As a whole, would you say the state tax system is working fine for the state OR in need of reform?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-44% d	-55%	-71%	-47%	-47%	-15% BCDEF	-48%	-44%	-7% KLMN	-31% lM	-51%	-67%	-37% M	-23% PqS	-67%	-45%	-39% p	-50%	-32% Ps	-53%	-42%	-43%
WORKING FINE FOR THE STATE	23%	24% D	19%	10%	22% D	24% D	35% cDe	22%	23%	44% LM	31% M	21%	14%	26% M	36% Pqs	13%	22%	25% p	22%	28% P	19%	25%	24%
IN NEED OF REFORM	69%	68% G	75% G	81% bG	70% G	71% G	50%	71%	67%	51%	61%	72% j	81% JKlN	63%	60%	80% OqRT	68%	64%	72% t	60%	72%	67%	67%
UNDECIDED/DON'T KNOW	8%	8%	6%	10%	8%	5%	15% cf	7%	9%	5%	8%	7%	6%	11% m	4%	7%	10%	11%	5%	12% O	9%	7%	9%

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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

As a whole, would you say the state tax system is working fine for the state OR in need of reform?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-53%	-53%	-42%	-42%	-50%	-35%	-17% IJ	-50%	-61%	-45%	-46%	-48%	-50%	-45%	-11% NO	-58%	-40% q	-50%	-47%	-55%	-41%	-36% u
WORKING FINE FOR THE STATE	23%	19%	19%	27%	24%	20%	28%	37% IJ	21%	16%	24%	23%	24%	22%	22%	40% No	17%	26% Q	20%	22%	20%	25%	27%
IN NEED OF REFORM	69%	72%	72%	69%	66%	71%	63%	54%	72% H	77% H	69%	69%	72%	72% P	67% p	51%	75%	66%	70%	69%	75% W	67%	63%
UNDECIDED/DON'T KNOW	8%	8%	9%	4%	10%	9%	9%	9%	7%	7%	7%	9%	4%	6%	10%	9%	8%	7%	9%	9%	5%	8%	11%

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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

As a whole, would you say the state tax system is working fine for the state OR in need of reform?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-52%	-32% d	-52%	-46%	-41%	-40%	-47%	-30% LN	-45%	-36% LN	-56%	-38% N	-62%	-53%	-57%	-55%	-38% pQ	-47%	-32% OPQ	-50%	-41% W	-66%
WORKING FINE FOR THE STATE	23%	19%	30% d	19%	24%	27%	30%	22%	31% LN	23%	28% LN	19%	28% n	16%	20%	18%	19%	28% PQ	25%	31% oPQ	20%	25% w	15%
IN NEED OF REFORM	69%	71%	62%	72%	70%	69%	70%	69%	61%	68%	64%	75% IK	66%	78% IK	73%	75% t	74% T	66%	72%	63%	71%	66%	81% uV
UNDECIDED/DON'T KNOW	8%	10%	8%	9%	6%	4%	-	9% G	8%	10%	9%	6%	5%	7%	7%	7%	7%	5%	3%	7%	9% w	9%	4%

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As a whole, would you say the state tax system is working fine for the state OR in need of reform?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-39% eg	-29% EFG	-32% EFG	-61%	-59%	-64%	24% IJKLM	-25% KLM	-17% KLM	-61%	-56%	-63%	-20% QS	-35% QS	-30% QS	-63%	-41% qS	-70%	-45%	-48%	100% W	-100%
WORKING FINE FOR THE STATE	23%	28% eg	31% EFG	30% EFG	16%	17%	15%	56% IjKLM	33% KLM	36% KLM	17%	19%	16%	35% QS	29% QS	31% QS	15%	25% s	12%	24%	22%	100% W	-
IN NEED OF REFORM	69%	67%	61%	63%	77% CD	75% CD	79% CD	32%	58% H	54% H	77% HIJ	75% HIJ	79% HIJ	54%	64%	61%	78% NOPr	66%	82% NOPR	69%	70%	-	100% V
UNDECIDED/DON'T KNOW	8%	4%	8%	7%	7%	8%	6%	12%	9%	10%	6%	7%	5%	11%	7%	8%	6%	9%	6%	7%	8%	-	-

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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

As a whole, would you say the state tax system is working fine for the state OR in need of reform?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-62%	-52%	-16% BC	-44%	-43%	-60%	-47%	-36% J	-62%	-54%	-38% k	-45%	-51%	-44%	-60%	-5% PR	-23% P	-59%	-54%	-17% STVw	-43%	-35% sT
WORKING FINE FOR THE STATE	23%	16%	20%	38% BC	24% G	26% G	12%	23% J	29% J	10%	19%	29% k	21%	22%	23%	17%	44% Pr	29% p	19%	19%	40% STvw	24%	24%
IN NEED OF REFORM	69%	78% D	72% D	55%	68%	68%	72%	71%	65%	72%	73%	66%	66%	73%	68%	77% QR	49%	52%	77% UW	73% UW	56%	68%	59%
UNDECIDED/DON'T KNOW	8%	6%	7%	7%	8%	6%	15% eF	6%	7%	18% HI	7%	5%	13% kL	4%	9% N	6%	7%	19% PQ	4%	8%	4%	8%	17% STUv

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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

As a whole, would you say the state tax system is working fine for the state OR in need of reform?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (WORKING FINE - IN NEED OF REFORM)	-46%	-22% CDE	-48%	-58%	-63%	-36% G	-55%	-59%
WORKING FINE FOR THE STATE	23%	33% CDE	22%	18%	13%	26%	20%	18%
IN NEED OF REFORM	69%	55%	70% B	76% B	75% B	62%	75% F	78% F
UNDECIDED/DON'T KNOW	8%	11% d	8%	6%	12%	11% GH	5%	4%

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Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
PERSONAL INCOME TAXES	41% (1)	34% (1)	48% (1) bG	56% (1) BEfG	40% (1)	43% (1) g	29% (2)	41% (1)	40% (1)	53% (1)	38% (1)	43% (1)	37% (1)	39% (1)	49% (1) q	43% (1)	35% (1)	35% (2)	37% (1)	44% (1)	50% (1) V	33% (2)	42% (1)
BUSINESS AND CORPORATE TAXES	30% (2)	32% (2)	30% (2)	30% (2)	32% (2)	27% (2)	31% (1)	31% (2)	30% (2)	24% (2)	37% (2)	32% (2)	34% (2)	27% (2)	27% (2)	30% (2)	34% (2) T	40% (1) T	35% (2) T	20% (3)	24% (2)	34% (1) U	32% (2)
SALES TAXES	19% (3)	14% (3)	19% (3)	12% (3)	22% (3)	22% (3) d	24% (3) d	17% (3)	21% (3)	17% (3)	16% (3)	18% (3)	22% (3)	19% (3)	16% (3)	17% (3)	15% (3)	17% (3)	23% (3)	24% (2)	16% (3)	23% (3) u	16% (3)
UNDECIDED/DON'T KNOW	9%	18% CDEF	3%	2%	6%	8% D	15% CDe	11%	8%	6%	8%	6%	7%	14% Lm	8%	9%	16% RS	6%	5%	11%	9%	10%	7%
REFUSED	1%	2%	1%	-	-	1%	1%	-	1%	-	1%	1%	-	1%	-	-	1%	2%	-	1%	-	-	2%

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From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
PERSONAL INCOME TAXES	41% (1)	51% (1) DE	49% (1) DE	31% (2)	34% (1)	41% (1)	43% (1)	29% (2)	42% (1) h	45% (1) H	31% (1)	42% (1) K	69% (1) k	44% (1)	37% (1)	43% (1)	50% (1) R	35% (1)	41% (1)	43% (1)	43% (1)	40% (1)	35% (2)
BUSINESS AND CORPORATE TAXES	30% (2)	24% (2)	24% (2)	36% (1) bc	33% (2)	33% (2)	32% (2)	41% (1) Ij	28% (2)	29% (2)	29% (3)	31% (2)	24% (2)	32% (2) P	31% (2) P	14% (3)	26% (2)	33% (2)	32% (2)	21% (3)	28% (2)	35% (2) T	39% (1) T
SALES TAXES	19% (3)	15% (3)	17% (3)	18% (3)	26% (3) b	17% (3)	16% (3)	22% (3)	21% (3)	15% (3)	31% (2) LM	16% (3)	6% (3)	15% (3)	21% (3) n	32% (2) n	17% (3)	22% (3)	16% (3)	26% (2) VW	22% (3) Vw	13% (3)	13% (3)
UNDECIDED/DON'T KNOW	9%	9%	10%	14%	7%	9%	6%	6%	9%	9%	9%	10%	2%	9%	11%	11%	7%	10%	10%	10%	7%	10%	12%
REFUSED	1%	1%	-	-	1%	1%	4%	1%	1%	1%	-	1% KM	-	1%	1%	1%	1%	-	1%	-	-	2%	2%

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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

From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
PERSONAL INCOME TAXES	41% (1)	30% (1)	43% (1) b	41% (1)	37% (2)	51% (1) B	30% (2)	41% (1)	32% (2)	31% (2)	32% (2)	50% (1) IJK	51% (1) IJK	50% (1) IJK	48% (1) RST	48% (1) RST	48% (1) RST	33% (2)	33% (2)	33% (2)	45% (1)	44% (1)	45% (1)
BUSINESS AND CORPORATE TAXES	30% (2)	27% (3)	33% (2)	35% (2)	41% (1) F	24% (2)	40% (1)	30% (2)	38% (1) LmN	35% (1)	36% (1) LmN	25% (2)	24% (2)	25% (2)	30% (2)	24% (2)	27% (2)	40% (1) oPQ	46% (1) OPQ	36% (1) p	27% (2)	29% (2)	30% (2)
SALES TAXES	19% (3)	30% (2) deF	18% (3)	16% (3)	16% (3)	13% (3)	23% (3)	19% (3)	22% (3)	24% (3)	23% (3) LN	15% (3)	15% (3)	15% (3)	14% (3)	21% (3)	18% (3)	17% (3)	13% (3)	20% (3)	19% (3)	17% (3)	19% (3)
UNDECIDED/DON'T KNOW	9%	12%	5%	7%	5%	10%	8%	9%	8%	7%	8%	9%	10%	9%	7%	6%	7%	8%	7%	9%	9%	9%	5%
REFUSED	1%	1%	-	1%	1%	3%	-	1% G	-	2%	1%	1%	-	1%	1%	-	1%	2%	1%	2%	-	2%	1%

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From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
PERSONAL INCOME TAXES	41% (1)	24% (2)	37% (1) b	33% (2)	46% (1) BcD	47% (1) BD	44% (1) Bd	16% (3)	32% (2) h	29% (2)	47% (1) HIJ	46% (1) HiJ	48% (1) HIJ	28% (3)	34% (2)	32% (2)	46% (1) NOPR	30% (2)	51% (1) NOPR	45% (1)	38% (1)	28% (2)	46% (1) V
BUSINESS AND CORPORATE TAXES	30% (2)	49% (1) CEFG	32% (2)	37% (1) e	29% (2)	30% (2)	28% (2)	38% (1)	42% (1) KlM	41% (1) KlM	26% (2)	29% (2)	25% (2)	34% (1)	41% (1) QS	39% (1) QS	27% (2)	38% (1) s	24% (2)	24% (2)	35% (2) T	27% (3)	32% (2)
SALES TAXES	19% (3)	19% (3)	21% (3)	20% (3)	18% (3)	18% (3)	18% (3)	33% (2) km	19% (3)	21% (3)	17% (3)	17% (3)	17% (3)	30% (2) oqS	16% (3)	20% (3)	17% (3)	23% (3)	15% (3)	20% (3)	18% (3)	32% (1) W	15% (3)
UNDECIDED/DON'T KNOW	9%	7%	11%	9%	6%	5%	7%	13%	7%	8%	9%	8%	9%	8%	9%	9%	9%	6%	10%	10%	8%	11%	6%
REFUSED	1%	2%	-	1%	1%	-	2%	-	1%	1%	1%	-	1%	-	-	-	1%	3%	1%	1%	1%	2%	1%

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From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
PERSONAL INCOME TAXES	41% (1)	100% CD	-	-	48% (1) FG	37% (1)	32% (1)	48% (1) I	29% (2)	38% (1)	49% (1) M	41% (1) m	31% (2)	42% (1)	41% (1)	43% (1) Q	31% (2)	43% (1)	48% (1) W	41% (1) W	33% (2)	53% (1) tUW	29% (1)
BUSINESS AND CORPORATE TAXES	30% (2)	-	100% BD	-	24% (2)	37% (2) E	29% (2)	25% (2)	42% (1) HJ	26% (2)	31% (2)	28% (2)	33% (1)	26% (2)	32% (2)	31% (2)	31% (1)	25% (2)	27% (2)	33% (2)	36% (1)	23% (2)	28% (2)
SALES TAXES	19% (3)	-	-	100% BC	21% (3)	16% (3)	21% (3)	19% (3)	21% (3)	15% (3)	16% (3)	21% (3)	21% (3)	21% (3)	18% (3)	19% (3)	23% (3)	16% (3)	19% (3)	18% (3)	27% (3)	17% (3)	20% (3)
UNDECIDED/DON'T KNOW	9%	-	-	-	6%	9%	17% Ef	7%	8%	19% HI	4%	10% K	13% K	10%	9%	7%	14% p	14%	6%	7%	4%	5%	22% STUV
REFUSED	1%	-	-	-	1%	1%	1%	-	1%	2%	-	1%	2%	2%	1%	1%	1%	2%	-	1%	-	1%	1%

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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

From a personal perspective, what part of the North Carolina tax code do you feel needs the most reform?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
PERSONAL INCOME TAXES	41% (1)	33% (2)	39% (1)	47% (1) B	34% (1)	38% (1)	45% (1)	44% (1)
BUSINESS AND CORPORATE TAXES	30% (2)	38% (1) D	31% (2)	25% (2)	32% (2)	32% (2)	27% (2)	29% (2)
SALES TAXES	19% (3)	18% (3)	22% (3)	18% (3)	21% (3)	19% (3)	21% (3)	12% (3)
UNDECIDED/DON'T KNOW	9%	10%	8%	9%	12%	10%	7%	13%
REFUSED	1%	1%	1%	-	1%	1%	-	2%

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In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-56%	-59%	-66%	-57%	-44%	-58%	-68%	-44% H	-27% LN	-46%	-63%	-48%	-64%	-49% p	-80%	-72%	-31% PQt	-45% Pq	-52% p	-78%	-41% U	-49% U
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	10%	12%	8%	12%	20% BDG	7%	8%	16% H	31% LN	15% n	10%	16% N	6%	15% pQ	5%	3%	22% PQt	17% PQ	11% q	4%	17% U	15% U
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	66%	72%	74%	69%	63%	66%	76% I	60%	58%	61%	73%	64%	70%	64%	85% ORST	75% RSt	54%	61%	63%	82% VW	58%	64%
UNSURE/UNDECIDED/ DON'T KNOW	20%	23%	16%	17%	18%	17%	27%	16%	23% h	11%	24%	17%	19%	24% j	20% p	9%	21% P	24% P	22% P	26% P	13%	24% U	20%
REFUSED	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	-	1%	-	-	1%	-	-	-

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In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-89%	-66%	-55% B	-32% BCDf	-53% B	-43% B	-24% IJ	-58%	-72%	-46%	-56%	-78%	-52%	-66%	-45%	-77%	-42% Q	-54% Q	-56%	-58%	-55%	-52%
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	2%	7% b	11% B	22% BCD	14% B	17% B	25% IJ	10%	7%	15%	12%	9%	12%	8%	20% o	6%	17% Q	11% q	13%	11%	11%	13%
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	90% CDEFG	73% E	66% e	53%	67% e	60%	49%	68% H	80% HI	61%	68%	87% k	64%	73% N	65%	83% RS	59%	65%	70%	69%	66%	65%
UNSURE/UNDECIDED/ DON'T KNOW	20%	8%	20% B	23% B	25% B	18% b	23% b	25% J	22% J	13%	24% M	20% M	3%	24%	19%	13%	11%	24% Q	23% Q	17%	19%	22%	22%
REFUSED	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-

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In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-39% ce	-66%	-59%	-70%	-46%	-81%	-54%	-37% LN	-34% LmN	-36% LmN	-75%	-60%	-80%	-77%	-66%	-71%	-35% OPQ	-39% OpQ	-32% OPQ	-59%	-40% UW	-76%
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	14%	10%	13%	7%	15%	2%	13% G	19% LMN	19% LmN	19% LMN	6%	9%	5%	5%	11% o	8%	18% OQ	17% O	19% OQ	12%	17% W	7%
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	52%	76% Bf	72% B	77% Bf	61%	83% H	67%	56%	53%	55%	81% IJKm	69% ijK	85% IJKM	82% RST	77% RST	80% RST	53%	56%	52%	71% V	57%	82% UV
UNSURE/UNDECIDED/ DON'T KNOW	20%	33% CDE	14%	15%	16%	23%	14%	20%	25% LN	27% LN	26% LN	13%	22% N	10%	13%	12%	12%	28% OPQ	27% OPQ	28% OPQ	17%	25% uW	11%
REFUSED	-	1%	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-

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In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-29% EFG	-44% EFG	-39% EFG	-80%	-77%	-84%	-20% iKLM	-41% KM	-38% KM	-68%	-51% M	-77%	-32% QS	-51% QS	-44% QS	-75%	-58%	-80%	-63%	-49%	-41% W	-61%
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	23% EFG	16% EFG	18% EFG	5%	5%	4%	32% iKlM	14% M	17% KM	9%	13%	6%	23% QS	17% QS	19% QS	8%	13%	6%	12%	14%	17%	11%
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	52%	60%	58%	85% BCD	82% BCD	88% BCD	52%	55%	55%	77% HIJL	64%	84% HIJkL	54%	68%	64%	83% NOPr	71%	87% NOPR	75% U	62%	58%	72% V
UNSURE/UNDECIDED/ DON'T KNOW	20%	24% EfG	23% EFG	23% EFG	10%	13%	7%	16%	30% hKM	28% KM	15%	23% kM	10%	22% QS	15% s	17% QS	9%	16%	7%	12%	24% T	25% w	17%
REFUSED	-	1%	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-

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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

In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-60%	-53%	-54%	-57%	-55%	-52%	-67%	-41% H	-40% H	-68%	-52%	-47% K	-61%	-54%	-67%	-28% P	-31% P	-58%	-70%	-48%	-60%	-28% STV
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	12%	12%	16%	14% G	13% G	6%	10%	18% Hj	10%	11%	16%	10%	11%	13%	9%	24% P	15%	13%	8%	21% T	13%	14%
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	72%	65%	70%	71% G	69% g	58%	77% IJ	59%	50%	79% LM	68% m	57%	72%	67%	76% QR	52%	46%	71% W	78% W	69% W	73% W	42%
UNSURE/UNDECIDED/ DON'T KNOW	20%	16%	23% d	14%	15%	18%	37% EF	12%	22% H	40% HI	10%	17%	32% KL	16%	20%	15%	24% p	38% Pq	16%	14%	10%	14%	44% STUV
REFUSED	-	-	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	1%	1%	-	-	-	-	-

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In your opinion, do you believe that states with higher taxes or lower taxes are more economically competitive?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (HIGHER TAXES - LOWER TAXES)	-55%	-34% CD	-54%	-72%	-34% D	-51%	-65%	-44%
STATES WITH HIGHER TAXES ARE MORE COMPETITIVE	12%	20% cD	12%	8%	11%	15% G	8%	12%
STATES WITH LOWER TAXES ARE MORE COMPETITIVE	68%	54%	67% BE	80% BCE	46%	66%	73% H	56%
UNSURE/UNDECIDED/ DON'T KNOW	20%	25% D	21% d	13%	42% bCD	18%	19%	32% fg
REFUSED	-	-	-	-	1%	-	-	-

