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Phil Berger

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)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	PIED-MONT 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%	180 30%	166 28%	114 19%	45 7%	44 7%	28 5%	23 4%	131 22%	89 15%	59 10%	114 19%	128 21%	79 13%	288 48%	312 52%	45 8%	148 25%	180 30%	101 17%	124 21%	198 33%	282 47%	120 20%
**D/S (FAVORABLE - UNFAVORABLE)	-1 -	-4 -2%	2 1% B	4 4% BEFg	-1 -3%	-1 -2%	-2 -9%	1 4% EfG	-1 -1%	-3 -3%	-2 -4%	4 4% IJKN	2 2% IJKN	-2 -2%	-1 -	- -	2 4%	1 1% STU	-2 -1%	-1 -1%	-1 -1%	5 2% W	-10 -3%	4 3% W
TOTAL HEARD OF	196 33%	58 32%	52 31%	41 36%	12 26%	18 41%	6 21%	9 38%	42 32%	28 32%	22 38%	41 36%	39 30%	23 29%	96 33%	99 32%	6 13%	47 32% Q	63 35% Q	37 36% Q	43 34% Q	68 34%	92 33%	36 30%
TOTAL FAVORABLE	38 6%	11 6% F	9 5% F	14 12% bcEF	1 3%	- -	1 4%	2 9%	8 6% k	5 6%	1 1%	14 12% KmN	7 5%	3 4%	22 8%	16 5%	2 4%	10 7%	11 6%	8 8%	8 6%	12 6%	16 6%	10 8%
TOTAL UNFAVORABLE	39 7%	15 8% f	7 4%	10 8% f	3 6%	1 2%	4 13%	1 5%	9 7%	8 9%	3 5%	10 8%	5 4%	5 6%	22 8%	17 5%	- -	9 6% Q	13 7% Q	9 9% Q	9 7% Q	7 4%	26 9% V	6 5%
VERY FAVORABLE	10 2%	3 2%	2 1%	5 5% EFGH	- -	- -	- -	- -	3 2%	- -	- -	5 5% JKM	- -	2 2%	6 2%	3 1%	2 4%	5 4%	1 -	1 1%	1 1%	3 1%	5 2%	2 1%
SOMEWHAT FAVORABLE	28 5%	8 4% F	7 4% F	9 8% F	1 3%	- -	1 4%	2 9%	5 4%	5 6%	1 1%	9 8% KN	7 5%	1 2%	15 5%	13 4%	- -	5 3% q	10 5% Q	7 7% Q	7 6% Q	9 5%	11 4%	8 7%
SOMEWHAT UNFAVORABLE	22 4%	8 5% H	3 2%	5 4% H	1 2%	1 2%	4 13%	- -	3 2%	8 9% iM	2 3%	5 4%	2 2%	2 3%	12 4%	9 3%	- -	2 1%	9 5% Qr	5 5% Q	6 5% Q	7 4%	11 4%	3 3%
VERY UNFAVORABLE	18 3%	6 4% FG	4 2% fg	5 4% FG	1 3%	- -	- -	1 5%	6 5% J	- -	1 2%	5 4% J	3 2%	2 3%	10 4%	7 2%	- -	7 5% Q	4 2% q	4 4% Q	3 2% q	- -	15 5% V	3 2%
HEARD OF/NO OPINION	118 20%	32 18% G	37 22% G	17 15% g	8 18%	17 39% BcDeG	1 4%	5 23% g	25 19%	15 17%	19 31% ijL	17 15%	27 21%	15 19%	52 18%	66 21%	4 9%	28 19%	40 22% q	20 20%	26 21% q	48 24%	50 18%	20 17%
NEVER HEARD OF	404 67%	122 68%	114 69%	73 64%	33 74%	26 59%	22 79%	14 62%	89 68%	61 68%	37 62%	73 64%	89 70%	57 71%	192 67%	213 68%	40 87% RSTU	101 68%	117 65%	65 64%	82 66%	130 66%	190 67%	84 70%
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	0.7	1.3	1.5	0.5	-	0.3	1.8	0.9	0.7	0.2	1.5	1.5	0.6	1.0	1.0	-	1.1	0.9	0.8	0.9	1.6	0.6	1.6

