	15%	38%	13%	13%	9%	8%	38%	45%	39%	34%	42%	55%	42%
**D/S (APPROVE - DISAPPROVE)	-79	-77	-81	-87	7	-70	-49	79	-168	-195	142	-18	6	-51	26	-9	15	75	-166	-165	90	251	-330	-249
	-13%	-17%	-17%	-17%	9% BCD	-12%	-15%	42% I	-53%	-73%	72% JL	-20% J	2% NP	-68%	35% MNP	-17% N	29% MNP	33% S	-61%	-70%	44% T	100% WX	-100%	-100%
TOTAL APPROVE	251	181	195	209	42	236	135	129	72	33	166	35	116	12	47	21	31	147	52	34	143	251	-	-
----------	42%	40%	40%	40%	51%	42%	41%	69% I	23%	12%	84% JL	38% J	50% N	16%	63% mNP	40% N	62% NP	64% S	19%	15%	70% T	100% WX	-	-
TOTAL DISAPPROVE	330	258	276	296	35	306	184	49	240	228	23	53	110	63	21	31	17	71	218	199	53	-	330	249
----------	55%	57% E	57% E	57% E	42%	55%	56%	26%	76% H	86% KL	12%	57% K	48% Oq	84% MOPQ	28%	57% OQ	33%	31%	80% R	84% U	26%	-	100% V	100% V
STRONGLY APPROVE	154	113	122	131	22	146	85	87	37	11	118	17	64	7	34	7	28	91	35	15	98	154	-	-
	26%	25%	25%	25%	27%	26%	26%	46% I	12%	4%	60% JL	19% J	28% NP	9%	45% MNP	14%	56% MNP	40% S	13%	6%	48% T	61% WX	-	-
SOMEWHAT APPROVE	97	68	73	78	20	91	50	42	36	22	47	18	52	5	13	14	3	56	17	19	45	97	-	-
	16%	15%	15%	15%	24%	16%	15%	22% I	11%	8%	24% J	19% J	22% NQ	7%	17% nq	26% NQ	6%	24% S	6%	8%	22% T	39% WX	-	-
SOMEWHAT DISAPPROVE	81	52	61	70	12	75	43	15	54	43	9	20	43	5	6	4	6	30	41	31	23	-	81	-
	14%	12%	13%	13%	14%	13%	13%	8%	17% H	16% K	5%	21% K	19% NOP	6%	8%	8%	12%	13%	15%	13%	11%	-	25% VX	-
STRONGLY DISAPPROVE	249	206	215	226	23	231	141	34	186	185	14	33	68	58	15	27	11	41	176	168	31	-	249	249
	42%	46% E	45% E	44% E	28%	41%	43%	18%	59% H	69% KL	7%	36% K	29%	77% MOPQ	20%	49% MOQ	21%	18%	65% R	71% U	15%	-	75% V	100% VW
UNDECIDED/DON'T KNOW	18	11	12	12	6	18	9	10	4	5	8	4	5	-	7	2	3	10	2	2	7	-	-	-
	3%	3%	3%	2%	7%	3%	3%	5% I	1%	2%	4%	4%	2% N	-	9% mN	3%	6%	4% S	1%	1%	3% t	-	-	-
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

Table 7-5
QUESTION 7:
Do you approve or disapprove of the job that Barack Obama is doing as President of the United States?

BANNER 5

		SENATE BALLOT								MOST IMPORTANT ATTRIBUTE					VOTE PERSON OR PARY		OPINION EARMARKS	
	TOTAL (A)	DEF BURR (B)	PROB BURR (C)	BURR (D)	DEF MAR-SHALL (E)	PROB MAR-SHALL (F)	MAR-SHALL (G)	BEIT-LER (H)	LEAN/ UND (I)	LEAD (J)	VALS (K)	IDEO-LOGY (L)	STAND ON ISSUE (M)	AFFIL-IATION (N)	SPPRT (O)	AGNST (P)	PRO (Q)	ANTI (R)
BASE=TOTAL SAMPLE	600	231	62	293	141	30	171	20	99	257	140	79	68	35	450	95	273	245
	100%	38%	10%	49%	23%	5%	29%	3%	17%	43%	23%	13%	11%	6%	75%	16%	46%	41%
**D/S (APPROVE - DISAPPROVE)	-79	-171	-33	-204	114	27	141	-14	-1	29	-73	-30	-11	10	-31	-41	10	-77
	-13%	-74%	-53%	-70%	81% BCDHI	87% BCDHI	82% BCDHI	-73%	-1% BCDH	11% KLM	-52%	-37%	-17% KL	28% JKLM	-7% P	-43%	4% R	-32%
TOTAL APPROVE	251	28	12	40	126	28	154	2	49	139	30	24	28	21	202	27	138	79
----------	42%	12%	19%	14%	89% BCDHI	92% BCDHI	90% BCDHI	8%	49% BCDH	54% KLm	22%	30%	42% K	61% KLm	45% P	28%	50% R	32%
TOTAL DISAPPROVE	330	199	45	244	12	1	13	16	49	110	103	53	40	12	233	68	128	157
----------	55%	86% CEFGI	72% EFGI	83% cEFGI	9%	5%	8%	82% EFGI	50% EFG	43%	74% JMN	67% JN	58% JN	33%	52%	71% O	47%	64% Q
STRONGLY APPROVE	154	11	3	15	91	19	109	1	25	88	19	12	19	13	132	17	85	48
	26%	5%	5%	5%	64% BCDHI	61% BCDHI	64% BCDHI	4%	25% BCDH	34% KL	13%	16%	28% Kl	38% KL	29% P	18%	31% R	20%
SOMEWHAT APPROVE	97	17	8	25	35	9	45	1	24	51	12	11	9	8	70	10	53	31
	16%	7%	13%	9%	25% BcDH	31% BcDH	26% BCDH	4%	24% BDH	20% K	8%	14%	14%	23% k	16%	10%	19% r	13%
SOMEWHAT DISAPPROVE	81	36	16	51	4	1	5	7	17	34	20	11	6	5	63	14	37	35
	14%	15% EFG	25% EFG	18% EFG	3%	2%	3%	37% bEFG	17% EFG	13%	14%	14%	9%	15%	14%	15%	14%	14%
STRONGLY DISAPPROVE	249	164	29	193	8	1	9	9	32	76	83	42	34	6	170	54	91	122
	42%	71% CEFGh I	47% EFGi	66% CEFGI	6%	2%	5%	44% EFG	32% EFG	30%	60% JN	53% JN	50% JN	18%	38%	56% O	33%	50% Q
UNDECIDED/DON'T KNOW	18	3	6	9	3	1	4	2	1	8	6	2	-	2	15	1	7	9
	3%	1%	9% begi	3%	2%	3%	2%	10%	1%	3% M	4% M	3%	-	5%	3%	1%	3%	3%
REFUSED	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