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Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (MORE LIKELY - LESS LIKELY)	64%	61%	57%	85% BCEFG	66%	68% g	55%	73% I	56%	72%	62%	79% KMN	62%	59%	75% qST	81% QRST	62%	64%	59%	59%	77% VW	63% W	48%
MORE LIKELY	73%	67%	71%	89% BCEFG	76% g	77% g	63%	80% I	67%	82% n	70%	84% KMN	71%	67%	81% sT	85% QrST	72%	72%	70%	63%	81% VW	72%	65%
LESS LIKELY	9%	6%	14% D	3%	10% d	9% d	9%	7%	11%	10%	8%	5%	9%	8%	6%	4%	10%	8%	11% pt	5%	4%	9% u	17% Uv
UNSURE	13%	21% CDeF	10%	6%	12%	9%	21% cDF	11%	16%	8%	16%	9%	14%	20% jL	12%	9%	14%	12%	14%	25% OPqRs	12%	14%	15%
UNDECIDED/DON'T KNOW	4%	5%	3%	2%	2%	3%	8% e	2%	5% h	-	3%	2%	6% Jl	5% Jl	-	2%	4% o	6% o	5% O	7% O	3%	5%	3%
REFUSED	-	-	1%	-	-	1%	-	-	1%	-	3%	-	-	-	-	-	-	3%	-	-	-	1%	-

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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

Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (MORE LIKELY - LESS LIKELY)	64%	88% CDEFG	63% G	57% G	67% G	72% dG	20%	44%	56% h	81% HI	70% M	67% M	2%	72% O	63%	64%	83% RS	52%	61%	63%	71% Vw	60%	60%
MORE LIKELY	73%	89% CDEfG	71% g	72% g	72% G	77% G	51%	56%	70% H	84% HI	77% m	74%	42%	79% O	70%	75%	86% RS	65%	71%	74%	76%	71%	69%
LESS LIKELY	9%	1%	8% B	15% BEf	4% b	6% b	31% BCEF	12% J	15% J	3%	7%	8%	40%	7%	7%	11%	3%	13% Q	10% Q	11%	5%	11% u	9%
UNSURE	13%	8%	16% b	11%	16% b	16%	14%	23% IJ	12%	10%	13%	13%	17%	11%	17% N	12%	8%	17% Q	14% q	11%	17%	13%	14%
UNDECIDED/DON'T KNOW	4%	2%	4%	3%	6% F	1%	5%	7%	3%	2%	3%	4%	2%	3%	5%	2%	4%	4%	4%	4%	2%	4%	7% u
REFUSED	-	-	-	-	2%	-	-	2%	-	-	-	1% km	-	-	-	-	-	1%	1%	-	-	1%	2%

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Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (MORE LIKELY - LESS LIKELY)	64%	56%	75% BD	61%	71% b	70%	66%	64%	53%	46%	50%	79% IJK	76% IJK	80% IJK	80% RST	73% RT	76% RST	45% t	62% RT	35%	72% V	55%	78% V
MORE LIKELY	73%	67%	80% b	70%	79%	81% b	72%	73%	64%	61%	63%	83% IJK	79% IJK	85% IJK	84% RST	83% RsT	83% RST	59%	69% T	53%	77% V	65%	84% V
LESS LIKELY	9%	11%	5%	9%	8%	11%	6%	9%	11% LMn	15% LMN	13% LMN	5%	3%	5%	5%	10%	8%	14% Oq	7%	18% OQS	4%	11% U	6%
UNSURE	13%	18% f	12%	15% f	12%	6%	18%	13%	20% LmN	16%	18% LN	9%	11%	9%	9%	6%	7%	20% OPQ	23% OPQ	18% OPQ	15% w	18% W	8%
UNDECIDED/DON'T KNOW	4%	2%	2%	6% e	1%	2%	4%	4%	4% n	6%	5% N	3%	7% n	1%	2%	1%	2%	6% PQS	1%	9% OPQS	4%	5%	3%
REFUSED	-	2%	1%	-	-	-	-	1%	-	2%	1%	-	-	-	-	-	-	1%	-	2%	-	2%	-

CIVITAS INSTITUTE

Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (MORE LIKELY - LESS LIKELY)	64%	49%	61%	57%	85% BCD	88% BCD	82% BCD	47%	48%	47%	70% HIJL	56%	77% HIJkL	44%	54%	51%	76% NOP	79% NOP	75% NOP	82% U	49%	67%	64%
MORE LIKELY	73%	61%	72%	68%	87% BCD	90% BCD	84% BCD	61%	60%	60%	78% hIJ	71% j	82% HIJl	62%	65%	64%	80% NOP	80% NoP	80% NOP	85% U	63%	74%	74%
LESS LIKELY	9%	12% EFG	11% EFG	11% EFG	2%	2%	2%	13%	12% M	12% M	8%	15% M	5%	17% QRS	12% QRs	14% QRS	4%	2%	5%	3%	14% T	7%	10%
UNSURE	13%	22% EFg	13% f	16% EF	9%	7%	11%	11%	24% hKLM	22% KLM	11%	10%	11%	14%	19%	18%	12%	14%	11%	9%	17% T	14%	13%
UNDECIDED/DON'T KNOW	4%	5%	4%	4% f	2%	1%	3%	14% m	3%	5%	3%	4%	2%	7%	4%	5%	3%	4%	3%	3%	5%	5%	3%
REFUSED	-	-	1%	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-	1%	-	1%

CIVITAS INSTITUTE

Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (MORE LIKELY - LESS LIKELY)	64%	67%	61%	71% c	70% F	59%	60%	74% IJ	51%	55%	77% LM	59%	54%	65%	64%	70% QR	51%	52%	48% w	82% SUW	64% sW	82% SUW	33%
MORE LIKELY	73%	77%	71%	77%	80% FG	70%	65%	82% IJ	64%	61%	84% LM	73% M	62%	75%	73%	78% QR	64%	61%	66% W	85% SW	74% W	88% SuW	48%
LESS LIKELY	9%	10%	11%	6%	10%	10%	6%	8%	13% hj	6%	6%	14% Km	8%	10%	9%	8%	13%	10%	18% TV	3%	10%	6%	15% Tv
UNSURE	13%	9%	16% b	12%	9%	14%	23% Ef	9%	17% H	23% H	9%	9%	22% KL	14%	13%	11%	18%	20%	15% V	9% v	13% v	3%	28% STUV
UNDECIDED/DON'T KNOW	4%	2%	3%	5%	2%	5% E	6%	2%	5% h	9% H	1%	3%	8% KL	2%	4% n	3%	3%	9%	2%	3%	3%	2%	9% STuV
REFUSED	-	1%	-	-	-	1%	-	-	1%	1%	-	1%	-	-	1%	-	2%	-	-	-	-	2%	-

CIVITAS INSTITUTE

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

Currently, North Carolina charges a 6.9 percent income tax on corporations. Do you feel that businesses would be more or less likely to move to North Carolina if the corporate tax rate was lowered?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (MORE LIKELY - LESS LIKELY)	64%	44%	70% Be	74% BE	52%	58%	74% F	61%
MORE LIKELY	73%	59%	78% B	80% Be	65%	70%	80% FH	63%
LESS LIKELY	9%	15% cD	7%	6%	14%	12% GH	6% h	2%
UNSURE	13%	18% c	10%	12%	11%	14%	12%	16%
UNDECIDED/DON'T KNOW	4%	6% D	4%	1%	10%	4%	2%	16% FG
REFUSED	-	2%	-	-	-	-	-	3%

CIVITAS INSTITUTE

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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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (FAVOR - OPPOSE)	25%	12%	32% B	46% BEFG	28% B	21% b	24% b	25%	25%	45% lN	29% N	26% N	27% N	9%	37% QT	28% QT	7%	26% QT	27% QT	13%	53% VW	4%	23% V
TOTAL FAVOR	55%	48%	57%	65% B	58%	52%	54%	55%	54%	66% n	54%	57% n	55%	47%	61% t	57%	48%	55%	54%	46%	68% VW	44%	55% v
TOTAL OPPOSE	30%	36% D	26%	19%	30%	31% d	30%	31%	29%	21%	25%	30%	28%	37% jkm	23%	29%	41% Os	29%	27%	33%	15%	39% U	32% U
STRONGLY FAVOR	24%	15%	24%	33% B	24% b	26% B	28% B	26%	21%	24%	21%	22%	26%	22%	27%	27% t	26%	18%	23%	17%	34% V	15%	25% v
SOMEWHAT FAVOR	31%	33%	33%	32%	34%	26%	26%	29%	32%	42%	32%	35% n	29%	24%	34%	30%	21%	37% Q	32%	29%	34%	29%	30%
SOMEWHAT OPPOSE	11%	13%	9%	10%	11%	10%	11%	10%	12%	11%	5%	14% K	9%	13% K	6%	12%	11%	12%	11%	14% o	9%	13%	9%
STRONGLY OPPOSE	19%	23% D	16%	9%	19% d	21% D	19%	21%	17%	9%	20%	16%	19%	25% Jl	18%	17%	30% oPrS	18%	16%	19%	7%	26% U	23% U
UNDECIDED/DON'T KNOW	16%	17%	17%	16%	12%	17%	16%	14%	17%	13%	22%	13%	18%	16%	16%	14%	12%	16%	19%	20%	16%	17%	13%
REFUSED	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-

CIVITAS INSTITUTE

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BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (FAVOR - OPPOSE)	25%	61% CDEFG	42% DEF	-8%	12% D	15% D	32% DEf	-15%	16% H	51% HI	4%	28% K	62% Kl	28% O	14%	40% O	61% RS	-	21% R	30% W	34% VW	23% W	4%
TOTAL FAVOR	55%	73% DEF	63% DE	40%	46%	51%	59% d	35%	49% H	69% HI	42%	57% K	72%	56%	50%	62%	74% RS	41%	53% R	56%	60% W	52%	45%
TOTAL OPPOSE	30%	11%	20% b	47% BCeG	35% BC	37% BC	27% b	50% IJ	33% J	18%	39% lM	28%	10%	28%	36% np	22%	13%	41% Qs	32% Q	27%	27%	29%	41% TUv
STRONGLY FAVOR	24%	41% CDEF	26% dE	16%	15%	19%	32% e	10%	22% H	32% HI	13%	25% K	58% Kl	23%	23%	25%	35% RS	16%	22%	26%	25%	21%	21%
SOMEWHAT FAVOR	31%	32%	37% d	24%	32%	32%	27%	25%	27%	37% HI	30%	32%	14%	34%	27%	37%	39% R	25%	31%	31%	35% W	31%	23%
SOMEWHAT OPPOSE	11%	7%	10%	12%	14% b	10%	8%	12%	13%	9%	16%	10%	7%	11%	11%	14%	8%	13%	11%	15% v	12%	8%	8%
STRONGLY OPPOSE	19%	4%	10% b	36% BCEg	20% BC	27% BC	19% b	38% IJ	21% J	9%	23% M	19% M	3%	17%	24% nP	8%	6%	28% Q	20% Q	12%	14%	22% T	33% TUv
UNDECIDED/DON'T KNOW	16%	16%	17%	13%	19%	12%	14%	15%	18%	13%	19%	15%	18%	16%	14%	16%	13%	18%	16%	17%	13%	19%	15%
REFUSED	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIVITAS INSTITUTE

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

The state Senate recently released details of a tax reform proposal. The main details of the plan include: lowering the state personal income tax to a flat rate of 5.25 percent, eliminating the corporate tax, and applying the state sales tax to several items currently exempt while keeping the sales tax rate unchanged. The plan would also completely exempt food purchases from the sales tax. Do you favor or oppose the state Senate's tax reform plan?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (FAVOR - OPPOSE)	25%	1%	33% BDE	19% Be	9% B	25% BE	12%	26% g	-8%	10% IK	-1% I	52% IJK	46% IJK	54% IJK	66% PQRST	34% RST	49% PRST	-16%	-2% RT	-26%	32% V	7%	40% V
TOTAL FAVOR	55%	39%	59% B	52%	47%	58% B	49%	55%	37%	47%	41%	69% IJK	66% IJK	70% IJK	76% PRST	63% RST	69% RST	34%	41%	29%	60% V	43%	61% V
TOTAL OPPOSE	30%	38%	26%	33%	38%	33%	37%	29%	45% LMN	37% LMN	42% LMN	17%	20%	16%	9%	29% Oq	20% O	50% OPQ	43% OpQ	55% OPQ	27%	36% uW	21%
STRONGLY FAVOR	24%	17%	25%	19%	26%	24%	17%	24%	12%	20%	15%	34% IJK	33% IK	34% IJK	43% pRST	32% RST	37% RST	7%	9%	7%	24% V	13%	30% V
SOMEWHAT FAVOR	31%	22%	33% e	33%	21%	34%	32%	31%	26%	27%	26%	36% IK	33%	36% IK	33% t	31%	32% t	26%	32%	23%	36%	29%	32%
SOMEWHAT OPPOSE	11%	19%	14%	11%	11%	10%	16%	10%	13%	10%	12%	9%	9%	9%	4%	16% O	11% O	11% O	14% O	9%	15%	12%	10%
STRONGLY OPPOSE	19%	19%	12%	22% c	27% C	23% c	21%	19%	32% LMN	27% LMN	30% LMN	8%	11%	8%	5%	13% o	9%	39% OPQ	29% OPQ	46% OPQS	13%	24% UW	11%
UNDECIDED/DON'T KNOW	16%	24% F	15%	15%	15%	9%	14%	16%	18%	16%	17%	13%	14%	13%	15%	8%	11%	16% p	16%	16%	13%	21% U	18%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

CIVITAS INSTITUTE

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BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (FAVOR - OPPOSE)	25%	-25%	6% BD	-3% B	59% BCD	51% BCD	66% BCDF	11% IJ	-14%	-10%	42% HIJl	30% HIJ	49% HIJL	-16%	-9%	-11%	49% NOPR	29% NOP	55% NOPR	54% U	3%	18%	28% V
TOTAL FAVOR	55%	29%	46% B	41% b	73% BCD	69% BCD	77% BCD	49%	33%	35%	65% IJ	59% IJ	69% hIJ	36%	38%	37%	69% NOPr	54% nop	73% NOPR	70% U	43%	55%	56%
TOTAL OPPOSE	30%	54% cEFG	40% EFG	44% EFG	14%	18%	10%	38% m	47% KLM	45% KLM	23%	29%	20%	52% QRS	47% QRS	49% QRS	19%	25%	18%	16%	40% T	37% w	28%
STRONGLY FAVOR	24%	14%	18%	17%	32% BCD	32% BCD	31% BCD	26% i	10%	13%	31% IJ	25% IJ	34% IJ	16%	10%	12%	35% NOPr	23% o	38% NOPR	31% U	20%	22%	25%
SOMEWHAT FAVOR	31%	15%	28% B	24% b	41% BCD	37% BD	45% BCD	23%	22%	23%	34% IJ	34% j	35% IJ	20%	28%	26%	34% N	32%	34% Np	39% U	24%	33%	31%
SOMEWHAT OPPOSE	11%	14% eG	12% EG	13% EG	6% g	9% G	2%	10%	12%	12%	10%	14%	8%	11%	13%	13%	8%	11%	7%	9%	11%	7%	12% v
STRONGLY OPPOSE	19%	40% cEFG	28% EFG	32% EFG	9%	8%	9%	28% m	34% KLM	33% KLM	13%	15%	12%	41% QRS	34% QRS	36% QRS	11%	14%	10%	7%	28% T	31% W	16%
UNDECIDED/DON'T KNOW	16%	17%	14%	15%	13%	13%	13%	13%	21% KM	19% KM	11%	12%	11%	12%	14%	14%	12%	21% s	9%	13%	17%	7%	16% V
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (FAVOR - OPPOSE)	25%	44% CD	5%	22% C	48% FG	4%	19% F	100% IJ	-100%	- I	61% LM	9%	6%	14%	29% N	39% QR	-34%	22% Q	21% UW	42% SUW	5% W	42% SUW	-1%
TOTAL FAVOR	55%	64% C	46%	55%	70% FG	49% G	31%	100% IJ	-	-	77% LM	50% M	37%	52%	56%	62% QR	28%	47% Q	50% W	66% SUW	50% W	64% W	32%
TOTAL OPPOSE	30%	21%	41% B	32% B	22% G	45% EG	12%	-	100% HJ	-	16%	42% Km	31% K	37% O	27%	23%	62% PR	25%	30%	24%	46% sTV	22%	33%
STRONGLY FAVOR	24%	32% CD	21%	17%	29% G	24% G	11%	44% IJ	-	-	35% LM	20%	17%	16%	26% N	28% Q	7%	20% Q	24%	27% W	23%	32% W	14%
SOMEWHAT FAVOR	31%	32%	25%	38% C	40% FG	26%	19%	56% IJ	-	-	42% LM	31% M	19%	35%	30%	34% Q	22%	27%	27%	39% suW	27%	33% W	18%
SOMEWHAT OPPOSE	11%	11%	11%	13%	9%	14%	8%	-	36% HJ	-	11%	12%	10%	14%	10%	9%	18% Pr	9%	14%	9%	9%	10%	12%
STRONGLY OPPOSE	19%	9%	30% BD	19% B	13% G	31% EG	4%	-	64% HJ	-	5%	30% Km	20% K	24%	17%	14%	44% PR	16%	16%	15%	36% STVw	12%	21%
UNDECIDED/DON'T KNOW	16%	15%	13%	13%	9%	5%	57% EF	-	-	100% HI	8%	8%	32% KL	11%	17% n	15%	10%	28% PQ	20% TU	9%	4%	14% u	35% STUV
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-

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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

The state Senate recently released details of a tax reform proposal. The main details of the plan include: lowering the state personal income tax to a flat rate of 5.25 percent, eliminating the corporate tax, and applying the state sales tax to several items currently exempt while keeping the sales tax rate unchanged. The plan would also completely exempt food purchases from the sales tax. Do you favor or oppose the state Senate's tax reform plan?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (FAVOR - OPPOSE)	25%	-14%	28% BE	52% BCE	-11%	9%	48% FH	14%
TOTAL FAVOR	55%	36%	54% BE	69% BCE	33%	47%	67% FH	43%
TOTAL OPPOSE	30%	50% CD	25% d	17%	44% cD	37% G	19%	29%
STRONGLY FAVOR	24%	9%	22% Be	36% BCE	10%	21%	30% FH	14%
SOMEWHAT FAVOR	31%	27%	31%	34%	23%	26%	37% F	28%
SOMEWHAT OPPOSE	11%	11%	15% D	7%	21% d	12%	9%	9%
STRONGLY OPPOSE	19%	39% CDe	10%	11%	23%	25% G	10%	21% g
UNDECIDED/DON'T KNOW	16%	14%	20%	13%	23%	16%	14%	28% fG
REFUSED	-	-	-	-	-	-	-	-

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Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

The state House has also developed a tax reform plan. Their plan would lower the state personal income tax to a flat rate of just under 6 percent, lower the corporate tax rate, and lower the sales tax rate to just over six and a half percent, while expanding some, but not all, sales taxes on goods and services. The current local 2 percent tax on food purchases would remain intact. Do you favor or oppose the House's tax reform plan?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (FAVOR - OPPOSE)	1%	-1% Eg	10% BEFG	15% BEFG	-7%	- EG	-8%	-1%	2% H	1% L	-1%	-3%	1% KL	- L	-6%	- oT	6% OPrST	1% OT	- OT	-5%	7% V	-8%	7% V
TOTAL FAVOR	42%	41%	50% e	46%	36%	42%	36%	42%	42%	43%	36%	42%	45%	40%	38%	43%	46%	39%	44%	36%	44%	37%	46%
TOTAL OPPOSE	41%	42%	40%	31%	43%	42%	43%	43%	40%	41%	37%	45%	43%	40%	45%	43%	40%	38%	43%	40%	37%	45%	39%
STRONGLY FAVOR	12%	9%	19% be	16%	8%	12%	10%	11%	13%	5%	6%	12%	17% jKN	8%	7%	17% oT	9%	9%	12%	7%	13%	9%	16% v
SOMEWHAT FAVOR	30%	33%	31%	30%	28%	30%	25%	31%	29%	37%	31%	30%	28%	32%	31%	26%	37%	30%	32%	29%	32%	28%	30%
SOMEWHAT OPPOSE	19%	15%	21%	18%	19%	20%	20%	17%	20%	11%	19%	23% n	20%	15%	12%	22%	16%	24%	22%	14%	22% w	19%	14%
STRONGLY OPPOSE	22%	27% D	19%	13%	24% d	22%	24%	26%	20%	30%	18%	22%	23%	25%	32% R	21%	24%	14%	22%	26% r	15%	27% U	25% u
UNDECIDED/DON'T KNOW	17%	17%	10%	23% c	21% c	16%	21%	16%	19%	16%	26% LM	13%	12%	19% m	17%	14%	14%	23%	13%	23% s	18%	18%	15%
REFUSED	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-
SENATE - HOUSE	13%	6%	7%	19% Bc	22% BCF	10%	18% Bc	14%	12%	23% n	17% N	15% N	10%	6%	22% QsT	14% Q	2%	16% Q	10% Q	10% Q	24% VW	7%	9%