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BANNER 2

		GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	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)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET-IRED (T)	UN-EMPL-OYED (U)
BASE=TOTAL SAMPLE	600	125	162	139	173	98	100	126	156	64	56	99	234	256	108	461	4	20	327	162	64
	100%	21%	27%	23%	29%	16%	17%	21%	26%	11%	9%	17%	39%	43%	18%	77%	1%	3%	55%	27%	11%
**D/S (FAVORABLE - UNFAVORABLE)	-1	-	-1	5	-5	3	2	-5	-4	2	2	-3	-8	10	5	-6	1	-2	-1	2	1
	-	-	-	3%	-3%	3%	2%	-4%	-3%	3%	3%	-3%	-3%	4%	5%	-1%	30%	-8%	-	1%	1%
		E	e	bCE		HI	HI			HI	HI			LM	Pr					S	
TOTAL HEARD OF	196	39	58	36	63	33	35	43	49	20	16	31	74	89	37	149	1	5	109	54	21
	33%	31%	35%	26%	36%	34%	35%	34%	31%	31%	28%	31%	32%	35%	34%	32%	30%	26%	33%	33%	33%
					d																
TOTAL FAVORABLE	38	7	15	10	7	7	5	9	8	6	4	8	11	19	11	26	1	-	23	12	4
	6%	5%	9%	7%	4%	7%	5%	7%	5%	9%	7%	8%	5%	7%	11%	6%	30%	-	7%	7%	6%
			E												R	R					
TOTAL UNFAVORABLE	39	7	16	5	11	5	3	14	12	4	2	11	18	9	6	31	-	2	24	10	3
	7%	5%	10%	4%	7%	5%	3%	11%	8%	6%	4%	11%	8%	3%	6%	7%	-	8%	7%	6%	5%
			D					fGk				N	n		Q	Q					
VERY FAVORABLE	10	4	3	3	-	2	1	3	2	2	-	6	1	3	5	5	-	-	8	-	2
	2%	3%	2%	2%	-	2%	1%	2%	1%	3%	-	6%	-	1%	5%	1%	-	-	2%	-	3%
			e									Mn			QR	qr			T		
SOMEWHAT FAVORABLE	28	3	12	6	7	5	4	6	5	4	4	2	10	16	6	21	1	-	15	12	2
	5%	2%	8%	5%	4%	5%	4%	5%	3%	7%	7%	2%	4%	6%	6%	5%	30%	-	5%	7%	3%
			B											l	R	R					
SOMEWHAT UNFAVORABLE	22	2	10	3	6	5	3	4	7	3	-	4	11	6	3	17	-	1	14	6	1
	4%	2%	6%	2%	4%	5%	3%	3%	4%	5%	-	4%	5%	2%	3%	4%	-	4%	4%	3%	2%
			b			k		K	K	k						Q					
VERY UNFAVORABLE	18	5	6	2	5	-	-	10	5	1	2	7	8	3	3	14	-	1	10	4	2
	3%	4%	4%	2%	3%	-	-	8%	3%	1%	4%	7%	3%	1%	3%	3%	-	4%	3%	3%	3%
								FGJ	FG			N				Q					
HEARD OF/NO OPINION	118	25	27	21	45	22	27	21	29	10	10	11	45	61	19	92	-	4	62	33	15
	20%	20%	16%	15%	26%	22%	27%	16%	19%	16%	18%	11%	19%	24%	18%	20%	-	18%	19%	20%	23%
					CD		h						l	L	Q	Q		q			
NEVER HEARD OF	404	87	105	102	110	65	65	83	107	44	40	69	160	166	71	312	3	15	218	108	43
	67%	69%	65%	74%	64%	66%	65%	66%	69%	69%	72%	69%	68%	65%	66%	68%	70%	74%	67%	67%	67%
				e																	
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.0	1.0	1.9	0.6	1.6	1.7	0.6	0.6	1.5	2.0	0.7	0.6	2.2	1.8	0.8	-	-	1.0	1.2	1.2

