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		MEDIA MARKET							KEY REGIONS						GENDER		AGE					PARTY ID		
	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	400	122	115	65	36	26	22	14	97	52	38	58	91	65	192	208	48	106	115	71	59	108	119	151
	100%	31%	29%	16%	9%	6%	6%	4%	24%	13%	9%	14%	23%	16%	48%	52%	12%	27%	29%	18%	15%	27%	30%	38%
**D/S (IMPROVE EDUCATION - WEAKEN EDUCATION)	131	43	40	29	7	5	3	4	43	5	8	27	30	18	49	82	14	29	41	32	14	44	21	59
	33%	35% efG	35% fG	45% EFG	19%	18%	16%	29%	44% JKn	9%	22%	46% JKn	33% J	29% J	25%	40% O	30%	28%	35%	46% RU	24%	41% W	17%	39% W
IMPROVE EDUCATION	243	75	72	42	20	14	11	8	63	24	22	38	55	40	106	136	28	64	74	45	33	69	63	99
	61%	61%	63%	65%	56%	53%	49%	61%	65% J	47%	58%	66% j	60%	61%	55%	66% o	58%	60%	64%	63%	55%	64%	53%	66% w
WEAKEN EDUCATION	112	31	33	13	13	9	7	5	21	20	14	12	25	21	58	54	14	34	33	12	18	25	43	40
	28%	26%	28%	20%	37%	35%	34%	32%	22%	38% IL	36%	20%	27%	33%	30%	26%	28%	32% T	29% t	18%	31% t	23%	36% v	26%
DON'T KNOW	37	12	10	5	3	3	4	-	9	7	2	4	12	3	23	14	7	9	5	10	6	12	9	10
	9%	10% H	9% H	8% H	8%	12% h	17% H	-	9%	14% n	6%	7%	13% n	4%	12% p	7%	14%	8%	5%	14% S	10%	11%	7%	7%
REFUSED	9	3	-	4	-	-	-	1	4	-	-	4	-	1	5	4	-	-	3	3	3	2	4	2
	2%	3% cefg	-	7% CEFG	-	-	-	7%	4% jkm	-	-	6% jkm	-	2%	3%	2%	-	-	3% qr	5% qr	4% qr	2%	4%	1%

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		GENDER/AGE				PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			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 (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	HISP-ANIC (W)	OTHER (X)
BASE=TOTAL SAMPLE	400	83	109	113	95	56	52	51	68	79	72	70	173	131	45	159	173	141	94	140	40	317	11	16
	100%	21%	27%	28%	24%	14%	13%	13%	17%	20%	18%	18%	43%	33%	11%	40%	43%	35%	23%	35%	10%	79%	3%	4%
**D/S (IMPROVE EDUCATION - WEAKEN EDUCATION)	131	9	40	46	36	21	23	-2	23	31	28	7	62	50	-5	58	72	30	30	68	11	104	4	3
	33%	11%	36% B	41% B	38% B	38% H	44% H	-5%	34% H	39% H	39% H	9%	36% L	38% L	-11%	36% O	41% O	22%	32%	49% RS	27%	33%	37%	22%
IMPROVE EDUCATION	243	40	66	77	60	34	35	20	43	51	48	35	110	83	16	100	113	77	56	99	24	193	7	9
	61%	48%	61%	68% B	63% b	61% H	67% H	40%	63% H	65% H	67% H	49%	64% l	63% l	36%	63% O	65% O	55%	60%	70% R	60%	61%	60%	56%
WEAKEN EDUCATION	112	31	26	30	24	13	12	23	20	20	20	28	48	33	21	43	41	47	26	30	13	89	3	5
	28%	38% c	24%	27%	25%	23%	23%	44% FGjk	30%	26%	27%	40% n	28%	25%	47% PQ	27%	24%	33% T	27%	22%	33%	28%	23%	34%
DON'T KNOW	37	11	13	5	9	8	4	6	3	6	4	6	11	13	6	10	17	13	9	9	1	28	2	2
	9%	13% d	12% D	4%	10%	14% i	8%	12%	4%	7%	6%	8%	6%	10%	14%	6%	10%	10%	10%	7%	3%	9%	17%	10%
REFUSED	9	1	4	1	3	1	1	2	2	2	-	2	4	2	1	6	2	3	3	2	1	7	-	-
	2%	1%	3%	1%	3%	2%	1%	4%	3%	2%	-	3%	2%	2%	2%	4%	1%	2%	3%	1%	3%	2% WX	-	-