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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

The state House has also developed a tax reform plan. Their plan would lower the state personal income tax to a flat rate of just under 6 percent, lower the corporate tax rate, and lower the sales tax rate to just over six and a half percent, while expanding some, but not all, sales taxes on goods and services. The current local 2 percent tax on food purchases would remain intact. Do you favor or oppose the House's tax reform plan?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (FAVOR - OPPOSE)	1%	1% DEF	14% BDEF	-4% E	-11%	-1% E	17% BDEF	-31%	4% H	16% HI	5% L	-1%	15%	-7%	3% N	10% N	11% Rs	-5%	6% R	15% uVW	8% VW	-7% w	-17%
TOTAL FAVOR	42%	41%	48% e	40%	35%	44%	49%	27%	42% H	50% H	42%	41%	50%	38%	44%	43%	47%	39%	45%	49% vW	46% W	37%	33%
TOTAL OPPOSE	41%	40%	34%	44%	46% c	45%	32%	59% IJ	39%	34%	37%	42%	35%	45%	40%	33%	36%	44%	39%	34%	38%	44% t	50% Tu
STRONGLY FAVOR	12%	12%	13%	10%	8%	10%	23% e	5%	12% H	15% H	9%	11%	38%	8%	12%	14%	12%	12%	11%	17%	10%	10%	10%
SOMEWHAT FAVOR	30%	29%	34%	31%	27%	33%	26%	23%	30%	35% H	34%	30%	12%	30%	31%	29%	35% r	26%	34%	32%	35% W	28%	23%
SOMEWHAT OPPOSE	19%	21%	23%	15%	21%	14%	13%	20%	18%	20%	18%	19%	12%	25% OP	15%	11%	19%	19%	18%	18%	21%	18%	17%
STRONGLY OPPOSE	22%	19%	11%	29% C	25% C	31% bC	19%	38% IJ	20%	14%	19%	23%	23%	20%	25%	22%	17%	25% q	21%	16%	17%	26% tU	33% TU
UNDECIDED/DON'T KNOW	17%	18%	19%	16%	19%	12%	18%	14%	19%	16%	21%	17%	15%	17%	16%	23%	17%	18%	16%	17%	17%	18%	17%
REFUSED	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SENATE - HOUSE	13%	31% CDEFG	15% D	-1%	11% D	8% D	10% d	8%	7%	19% HI	-	16% K	22%	19% O	6%	19% o	27% RS	2%	8% R	7%	15% t	15% t	12%

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The state House has also developed a tax reform plan. Their plan would lower the state personal income tax to a flat rate of just under 6 percent, lower the corporate tax rate, and lower the sales tax rate to just over six and a half percent, while expanding some, but not all, sales taxes on goods and services. The current local 2 percent tax on food purchases would remain intact. Do you favor or oppose the House's tax reform plan?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (FAVOR - OPPOSE)	1%	5% CEF	-4%	6% CEF	-7%	-3%	-1%	1%	-8%	-5%	-7%	9% IJK	20% IJKlN	6% IJK	12% RST	16% RST	14% RST	-29%	-10% RT	-42%	7% V	-8%	17% UV
TOTAL FAVOR	42%	40%	40%	45%	39%	43%	39%	42%	38%	37%	37%	47% iK	50% k	46% k	49% RsT	52% RST	50% RST	28%	34%	24%	47% V	36%	50% V
TOTAL OPPOSE	41%	36%	44%	39%	46%	46%	40%	41%	47% M	41%	44% M	38%	30%	41%	37%	36%	36%	57% OPQs	45%	66% OPQS	40%	44% w	33%
STRONGLY FAVOR	12%	15%	8%	7%	16%	13%	10%	12%	10%	12%	11%	13%	7%	15% m	20% RST	15% RT	17% RST	6%	7%	5%	10%	7%	20% UV
SOMEWHAT FAVOR	30%	25%	32%	38% E	23%	30%	30%	30%	28%	24%	27%	34% k	43% iJK	31%	29% t	36% RT	33% RT	22%	27%	19%	36%	29%	30%
SOMEWHAT OPPOSE	19%	13%	21%	16%	20%	26% b	19%	19%	18%	17%	17%	19%	12%	21% m	16%	19%	18%	21%	24%	19%	20%	18%	17%
STRONGLY OPPOSE	22%	22%	23%	23%	26%	19%	21%	23%	29% LmN	24%	27% Ln	19%	18%	19%	21%	17%	18%	37% OPQS	21%	47% OPQrS	20%	26% W	16%
UNDECIDED/DON'T KNOW	17%	24% f	16%	16%	15%	11%	21%	17%	15%	22%	18%	15%	19%	13%	14%	13%	13%	14%	21% t	10%	13%	20%	16%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SENATE - HOUSE	13%	-2%	19% BDE	7% B	8% B	15% B	10%	13%	-1%	11% Ik	4% I	22% IJK	16% IK	24% IJK	27% PqRST	11%	18% pRST	6%	6%	5%	13% v	7%	11%

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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

The state House has also developed a tax reform plan. Their plan would lower the state personal income tax to a flat rate of just under 6 percent, lower the corporate tax rate, and lower the sales tax rate to just over six and a half percent, while expanding some, but not all, sales taxes on goods and services. The current local 2 percent tax on food purchases would remain intact. Do you favor or oppose the House's tax reform plan?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (FAVOR - OPPOSE)	1%	-30%	1% BDG	-9% B	8% BCDG	23% BCDEG	-7% B	12% IJ	-17%	-12%	10% IJM	19% IJkM	5% IJ	-1% OP	-11%	-8%	5% NOP	5% NOP	5% NOP	19% U	-14%	-2%	- v
TOTAL FAVOR	42%	27%	43% B	38%	49% BD	57% BCDG	41% b	48%	32%	34%	48% IJ	52% IJ	46% IJ	46%	38%	41%	45%	43%	46%	53% U	33%	44%	41%
TOTAL OPPOSE	41%	57% cEF	42%	47% F	41%	34%	48% f	35%	49% kL	47% l	38%	33%	41%	47%	49%	48%	41%	38%	41%	34%	48% T	46%	41%
STRONGLY FAVOR	12%	15% C	5%	8%	15% CD	16% Cd	14% C	14%	8%	9%	15% Ij	18% ij	13%	21% Or	6%	11%	12%	7%	13% o	15%	10%	12%	12%
SOMEWHAT FAVOR	30%	12%	38% Bg	30% B	34% B	41% Bdg	27% B	34%	24%	25%	33% ij	35%	33% i	25%	32%	30%	34%	36%	33%	38% U	23%	33%	29%
SOMEWHAT OPPOSE	19%	14%	18%	17%	20%	18%	22%	2%	19% H	17% H	19% H	20% H	18% H	9%	22% N	18%	20% N	20%	20% N	18%	19%	15%	21%
STRONGLY OPPOSE	22%	43% CdEFG	24%	30% EF	21%	16%	26% f	33% l	29% KL	30% KL	19%	13%	22% L	37% QRS	28%	31% Qrs	21%	18%	22%	16%	29% T	32% W	20%
UNDECIDED/DON'T KNOW	17%	16%	15%	15%	11%	10%	11%	17%	20%	19%	14%	15%	13%	8%	13%	11%	14%	19%	12%	12%	19% t	9%	18% V
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SENATE - HOUSE	13%	2%	3%	3%	24% BCDF	12% BCD	36% BCDEF	1%	1%	1%	17% HIJL	7% ij	23% HIJL	-10%	- NP	-3%	23% NOPR	11% NOP	27% NOPR	17% U	10%	11%	15%

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

The state House has also developed a tax reform plan. Their plan would lower the state personal income tax to a flat rate of just under 6 percent, lower the corporate tax rate, and lower the sales tax rate to just over six and a half percent, while expanding some, but not all, sales taxes on goods and services. The current local 2 percent tax on food purchases would remain intact. Do you favor or oppose the House's tax reform plan?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (FAVOR - OPPOSE)	1%	11% C	-16%	9% C	100% FG	-100%	- F	16% I	-32%	9% I	-20%	25% KM	- K	8% O	-2%	9% QR	-33%	- Q	1% UV	10% SUVW	-6%	-11%	- V
TOTAL FAVOR	42%	49% C	33%	45% c	100% FG	-	-	53% IJ	31%	23%	34%	59% KM	33%	50% O	39%	46% Qr	28%	35%	43% w	49% W	43%	37%	30%
TOTAL OPPOSE	41%	38%	50% BD	36%	-	100% EG	-	37% J	63% HJ	14%	54% LM	34%	33%	42%	41%	37%	61% PR	35%	42%	39%	49% W	48% W	30%
STRONGLY FAVOR	12%	17% CD	9%	8%	28% FG	-	-	16% IJ	6%	7%	7%	20% KM	8%	13%	11%	14% qR	8%	6%	17% w	11%	13%	14%	7%
SOMEWHAT FAVOR	30%	32%	24%	37% C	72% FG	-	-	37% IJ	24%	16%	27%	39% KM	25%	37% o	28%	33% Q	20%	29%	26%	38% sVW	30%	23%	23%
SOMEWHAT OPPOSE	19%	19%	21%	14%	-	45% EG	-	20% J	23% J	5%	30% LM	14%	11%	15%	19%	19%	20%	15%	21% W	23% uW	13%	21% W	8%
STRONGLY OPPOSE	22%	18%	29% B	22%	-	55% EG	-	17% J	40% HJ	9%	24%	20%	22%	26%	22%	19%	41% PR	20%	21%	17%	36% sTw	27% t	22%
UNDECIDED/DON'T KNOW	17%	14%	17%	19%	-	-	100% EF	10%	7%	63% HI	12%	7%	33% KL	8%	20% N	16%	11%	29% PQ	16%	12%	8%	15%	40% STUV
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-
SENATE - HOUSE	13%	16%	12%	9%	-30%	49% EG	31% E	47% IJ	-31%	-23%	43% LM	-8%	3% L	2%	17% N	16% Q	-	12% Q	8%	17% SUW	8%	27% SUW	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

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

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BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (FAVOR - OPPOSE)	1%	-29%	12% BE	14% BE	-12% B	-2%	3% F	4% F
TOTAL FAVOR	42%	27%	47% BE	50% BE	24%	41%	43%	37%
TOTAL OPPOSE	41%	56% CDE	35%	36%	36%	43%	40%	33%
STRONGLY FAVOR	12%	7%	13% be	15% BE	5%	15% G	8%	11%
SOMEWHAT FAVOR	30%	20%	34% Be	35% Be	20%	26%	36% F	27%
SOMEWHAT OPPOSE	19%	21%	22%	16%	14%	19%	19%	17%
STRONGLY OPPOSE	22%	35% CD	14%	20%	22%	23%	21%	16%
UNDECIDED/DON'T KNOW	17%	17%	17%	15%	39% BCD	16%	17%	29% fg
REFUSED	-	-	-	-	-	-	-	-
SENATE - HOUSE	13%	9%	7%	20% BCe	9%	6%	24% FH	5%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

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Given this information, would you be more likely to favor the Senate plan or the House plan?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	-11%	6% BG	16% BcEFG	2% BG	5% BG	-1% B	5% I	-3%	42% KLMN	-5%	11% KMN	2% KN	-7%	7% QT	13% QrsT	-3%	4% QT	6% QT	-7%	14% VW	-11%	5% V
SENATE PLAN	34%	27%	40%	40% b	36%	36%	30%	37%	32%	63% KlMN	29%	42% kN	34%	27%	35%	42% T	33%	39% T	38% T	23%	41% V	26%	39% V
HOUSE PLAN	33%	38% D	34%	24%	35%	31%	31%	31%	34%	21%	34%	31%	33%	34%	28%	30%	37%	35%	32%	30%	27%	37% U	34%
DON'T KNOW/NEED MORE INFO	31%	32%	26%	37%	27%	34%	38%	30%	33%	11%	35% J	27% J	33% J	37% Jl	32%	28%	27%	26%	29%	46% oPQRS	31%	35%	26%
REFUSED	1%	3% cdf	-	-	3%	-	1%	2%	-	5%	3%	-	-	2% lm	4%	-	3% ps	1%	-	1%	-	2%	2%

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Given this information, would you be more likely to favor the Senate plan or the House plan?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	25% CDEFG	1% DE	-21%	-4% D	12% CDEG	-3% D	-8%	-3%	8% HI	-3%	4% K	-20%	4% O	-	9% o	17% RS	-12%	4% R	-6%	15% TVW	1% TW	-11%
SENATE PLAN	34%	49% CDE	33% d	20%	30% d	42% D	35%	28%	32%	39% h	30%	36%	30%	38% o	30%	44%	44% R	25%	36% R	29%	39%	36%	30%
HOUSE PLAN	33%	24%	32%	41% B	34% b	30%	38%	36%	35%	31%	33%	32%	49%	33%	30%	35%	28%	38% q	32%	35% u	24%	35% U	41% U
DON'T KNOW/NEED MORE INFO	31%	27%	36%	36%	34%	25%	27%	34%	31%	29%	37%	30%	21%	27%	39% NP	22%	27%	36%	29%	35%	36% v	27%	26%
REFUSED	1%	1%	-	3%	1%	4%	-	2%	2%	1%	-	2% KM	-	2% p	2% p	-	-	1%	3%	1%	1%	2%	2%

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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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Given this information, would you be more likely to favor the Senate plan or the House plan?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	-5%	14% BDEF	-4%	1% BD	- bd	-16%	2% G	-6% j	-18%	-11%	13% IJKM	-12%	21% IJKLM	7% RST	5% RST	6% RST	-8%	-19%	-1% RS	10% VW	-7%	4% V
SENATE PLAN	34%	25%	43% B	31%	36%	36%	26%	35%	29%	23%	26%	42% IJK	33%	46% IJKm	40% RS	43% RSt	42% RST	25%	17%	30% s	41% v	30%	38%
HOUSE PLAN	33%	30%	29%	36%	36%	36%	42%	32%	35% N	41% lN	37% lN	30%	44% LN	24%	33%	38%	35%	33%	36%	32%	31%	37%	34%
DON'T KNOW/NEED MORE INFO	31%	44% CeF	26%	32%	27%	24%	31%	31%	35% lM	35%	35% lM	27%	22%	29%	27%	19%	23%	39% OPQ	43% OPQ	36% PQ	28%	30%	27%
REFUSED	1%	1%	1%	1%	1%	3%	-	1% G	1%	1%	1%	1%	1%	1%	1%	-	-	3% Pq	3%	3% p	-	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

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BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	-9%	-12%	-11%	20% BCD	20% BCD	21% BCD	-17%	-16%	-16%	11% HIJL	-7% ij	20% HIJKL	-1% OP	-19%	-14%	14% NOPR	-1% OP	18% NOPR	10% U	-5%	-12%	5% V
SENATE PLAN	34%	27%	31%	30%	45% BCD	44% BCD	46% BCD	18%	23%	22%	41% HIJ	32%	46% HIJL	33%	24%	27%	43% OP	33%	47% nOPr	42% U	29%	29%	37%
HOUSE PLAN	33%	36%	43% EFG	41% EFG	25%	24%	25%	36%	39% M	38% M	31%	39% M	26%	35%	44% QS	41% QS	29%	34%	28%	32%	35%	42% w	32%
DON'T KNOW/NEED MORE INFO	31%	36%	25%	28%	29%	30%	27%	46% klm	35%	37% KM	27%	27%	27%	29%	32%	31%	25%	31%	23%	26%	34% t	29%	30%
REFUSED	1%	1%	1%	1%	2%	2%	2%	-	2%	2%	1% h	2%	1%	3%	-	1%	2% O	2%	2% o	-	2% t	1%	2%

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BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	8% D	5% D	-7%	-18%	18% Eg	9% E	18% IJ	-28%	-1% I	100% LM	-100%	- L	-4%	4% N	5% Q	-21%	9% Q	-17%	16% SUW	-15%	12% SUW	-6% s
SENATE PLAN	34%	41% D	35%	29%	28%	45% EG	24%	48% IJ	18%	16%	100% LM	-	-	34%	34%	38% Q	20%	32%	24%	46% SUW	29% w	45% SW	16%
HOUSE PLAN	33%	33%	30%	36%	47% FG	27% G	14%	30% J	46% HJ	17%	-	100% KM	-	38%	31%	33% r	42% R	23%	42% W	30%	44% tW	32%	22%
DON'T KNOW/NEED MORE INFO	31%	24%	34% b	35% b	25%	26%	60% EF	21%	33% H	64% HI	-	-	100% KL	27%	33%	28%	35%	43% P	34% t	23%	22%	23%	61% STUV
REFUSED	1%	1%	-	-	-	2% E	2%	-	3% H	2%	-	-	-	1%	1%	1%	3%	2%	-	1%	4%	-	1%

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BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (SENATE PLAN - HOUSE PLAN)	1%	-2% C	-9%	11% BCE	-13%	-5%	11% FH	-3%
SENATE PLAN	34%	30% E	31% E	42% BCE	14%	32%	39% H	24%
HOUSE PLAN	33%	32%	39%	31%	27%	37% g	29%	27%
DON'T KNOW/NEED MORE INFO	31%	35% d	30%	26%	58% BCD	28%	32%	49% FG
REFUSED	1%	3% CE	-	1%	-	3% GH	-	-

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And, in your own words, please tell me why you prefer that plan?