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

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Phil Berger

BANNER 3

		EDUCATION				PARTY AFFILIATION							PERDUE IMAGE		OBAMA APPROVAL		TEA PARTY	
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)	FAV (M)	UNFAV (N)	APP (O)	DISAP (P)	SUPP (Q)	OPP (R)
BASE=TOTAL SAMPLE	600	152	128	210	106	81	148	229	239	192	47	103	261	282	263	316	248	224
	100%	25%	21%	35%	18%	13%	25%	38%	40%	32%	8%	17%	43%	47%	44%	53%	41%	37%
**D/S (FAVORABLE - UNFAVORABLE)	-1	3	4	5	-13	-3	-2	-5	3	-2	4	-	-2	3	-8	7	12	-10
	-	2%	3%	2%	-12%	-4%	-1%	-2%	1%	-1%	9%	-	-1%	1%	-3%	2%	5%	-4%
		E	E	E					FGHJ		FGHiJl	H		M		O	R	
TOTAL HEARD OF	196	50	27	82	35	21	45	66	79	67	12	42	71	104	74	117	89	68
	33%	33%	21%	39%	33%	26%	31%	29%	33%	35%	25%	40%	27%	37%	28%	37%	36%	30%
		C		C	c							fhk		M		O		
TOTAL FAVORABLE	38	13	6	17	2	3	9	12	15	10	5	9	16	22	13	25	24	10
	6%	9%	5%	8%	2%	4%	6%	5%	6%	5%	11%	9%	6%	8%	5%	8%	10%	4%
		E		E													R	
TOTAL UNFAVORABLE	39	10	2	12	15	6	11	18	12	12	1	9	18	20	21	18	12	20
	7%	7%	1%	6%	14%	8%	8%	8%	5%	6%	2%	9%	7%	7%	8%	6%	5%	9%
		C		C	bCd		k	K				k						q
VERY FAVORABLE	10	3	1	6	-	2	1	3	4	2	2	3	5	5	5	4	9	1
	2%	2%	1%	3%	-	3%	1%	1%	2%	1%	4%	3%	2%	2%	2%	1%	4%	-
				E													R	
SOMEWHAT FAVORABLE	28	11	5	11	2	1	8	9	11	8	3	6	11	18	8	20	15	9
	5%	7%	4%	5%	2%	1%	6%	4%	5%	4%	7%	6%	4%	6%	3%	6%	6%	4%
		E					f		f			f				o		
SOMEWHAT UNFAVORABLE	22	7	2	9	4	-	6	6	12	12	1	3	5	16	8	14	9	8
	4%	4%	1%	4%	4%	-	4%	3%	5%	6%	2%	3%	2%	6%	3%	4%	4%	3%
							F	F	F	F		f		M				
VERY UNFAVORABLE	18	3	-	3	11	6	5	12	-	-	-	6	13	3	13	4	2	12
	3%	2%	-	2%	10%	8%	4%	5%	-	-	-	6%	5%	1%	5%	1%	1%	6%
		c		c	BCD	IJK	IJK	IJK				IJK	N		P			Q
HEARD OF/NO OPINION	118	26	19	52	19	12	25	36	51	45	6	23	38	62	39	74	53	38
	20%	17%	15%	25%	18%	14%	17%	16%	21%	24%	12%	23%	15%	22%	15%	23%	22%	17%
				bC						fhk				M		O		
NEVER HEARD OF	404	103	101	128	71	60	103	163	161	125	36	62	189	177	189	199	159	157
	67%	67%	79%	61%	67%	74%	69%	71%	67%	65%	75%	60%	73%	63%	72%	63%	64%	70%
			BDe			l		l			l		N		P			
**RATIO (FAVORABLE / UNFAVORABLE)	1.0	1.3	3.5	1.4	0.1	0.5	0.8	0.7	1.2	0.8	6.1	1.0	0.9	1.1	0.6	1.4	2.1	0.5