BANNER 1

	TOTAL (A)	KEY REGIONS: TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	GENDER: MEN (H)	WOMEN (I)	AGE: 18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GENDER/AGE: MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	PARTY REG: GOP (U)	DEM (V)	IND (W)
BASE=CHOICE Q.16	100%	21%	18%	9%	19%	21%	11%	49%	51%	8%	14%	27%	19%	24%	13%	18%	14%	15%	20%	11%	35%	40%	25%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	22% (1)	20% (1)	21% (2)	13% (3)	24% (1) e	21% (1)	21% (2)	19% (1)	23% (2)	21% (1)	20% (1)	29% (1) n	18% (2)	22% (2)	29% (1) q	15% (3)	22% (1)	20% (1)	20% (2)	24% (1)	17% (2)	19% (1)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	19% (2)	13% (3)	15% (3)	26% (1) cF	10% (5)	15% (4)	14% (3)	19% (2)	33% (1) l	15% (4)	12% (3)	17% (2)	21% (1)	15% (3)	11% (4)	19% (1)	20% (2)	18% (2)	24% (1) p	11% (3)	23% (1) U	15% (3)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	9% (4)	15% (2)	34% (1) BcEFg	16% (2)	14% (3)	15% (3)	22% (1) I	9% (4)	17% (3)	19% (2)	18% (2)	15% (3)	11% (5)	26% (1) ST	24% (2) rST	15% (2) t	12% (4)	9% (5)	5% (6)	23% (2) V	7% (5)	18% (2) v
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	8% (5)	7% (4)	10% (5)	7% (5)	12% (4)	15% (2)	6% (6)	12% (3) h	-	16% (3) J	8% (7) J	11% (5) J	11% (4) J	5% (8)	8% (6)	5% (7)	15% (3)	9% (4)	18% (3) oQ	9% (5)	10% (4)	10% (4)
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	10% (3)	3% (10)	9% (6)	10% (4)	15% (2) C	6% (8)	11% (4)	8% (5)	6% (5)	7% (5)	9% (5)	11% (4)	11% (3)	7% (6)	13% (3)	12% (4)	8% (6)	7% (6)	10% (4)	9% (4)	12% (3) W	4% (8)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	1% (13)	6% (5)	6% (8)	3% (8)	9% (6) B	8% (6)	7% (5)	4% (8)	8% (4)	6% (6)	10% (4) mN	3% (10)	3% (12)	7% (7)	10% (5) st	3% (9)	10% (5) t	2% (10)	2% *(11)	7% (7)	4% (7)	6% (5)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	5% (6) D	3% (9)	-	6% (6) d	2% (11)	11% (5) Df	5% (8)	4% (7)	5% (6)	5% (8)	6% (9)	3% (11)	3% (10)	13% (4) pQR	2% (11)	-	1% (13)	4% (7) q	7% (5) q	4% (10)	4% (6)	6% (6)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	4% (8) g	5% (6)	6% (9)	2% (10)	7% (7) G	-	4% (10)	5% (6)	-	3% (10)	8% (6) Jm	2% (13)	4% (6) J	2% (13)	2% (12)	7% (5) T	1% (12)	11% (3) OPRT	-	6% (8)	3% (8)	2% (11)
INCREASES SALES TAX/TAXES SERVICES	4% (9)	3% (10)	1% (13)	5% (10)	5% (7)	3% (10)	6% (7)	4% (9)	3% (9)	2% (8)	2% (14)	7% (8)	4% (9)	3% (8)	3% (10)	6% (7)	3% (10)	4% (8)	4% (8)	3% (7)	5% (9)	3% (10)	3% (9)
JOB/JOB CREATION	3% (10)	3% (9)	2% *(11)	11% (4) ce	2% (11)	4% (9)	2% (11)	6% (7) I	1% (12)	2% (7)	6% (7)	3% (10)	5% (7)	3% (9)	10% (5)	5% (8)	3% (8)	1% *(10)	2% (13)	2% (9)	7% (6) V	1% (15)	3% (10)
HELPS THE POOR	3% (11)	4% (7) g	4% (7)	7% (7) g	2% (12)	1% (14)	-	3% (11)	3% (10)	-	1% (15)	2% (11)	5% (6) J	4% (7) J	1% (14)	1% (14)	5% (6)	4% (7)	4% (9)	1% (13)	1% (14)	3% (9)	5% (7)
SUPPORT THE FLAX TAX	2% (12)	3% (11)	-	-	1% *(15)	4% (8) cd	4% (9)	3% (12)	2% (11)	-	3% (9)	2% (12)	2% (12)	3% (11)	2% (12)	2% (10)	3% (11)	1% *(10)	2% (11)	2% (8)	3% (11)	1% (14)	2% (12)
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	-	3% (8)	2% (11)	2% (9)	1% (16)	2% (10)	3% (13)	1% (15)	-	-	1% (13)	4% (8) jk	1% (13)	-	5% (9) or	1% (14)	-	1% (15)	2% *(11)	1% (15)	3% (11)	2% (13)
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	2% (12)	-	-	1% (14)	2% (12)	2% (12)	1% (15)	1% (14)	-	3% (11)	1% (15)	1% (14)	1% (14)	3% (9)	-	2% (12)	-	2% (12)	-	1% (13)	2% (13)	1% (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

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

Continued

And, in your own words, please tell me why you prefer that plan?

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)	WEST-ERN 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)
ECONOMY/HELPS THE ECONOMY	1% (15)	-	2% *(11)	-	1% *(15)	1% (13)	-	2% (14)	-	-	2% (12)	1% (14)	-	1% (16)	2% (11)	1% (13)	1% (13)	-	-	-	2% (12)	- (16)	-
NOT A FLAT TAX	1% (16)	1% (14)	-	-	2% (13)	1% (15)	-	-	1% (13)	-	2% (13)	1% (16)	-	1% (15)	-	-	-	2% (9)	1% (14)	2% (10)	-	2% (12)	-
OTHER	-	-	-	-	-	-	2%	-	-	-	-	1%	-	-	-	-	-	-	1%	-	1%	-	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	8% Df	16% DFg	-	5% d	2%	4%	6%	7%	2%	5%	-	4% l	10% jLm	3%	-	15% OPRS	3%	3%	5% p	3%	5%	14% Uv
DON'T KNOW	7%	8%	11%	2%	8%	7%	4%	6%	8%	7%	4%	10%	5%	6%	3%	7%	5%	8%	9%	8%	6%	8%	7%
REFUSED	1%	-	2%	-	1%	3%	-	1%	1%	5%	-	-	1%	-	3%	-	-	-	1%	-	1%	2%	1%

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And, in your own words, please tell me why you prefer that plan?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=CHOICE Q.16	100%	20%	15%	15%	25%	13%	12%	19%	35%	41%	21%	73%	6%	47%	32%	10%	29%	38%	28%	24%	25%	30%	18%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	22% (2)	26% (1)	19% (2)	16% (2)	22% (2)	17% (2)	17% (2)	16% (1)	27% (1) hI	20% (1)	21% (1)	6% (4)	18% (2)	21% (1)	25% (2)	24% (2)	16% (2)	23% (1)	22% (1)	22% (1)	20% (2)	15% (3)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	12% (3)	9% (4)	19% (1)	25% (1) BCF	10% (3)	19% (1)	27% (1) iJ	14% (3)	12% (3)	18% (2)	15% (3)	30% (1)	14% (3)	17% (2)	32% (1) n	6% (7)	24% (1) Q	15% (3) Q	22% (2)	19% (2)	13% (3)	13% (4)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	29% (1) CDEg	13% (3) e	11% (4)	5% (5)	25% (1) dE	12% (3)	9% (4)	12% (4)	23% (2) HI	6% (5)	19% (2) K	8% (2)	19% (1)	16% (3)	9% (4)	25% (1) R	5% (5)	19% (2) R	13% (3)	11% (4)	21% (1) u	15% (2)
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	5% (8)	15% (2) B	6% (5)	12% (3) b	10% (4)	10% (4)	15% (3)	10% (5)	7% (4)	15% (3)	9% (5)	2% (7)	12% (4) P	9% (5) P	-	7% (5)	10% (4)	11% (4)	4% (8)	8% (5)	12% (4) T	17% (1) T
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	10% (4) G	9% (5) G	14% (3) G	11% (4) G	7% (6) g	-	6% (6)	15% (2) j	6% (6)	12% (4) M	9% (4) M	-	9% (5)	10% (4)	10% (3)	10% (3)	11% (3)	6% (5)	3% (10)	14% (3) T	10% (5) T	10% (5)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	10% (5) cd	3% (11)	3% (11)	4% (7)	6% (9)	6% (5)	6% (7)	3% (9)	6% (5)	2% (10)	7% (6) kM	-	8% (6) Op	3% (13)	2% (7)	9% (4) s	4% (7)	4% (9)	4% (5)	4% (6)	7% (6)	6% (8)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	2% (12)	7% (7)	6% (6)	3% (9)	8% (5)	3% (8)	7% (5)	5% (7)	3% (11)	1% (11)	5% (7) k	6% (3)	6% (7) P	4% (7) P	-	6% (8)	3% (9)	5% (7)	5% (4)	2% (14)	7% (7) u	6% (10)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	6% (7)	7% (6)	2% (12)	4% (6)	*(11)	2% (9)	1% (13)	5% (6)	5% (8) h	6% (6)	4% (9)	1% (8)	3% (10)	4% (8)	6% (5)	5% (9)	4% (8)	3% (10)	3% (9)	3% (7)	4% (10)	6% (9)
INCREASES SALES TAX/TAXES SERVICES	4% (9)	4% (9)	5% (8)	5% (8)	1% (11)	2% (13)	5% (6)	3% (8)	3% (10)	4% (9)	1% (12)	4% (8)	5% (5)	4% (9)	4% (6)	1% (8)	5% (10)	3% (10)	4% (8)	2% (13)	2% (10)	5% (8)	6% (6)
JOB/JOB CREATION	3% (10)	10% (6) DEG	3% (10)	-	1% (12)	6% (8) dg	-	-	3% (11)	6% (7) H	3% (8)	4% (10)	5% (6)	5% (8) P	3% (9) P	-	7% (6) R	-	6% (6) R	4% (7)	2% (13)	4% (11)	6% (7)
HELPS THE POOR	3% (11)	1% (14)	1% (14)	3% (10)	4% (8)	6% (7)	4% (7)	2% (9)	3% (8)	3% (10)	3% (9)	3% (11) M	-	3% (11) P	3% (10) P	-	1% (13)	5% (6)	3% (11)	4% (6)	3% (8) w	4% (9) W	-
SUPPORT THE FLAX TAX	2% (12)	3% (10)	3% (9)	2% (13)	1% (13)	*(11)	*(10)	-	3% (12)	3% (12) H	-	3% (12) KM	-	1% (12)	3% (11) P	-	4% (11)	2% (12)	2% (13)	2% (12)	2% (11)	3% (12)	3% (13)
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	-	1% (13)	5% (7) bg	1% *(14)	3% (10)	-	1% (11)	1% (14)	2% (13)	3% (7)	1% (14) m	-	- (16)	3% (12)	3% (6)	1% (15)	2% (11)	1% (14)	2% (11)	2% (9)	1% (14)	-
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	1% (13)	1% (12)	3% (9)	1% *(14)	-	2% *(10)	1% (12)	2% (13)	1% (15)	-	2% (13) KM	-	1% (13)	2% (14)	-	1% (12)	1% (14)	2% (12)	-	2% (12)	1% (15)	3% (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

Continued

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BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
ECONOMY/HELPS THE ECONOMY	1% (15)	3% (11)	-	1% (14)	-	-	-	-	- (16)	1% (14)	-	1% (15) km	-	1% (14)	1% (16)	-	1% (14)	- (15)	1% (15)	1% (14)	-	1% (13)	-
NOT A FLAT TAX	1% (16)	-	-	-	3% (10)	-	-	2% (10)	1% (15)	-	-	1% (16) km	-	1% (15)	1% (15)	-	-	1% (13)	1% (16)	-	-	1% (16)	3% (12)
OTHER	-	-	2%	-	-	-	-	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	-	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	4%	1%	8% c	3%	5%	25% bCEf	7%	9%	4%	5%	4%	44% kl	3%	8% n	2%	4%	10%	5%	13% uv	4%	3%	7%
DON'T KNOW	7%	7%	6%	3%	11% D	8%	5%	10%	7%	4%	9% M	7% M	-	8%	5%	9%	5%	8%	7%	8%	12% VW	4%	2%
REFUSED	1%	-	1%	3%	1%	1%	-	-	2%	1%	3%	-	-	1%	1%	4%	1%	2%	-	3%	-	1%	-

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BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=CHOICE Q.16	100%	9%	24%	16%	13%	12%	6%	94%	28%	19%	46%	50%	14%	36%	25%	31%	56%	28%	10%	18%	36%	30%	18%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	24% (1)	20% (2)	23% (1)	13% (3)	24% (1)	26% (1)	20% (1)	20% (2)	14% (2)	18% (2)	23% (2)	17% (2)	25% (2)	25% (1) rt	16% (1)	20% (1)	14% (3)	15% (2)	14% (3)	20% (1)	24% (1)	17% (2)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	21% (2) f	21% (1) F	21% (2) F	15% (1)	7% (6)	9% (6)	17% (2)	27% (1) JLN	11% (4)	20% (1) lN	12% (3)	19% (1)	10% (4)	17% (3)	13% (3)	15% (3)	25% (1) Pq	22% (1)	26% (1) pq	14% (3)	18% (2)	14% (3)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	8% (4)	16% (3)	12% (3)	12% (4)	21% (2) b	5% (10)	16% (3) g	6% (5)	12% (3)	8% (5)	23% (1) IjK	15% (3)	26% (1) IJKm	20% (2)	13% (2)	16% (2)	11% (4)	10% (4)	12% (4)	17% (2) V	8% (5)	26% (1) V
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	8% (3)	6% (7)	6% (8)	15% (2)	18% (3) cd	19% (2)	9% (5)	9% (4)	14% (1)	11% (3)	9% (5)	10% (4)	9% (5)	7% (5)	10% (4)	9% (4)	14% (2)	14% (3)	15% (2)	11% (4) W	12% (4) W	3% (11)
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	5% (6)	13% (4)	6% (6)	11% (5)	13% (4)	9% (7)	9% (4)	12% (3)	6% (6)	9% (4)	10% (4)	6% (7)	11% (3)	10% (4)	6% (6)	8% (5)	9% (5)	8% (5)	10% (5)	9% (5)	13% (3)	9% (5)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	-	6% (5) B	4% (9)	10% (6) B	3% (9)	13% (4)	5% (6)	3% (9)	2% (11)	3% (9)	7% (6) k	9% (5)	6% (7)	7% (6)	5% (7)	6% (6)	5% (7)	7% (7)	5% (7)	7% (6)	6% (6)	7% (6)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	4% (7)	6% (6)	8% (4)	2% (12)	1% (14)	14% (3)	4% (7)	4% (8)	6% (5)	5% (6)	4% (11)	5% (9)	3% (10)	4% (10)	6% (5)	5% (7)	5% (8)	7% (6)	4% (8)	5% (9)	6% (7)	6% (9)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	6% (5)	3% (9)	8% (5)	3% (10)	2% (12)	7% (9)	4% (8)	4% (7)	3% (10)	4% (8)	4% (9)	3% (10)	5% (8)	6% (8)	3% (11)	4% (10)	4% (9)	5% (9)	4% (9)	6% (7)	4% (8)	6% (7)
INCREASES SALES TAX/TAXES SERVICES	4% (9)	-	2% (13)	6% (7) b	7% (7) b	6% (7) b	-	4% (9) G	1% (12)	2% (12)	2% (13)	5% (8) IK	8% (6)	4% (9)	6% (7) t	4% (9)	5% (9)	2% (11)	4% (11)	1% (11)	5% (10)	3% (9)	4% (10)
JOB/JOB CREATION	3% (10)	4% (9)	5% (8) e	1% (12)	-	7% (5) e	-	4% (10) G	-	2% (13)	1% (14)	6% (7) IjK	3% (11)	8% (6) IJK	5% (9) rT	5% (8) t	5% (8) RT	- (15)	1% (13)	-	6% (8) V	1% (12)	10% (4) V
HELPS THE POOR	3% (11)	4% (8)	2% (11)	4% (10)	2% (13)	2% (10)	-	3% (11) G	5% (6)	5% (7)	5% (7)	1% (13)	1% (13)	1% (13)	-	3% (10)	2% (13)	6% (6) OS	-	9% (6) OqS	3% (11)	1% (11)	2% (15)
SUPPORT THE FLAX TAX	2% (12)	2% (10)	3% (10)	1% (13)	4% (9)	2% (11)	-	2% (12) G	-	1% (14)	- (15)	4% (10) IK	6% (8) i	3% (11) I	2% (11)	3% (12)	2% (11) t	1% (12)	4% (10)	-	2% (12) v	-	6% (8) V
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	-	2% (12)	-	5% (8)	1% (15)	10% (5)	1% (13)	2% (11)	3% (9)	2% (10)	1% (12)	3% (12)	1% (15)	1% (14)	2% (13)	2% (12)	-	-	-	1% (14)	3% (10)	2% (13)
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	-	1% (16)	2% (11)	2% (14)	4% (8)	7% (8)	1% (14)	1% (13)	3% (8)	2% (11)	1% (15)	-	1% (14)	2% (12)	1% (14)	2% (14)	1% (13)	-	2% (10)	-	1% (14)	3% (12)
ECONOMY/HELPS THE ECONOMY	1% (15)	-	1% (14)	-	3% (11)	-	-	1% (15)	-	1% (16)	- (16)	1% (14)	-	2% (12)	1% (13)	-	- (15)	1% (14)	2% (12)	-	-	1% (15)	2% (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

Continued

And, in your own words, please tell me why you prefer that plan?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
NOT A FLAT TAX	1% (16)	-	1% (15)	-	-	2% (13)	-	1% (16)	2% (10)	1% (15)	2% (12)	-	-	-	-	-	-	3% (10)	5% (8)	1% (12)	1% (13)	1% (13)	-
OTHER	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	9%	2%	5%	5%	3%	3%	7%	5%	14% N	9% N	5%	12% N	2%	3%	11% oRSt	8% rs	3%	2%	3%	3%	4%	4%
DON'T KNOW	7%	5%	8%	4%	11%	8%	4%	7%	7%	8%	7%	6%	3%	8%	5%	10%	8%	8%	11%	6%	6%	8%	6%
REFUSED	1%	8%	-	1%	-	-	-	1% g	3%	1%	2%	-	-	-	2%	1%	2%	-	-	-	1%	1%	-

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BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=CHOICE Q.16	100%	12%	33%	45%	29%	15%	14%	4%	22%	25%	63%	22%	41%	9%	20%	29%	37%	8%	29%	44%	50%	24%	70%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	18% (2)	16% (1)	16% (2)	26% (1) cd	22% (1)	29% (1) cd	6% (4)	16% (2)	15% (2)	23% (1) Hj	15% (1)	27% (1) HIJL	19% (2)	14% (3)	15% (3)	24% (1) op	19% (2)	25% (1) Op	26% (1) u	16% (2)	15% (2)	22% (1)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	31% (1) CEFG	15% (2)	19% (1) EG	10% (3)	12% (3)	8% (6)	43% (1) KLM	21% (1)	24% (1) Klm	13% (3)	12% (4)	14% (3)	24% (1) r	18% (1)	20% (1) qr	11% (3)	8% (4)	12% (3)	12% (3)	19% (1)	21% (1)	15% (3)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	7% (5)	13% (4)	11% (4)	23% (2) BcD	20% (2) B	25% (2) BcD	-	13% (4) H	11% (4) H	19% (2) Hj	14% (2) H	22% (2) HiJ	12% (4)	7% (7)	8% (5)	23% (2) OP	24% (1) Op	23% (2) OP	19% (2) u	11% (3)	14% (3)	16% (2)
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	16% (3) g	14% (3) eG	15% (3) EG	7% (6)	8% (5)	5% (9)	12% (3)	8% (5)	9% (5)	10% (4)	13% (3)	8% (5)	10% (5)	11% (4)	11% (4)	10% (4)	6% (7)	11% (4)	9% (4)	11% (4)	12% (4)	8% (5)
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	7% (4)	11% (5)	10% (5)	10% (4)	10% (4)	10% (4)	-	14% (3) H	12% (3) H	9% (5) H	6% (6) h	11% (4) H	15% (3)	17% (2) qs	16% (2) QS	7% (5)	8% (5)	7% (5)	7% (5)	10% (5)	9% (5)	10% (4)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	-	5% (7) B	4% (8) B	6% (8) B	3% (11)	9% (5) B	-	4% (7) h	4% (7) h	5% (7) H	4% (8)	5% (7) H	-	3% (10)	2% (12)	6% (6) N	3% (10)	7% (6) Np	6% (6)	5% (6)	4% (7)	5% (6)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	2% (11)	3% (10)	2% (11)	8% (5) bcd	5% (8)	10% (3) bcd	-	4% (8) h	4% (8) h	5% (6) H	9% (5) H	3% (9) H	2% (11)	7% (6)	5% (8)	3% (11)	4% (8)	3% (11)	6% (7)	4% (8)	5% (6)	4% (8)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	-	5% (8) B	3% (9) B	5% (9) B	5% (9) b	6% (7) b	-	1% (13)	1% (14)	4% (8) Hij	3% (9)	5% (8) HiJ	2% (9)	7% (5)	6% (6)	5% (8)	4% (9)	6% (7)	4% (10)	4% (7)	4% (8)	5% (7)
INCREASES SALES TAX/TAXES SERVICES	4% (9)	1% (12)	6% (6) G	5% (7) G	4% (11) G	7% (6) G	-	5% (5)	3% (10)	3% (9)	3% (11)	3% (10)	3% (10)	-	4% (9)	2% (9)	6% (7) N	10% (3) n	4% (10) N	4% (9)	3% (10)	3% (10)	3% (10)
JOB/JOB CREATION	3% (10)	2% (10)	1% (14)	1% (13)	6% (7) Cd	7% (7) c	5% (8)	-	3% (9)	3% (10)	4% (9) H	2% (12)	5% (6) H	3% (8)	2% (12)	2% (10)	4% (10)	3% (11)	5% (9)	5% (8)	2% (11)	2% (13)	4% (9)
HELPS THE POOR	3% (11)	6% (6)	4% (9) eF	5% (6) EF	1% (15)	-	1% (13)	-	6% (6) H	5% (6) H	2% (12) H	2% (11)	2% (11) h	4% (7)	6% (8) qRs	6% (7) QRS	1% (15)	-	1% (15)	2% (12)	4% (9)	3% (11)	3% (11)
SUPPORT THE FLAX TAX	2% (12)	-	1% (13)	1% (15)	4% (10) B	4% (10) b	3% (10)	-	1% (14)	1% (15)	3% (10) H	5% (7)	2% (12) h	2% *(12)	-	1% *(15)	5% (9) OP	2% (12)	5% (8) OP	3% (11)	1% (14)	2% (14)	3% (12)
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	3% (7)	2% (11)	3% (10)	2% (12)	2% (12)	1% (14)	14% (2)	-	2% (11)	2% (13) i	2% (14)	2% (13)	4% (6)	1% (13)	2% (11)	2% (12)	6% (6)	1% (13)	2% (14)	2% (12)	4% (9)	1% (13)
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	3% (8)	1% (15)	1% (14)	1% (14)	-	2% (12)	-	2% (11)	2% (12)	1% (15)	2% (13)	1% (15)	2% (10)	1% (14)	1% (13)	2% (13)	-	2% (12)	2% (13)	1% (16)	3% (12)	1% (15)

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

And, in your own words, please tell me why you prefer that plan?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
ECONOMY/HELPS THE ECONOMY	1% (15)	-	1% (16)	- (16)	1% (13)	-	2% (11)	-	-	-	1% (14)	-	2% (14)	2% *(12)	-	1% *(15)	1% (14)	-	1% (14)	1% (15)	1% (15)	-	1% (14)
NOT A FLAT TAX	1% (16)	3% (9)	1% (12)	2% (12)	-	-	-	-	2% (12)	1% (13)	- (16)	1% (15)	-	-	2% (11)	1% (14)	-	-	-	-	1% (13)	-	1% (16)
OTHER	-	-	-	-	1%	-	2%	-	-	-	-	-	1%	-	-	-	1%	3%	-	1%	-	-	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	-	4% B	3% B	3% B	6% b	1%	14%	6%	7% m	6% M	14% M	2%	2%	3%	3%	3%	3%	3%	5%	7%	6%	7%
DON'T KNOW	7%	12%	8%	9%	5%	6%	4%	6%	7%	7%	7%	8%	6%	8%	6%	7%	7%	11%	7%	6%	9%	7%	6%
REFUSED	1%	-	2%	2%	-	-	1%	-	1%	1%	-	-	-	-	2%	1%	-	-	-	2%	1%	1%	1%

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And, in your own words, please tell me why you prefer that plan?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=CHOICE Q.16	100%	45%	29%	18%	46%	44%	10%	64%	28%	8%	51%	49%	-	26%	72%	73%	15%	11%	20%	44%	11%	14%	9%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	23% (1)	15% (3)	24% (1)	23% (1)	18% (2)	19% (1)	23% (1) I	13% (4)	21% (1)	24% (1) l	16% (3)	-	23% (1)	19% (1)	22% (1)	14% (2)	17% (2)	13% (3)	26% (1) Su	13% (2)	21% (1)	15% (2)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	16% (2)	19% (2)	15% (2)	15% (3)	18% (1)	18% (3)	17% (3)	16% (2)	17% (2)	15% (3)	18% (1)	-	13% (4)	18% (2)	14% (3)	24% (1)	25% (1)	17% (1)	10% (4)	34% (1) T	21% (2)	18% (1)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	13% (3)	24% (1) BD	9% (4)	17% (2)	13% (3)	18% (2)	20% (2) IJ	8% (5)	4% (8)	22% (2) L	8% (5)	-	17% (2)	15% (3)	19% (2) QR	3% (7)	7% (5)	8% (4)	23% (2) SUW	10% (3)	16% (3) w	4% (7)
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	10% (4)	7% (5)	7% (5)	10% (4)	10% (5) g	4% (9)	6% (6)	18% (1) Hj	7% (7)	2% (12)	17% (2) K	-	8% (5)	9% (4)	9% (5)	12% (3)	11% (3)	5% (6)	12% (3) s	8% (4)	8% (4)	8% (4)
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	9% (5)	8% (4)	10% (3)	7% (5)	10% (4)	13% (4)	7% (5)	14% (3) h	14% (3)	7% (6)	12% (4)	-	14% (3)	8% (5)	10% (4)	11% (4)	5% (6)	14% (2)	10% (5)	4% (8)	5% (6)	9% (3)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	7% (6)	4% (9)	5% (7)	2% (12)	8% (6) E	7% (6)	8% (4) I	1% (14)	3% (10)	8% (4) L	2% (10)	-	3% (10)	6% (6)	5% (6) Q	-	11% (4) q	4% (7)	5% (8)	7% (6)	4% (8)	7% (5)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	5% (7)	3% (11)	6% (6)	2% (13)	7% (7) E	7% (5)	6% (7) J	3% (9) j	-	7% (5) L	2% (11)	-	5% (7)	4% (7)	5% (8)	5% (6)	2% (9)	1% (13)	6% (7) s	8% (5)	2% (12)	4% (9)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	5% (8) D	4% (8) d	- (14)	2% (9)	6% (8)	2% (11)	4% (9)	2% (12)	10% (4)	4% (8)	4% (7)	-	6% (6)	4% (9)	5% (9)	2% (10)	4% *(7)	7% (5)	4% (10)	2% (12)	4% (9)	3% (10)
INCREASES SALES TAX/TAXES SERVICES	4% (9)	3% (9)	4% (10)	4% (10)	2% (10)	4% (9)	6% (7)	2% (10)	5% (7)	8% (5)	3% (10)	4% (6)	-	2% (11)	4% (8)	4% (10)	3% (9)	2% (10)	3% (8)	5% (9) U	-	3% (11)	2% (12)
JOB/JOB CREATION	3% (10)	3% (10) d	6% (6) D	-	3% (7)	4% (10)	2% (12)	5% (8) IJ	-	-	6% (7) L	1% (14)	-	4% (8)	3% (10)	5% (7) QR	-	-	1% (12)	7% (6) SUVW	-	1% (14)	-
HELPS THE POOR	3% (11)	1% (14)	5% (7) b	4% (8)	2% (11)	4% (11)	2% (13)	2% (12)	5% (6)	7% (6)	3% (9)	3% (9)	-	2% (12)	3% (11)	3% (12)	3% (8)	4% *(7)	2% (11)	2% (13)	5% (7)	5% (5)	6% (6)
SUPPORT THE FLAX TAX	2% (12)	3% (11)	2% (14)	2% (11)	3% (6)	1% (14)	2% (10)	2% (11)	1% (13)	3% (9)	3% (11)	1% (13)	-	3% (9)	2% (13)	3% (11) QR	-	-	-	2% (11) s	2% (9)	5% (7)	4% (8)
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	1% (12)	1% (16)	4% (9)	3% (8) g	1% (15)	-	1% (13)	3% (8) j	-	- (16)	3% (8) k	-	1% (15)	2% (12)	1% (14)	5% (5)	-	2% (10)	1% (15)	2% (10)	3% (10)	2% (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

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And, in your own words, please tell me why you prefer that plan?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	1% (13)	1% (15)	1% (12)	2% (14)	-	5% (8)	- (15)	3% (10)	3% (11)	1% (15)	2% (12)	-	2% (14)	1% (14)	1% (13) r	1% (12)	-	2% (9)	2% (12) uvw	-	-	-
ECONOMY/HELPS THE ECONOMY	1% (15)	-	2% (12)	1% (13)	- (15)	1% (13)	-	1% (14)	-	-	1% (13)	- (16)	-	2% (13)	- (16)	1% (15)	-	-	-	1% (16)	2% (11)	2% (13)	-
NOT A FLAT TAX	1% (16)	-	2% (13)	-	-	2% (12)	-	-	2% (11)	2% (12)	1% (14)	- (15)	-	-	1% (15)	- (16)	1% (11)	2% (11)	-	1% (14)	-	-	2% (11)
OTHER	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	8%	6%	4%	9%	4%	4%	7%	6%	2%	2%	12% K	-	5%	7%	7%	3%	9%	15% Tu	3%	4%	8%	7%
DON'T KNOW	7%	8%	5%	10%	7%	7%	6%	6%	10%	4%	10% L	4%	-	10%	6%	5%	15% p	11%	12%	4%	11%	7%	7%
REFUSED	1%	-	1%	4%	2% fg	-	-	-	1%	5%	1%	1%	-	-	1%	1%	-	2%	-	1%	-	-	5%

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And, in your own words, please tell me why you prefer that plan?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=CHOICE Q.16	100%	25%	25%	47%	3%	52%	41%	6%
LOWERS TAXES/MORE MONEY FOR THE PEOPLE	20% (1)	7% (6)	27% (1) B	24% (1) B	14% (3)	18% (1)	21% (1)	26% (1)
FAVORABLE/LIKE IT MORE THAN THE OTHER PLAN (GENERAL)	16% (2)	23% (1) c	13% (3)	15% (3)	18% (1)	17% (2)	16% (3)	15% (2)
BUSINESS/PROMOTES BUSINESS/ ATTRACTS CORPORATIONS/ ELIMINATES CORPORATE TAX	15% (3)	7% (5)	14% (2)	20% (2) B	14% (2)	14% (3)	17% (2)	14% (4)
STILL TAXES CORPORATIONS/ ADDS CORPORATE TAX	10% (4)	18% (2) DE	12% (4) dE	5% (7) E	-	12% (4) g	6% (7)	14% (3)
FAIR/EVERYONE PAYS THEIR FAIR SHARE/EQUAL RATES	9% (5)	12% (3) E	11% (5) E	7% (4) E	-	11% (5) h	7% (4)	3% *(7)
ELIMINATES THE TAX ON FOOD/ NO FOOD TAX	5% (6)	4% (9) e	6% (6) E	6% (6) E	-	4% (8)	6% (5)	8% (5)
LOWER SALES TAX/NO TAX ON SERVICES/DOESN'T RAISE SALES TAX	5% (7)	8% (4) E	4% (10) e	4% (9) E	-	5% (6)	4% (10)	4% (6)
BENEFITS THE STATE/BENEFITS THE PEOPLE	4% (8)	1% (14)	4% (9) e	6% (5) BE	-	3% (9) H	6% (8) H	-
INCREASES SALES TAX/TAXES SERVICES	4% (9)	4% (8)	5% (7)	2% (11)	6% (4)	4% (7)	3% (12)	3% *(7)
JOB/JOB CREATION	3% (10)	2% (12)	4% (8) E	4% (8) E	-	2% (11)	6% (6) FH	-
HELPS THE POOR	3% (11)	6% (7) E	3% (11) e	1% (12)	-	1% (14)	5% (9) F	3% *(7)
SUPPORT THE FLAX TAX	2% (12)	1% (15)	2% (13)	3% (10) E	-	2% (12)	3% (11) H	-
WORKS/WORKS BETTER THAN CURRENT PLAN	2% (13)	2% (13)	3% (12) e	1% (13)	-	2% (10)	1% (15)	3% (11)

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

Continued

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And, in your own words, please tell me why you prefer that plan?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
INCREASE REVENUE/BROADENS TAX BASE	1% (14)	3% (11)	2% (14)	- (15)	-	2% (13)	1% (14)	-
ECONOMY/HELPS THE ECONOMY	1% (15)	-	1% (15)	1% (14)	-	- (16)	1% (13)	-
NOT A FLAT TAX	1% (16)	3% (10)	-	-	-	1% (15)	-	3% (10)
OTHER	-	-	-	-	-	-	1%	-
NONE/NO REASON/OPPOSE THIS TAX PLAN/NEED MORE INFORMATION	7%	3%	6%	7%	31% Bcd	7%	6%	7%
DON'T KNOW	7%	9%	6%	7%	11%	8%	7%	4%
REFUSED	1%	-	-	2%	6%	1%	1%	-

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Have you recently heard any advertising regarding tax reform in North Carolina?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-51%	-19% CDEFG	-62%	-68%	-60%	-46% g	-73%	-46%	-55%	-93%	-74%	-53%	-26% JKL	-36% JKl	-73%	-38% OR	-23% ORT	-76%	-37% OR	-50%	-49%	-49%	-58%
YES	24%	40% CDEFG	18%	15%	19%	27% dG	12%	26%	22%	3%	13%	23% Jk	35% JKl	31% JK	13%	30% OR	37% ORt	12%	30% OR	24% or	24%	25%	21%
NO	75%	58%	81% B	83% Bf	79% B	73% B	85% Bf	72%	77%	97% kLMN	86% lMN	77% MN	61%	66%	86% PQSt	68%	60%	88% PQST	68%	74% Q	73%	74%	79%
DON'T KNOW/REFUSED	2%	2%	1%	2%	1%	1%	4%	2%	1%	-	1%	-	4% JL	3% JL	1%	2%	3% r	-	2%	2%	3%	1%	1%

CIVITAS INSTITUTE

Have you recently heard any advertising regarding tax reform in North Carolina?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-51%	-42%	-56%	-53%	-46%	-42%	-76%	-55%	-47%	-50%	-50%	-48%	-100%	-52%	-41%	-62%	-57%	-47%	-51%	-58%	-60%	-45%	-31% TU
YES	24%	28% G	20%	22%	27% G	28% G	12%	22%	26%	24%	24% M	25% M	-	23%	28%	19%	20%	26%	24%	20%	19%	27% u	34% TU
NO	75%	70%	76%	75%	73%	70%	88% BdEF	76%	73%	74%	74%	73%	100% KL	75%	69%	81%	77%	73%	75%	78% W	79% W	72%	65%
DON'T KNOW/REFUSED	2%	2%	4% g	3%	1%	1%	-	2%	1%	2%	2%	2% M	-	1% p	2% P	-	3%	1%	1%	2%	2%	1%	2%

CIVITAS INSTITUTE

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

Have you recently heard any advertising regarding tax reform in North Carolina?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-51%	-67%	-51%	-39% b	-58%	-37% b	-50%	-51%	-41%	-60%	-49%	-51%	-49%	-52%	-57%	-47%	-52%	-42%	-61%	-30% OpQS	-37%	-52%	-28% V
YES	24%	15%	24%	30% B	20%	31% B	24%	24%	29%	20%	25%	24%	25%	23%	21%	26%	23%	28%	19%	35% OQS	30%	24%	35% v
NO	75%	82% df	75%	69%	78%	68%	74%	75%	70%	79%	74%	75%	74%	75%	78% T	73%	75% t	70%	80% T	64%	68%	75% w	63%
DON'T KNOW/REFUSED	2%	3%	1%	2%	3%	1%	3%	2%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%

CIVITAS INSTITUTE

Have you recently heard any advertising regarding tax reform in North Carolina?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-51%	-57%	-42%	-46%	-54%	-51%	-56%	-73%	-64%	-65%	-41% IJ	-38% iJ	-43% iJ	-18% OPQS	-61%	-47%	-42%	-36% o	-43%	-41%	-53%	-52%	-48%
YES	24%	20%	29%	26%	22%	23%	22%	10%	18%	17%	28% HIJ	30% HiJ	28% HiJ	41% Opqs	19%	26%	28%	32%	26%	29%	23%	23%	25%
NO	75%	78%	70%	73%	76%	74%	78%	83% KLM	81% KLM	82% KLM	70%	68%	70%	59%	80% NQs	73% n	69%	68%	70%	70%	76%	76%	73%
DON'T KNOW/REFUSED	2%	2%	1%	1% g	2% g	3% g	-	8%	1%	2%	2%	2%	2%	-	1%	-	3% NpR	-	4% NoPR	2%	1%	1%	2%

CIVITAS INSTITUTE

Have you recently heard any advertising regarding tax reform in North Carolina?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-51%	-50%	-58%	-44%	-42% G	-50% g	-73%	-54%	-38% hj	-63%	-51%	-42%	-59%	100% O	-100%	-49%	-47%	-64%	-44%	-45%	-61%	-66%	-63%
YES	24%	24%	20%	27%	29% G	24% G	11%	23%	30% J	17%	24%	27%	20%	100% O	-	25%	27%	17%	28%	27% vw	19%	17%	17%
NO	75%	74%	78%	71%	70%	74%	85% EF	76% i	68%	80% i	75%	70%	79% l	-	100% N	74%	73%	82%	72%	72%	80%	82% t	80%
DON'T KNOW/REFUSED	2%	1%	1%	2%	1%	1%	4%	1%	2%	3%	1%	3%	1%	-	-	2% Q	-	1%	1%	2%	1%	1%	3%

CIVITAS INSTITUTE

Have you recently heard any advertising regarding tax reform in North Carolina?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-51%	-53%	-60%	-41% c	-75%	-45%	-55%	-72%
YES	24%	23%	19%	29% CE	12%	27% H	22%	13%
NO	75%	76%	79% d	70%	88% bD	72%	76%	85% F
DON'T KNOW/REFUSED	2%	2%	2% e	1% e	-	2%	2%	2%

CIVITAS INSTITUTE

And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

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)	WEST-ERN 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=YES Q.18	100%	36%	13%	6%	15%	24%	6%	53%	47%	1%	8%	24%	28%	35%	8%	21%	21%	7%	24%	15%	35%	45%	20%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	-15%	10% Bg	28% BG	21% BG	6% Bg	-39%	5% I	-6%	-	-19%	-5%	-7%	11% JKLM	5% PT	-21%	33% OPRST	4% PT	-4% p	-21%	21% VW	-11%	-12%
MORE SUPPORTIVE	18%	15% G	17% g	28% g	31% G	19% G	-	23%	13%	-	-	14% JK	15% JK	28% JK	18%	12%	38% PRST	12%	12%	12%	30% vW	15%	7%
LESS SUPPORTIVE	19%	30% CDEF	7%	-	10%	13% D	39% cD	18%	19%	-	19%	20% J	22% J	17% J	12%	34% QR	6%	8%	16%	33% Qr	9%	26% U	19%
NO IMPACT	60%	55%	76% b	72%	52%	65%	50%	55%	66%	100% LMN	81% n	63%	61%	53%	70%	51%	54%	81% pq	69%	55%	57%	58%	72%
DON'T KNOW/REFUSED	2%	-	-	-	7%	3%	10%	3%	1%	-	-	2%	2%	1%	-	3%	2%	-	3%	-	4%	1%	3%

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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

And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=YES Q.18	100%	22%	13%	16%	29%	15%	5%	18%	38%	40%	23%	76%	-	44%	43%	7%	23%	44%	28%	22%	21%	32%	24%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	28% cDEFG	9% DEF	-15%	-9%	-8%	-22%	-23%	-3% h	15% HI	-19%	5% K	-	-	1%	-23%	26% RS	-11%	-5%	-2%	5% TV	-11%	14% TV
MORE SUPPORTIVE	18%	36% EFG	19% G	18% g	14% G	9%	-	8%	17%	25% H	11%	21%	-	15% P	25% P	-	31% rS	16%	11%	13%	21%	14%	28%
LESS SUPPORTIVE	19%	9%	10%	33% Bc	23% b	17%	22%	31% J	20%	10%	30%	16%	-	15%	24%	23%	5%	27% Q	16%	15%	16%	25%	14%
NO IMPACT	60%	52%	66%	47%	64%	69%	78%	62%	60%	62%	59%	60%	-	68% O	48%	77% o	59%	55%	72% r	67%	63%	56%	58%
DON'T KNOW/REFUSED	2%	3%	5%	3%	-	4%	-	-	3%	3%	-	3% k	-	3%	3%	-	5%	3%	-	5%	-	4%	-