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

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Thom Tillis

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)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	PIED-MONT 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%	180 30%	166 28%	114 19%	45 7%	44 7%	28 5%	23 4%	131 22%	89 15%	59 10%	114 19%	128 21%	79 13%	288 48%	312 52%	45 8%	148 25%	180 30%	101 17%	124 21%	198 33%	282 47%	120 20%
**D/S (FAVORABLE - UNFAVORABLE)	-8 -1%	4 2% CDEfG	-4 -2%	-2 -2%	-5 -11%	-2 -4%	- -1%	1 3% EF	5 4% JKLMN	-1 -2%	-3 -4%	-2 -2%	-2 -2%	-5 -6%	3 1% P	-10 -3%	2 4% U	- - U	-2 -1% u	- - SU	-7 -6%	6 3% WX	-13 -5%	-1 -1% W
TOTAL HEARD OF --------------	163 27%	50 28% d	54 32% Dg	21 18%	11 26%	16 37% Dg	5 17%	5 23%	40 31% L	23 25%	18 31% l	21 19%	39 31% L	22 27%	84 29%	79 25%	6 12%	37 25%	55 30% Q	30 29% Q	36 29% Q	49 25%	74 26%	40 34%
TOTAL FAVORABLE ---------------	34 6%	12 7% E	13 8% Ef	4 4% E	- -	1 2%	1 4%	2 8%	11 9% K	4 4%	1 2%	4 4%	11 8% K	3 3%	20 7%	13 4%	2 4%	10 7%	10 5%	9 9% u	3 3%	14 7%	9 3%	11 9% W
TOTAL UNFAVORABLE -----------------	41 7%	8 4%	17 10% b	6 5%	5 11%	3 6%	1 4%	1 5%	6 5%	5 6%	4 6%	6 5%	13 10%	8 10%	18 6%	23 8%	- -	10 7% Q	12 7% Q	9 8% Q	10 8% Q	7 4%	22 8% v	12 10% v
VERY FAVORABLE	10 2%	4 2% efgh	4 2% efgh	3 2%	- -	- -	- -	- -	4 3% jk	- -	- -	3 2%	2 2%	2 2%	7 2%	3 1%	2 4%	4 3% tu	4 2% TU	- -	- -	5 3%	2 1%	3 3%
SOMEWHAT FAVORABLE	23 4%	8 5% E	10 6% dE	2 1%	- -	1 2%	1 4%	2 8%	8 6% ln	4 4%	1 2%	2 1%	9 7% kln	1 1%	14 5%	10 3%	- -	6 4% q	6 3% Q	9 9% Qsu	3 3% Q	9 4%	7 2%	8 7%
SOMEWHAT UNFAVORABLE	19 3%	3 2% g	10 6% bG	3 2%	1 2%	1 3%	- -	1 5%	1 1%	2 2%	2 4%	3 2%	9 7% I	2 3%	9 3%	10 3%	- -	5 3% q	7 4% Q	5 5% Q	3 2% q	5 2%	10 4%	4 4%
VERY UNFAVORABLE	22 4%	5 3% H	8 5% H	3 3% h	4 8% h	1 3%	1 4%	- -	5 4%	3 3%	1 2%	3 3%	4 3%	6 7%	8 3%	14 4%	- -	5 4% q	5 3% Q	4 4% Q	8 6% Q	3 1%	12 4% v	8 6% v
HEARD OF/NO OPINION	88 15%	30 17% d	23 14%	11 9%	7 15%	13 30% cDGh	2 8%	2 10%	23 17% l	14 15%	14 24% Lm	11 9%	16 12%	11 14%	46 16%	42 13%	4 9%	17 12%	33 18%	13 12%	22 18%	28 14%	43 15%	17 14%
NEVER HEARD OF	437 73%	130 72%	112 68%	93 82% bCF	34 74%	28 63%	23 83% cf	18 77%	91 69%	66 75%	41 69%	93 81% IkM	89 69%	57 73%	204 71%	233 75%	40 88% STU	111 75%	126 70%	71 71%	88 71%	149 75%	208 74%	80 66%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	1.5	0.8	0.7	-	0.3	0.9	1.7	1.9	0.7	0.3	0.7	0.8	0.3	1.2	0.6	-	1.0	0.8	1.0	0.3	1.8	0.4	0.9

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Thom Tillis

BANNER 2

		GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	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)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET-IRED (T)	UN-EMPL-OYED (U)
BASE=TOTAL SAMPLE	600 100%	125 21%	162 27%	139 23%	173 29%	98 16%	100 17%	126 21%	156 26%	64 11%	56 9%	99 17%	234 39%	256 43%	108 18%	461 77%	4 1%	20 3%	327 55%	162 27%	64 11%
**D/S (FAVORABLE - UNFAVORABLE)	-8 -1%	- - dE	2 1% DE	-3 -2%	-7 -4%	7 7% GHIK	- - hI	-5 -4%	-8 -5%	1 2% HIK	-2 -4%	-5 -5%	-2 -1%	-1 - l	-2 -2%	-8 -2%	2 52% opr	-1 -5%	1 - T	-3 -2%	-3 -4%
TOTAL HEARD OF	163 27%	35 28%	49 30% D	26 19%	52 30% D	25 26%	24 24%	36 29%	38 24%	23 36%	17 31%	19 19%	66 28% l	76 30% l	26 24%	125 27%	2 52%	6 28%	92 28%	47 29%	18 28%
TOTAL FAVORABLE	34 6%	9 7%	12 7% d	4 3%	9 5%	9 9% I	5 5%	6 5%	3 2%	6 10% i	5 9% i	2 2%	17 7% L	15 6% l	6 6% R	24 5% R	2 52%	- -	21 6%	9 5%	3 4%
TOTAL UNFAVORABLE	41 7%	9 7%	9 6%	7 5%	16 9%	2 2%	5 6%	11 9% F	11 7% f	5 8%	7 13% F	7 7%	19 8%	16 6%	8 8% Q	32 7% Q	- -	1 5%	20 6%	12 8%	5 8%
VERY FAVORABLE	10 2%	6 5% c	1 1%	1 1%	2 1%	5 5% GIJ	- -	2 2%	- -	- -	3 6% gij	2 2%	4 2%	4 2%	1 1%	8 2% R	1 30%	- -	7 2% T	- -	3 4%
SOMEWHAT FAVORABLE	23 4%	3 2%	11 7% bd	3 2%	7 4%	4 4%	5 5%	4 3%	3 2%	6 10% i	2 3%	- -	13 5% L	11 4% L	5 5% R	16 3% R	1 21%	- -	14 4% U	9 5% U	- -
SOMEWHAT UNFAVORABLE	19 3%	4 3%	6 3%	3 2%	7 4%	2 2%	3 3%	5 4%	5 3%	3 4%	2 3%	3 3%	8 3%	9 3%	7 6% Q	11 2% Q	- -	1 5%	11 3%	4 3%	2 3%
VERY UNFAVORABLE	22 4%	5 4%	4 2%	4 3%	9 5%	- -	3 3%	6 5% F	5 4% F	2 3%	5 10% F	4 4%	11 5%	7 3%	1 1%	21 4% OQR	- -	- -	10 3%	8 5%	3 5%
HEARD OF/NO OPINION	88 15%	17 14%	29 18%	15 11%	27 15%	15 15%	13 13%	19 15%	24 15%	12 19%	5 9%	11 11%	31 13%	45 18%	12 11% Q	69 15% Q	- -	5 23% Q	51 16%	26 16%	10 15%
NEVER HEARD OF	437 73%	91 72%	113 70%	112 81% CE	121 70%	73 74%	76 76%	90 71%	119 76%	41 64%	39 69%	80 81% mn	168 72%	179 70%	82 76%	336 73%	2 48%	15 72%	235 72%	115 71%	46 72%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	1.0	1.3	0.5	0.6	4.3	0.9	0.5	0.3	1.3	0.7	0.3	0.9	0.9	0.8	0.7	-	-	1.0	0.7	0.5

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

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 have never heard of that person, just tell me and we'll go on to the next one.

Thom Tillis

BANNER 3

		EDUCATION				PARTY AFFILIATION							PERDUE IMAGE		OBAMA APPROVAL		TEA PARTY	
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)	FAV (M)	UNFAV (N)	APP (O)	DISAP (P)	SUPP (Q)	OPP (R)
BASE=TOTAL SAMPLE	600	152	128	210	106	81	148	229	239	192	47	103	261	282	263	316	248	224
	100%	25%	21%	35%	18%	13%	25%	38%	40%	32%	8%	17%	43%	47%	44%	53%	41%	37%
**D/S (FAVORABLE - UNFAVORABLE)	-8	-1	-1	-6	1	-2	-6	-8	9	4	5	-8	-10	4	-18	10	11	-19
	-1%	-1%	-1%	-3%	1% BCD	-3%	-4%	-3%	4% FGHL	2% FGHL	11% FGHL	-8%	-4%	2% M	-7%	3% O	4% R	-9%
TOTAL HEARD OF	163	34	28	64	34	21	37	57	64	57	7	35	72	80	68	90	64	60
	27%	23%	22%	30%	32%	25%	25%	25% k	27% k	30% K	14%	34% K	28%	29%	26%	29%	26%	27%
TOTAL FAVORABLE	34	9	6	9	10	4	6	10	20	15	5	3	12	22	10	23	21	6
	6%	6%	5%	4%	9%	5%	4%	4%	8% hL	8% L	11%	2%	4%	8%	4%	7% o	8% R	3%
TOTAL UNFAVORABLE	41	10	7	15	9	6	12	18	11	11	-	11	21	18	27	12	9	25
	7%	6%	5%	7%	8%	7% K	8% K	8% K	5% K	6% K	-	10% K	8%	6%	10% P	4%	4%	11% Q
VERY FAVORABLE	10	3	-	4	3	2	1	3	7	4	3	-	5	5	2	7	7	1
	2%	2% c	-	2% c	3% c	3%	1%	1%	3% L	2% l	7% l	-	2%	2%	1%	2%	3% r	-
SOMEWHAT FAVORABLE	23	6	6	5	7	2	5	7	13	11	2	3	7	17	8	16	14	5
	4%	4%	5%	3%	6%	2%	4%	3%	6%	6%	4%	2%	3%	6% m	3%	5%	6% r	2%
SOMEWHAT UNFAVORABLE	19	4	4	8	2	5	5	10	5	5	-	4	10	8	14	5	2	13
	3%	3%	3%	4%	2%	6% k	3% K	4% K	2% K	3% K	-	4% k	4%	3%	5% P	2%	1%	6% Q
VERY UNFAVORABLE	22	6	2	7	7	1	7	8	6	6	-	7	11	9	13	8	8	12
	4%	4%	2%	3%	7%	1%	5% K	3% K	3% K	3% K	-	6% fK	4%	3%	5%	2%	3%	5%
HEARD OF/NO OPINION	88	16	16	39	16	11	19	30	33	31	2	22	39	41	31	55	34	30
	15%	10%	12%	19% B	15%	14% k	13% K	13% K	14% K	16% K	4%	22% ghK	15%	14%	12%	17% o	14%	13%
NEVER HEARD OF	437	118	99	146	72	60	112	172	176	135	41	68	189	201	195	225	184	164
	73%	77%	78%	70%	68%	75%	75%	75%	73%	70%	86% hiJL	66%	72%	71%	74%	71%	74%	73%
**RATIO (FAVORABLE / UNFAVORABLE)	0.8	0.9	0.9	0.6	1.1	0.6	0.5	0.6	1.9	1.4	-	0.2	0.5	1.3	0.3	1.8	2.2	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