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And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=YES Q.18	100%	7%	22%	20%	10%	15%	6%	94%	35%	16%	51%	46%	13%	34%	20%	28%	48%	38%	10%	28%	44%	30%	24%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	-19%	6% bEF	3% EF	-3%	-17%	-8%	-	-10%	-35%	-18%	17% IJK	27% IJK	13% IJK	17% RST	11% RsT	14% RST	-24%	1% RT	-32%	-5%	-19%	8% UV
MORE SUPPORTIVE	18%	9%	18%	16%	23%	14%	19%	18%	12%	6%	10%	26% iJK	31% Jk	24% Jk	26% RT	24% RT	25% RT	6%	18%	2%	15%	12%	24%
LESS SUPPORTIVE	19%	28%	12%	13%	26%	31%	27%	18%	23% lM	41% LMN	29% LMN	9%	4%	11%	9%	13%	12%	30% OpQ	17%	34% OPQ	20%	30%	16%
NO IMPACT	60%	63%	68%	64%	51%	55%	54%	61%	65%	49%	60%	62%	60%	63%	64%	56%	59%	64%	65%	64%	63%	56%	59%
DON'T KNOW/REFUSED	2%	-	2%	6%	-	-	-	3% g	-	4%	1%	4% i	5%	3%	-	7% orst	4% orst	-	-	-	1%	2%	-

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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

And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=YES Q.18	100%	11%	36%	47%	26%	14%	13%	2%	18%	20%	70%	26%	44%	16%	16%	32%	40%	11%	29%	47%	51%	22%	73%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	-22%	4% bDG	-2%	7% BDG	21% BcDG	-9%	-100%	-12%	-21%	7% IJ	6% IJ	8% IJ	-18%	-4%	-11%	18% NOP	18% NOP	18% NOP	20% U	-21%	-15%	5% V
MORE SUPPORTIVE	18%	8%	27% bG	22% g	17%	25%	8%	-	11% h	10% h	23% Hj	15% H	27% HiJ	14%	9%	11%	27% OP	23%	28% OP	31% U	7%	11%	20%
LESS SUPPORTIVE	19%	30% f	23% F	25% eF	11%	5%	17%	100% IJKLM	23%	31% L	15%	9%	19%	32% QRs	13%	23% qr	9%	5%	11%	10%	27% T	26%	15%
NO IMPACT	60%	61%	49%	52%	68% cd	65%	71% c	-	62% H	56% H	60% H	76% HkM	51% H	54%	74%	64%	60%	66%	58%	55%	65%	63%	62%
DON'T KNOW/REFUSED	2%	-	2%	1%	4%	5%	4%	-	4%	3%	2%	-	4%	-	4%	2%	4% n	6%	4%	4%	1%	-	3% v

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And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=YES Q.18	100%	42%	26%	21%	50%	42%	8%	52%	37%	11%	34%	38%	27%	100%	-	72%	18%	10%	23%	44%	8%	9%	12%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	5% cD	-	-5%	14% F	-20%	12% F	14% I	-22%	7% I	4% LM	-2%	-3%	-	-	16% QR	-36%	-45%	-1% w	3% SW	22% svW	-1% w	-25%
MORE SUPPORTIVE	18%	19%	20%	16%	24% F	9%	30%	24% i	12%	15%	19%	19%	16%	18%	-	26% QR	-	-	20%	19%	30%	14%	11%
LESS SUPPORTIVE	19%	14%	20%	21%	11%	29% E	17%	10%	34% HJ	8%	15%	21%	19%	19%	-	10%	36% P	45% P	20%	17%	8%	15%	36% u
NO IMPACT	60%	64%	57%	63%	61%	61%	53%	63%	51%	77% i	64%	58%	62%	60%	-	62%	64%	49%	60%	59%	62%	71%	53%
DON'T KNOW/REFUSED	2%	3%	2%	-	3%	2%	-	2%	3%	-	2%	3%	2%	2%	-	2%	-	6%	-	5% suvw	-	-	-

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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

And, has this advertising made you more supportive of tax reform, less supportive of tax reform, or has it had no impact on your opinion?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=YES Q.18	100%	26%	19%	52%	3%	57%	37%	5%
**D/S (MORE SUPPORTIVE - LESS SUPPORTIVE)	-	-23%	18% Be	8% B	-68%	-6%	5% F	18%
MORE SUPPORTIVE	18%	6%	29% BE	22% BE	-	20%	18%	18%
LESS SUPPORTIVE	19%	30% cd	11%	14%	68% CD	25% gH	12% H	-
NO IMPACT	60%	61%	55%	64%	32%	53%	67%	82% f
DON'T KNOW/REFUSED	2%	3%	5%	1%	-	2%	4%	-

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Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (SUPPORT - OPPOSE)	54%	65% EFG	66% EFG	64% EFG	47%	44%	38%	60% I	48%	59%	52%	60% N	56%	47%	52% T	70% OrST	65% sT	55% T	52% T	30%	78% VW	35%	54% V
SUPPORT	69%	77% EfG	78% efG	73%	64%	66%	59%	73% i	66%	68%	68%	75% n	70%	66%	67%	80% osT	77% T	68%	69% t	56%	83% VW	60%	68%
OPPOSE	16%	12%	12%	9%	17%	22% BD	21% d	14%	18%	9%	16%	15%	14%	19%	16%	10%	12%	13%	17%	26% PQR	5%	25% UW	14% U
UNDECIDED/NO OPINION	14%	10%	9%	18%	19% bc	13%	19%	13%	15%	23%	16%	10%	15%	13%	17%	10%	9%	18%	13%	17%	11%	14%	18%
REFUSED	1%	1%	1%	-	1%	-	1%	1%	1%	-	-	-	1%	1%	-	-	2%	-	2%	1%	1%	1%	-

CIVITAS INSTITUTE

Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (SUPPORT - OPPOSE)	54%	83% CDEFG	71% DEF	38%	32%	53% dE	55% E	20%	60% H	71% HI	33%	59% K	67% k	62% OP	49% P	27%	82% RS	36%	57% R	39%	65% TW	62% TW	48%
SUPPORT	69%	86% DEFg	78% DE	63%	58%	68%	68%	51%	73% H	81% Hi	56%	73% K	73%	75% P	68% p	51%	86% RS	59%	72% R	60%	77% T	74% T	67%
OPPOSE	16%	3%	8%	25% BCf	26% BCF	14% B	14%	31% IJ	12%	10%	23% lm	14%	5%	12%	19% n	24%	4%	23% Qs	15% Q	21% uv	11%	12%	19%
UNDECIDED/NO OPINION	14%	10%	12%	12%	16%	17%	18%	16% j	15% j	8%	20% L	11%	22%	13%	12%	25% o	9%	18% Q	12%	19%	11%	14%	13%
REFUSED	1%	-	2%	1%	1%	1%	-	1%	-	-	-	1% KM	-	-	1%	-	-	1%	-	-	1%	-	1%

CIVITAS INSTITUTE

Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (SUPPORT - OPPOSE)	54%	15%	59% B	64% B	62% B	60% B	74% H	52%	29%	41%	34%	75% IJKM	59% IJK	81% IJKM	85% PQRST	65% RST	74% pRST	22%	33% T	14%	53% V	41%	70% UV
SUPPORT	69%	45%	75% B	77% B	74% B	74% B	80%	69%	55%	63%	58%	82% IJKM	69% i	87% IJKM	89% PRST	78% RST	83% RST	51%	56%	48%	69%	61%	82% UV
OPPOSE	16%	30% CDEF	16%	13%	13%	14%	6%	16% G	26% LMN	22% LMN	24% LMN	7%	9%	6%	3%	13% O	8% O	30% OPQ	23% OQ	34% OPQ	17%	20% w	12%
UNDECIDED/NO OPINION	14%	22% CD	9%	9%	13%	12%	14%	14%	19% LN	13%	17% lN	11%	22% LN	7%	8%	8%	8%	18% OPQ	22% OPQ	16% opq	12% W	18% W	5%
REFUSED	1%	2%	-	1%	-	-	-	1% g	1%	1%	1%	1%	-	1%	-	2%	1%	1%	-	1%	1%	-	1%

CIVITAS INSTITUTE

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

Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (SUPPORT - OPPOSE)	54%	24%	47% B	40% B	73% BCD	71% BCD	75% BCD	38%	23%	25%	69% HIJ	60% hIJ	74% HIJL	33%	38%	36%	75% NOPR	51% np	82% NOPqR	70% U	41%	21%	67% V
SUPPORT	69%	56%	66%	63%	82% BCD	81% BCD	83% BCD	59%	51%	53%	79% HIJ	75% IJ	82% HIJ	58%	59%	59%	84% NOPr	70%	88% NOPR	79% U	62%	51%	78% V
OPPOSE	16%	31% cEFG	19% EFG	23% EFG	9%	10%	8%	21%	29% KLM	28% KLM	11%	15%	8%	24% QS	22% QS	23% QS	9%	18% S	6%	10%	21% T	31% W	11%
UNDECIDED/NO OPINION	14%	11%	15% Efg	14% e	8%	8%	8%	17%	19% KlM	19% KLM	9%	9%	10%	18% qS	18% QS	18% QS	6%	12%	5%	10%	17% t	18% w	11%
REFUSED	1%	2%	-	1%	1%	1%	1%	3%	1%	1%	1%	1%	-	-	1%	-	1%	-	2%	1%	1%	1%	-

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Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (SUPPORT - OPPOSE)	54%	61% d	55%	49%	67% F	40%	56% F	71% IJ	21%	55% I	67% LM	50%	45%	54%	53%	100% QR	-100%	- Q	58% UW	75% SUvW	8%	62% UW	27% U
SUPPORT	69%	73%	72%	68%	77% Fg	63%	66%	79% IJ	54%	65%	77% M	70%	62%	72%	69%	100% QR	-	-	77% UW	83% UvW	45%	72% UW	46%
OPPOSE	16%	12%	16%	19%	11%	24% EG	10%	8%	33% HJ	10%	9%	20% K	18% K	18%	16%	-	100% PR	-	20% T	7%	37% STVW	10%	19% Tv
UNDECIDED/NO OPINION	14%	15%	11%	12%	12%	12%	24% EF	12%	12%	24% HI	13%	10%	19% L	10%	15%	-	-	100% PQ	3%	10% S	16% S	18% S	33% STUV
REFUSED	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	-	-	1%	-	-	-	-	-	-	2%	-	2%

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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

Regardless of whether you have heard advertisements or not, do you generally support or oppose tax reform in North Carolina?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (SUPPORT - OPPOSE)	54%	30%	59% BE	68% BE	30%	52%	60% fH	39%
SUPPORT	69%	56%	74% BE	79% BE	47%	69% H	74% H	53%
OPPOSE	16%	25% CD	15%	10%	17%	18%	14%	14%
UNDECIDED/NO OPINION	14%	17%	11%	11%	36% BCD	12%	12%	32% FG
REFUSED	1%	2% ce	-	-	-	1%	-	1%

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Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (MORE INCLINED - LESS INCLINED)	6%	-8%	26% BEFG	27% BEFG	-6%	12% BEG	-4%	11% I	2%	7% k	-2%	5% KN	22% JKLN	-1%	-5%	27% OQRST	5% ORT	- T	9% ORT	-7%	31% VW	-6%	-7%
MORE INCLINED TO SUPPORT	46%	40%	59% BEG	53% bE	37%	49% e	39%	49%	42%	53%	43%	44%	55% N	39%	46%	58% QrsT	43%	42%	45%	36%	55% VW	40%	41%
LESS INCLINED TO SUPPORT	39%	47% cD	33%	26%	43% D	37%	43% D	39%	40%	47%	44%	40%	33%	41%	51% Ps	31%	37%	42%	36%	44% p	24%	47% U	48% U
DON'T KNOW	15%	12%	9%	21% c	20% C	13%	16%	12%	17%	-	12% J	16% J	12% J	19% Jm	3%	11% o	19% O	14% O	18% O	20% Op	20% VW	12%	11%
REFUSED	1%	1%	-	-	-	1%	2%	-	1%	-	1%	-	1%	1%	-	-	1%	1%	1%	1%	-	1%	-

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Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (MORE INCLINED - LESS INCLINED)	6%	32% DEFG	29% DEFG	7% EF	-15%	-18%	7% EF	-28%	8% H	25% HI	-4%	9% K	2%	11% P	7% P	-16%	29% RS	-8%	8% R	8% VW	32% TVW	-7% W	-19%
MORE INCLINED TO SUPPORT	46%	58% EF	52% Ef	47% e	35%	37%	46%	31%	47% H	54% H	41%	46%	50%	50%	44%	38%	55% R	39%	47%	46% w	60% TVW	38%	33%
LESS INCLINED TO SUPPORT	39%	26%	23%	40% BC	51% BC	56% BCd	39%	59% IJ	39% j	30%	45%	37%	48%	39%	37%	54% o	26%	47% Q	40% Q	38%	28%	45% U	52% tU
DON'T KNOW	15%	16% f	26% DEF	12%	12%	7%	15%	9%	15%	16% h	14%	16% M	2%	11%	18% Np	8%	20% s	13%	13%	16%	11%	17%	15%
REFUSED	1%	-	-	1%	1%	-	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	-

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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

Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (MORE INCLINED - LESS INCLINED)	6%	-13%	16% BDE	-3% b	1% BD	21% BDE	-14%	8% G	-20%	-8% I	-15%	28% IJKM	1% IJK	37% IJKLM	33% RST	25% RST	29% RST	-28%	-34%	-24%	5% V	-6%	30% UV
MORE INCLINED TO SUPPORT	46%	38%	54% bD	38%	43%	57% BD	38%	46%	33%	39%	35%	56% IJKm	42%	61% IJKM	59% RST	57% RST	58% RST	29%	26%	31%	46%	40%	58% UV
LESS INCLINED TO SUPPORT	39%	51% cf	38%	41%	43%	36%	52%	38%	53% LN	47% LN	50% LN	28%	41% lN	24%	26%	32%	29%	57% OPQ	60% OPQ	55% OPQ	40% W	45% W	28%
DON'T KNOW	15%	9%	8%	19% bCF	14%	8%	10%	15%	13%	14%	13%	16%	17%	15%	16%	11%	13%	12%	12%	12%	13%	15%	14%
REFUSED	1%	1%	-	1%	-	-	-	1%	1%	1%	1%	-	-	-	-	-	-	1%	2%	1%	1%	-	-

CIVITAS INSTITUTE

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

Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (MORE INCLINED - LESS INCLINED)	6%	-21%	-6% B	-11%	33% BCDF	17% BCD	50% BCDEF	-14% IJ	-40%	-35%	28% HIJ	21% HIJ	32% HIJl	9% OP	-25%	-14%	33% NOPR	10% OP	40% NOPR	30% U	-15%	-22%	17% V
MORE INCLINED TO SUPPORT	46%	34%	39%	38%	60% BCD	52% BcD	68% BCDF	31%	25%	26%	56% HIJ	53% hIJ	58% HIJ	49% O	30%	36%	59% OP	49% O	62% OPr	59% U	35%	35%	51% V
LESS INCLINED TO SUPPORT	39%	55% EFG	46% EG	49% EFG	27% g	36% G	18%	45% km	65% hKLM	62% KLM	28%	32%	26%	40% qS	55% nQrS	51% QS	26%	39% S	22%	28%	50% T	57% W	34%
DON'T KNOW	15%	10%	15%	13%	12%	11%	13%	20%	10%	11%	15%	14%	15%	11%	14%	13%	14%	10%	15%	12%	14%	9%	14% v
REFUSED	1%	1%	-	-	1%	1%	-	3%	-	1%	1%	2%	-	-	-	-	1%	3%	1%	-	1%	-	-

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Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (MORE INCLINED - LESS INCLINED)	6%	23% CD	-9%	-2% C	27% FG	-8%	-9%	35% IJ	-39%	-7% I	31% LM	-2% M	-9%	11% O	4%	23% QR	-36%	-25%	20% UW	15% UW	-31%	36% sTUW	-25%
MORE INCLINED TO SUPPORT	46%	55% Cd	37%	43%	57% FG	41% G	29%	61% IJ	25%	30%	60% LM	44% m	33%	49%	44%	55% QR	30%	20%	51% UW	52% UW	29%	66% sTUW	22%
LESS INCLINED TO SUPPORT	39%	32%	46% B	46% B	30%	49% Eg	38%	27%	64% HJ	37%	29%	46% K	43% K	38%	40%	32%	66% PR	45% p	31%	37%	60% STV	30%	46% SV
DON'T KNOW	15%	13%	15%	10%	12%	9%	33% EF	11%	11%	33% HI	11%	10%	23% KL	13%	15%	13% Q	3%	35% PQ	18% V	12% V	8%	4%	31% STUV
REFUSED	1%	-	1%	1%	-	1%	1%	-	-	1%	1%	-	1%	-	1%	-	1%	1%	-	-	2%	-	-

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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

Regardless of which plan you prefer, would you be more inclined to support either tax reform plan if it included a guarantee that personal income taxes would be eliminated, even if that meant sales taxes would increase a little bit and apply to services not currently taxed?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (MORE INCLINED - LESS INCLINED)	6%	-24%	8% BE	26% BCE	-7% B	2% h	16% FH	-4%
MORE INCLINED TO SUPPORT	46%	31%	48% BE	56% BE	21%	44%	50% H	34%
LESS INCLINED TO SUPPORT	39%	55% CDE	41% d	30%	28%	43% g	35%	38%
DON'T KNOW	15%	12%	10%	14%	50% BCD	12%	15%	27% Fg
REFUSED	1%	2%	-	-	-	1%	-	-

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Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
LOWER CORPORATE TAX RATES	39% (1)	40% (1)	44% (1)	47% (1)	36% (1)	35% (1)	35% (1)	44% (1) I	34% (1)	32% (1)	39% (1)	45% (1) N	46% (1) N	31% (1)	42% (1) T	54% (1) QRST	38% (1)	35% (1)	38% (1) t	27% (1)	52% (1) VW	30% (1)	36% (1)
LOWER PERSONAL INCOME TAX RATES	20% (2)	17% (2)	27% (2)	18% (2)	19% (2)	21% (2)	18% (2)	16% (2)	24% (2) H	22% (3)	19% (2)	17% (2)	18% (2)	21% (2)	16% (2)	11% (3)	20% (2) p	22% (2) p	25% (2) P	20% (2) p	16% (3)	24% (2) U	20% (2)
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	14% (3)	9% (3)	16% (3)	15% (3)	11% (4)	12% (3)	14% (3)	12% (3)	22% (2)	11% (4)	16% (3)	10% (3)	13% (3)	16% (3)	15% (2)	10% (4)	13% (3)	11% (3)	17% (3)	18% (2) V	10% (4)	10% (4)
LOWER SALES TAX RATES	10% (4)	6% (4)	8% (4)	8% (4)	9% (4)	15% (3) B	12% (4)	11% (4)	9% (4)	7% (4)	11% (3)	13% (4) m	6% (4)	10% (4)	14% (4)	7% (4)	12% (3)	9% (4)	10% (4)	7% (4)	5% (4)	11% (3) U	15% (3) U
DON'T KNOW	16%	19%	11%	11%	18%	17%	19%	14%	18%	17%	16% l	6%	18% L	23% L	10%	11%	17%	17%	14%	27% OPS	9%	21% U	18% u
REFUSED	2%	5% CD	-	-	2%	2%	3%	2%	3%	-	4%	2% j	2%	3% J	2%	2%	3%	5%	1%	2%	-	5% Uw	1%