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Joe Hackney

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)	WILM-INGTON (G)	ALL OTHERS (H)	TRI-ANGLE (I)	SOUTH-EAST (J)	NORTH-EAST NC (K)	PIED-MONT 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	180	166	114	45	44	28	23	131	89	59	114	128	79	288	312	45	148	180	101	124	198	282	120
	100%	30%	28%	19%	7%	7%	5%	4%	22%	15%	10%	19%	21%	13%	48%	52%	8%	25%	30%	17%	21%	33%	47%	20%
**D/S (FAVORABLE - UNFAVORABLE)	21	12	7	1	-2	-1	2	3	9	4	1	2	3	2	7	14	3	6	5	2	5	1	20	-1
	3%	6% DEF	4% dEF	1%	-4%	-3%	8% EF	11% EF	7% kL	4%	2%	1%	2%	3%	2%	4%	7%	4%	3%	2%	4%	1% X	7% VX	-
TOTAL HEARD OF	188	63	41	41	9	22	3	9	53	23	22	42	32	17	106	82	5	47	65	33	38	60	92	36
	31%	35% ceG	25%	36% ceG	21%	49% CEG	12%	39% G	40% JMN	26%	36% n	37% MN	25%	21%	37% P	26%	12%	32% Q	36% Q	32% Q	30% Q	30%	33%	30%
TOTAL FAVORABLE	51	22	10	10	1	1	2	5	18	5	5	11	6	6	29	22	3	13	14	9	11	13	33	5
	8%	12% cEF	6%	9% f	3%	2%	8%	20% eF	14% JM	5%	8%	10%	5%	7%	10%	7%	7%	9%	8%	9%	9%	6%	12% vX	4%
TOTAL UNFAVORABLE	30	10	3	10	3	2	-	2	9	1	4	10	3	3	22	8	-	7	10	7	6	11	13	5
	5%	6% cG	2%	8% CG	8%	5%	-	9%	7% Jm	1%	7%	8% JM	2%	4%	8% P	3%	-	5% Q	5% Q	7% Q	5% Q	6%	5%	5%
VERY FAVORABLE	16	9	2	3	1	-	1	-	8	2	-	3	-	3	9	6	2	5	3	4	3	2	12	1
	3%	5% CFH	1%	2%	3%	-	4%	-	6% KM	2%	-	2%	-	4%	3%	2%	4%	3%	1%	4%	3%	1%	4% VX	1%
SOMEWHAT FAVORABLE	35	13	8	8	-	1	1	5	10	3	5	9	6	2	19	16	2	9	12	5	8	10	21	4
	6%	7% Ef	5% E	7% E	-	2%	4%	20% cEF	8%	3%	8%	8%	5%	3%	7%	5%	4%	6%	6%	5%	6%	5%	7%	3%
SOMEWHAT UNFAVORABLE	23	7	2	8	2	1	-	2	7	1	3	8	2	2	16	7	-	6	9	4	4	8	10	4
	4%	4% cG	1%	7% CG	5%	3%	-	9%	5%	1%	5%	7% JM	1%	3%	5% p	2%	-	4% q	5% Q	4% Q	3% Q	4%	4%	4%
VERY UNFAVORABLE	7	3	1	2	1	1	-	-	3	-	1	2	1	1	6	1	-	2	1	3	2	3	3	1
	1%	1%	1%	1%	2%	2%	-	-	2%	-	1%	1%	1%	1%	2% p	-	-	1%	1%	3% q	1%	2%	1%	1%
HEARD OF/NO OPINION	108	31	29	22	4	19	1	2	25	18	13	22	23	8	56	52	2	26	41	16	21	36	46	26
	18%	17% G	17% G	19% G	10%	42% BCDEGH	4%	10%	19% n	20%	22% n	19%	18%	10%	19%	17%	5%	18% Q	23% Q	16% Q	17% Q	18%	16%	21%
NEVER HEARD OF	412	117	125	73	36	22	25	14	78	66	38	71	97	62	182	230	40	101	115	68	87	138	190	84
	69%	65%	75% bdF	64%	79% bdF	51%	88% BDFH	61%	60%	74% I	64%	63%	75% IL	79% IkL	63%	74% O	88% RSTU	68%	64%	68%	70%	70%	67%	70%
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.2	3.4	1.1	0.4	0.4	-	2.3	2.0	4.2	1.2	1.2	2.1	1.6	1.3	2.7	-	1.8	1.5	1.2	1.8	1.1	2.5	0.9