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Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
LOWER CORPORATE TAX RATES	39% (1)	55% (1) DEG	49% (1) DEG	31% (1)	30% (1)	47% (1) DEG	23% (2)	24% (1)	35% (1) h	52% (1) HI	27% (1)	44% (1) Km	16% (3)	46% (1) OP	36% (1)	29% (1)	56% (1) RS	26% (1)	43% (1) R	28% (1)	43% (1) T	45% (1) T	40% (1) t
LOWER PERSONAL INCOME TAX RATES	20% (2)	14% (3)	18% (2)	21% (2)	26% (2) BF	11% (3)	29% (1) f	21% (2)	23% (2)	19% (2)	24% (2)	16% (2)	53% (1) l	19% (2)	20% (2)	16% (3)	13% (3)	26% (2) Qs	18% (2)	25% (2) v	21% (2)	15% (2)	20% (2)
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	20% (2) DEf	15% (3)	9% (4)	10% (3)	10% (4)	11% (4)	8% (4)	14% (3)	12% (3)	12% (4)	12% (3)	23% (2)	11% (3)	12% (3)	22% (2)	17% (2) R	9% (4)	12% (3)	17% (3)	14% (3)	9% (4)	9% (3)
LOWER SALES TAX RATES	10% (4)	4% (4)	6% (4)	13% (3) B	9% (4) b	17% (2) BC	13% (3)	20% (3) IJ	8% (4)	6% (4)	13% (3)	9% (4)	7% (4)	10% (4)	8% (4)	14% (4)	5% (4)	13% (3) Q	9% (4)	11% (4)	7% (4)	13% (3) uW	6% (4)
DON'T KNOW	16%	8%	11%	21% Bc	21% Bc	14%	22% b	19% j	19% J	10%	23% lM	15% M	-	11%	21% N	18%	9%	22% Q	16% q	20%	14%	13%	21%
REFUSED	2%	-	-	5% BC	4% BC	1%	1%	7% IJ	1%	-	-	3% KM	-	3%	2%	2%	-	5% Q	1%	-	1%	4% T	4% T

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Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
LOWER CORPORATE TAX RATES	39% (1)	14% (2)	37% (1) B	46% (1) B	51% (1) Bc	47% (1) B	65% (1) H	37% (1)	19% (2)	36% (1) I	26% (1)	54% (1) IJK	53% (1) IjK	55% (1) IJK	51% (1) PRST	37% (1) t	44% (1) RsT	28% (1)	32% (1)	26% (1)	41% (1)	42% (1)	47% (1)
LOWER PERSONAL INCOME TAX RATES	20% (2)	17% (1)	25% (2) Ef	19% (2)	11% (4)	14% (3)	20% (2)	20% (2)	26% (1) LMN	25% (2) lM	26% (2) LMN	14% (3)	9% (3)	16% (2) m	13% (3)	28% (2) O	21% (2) o	24% (2) O	25% (2) o	23% (2) o	19% (2)	17% (2)	17% (2)
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	9% (4)	17% (3) b	11% (3)	14% (2)	18% (2)	1% (4)	13% (3) G	9% (4)	12% (3)	10% (4)	15% (2) Ik	19% (2) i	14% (3)	21% (2) pRST	12% (4)	16% (3) RSt	8% (4)	5% (4)	9% (4)	12% (3)	8% (4)	12% (3)
LOWER SALES TAX RATES	10% (4)	11% (3)	11% (4)	10% (4)	11% (3)	9% (4)	6% (3)	10% (4)	18% (3) JLMN	7% (4)	13% (3) jLMN	5% (4)	4% (4)	6% (4)	5% (4)	13% (3) O	9% (4)	14% (3) O	15% (3) O	13% (3) O	9% (4)	11% (3)	10% (4)
DON'T KNOW	16%	43% CDEF	9%	10%	12%	10%	5%	17% G	24% LmN	16%	21% LN	10%	14%	9%	9%	10%	9%	20% OPQ	19% oq	21% OPQ	17%	19%	13%
REFUSED	2%	6%	1%	5% c	2%	3%	2%	2%	4% LN	4% n	4% LN	1%	2%	-	-	-	-	7% OPQ	4% o	8% OPQ	1%	3%	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

Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
LOWER CORPORATE TAX RATES	39% (1)	30% (1)	35% (1)	33% (1)	54% (1) BCD	54% (1) BCD	55% (1) BCD	17% (2)	24% (1)	23% (1)	47% (1) HIJ	37% (1) HiJ	52% (1) HIJL	28% (1)	27% (2)	27% (2)	56% (1) NOP	56% (1) NOP	57% (1) NOP	47% (1) U	31% (1)	32% (1)	41% (1) v
LOWER PERSONAL INCOME TAX RATES	20% (2)	24% (2) f	23% (2) eF	23% (2) EF	15% (3)	13% (3)	17% (3)	19% (1)	20% (3)	20% (3)	20% (2)	25% (2)	18% (2)	21% (2)	31% (1) QRS	27% (1) QRS	11% (3)	11% (3)	11% (3)	18% (2)	23% (2)	16% (3)	23% (2)
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	6% (4)	10% (4)	9% (4)	15% (2) Bd	12% (4)	19% (2) BcD	15% (4)	9% (4)	10% (4)	14% (3)	8% (4)	17% (3) IjL	17% (3)	8% (4)	11% (4)	14% (2) o	12% (2)	15% (2) o	17% (3) U	10% (4)	14% (4)	12% (3)
LOWER SALES TAX RATES	10% (4)	17% (3) eG	11% (3) G	13% (3) G	8% (4) g	13% (2) G	3% (4)	16% (3) m	21% (2) KlM	20% (2) KlM	6% (4)	10% (3) m	4% (4)	14% (4)	18% (3) QS	17% (3) QS	7% (4)	9% (4)	7% (4)	10% (4)	11% (3)	17% (2) W	8% (4)
DON'T KNOW	16%	17% efg	19% EFG	18% EFG	7%	8%	7%	30% KM	23% KM	24% KM	11%	16%	8%	18%	15%	16%	10%	11%	10%	9%	21% T	17%	14%
REFUSED	2%	5% g	2% g	3% EG	-	1%	-	3%	3%	3%	2%	5%	1%	3%	3%	3%	2%	2%	2%	-	4% T	4%	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

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Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
LOWER CORPORATE TAX RATES	39% (1)	39% (1)	43% (1)	36% (1)	46% (1) fG	37% (1) g	27% (1)	47% (1) IJ	32% (1)	23% (2)	52% (1) LM	36% (1)	28% (1)	44% (1)	37% (1)	46% (1) QR	18% (3)	27% (1)	-	100% SUVW	-	-	-
LOWER PERSONAL INCOME TAX RATES	20% (2)	24% (2)	18% (2)	20% (2)	21% (2)	20% (2)	18% (2)	19% (2)	20% (2)	26% (1)	14% (3)	25% (2) K	22% (2) k	23% (2)	19% (2)	22% (2) R	25% (1) R	4% (4)	100% TUVW	-	-	-	-
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	17% (3) c	10% (4)	11% (4)	11% (3)	15% (3)	11% (3)	15% (3) i	9% (4)	11% (3)	16% (2) m	12% (4)	9% (3)	9% (3)	14% (3) n	13% (3)	8% (4)	16% (2)	-	-	-	100% STUW	-
LOWER SALES TAX RATES	10% (4)	8% (4)	12% (3)	14% (3)	10% (4)	12% (4) G	5% (4)	9% (4) J	15% (3) hJ	3% (4)	8% (4)	13% (3) m	7% (4)	8% (4)	10% (4)	6% (4)	23% (2) Pr	11% (3)	-	-	100% STVW	-	-
DON'T KNOW	16%	12%	15%	17%	12%	12%	38% EF	9%	18% H	36% HI	7%	11%	32% KL	12%	17% n	11%	20% P	38% PQ	-	-	-	-	100% STUV
REFUSED	2%	2%	3%	1%	1%	4% E	1%	1%	5% H	2%	1%	2%	2%	5% o	1%	1%	6% p	3%	-	-	-	-	-

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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

Which aspect of state tax reform do you feel would be better for job creation in North Carolina?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
LOWER CORPORATE TAX RATES	39% (1)	27% (1)	50% (1) BE	43% (1) BE	19% (1)	36% (1)	44% (1)	33% (1)
LOWER PERSONAL INCOME TAX RATES	20% (2)	19% (2)	15% (2)	24% (2) C	15% (2)	21% (2) H	22% (2) H	8% (3)
RAISING THE SALES TAX RATE SLIGHTLY AND EXPAND THE SALES TAX TO SERVICES IN EXCHANGE FOR ELIMINATION OF INCOME TAXES	13% (3)	9% (4)	11% (3)	16% (3) b	10% (3)	12% (3)	13% (3)	14% (2)
LOWER SALES TAX RATES	10% (4)	17% (3) CDE	9% (4)	7% (4)	5% (4)	11% (4) H	9% (4) h	3% (4)
DON'T KNOW	16%	20% D	15%	10%	52% BCD	16%	11%	39% FG
REFUSED	2%	7% CDE	1%	-	-	3% g	1%	3%

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In your opinion, which of the following approaches to tax reform is most important?

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	41% (1) Ef	35% (1)	43% (1) Ef	26% (1)	29% (1)	35% (1)	35% (1)	33% (1)	37% (1)	33% (1)	35% (1)	40% (1)	31% (1)	31% (1)	42% (1) t	31% (1)	36% (1)	37% (1)	30% (1)	36% (1)	36% (1)	28% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	13% (3)	23% (2)	22% (2)	18% (2)	16% (4)	14% (2)	19% (2)	15% (3)	16% (3)	20% (2)	18% (3)	18% (2)	14% (3)	26% (2) qr	17% (3)	14% (3)	12% (4)	19% (3)	15% (3)	15% (3)	18% (2)	19% (3)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	17% (2) D	12% (3)	5% (4)	17% (3) D	20% (2) D	12% (3)	13% (4)	17% (2)	21% (2)	9% (4)	12% (4)	17% (3)	21% (2) KL	9% (4)	11% (4)	22% (2) Op	15% (2)	19% (2) o	20% (2) o	10% (4)	17% (3) U	19% (2) u
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	9% (4)	11% (4)	11% (3)	12% (4)	19% (3) Bg	10% (4)	15% (3) i	10% (4)	15% (4)	13% (3)	19% (2) N	12% (4)	8% (4)	17% (3) T	19% (2) T	12% (4) t	13% (3) t	11% (4)	5% (4)	19% (2) VW	8% (4)	9% (4)
DON'T KNOW	19%	14%	19%	19%	25% bf	15%	27% bf	15%	23% H	7%	23% Jm	14%	11%	23% JLM	13%	10%	18%	21% p	13%	29% OPqS	19%	19%	20%
REFUSED	2%	7% CDFg	-	-	2%	1%	2%	2%	2%	3%	3%	2%	2%	2%	4%	2%	2%	3%	2%	2%	-	2% u	4%

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In your opinion, which of the following approaches to tax reform is most important?

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	36% (1)	36% (1)	37% (1)	35% (1)	30% (1)	26% (1)	27% (1)	36% (1)	37% (1) h	46% (1) L	31% (1)	27% (1)	35% (1)	30% (1)	51% (1) nO	38% (1)	32% (1)	35% (1)	39% (1) u	28% (1)	40% (1) U	30% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	13% (3)	19% (2)	24% (2) Be	14% (3)	24% (2) b	13% (3)	14% (3)	15% (2)	23% (2) hI	10% (3)	20% (2) K	8% (4)	20% (2) p	16% (3)	9% (3)	19% (3)	13% (3)	21% (2) r	16% (2)	19% (2)	18% (2)	13% (4)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	8% (4)	13% (4)	16% (3)	17% (2) B	17% (3) b	22% (2)	26% (2) IJ	15% (3) j	8% (4)	19% (2)	14% (4)	19% (2)	10% (4)	20% (2) N	20% (2)	6% (4)	20% (2) Q	15% (3) Q	15% (3)	14% (4)	15% (3)	16% (2)
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	22% (2) DEG	15% (3) dG	7% (4)	9% (4) G	16% (4) dG	2% (4)	8% (4)	12% (4)	16% (3) H	6% (4)	14% (3) K	12% (3)	19% (3) OP	9% (4)	4% (4)	19% (2) Rs	8% (4)	12% (4)	5% (4)	18% (3) T	12% (4) T	15% (3) T
DON'T KNOW	19%	20% F	17% f	14%	22% F	8%	33% DF	21%	21%	16%	19%	18%	35%	14%	24% Np	12%	19%	24% S	13%	24% V	18%	13%	22% v
REFUSED	2%	1%	-	2%	3% c	4% c	4%	5% J	2%	-	-	3% KM	-	3%	1%	3%	-	3% Q	4% Q	2%	2%	2%	3%

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

In your opinion, which of the following approaches to tax reform is most important?

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	28% (1)	38% (1)	37% (1)	33% (1)	38% (1)	57% (1) H	33% (1)	35% (1)	28% (1)	32% (1)	38% (1)	31% (1)	40% (1) Jk	40% (1) RT	33% (1)	36% (1) rT	27% (1)	31% (1)	25% (1)	38% (1)	33% (1)	32% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	16% (3)	19% (2)	24% (2) E	11% (4)	21% (2)	25% (2)	17% (2)	12% (3)	21% (2)	16% (3)	20% (2) I	25% (2) I	18% (3)	19% (2)	19% (2)	19% (2)	19% (3)	21% (3)	17% (3)	18% (2)	19% (2)	25% (2)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	21% (2)	19% (3) df	10% (4)	17% (3)	10% (4)	4% (4)	16% (3) G	23% (2) jLN	13% (3)	19% (2) LN	10% (4)	15% (3)	8% (4)	9% (4)	17% (3) o	13% (4)	22% (2) OQ	22% (2) O	22% (2) Oq	15% (3)	15% (3)	12% (4)
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	3% (4)	10% (4) b	18% (3) B	22% (2) Bc	18% (3) B	8% (3)	13% (4)	9% (4)	6% (4)	8% (4)	17% (3) IJK	13% (4)	18% (2) IJK	15% (3) s	16% (4) s	15% (3) rS	9% (4)	7% (4)	11% (4)	14% (4)	9% (4)	17% (3) v
DON'T KNOW	19%	29% CDeF	13%	9%	15%	7%	6%	20% G	18%	28% LmN	22% Ln	15%	15%	15%	18%	15%	16%	17%	12%	21%	14%	21%	13%
REFUSED	2%	4%	1%	2%	2%	6% c	-	2% G	2%	4%	3% n	1%	1%	1%	-	-	-	6% OPQ	7% OPQ	5% OPQ	1%	3%	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

In your opinion, which of the following approaches to tax reform is most important?

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	32% (1)	38% (1) eg	36% (1)	29% (1)	30% (1)	27% (1)	21% (2)	31% (1)	29% (1)	37% (1) h	34% (1)	39% (1) Hj	40% (1)	32% (1)	35% (1)	35% (1)	38% (1)	34% (1)	38% (1) u	30% (1)	35% (1)	33% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	16% (3)	20% (2)	18% (2)	21% (3)	20% (3)	21% (3)	25% (1)	11% (3)	13% (3)	18% (2) i	20% (2)	17% (3)	14% (3)	17% (3)	16% (3)	18% (3)	18% (3)	18% (3)	19% (2)	17% (3)	15% (3)	19% (2)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	20% (2) G	17% (3) eG	18% (3) EG	11% (4)	14% (4)	8% (4)	19% (3)	26% (2) KLM	25% (2) KLM	12% (4)	9% (4)	13% (4)	16% (2)	25% (2) QRS	22% (2) QrS	10% (4)	12% (4)	10% (4)	13% (4)	18% (2)	24% (2) W	12% (4)
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	9% (4)	8% (4)	8% (4)	23% (2) BCD	21% (2) BCD	25% (2) BCD	11% (4)	7% (4)	7% (4)	15% (3) IJ	10% (3)	18% (2) IJl	9% (4)	9% (4)	9% (4)	21% (2) NOP	18% (2)	22% (2) NOP	17% (3) U	9% (4)	7% (4)	15% (3) V
DON'T KNOW	19%	17%	15%	16%	16%	15%	17%	21%	22% m	22% m	17%	22%	14%	20%	14%	16%	14%	10%	15%	13%	23% T	16%	19%
REFUSED	2%	6% f	2% f	3% eF	1%	-	2%	3%	3% m	3% M	1% M	4% m	-	1%	1%	1%	2%	3%	2%	-	4% T	3%	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

In your opinion, which of the following approaches to tax reform is most important?

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	31% (1)	38% (1)	38% (1)	39% (1) g	32% (1)	28% (1)	35% (1)	35% (1)	28% (1)	35% (1)	40% (1) M	28% (1)	37% (1)	33% (1)	39% (1) QR	27% (1)	18% (2)	35% (1) w	46% (1) UVW	24% (2)	24% (1)	22% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	21% (2)	15% (3)	16% (3)	21% (2)	15% (4)	13% (3)	19% (2)	14% (3)	16% (2)	16% (4)	23% (2) M	13% (3)	20% (2)	17% (2)	17% (2)	19% (3)	17% (3)	24% (2) W	18% (2) W	16% (3) w	23% (3) W	5% (3)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	12% (4)	17% (2)	21% (2) b	12% (3)	19% (2) e	15% (2)	11% (4)	23% (2) Hj	13% (3)	16% (3)	13% (3)	16% (2)	16% (3)	15% (3)	12% (4)	24% (2) P	22% (1) p	14% (3)	9% (4)	38% (1) STVW	17% (4)	17% (2) t
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	18% (3) CD	9% (4)	8% (4)	12% (4) G	17% (3) G	3% (4)	19% (3) IJ	5% (4)	5% (4)	24% (2) LM	7% (4)	5% (4)	14% (4)	12% (4)	16% (3) QR	4% (4)	6% (4)	7% (4)	16% (3) SuW	8% (4)	23% (2) SUW	4% (4)
DON'T KNOW	19%	18%	19%	15%	16%	15%	38% EF	16%	18%	34% HI	9%	15% k	35% KL	10%	22% N	16%	22%	33% P	19%	11%	12%	12%	49% STUV
REFUSED	2%	1%	2%	2%	-	3% E	4%	-	5% H	4% h	-	1%	3% K	3%	2%	1%	4%	5%	-	-	3%	1%	4% st

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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

In your opinion, which of the following approaches to tax reform is most important?