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Joe Hackney

BANNER 2

		GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	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)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET-IRED (T)	UN-EMPL-OYED (U)
BASE=TOTAL SAMPLE	600	125	162	139	173	98	100	126	156	64	56	99	234	256	108	461	4	20	327	162	64
	100%	21%	27%	23%	29%	16%	17%	21%	26%	11%	9%	17%	39%	43%	18%	77%	1%	3%	55%	27%	11%
**D/S (FAVORABLE - UNFAVORABLE)	21	9	-2	2	12	-	2	9	11	-2	1	2	14	4	3	18	-1	1	11	8	3
	3%	7% Cd	-1%	1% C	7% CD	-	2% J	7% FgJk	7% FGJk	-2%	2% J	3%	6% N	2%	2%	4%	-21%	5%	3%	5%	4%
TOTAL HEARD OF	188	39	67	33	49	40	20	49	44	18	18	30	73	85	33	145	2	4	107	49	21
	31%	31%	41% DE	24%	28%	40% Gi	21%	39% Gi	28%	29%	31%	30%	31%	33%	30%	31%	52%	19%	33%	30%	33%
TOTAL FAVORABLE	51	11	17	7	15	10	3	17	16	2	3	10	25	16	10	39	-	1	27	14	7
	8%	9%	11%	5%	9%	10% Gj	3%	13% GJk	11% GJ	3%	5%	10%	11%	6%	10% Q	8% Q	-	5%	8%	9%	10%
TOTAL UNFAVORABLE	30	3	19	5	3	10	1	8	5	3	2	7	11	12	8	21	1	-	16	7	4
	5%	2%	12% BDE	4%	2%	11% Gi	1%	6% G	3%	5%	4%	7%	5%	5%	7% R	4% R	21%	-	5%	4%	6%
VERY FAVORABLE	16	4	5	2	4	2	-	6	6	1	-	6	5	4	3	13	-	-	8	5	2
	3%	3%	3%	2%	2%	2%	-	5% GK	4% GK	1%	-	6% n	2%	2%	3%	3% QR	-	-	2%	3%	3%
SOMEWHAT FAVORABLE	35	7	12	5	11	8	3	11	10	1	3	3	19	12	7	26	-	1	19	9	5
	6%	6%	7%	4%	6%	8% j	3%	8% gJ	7% j	2%	5%	3%	8% l	5%	7% Q	6% Q	-	5%	6%	6%	8%
SOMEWHAT UNFAVORABLE	23	1	14	5	2	7	1	5	5	3	1	5	8	10	6	16	1	-	13	5	3
	4%	1%	9% BE	4%	1%	7% g	1%	4%	3%	5%	2%	5%	3%	4%	5% R	4% R	21%	-	4%	3%	4%
VERY UNFAVORABLE	7	2	5	-	1	3	-	3	-	-	1	2	3	2	2	4	-	-	3	2	1
	1%	1%	3% De	-	1%	3% gij	-	2%	-	-	2%	2%	1%	1%	2%	1% qr	-	-	1%	1%	2%
HEARD OF/NO OPINION	108	25	31	20	32	19	17	24	22	13	13	13	38	56	14	85	1	3	63	28	11
	18%	20%	19%	14%	18%	19%	17%	19%	14%	20%	23%	13%	16%	22% l	13%	18%	30%	14%	19%	17%	16%
NEVER HEARD OF	412	86	95	106	124	59	79	77	112	45	39	70	161	171	75	316	2	16	220	113	43
	69%	69%	59%	76% C	72% C	60%	79% FH	61%	72% fh	71%	69%	70%	69%	67%	70%	69%	48%	81%	67%	70%	67%
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	3.9	0.9	1.3	5.2	1.0	2.5	2.1	3.1	0.6	1.5	1.3	2.3	1.3	1.3	1.9	-	-	1.7	2.2	1.7

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Joe Hackney

BANNER 3

		EDUCATION				PARTY AFFILIATION							PERDUE IMAGE		OBAMA APPROVAL		TEA PARTY	
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)	FAV (M)	UNFAV (N)	APP (O)	DISAP (P)	SUPP (Q)	OPP (R)
BASE=TOTAL SAMPLE	600	152	128	210	106	81	148	229	239	192	47	103	261	282	263	316	248	224
	100%	25%	21%	35%	18%	13%	25%	38%	40%	32%	8%	17%	43%	47%	44%	53%	41%	37%
**D/S (FAVORABLE - UNFAVORABLE)	21	5	1	9	6	7	6	13	-1	-1	-	8	22	-3	16	3	1	12
	3%	3%	1%	4%	5%	9%	4%	6%	-	-	-	7%	9%	-1%	6%	1%	-	5%
				c	c	IJK	IJk	IJK				IJK	N		P			Q
TOTAL HEARD OF	188	45	26	75	40	25	47	73	71	65	6	38	80	95	78	105	80	74
	31%	30%	20%	36%	38%	31%	32%	32%	29%	34%	13%	37%	31%	34%	30%	33%	32%	33%
		c		C	C	K	K	K	K	K		K						
TOTAL FAVORABLE	51	13	5	18	14	11	14	25	13	12	2	11	33	15	30	19	14	27
	8%	9%	4%	9%	13%	13%	10%	11%	6%	6%	4%	10%	13%	5%	11%	6%	6%	12%
					C	ik		IjK					N		P			Q
TOTAL UNFAVORABLE	30	8	4	10	8	4	8	12	14	12	2	3	11	18	14	16	13	15
	5%	5%	3%	5%	8%	5%	6%	5%	6%	6%	3%	3%	4%	7%	5%	5%	5%	7%
VERY FAVORABLE	16	5	-	5	6	3	7	10	2	-	2	3	11	3	9	6	5	9
	3%	3%	-	2%	5%	4%	5%	4%	1%	-	4%	3%	4%	1%	3%	2%	2%	4%
		C		C	C		IJ	IJ					N					
SOMEWHAT FAVORABLE	35	8	5	13	8	8	7	15	12	12	-	8	22	12	21	13	9	18
	6%	5%	4%	6%	8%	10%	5%	7%	5%	6%	-	7%	8%	4%	8%	4%	4%	8%
						K	K	K	K	K		K	n		p			q
SOMEWHAT UNFAVORABLE	23	6	4	7	5	4	6	10	12	12	-	1	9	13	10	13	11	11
	4%	4%	3%	3%	5%	5%	4%	4%	5%	6%	-	1%	3%	5%	4%	4%	4%	5%
						k	Kl	KL	KL	KL								
VERY UNFAVORABLE	7	2	-	3	3	-	2	2	2	1	2	2	2	5	4	3	2	4
	1%	1%	-	1%	2%	-	1%	1%	1%	-	3%	2%	1%	2%	2%	1%	1%	2%
HEARD OF/NO OPINION	108	24	16	47	19	11	24	35	43	41	3	24	36	62	34	71	53	32
	18%	16%	13%	22%	18%	13%	16%	15%	18%	21%	6%	23%	14%	22%	13%	22%	21%	14%
				C			K	K	K	K		fK		M		O	r	
NEVER HEARD OF	412	107	102	135	66	55	101	157	169	127	41	66	181	186	185	210	168	150
	69%	70%	80%	64%	62%	69%	68%	68%	71%	66%	87%	63%	69%	66%	70%	67%	68%	67%
			bDE								FGHIJL							
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	1.6	1.2	1.9	1.7	2.8	1.7	2.1	0.9	0.9	1.1	3.5	3.0	0.8	2.1	1.2	1.1	1.8

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