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
KEEPING THE THREE MAJOR TAXES - INCOME, CORPORATE, AND SALES - BUT LOWERING THE RATES ON ALL THREE TAXES	34% (1)	31% (1)	47% (1) BDE	30% (1)	28% (1)	34% (1)	35% (1)	35% (1)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST INCOME TAXES	17% (2)	13% (3)	20% (2) bE	20% (2) bE	8% (3)	17% (2) H	19% (2) H	7% (3)
KEEPING THE THREE MAJOR TAXES, BUT SIGNIFICANTLY LOWERING THE RATE ON JUST SALES TAXES	15% (3)	23% (2) CD	10% (4)	13% (4)	14% (2)	16% (3)	15% (4)	10% (2)
ELIMINATION OF A MAJOR TAX, FOR INSTANCE ELIMINATING COMPLETELY THE SALES TAX OR INCOME TAX	12% (4)	7% (4) E	12% (3) E	17% (3) BE	1% (4)	10% (4)	17% (3) FH	6% (4)
DON'T KNOW	19%	20% C	10%	20% C	47% BCD	19% g	13%	41% FG
REFUSED	2%	6% CD	-	1%	1%	4% G	-	2%

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

In terms of how much revenue a new state tax code generates, would you prefer:

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	39% (1)	49% (1)	58% (1) B	45% (1)	49% (1)	45% (1)	46% (1)	47% (1)	56% (1)	47% (1)	48% (1)	44% (1)	42% (1)	52% (1) q	50% (1) q	37% (1)	44% (1)	46% (1)	45% (1)	60% (1) VW	36% (1)	46% (1)
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	26% (2) Dg	25% (2) D	10% (3)	22% (2) D	17% (3)	14% (3)	20% (2)	20% (2)	21% (2)	30% (2) N	20% (2)	23% (2)	15% (3)	24% (2)	21% (2)	16% (3)	28% (2) qT	21% (2)	14% (3)	10% (3)	27% (2) U	21% (2) U
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	22% (3)	15% (3)	12% (2)	14% (3)	19% (2)	17% (2)	19% (3)	15% (3)	7% (3)	15% (3)	19% (3) j	17% (3)	20% (2) J	15% (3)	21% (3)	23% (2)	15% (3)	14% (3)	18% (2)	16% (2)	16% (3)	20% (3)
DON'T KNOW	16%	13%	10%	20% c	20% c	15%	22% c	14%	17%	16%	8%	12%	15%	22% KL	8%	8%	23% OPr	13%	18% oP	22% OP	13%	20% UW	12%
REFUSED	1%	2%	1%	-	-	-	1%	-	1%	-	-	1%	1%	1%	-	1%	1%	-	1%	2%	1%	-	1%

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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

In terms of how much revenue a new state tax code generates, would you prefer:

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	62% (1) DEF	57% (1) DEF	31% (1)	39% (1)	41% (1)	52% (1) d	32% (2)	39% (1)	61% (1) HI	38% (1)	47% (1) k	71% (1) k	48% (1) o	40% (1)	46% (1)	59% (1) RS	36% (1)	48% (1) R	49% (1)	54% (1) VW	42% (1)	38% (1)
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	9% (3)	12% (3)	26% (2) BCg	28% (2) BCG	29% (2) BCG	12% (3)	35% (1) J	25% (2) J	10% (3)	28% (2) l	18% (3)	25% (2)	23% (2)	19% (2)	20% (2)	10% (3)	28% (2) Qs	19% (2) Q	21% (2)	16% (2)	20% (3)	28% (2) U
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	16% (2)	16% (2)	20% (3)	13% (3)	23% (3) e	17% (2)	19% (3)	19% (3)	14% (2)	14% (3)	19% (2) m	4% (3)	19% (3)	18% (3)	10% (3)	17% (2)	16% (3)	19% (3)	10% (3)	12% (3)	22% (2) TU	25% (3) TU
DON'T KNOW	16%	12%	14%	21% F	20% F	7%	17%	14%	16%	15%	20% M	15% M	1%	10%	22% N	23% n	14%	19% s	12%	20% W	17% w	16%	9%
REFUSED	1%	-	1%	1%	-	1%	2%	-	1%	1%	-	1% km	-	1%	1%	1%	-	-	2% qr	1%	1%	-	1%

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In terms of how much revenue a new state tax code generates, would you prefer:

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	37% (1)	53% (1) B	44% (1)	46% (1)	49% (1)	54% (1)	46% (1)	29% (2)	38% (1)	33% (1)	61% (1) IJK	61% (1) IJK	61% (1) IJK	57% (1) RST	58% (1) RST	58% (1) RST	31% (2)	33% (2)	29% (2)	51% (1) V	38% (1)	53% (1) V
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	30% (2) C	16% (3)	24% (2)	22% (2)	20% (3)	28% (2)	20% (2)	31% (1) LMN	34% (2) LMN	32% (2) LMN	8% (3)	5% (3)	9% (3)	7% (3)	20% (2) O	14% (3) O	34% (1) OPQ	37% (1) OPQ	31% (1) OpQ	15% (3)	26% (2) UW	13% (3)
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	6% (3)	16% (2) B	22% (3) B	20% (3) B	25% (2) B	14% (3)	17% (3)	20% (3)	15% (3)	18% (3)	17% (2)	23% (2)	15% (2)	17% (2)	14% (3)	16% (2)	20% (3)	16% (3)	23% (3) p	18% (2)	16% (3)	17% (2)
DON'T KNOW	16%	27% DeF	16% F	9%	12%	5%	4%	17% G	21% lM	13%	17% m	13%	9%	15%	19% P	7%	13%	15% P	14%	16% p	16%	20%	15%
REFUSED	1%	1%	-	-	-	1%	-	1% g	-	1%	-	1%	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

In terms of how much revenue a new state tax code generates, would you prefer:

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	25% (2)	40% (1) B	35% (1)	63% (1) BCD	65% (1) BCD	62% (1) BCD	33% (2)	29% (2)	29% (2)	58% (1) HIJ	52% (1) hIJ	61% (1) HIJ	31% (2)	36% (1)	34% (1)	55% (1) NOPR	38% (1)	60% (1) NOPR	58% (1) U	39% (1)	47% (1)	48% (1)
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	41% (1) CEFG	25% (2) EFG	30% (2) EFG	9% (3)	7% (3)	11% (3)	39% (1) KLM	32% (1) KLM	33% (1) KLM	13% (3)	17% (2)	10% (3)	34% (1) QS	29% (2) QS	30% (2) QS	13% (3)	24% (3) S	9% (3)	11% (3)	28% (2) T	24% (2)	20% (2)
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	12% (3)	22% (3) beg	19% (3)	15% (2)	17% (2)	13% (2)	9% (3)	21% (3) h	19% (3)	17% (2)	17% (3)	17% (2)	18% (3)	25% (3)	23% (3)	20% (2)	28% (2)	18% (2)	18% (2)	17% (3)	19% (3)	16% (3)
DON'T KNOW	16%	20%	13%	15%	11%	11%	12%	20%	17%	18%	12%	13%	12%	17%	11%	13%	11%	7%	13%	13%	16%	10%	16% v
REFUSED	1%	2%	-	1%	1%	-	3%	-	1%	1%	1%	-	1%	-	-	-	1%	3%	-	-	1%	-	1%

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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

In terms of how much revenue a new state tax code generates, would you prefer:

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	55% (1) C	37% (1)	48% (1) c	54% (1) FG	42% (1)	37% (1)	60% (1) IJ	28% (2)	33% (1)	58% (1) LM	46% (1) M	34% (1)	42% (1)	48% (1)	51% (1) qR	39% (1)	33% (1)	54% (1) uW	56% (1) UW	37% (1) W	52% (1) W	21% (1)
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	15% (3)	30% (2) B	21% (2)	14% (3)	28% (2) Eg	19% (2)	14% (3)	34% (1) HJ	16% (2)	19% (2)	21% (3)	19% (2)	18% (3)	21% (2)	17% (3)	27% (2) p	27% (2) p	22% (2)	16% (3)	34% (2) TVW	17% (3)	17% (2)
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	17% (2)	20% (3) d	12% (3)	18% (2)	19% (3) g	11% (3)	15% (2)	23% (3) HJ	12% (3)	15% (3)	21% (2)	14% (3)	27% (2) O	14% (3)	20% (2) R	16% (3) R	5% (3)	13% (3)	19% (2) w	21% (3)	24% (2) W	11% (3)
DON'T KNOW	16%	13%	13%	18%	13%	11%	34% EF	11%	14%	37% HI	7%	11%	31% KL	12%	17%	12%	18%	32% Pq	10%	10%	8%	7%	49% STUV
REFUSED	1%	1%	-	-	1%	1%	-	-	-	2%	-	1%	1%	1%	1%	1%	-	2%	1%	-	-	-	2%

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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

In terms of how much revenue a new state tax code generates, would you prefer:

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
THE NEW TAX CODE RESULT IN A TAX CUT TO PROVIDE RELIEF FOR TAXPAYERS AND BUSINESSES	46% (1)	30% (2) E	50% (1) BE	59% (1) BE	11% (2)	39% (1)	57% (1) FH	41% (1)
THE NEW TAX CODE RESULT IN MORE REVENUE, TO PROVIDE MORE FUNDING FOR STATE GOVERNMENT	20% (2)	32% (1) cD	22% (2) D	11% (3)	23% (1)	26% (2) GH	16% (2)	9% (3)
THE NEW TAX CODE RESULT IN PRODUCING THE SAME AMOUNT OF REVENUE AS THE CURRENT TAX CODE, TO PROVIDE THE SAME AMOUNT OF FUNDING FOR STATE GOVERNMENT	17% (3)	22% (3) E	14% (3)	17% (2) e	7% (3)	20% (3) G	12% (3)	22% (2)
DON'T KNOW	16%	15%	13%	12%	58% BCD	15%	14%	27% fg
REFUSED	1%	1%	1%	-	1%	1%	-	2%

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Summary of Professional Services Collect Tax: % Yes

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
AUTO REPAIR SHOPS	48% (1)	47% (1)	48% (1)	52% (1)	43% (1)	55% (1) eg	41% (3)	53% (1) I	43% (1)	71% (1) klmN	52% (2) N	53% (1) N	52% (1) N	34% (1)	65% (1) QST	60% (1) QST	34% (2)	51% (1) Qt	45% (1)	36% (1)	56% (1) V	40% (1)	52% (1) v
HAIR SALONS	42% (2)	43% (2)	43% (2)	49% (2) E	33% (4)	42% (2)	44% (2)	46% (2) i	38% (2)	47% (5)	53% (1) N	48% (2) N	43% (2) N	31% (3)	59% (2) QrST	50% (2) QT	30% (3)	42% (2)	42% (2) q	31% (3)	48% (2) V	35% (2)	45% (2)
GYM MEMBERSHIPS	38% (3)	42% (3) E	39% (3)	30% (6)	29% (5)	39% (4)	45% (1) dE	42% (3) I	33% (3)	35% (7)	46% (3) n	44% (3) n	34% (4)	33% (2)	49% (4) qsT	44% (3)	34% (1)	37% (4)	34% (4)	33% (2)	42% (3) v	33% (4)	40% (4)
ACCOUNTANTS	36% (4)	34% (5)	35% (6)	37% (3)	35% (3)	40% (3)	33% (4)	40% (4) I	31% (5)	70% (2) KLMN	30% (5)	42% (4) N	34% (5)	28% (4)	53% (3) QrST	41% (5) qT	29% (4)	36% (5)	33% (5)	25% (4)	38% (4)	35% (3)	35% (5)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	35% (4)	36% (4)	34% (4)	36% (2)	35% (5)	29% (5)	37% (5)	33% (4)	61% (3) KlMN	36% (4)	40% (5) N	35% (3) n	25% (5)	45% (5) QT	41% (4) QT	25% (5)	39% (3) qt	36% (3) qT	24% (5)	34% (5)	32% (5)	40% (3)
LAWYERS	30% (6)	33% (6)	36% (5)	32% (5)	28% (6)	25% (7)	26% (6)	32% (6)	28% (6)	39% (6)	29% (6)	38% (6) mN	28% (6)	23% (6)	37% (7) Qt	35% (6) Qt	21% (7)	34% (6) q	30% (6)	23% (6)	29% (6)	28% (6)	35% (6)
EMPLOYMENT RECRUITERS	26% (7)	30% (7) g	27% (7)	29% (7)	26% (7)	26% (6)	18% (7)	29% (7) i	23% (7)	55% (4) KLMN	26% (7)	26% (7)	23% (7)	20% (7)	41% (6) PQRST	24% (7)	23% (6)	23% (7)	26% (7)	18% (7)	27% (7)	23% (7)	30% (7)

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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

Summary of Professional Services Collect Tax: % Yes

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
AUTO REPAIR SHOPS	48% (1)	57% (1) dE	53% (1) E	44% (1)	36% (1)	58% (1) dE	44% (1)	40% (1)	49% (1)	51% (1) h	37% (2)	52% (1) K	43% (1)	55% (1) O	37% (1)	61% (1) O	56% (1) R	37% (1)	54% (1) R	42% (1)	51% (1)	53% (1)	44% (2)
HAIR SALONS	42% (2)	51% (2) DE	43% (2)	37% (2)	34% (4)	50% (2) dE	38% (2)	32% (6)	45% (2) H	46% (2) H	32% (3)	45% (2) K	27% (4)	50% (2) O	33% (3)	44% (4)	51% (2) R	34% (3)	47% (2) R	34% (3)	45% (2) t	44% (3)	46% (1) t
GYM MEMBERSHIPS	38% (3)	46% (3) E	37% (3)	35% (3)	31% (5)	47% (3) E	32% (4)	34% (3)	38% (4)	41% (3)	24% (6)	43% (3) Km	17% (7)	42% (3)	35% (2)	32% (6)	42% (3) r	33% (4)	43% (3) R	29% (4)	35% (4)	48% (2) TU	38% (4)
ACCOUNTANTS	36% (4)	46% (4) CdG	28% (4)	32% (4)	36% (2)	44% (4) Cg	24% (6)	33% (4)	39% (3)	34% (4)	38% (1)	35% (5)	31% (3)	40% (4) O	30% (4)	44% (3)	36% (4)	34% (2)	35% (5)	37% (2)	36% (3)	41% (5) W	26% (7)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	42% (5) CD	24% (6)	27% (5)	36% (3) c	43% (5) CD	37% (3)	40% (2)	33% (5)	33% (5)	32% (4)	35% (4)	37% (2)	39% (5) O	28% (5)	46% (2) o	31% (5)	32% (5)	39% (4)	26% (5)	33% (5)	43% (4) Tu	39% (3) t
LAWYERS	30% (6)	32% (7)	26% (5)	24% (6)	30% (6)	42% (6) CDe	26% (5)	32% (5)	30% (6)	29% (6)	25% (5)	32% (6)	18% (6)	35% (6) oP	26% (6)	18% (7)	26% (6)	30% (6)	32% (6)	21% (7)	32% (6) t	37% (6) T	29% (6)
EMPLOYMENT RECRUITERS	26% (7)	33% (6) Cd	19% (7)	21% (7)	25% (7)	36% (7) CD	23% (7)	28% (7)	27% (7)	23% (7)	24% (7)	27% (7)	22% (5)	26% (7)	24% (7)	40% (5) o	26% (7)	22% (7)	28% (7)	23% (6)	22% (7)	30% (7)	31% (5)

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Summary of Professional Services Collect Tax: % Yes

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
AUTO REPAIR SHOPS	48% (1)	39% (2)	53% (1) b	48% (1)	47% (2)	68% (1) BcDE	50% (1)	48% (1)	39% (1)	46% (1)	42% (1)	53% (1) IK	56% (1) Ik	53% (1) IK	55% (1) prT	42% (1)	48% (1) T	45% (1) t	61% (1) PqRT	34% (2)	52% (1)	51% (1)	54% (1)
HAIR SALONS	42% (2)	45% (1)	37% (2)	43% (3)	49% (1)	50% (3) c	41% (2)	42% (2)	28% (4)	42% (3) i	34% (3)	49% (2) IK	43% (3) i	50% (2) IK	46% (2) T	37% (2)	41% (2) T	36% (2)	49% (2) rT	28% (5)	44% (2)	42% (2)	50% (2)
GYM MEMBERSHIPS	38% (3)	28% (4)	36% (4)	44% (2) b	41% (3)	54% (2) BC	36% (3)	38% (3)	27% (5)	44% (2) I	34% (5)	43% (3) IK	49% (2) IK	42% (3) Ik	45% (3) Pt	30% (5)	37% (3)	36% (3)	42% (5)	33% (3)	39% (3)	35% (3)	45% (3)
ACCOUNTANTS	36% (4)	36% (3)	36% (5)	33% (5)	37% (4)	47% (4) d	33% (5)	36% (4)	34% (2)	38% (4)	35% (2)	37% (5)	36% (5)	37% (4)	37% (5)	33% (3)	35% (4)	36% (4)	37% (6)	35% (1)	35% (4)	33% (4)	38% (5)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	26% (5)	36% (3)	35% (4)	37% (5)	38% (6)	34% (4)	35% (5)	33% (3)	35% (6)	34% (4)	37% (4)	39% (4)	37% (5)	39% (4)	30% (4)	34% (5)	35% (5)	42% (4)	31% (4)	33% (5)	32% (5)	39% (4)
LAWYERS	30% (6)	23% (6)	25% (7)	28% (6)	37% (6) b	38% (5) bc	29% (6)	30% (6)	24% (6)	36% (5) i	29% (6)	31% (6)	27% (7)	32% (6)	26% (7)	26% (6)	26% (7)	32% (6)	43% (3) OPQT	25% (6)	27% (6)	28% (6)	35% (6)
EMPLOYMENT RECRUITERS	26% (7)	19% (7)	26% (6)	20% (7)	31% (7)	36% (7) BD	23% (7)	26% (7)	24% (7)	27% (7)	25% (7)	28% (7)	29% (6)	27% (7)	30% (6)	25% (7)	28% (6)	24% (7)	28% (7)	21% (7)	27% (7)	25% (7)	29% (7)

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Summary of Professional Services Collect Tax: % Yes

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
AUTO REPAIR SHOPS	48% (1)	44% (1)	46% (2)	45% (1)	53% (1)	57% (2) cd	48% (1)	30% (2)	41% (1)	39% (1)	51% (1) HiJ	52% (1) Hj	51% (1) HiJ	45% (1)	47% (1)	46% (1)	52% (1)	55% (1)	52% (1)	59% (1) U	42% (1)	46% (1)	49% (1)
HAIR SALONS	42% (2)	29% (4)	42% (3) b	38% (3)	48% (2) Bdg	58% (1) BCDG	37% (4)	25% (6)	40% (2)	38% (2)	42% (2) h	39% (3)	43% (2) h	25% (6)	38% (4) n	34% (5)	49% (2) NoP	52% (2) NP	48% (2) NP	49% (2) U	37% (2)	39% (4)	42% (2)
GYM MEMBERSHIPS	38% (3)	25% (7)	46% (1) B	40% (2) B	46% (3) B	49% (3) B	42% (2) B	31% (1)	37% (3)	36% (3)	38% (3)	41% (2)	36% (4)	27% (4)	40% (2)	36% (3)	43% (3) N	47% (3) N	42% (3) n	46% (3) U	32% (3)	43% (2)	36% (3)
ACCOUNTANTS	36% (4)	34% (3)	36% (4)	36% (4)	39% (4)	40% (5)	38% (3)	25% (5)	32% (4)	31% (4)	37% (4)	37% (4)	37% (3)	33% (2)	38% (3)	37% (2)	37% (5)	33% (6)	39% (5)	42% (5) U	30% (4)	39% (3)	36% (4)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	39% (2)	32% (5)	34% (5)	38% (5)	41% (4)	34% (5)	26% (3)	29% (5)	29% (5)	35% (5)	34% (5)	35% (5)	29% (3)	37% (5)	34% (4)	39% (4)	33% (5)	40% (4)	44% (4) U	28% (5)	39% (5)	34% (5)
LAWYERS	30% (6)	28% (5)	31% (6)	30% (6)	31% (6)	32% (6)	30% (6)	26% (4)	25% (6)	25% (6)	31% (6)	29% (6)	32% (6)	20% (7)	36% (6) N	31% (6)	36% (6) N	36% (4) n	36% (6) N	35% (7) U	27% (6)	28% (7)	31% (6)
EMPLOYMENT RECRUITERS	26% (7)	25% (6)	26% (7)	26% (7)	28% (7)	30% (7)	25% (7)	13% (7)	22% (7)	20% (7)	26% (7) h	28% (7) h	25% (7) h	26% (5)	28% (7)	28% (7)	27% (7)	33% (7)	25% (7)	36% (6) U	19% (7)	32% (6)	25% (7)

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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

Summary of Professional Services Collect Tax: % Yes

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
AUTO REPAIR SHOPS	48% (1)	50% (1)	50% (1)	43% (1)	47% (1)	50% (1)	42% (1)	51% (1)	44% (1)	42% (1)	58% (1) LM	45% (1)	40% (1)	51% (1)	47% (1)	52% (1) Q	34% (1)	43% (1)	38% (1)	55% (1) SW	50% (1) w	61% (1) SW	34% (2)
HAIR SALONS	42% (2)	43% (2)	43% (2)	36% (3)	40% (4)	44% (2)	38% (2)	43% (2)	39% (2)	40% (2)	48% (2) M	40% (2)	36% (3)	40% (3)	42% (2)	45% (2) Q	30% (4)	38% (2)	32% (2)	47% (2) SW	36% (5)	54% (3) SuW	34% (1)
GYM MEMBERSHIPS	38% (3)	37% (4)	42% (3) d	31% (5)	41% (3) g	37% (3)	30% (3)	38% (3)	36% (3)	39% (3)	37% (5)	39% (3)	37% (2)	41% (2)	37% (3)	40% (3)	31% (2)	35% (3)	28% (3)	43% (3) SW	40% (3)	45% (5) Sw	30% (3)
ACCOUNTANTS	36% (4)	38% (3)	35% (4)	35% (4)	42% (2) fG	33% (5)	28% (4)	36% (5)	34% (5)	38% (4)	37% (4)	37% (4)	33% (4)	38% (5)	35% (4)	37% (4)	30% (3)	35% (4)	27% (4)	36% (5)	38% (4)	55% (2) STuW	30% (4)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	37% (5)	34% (6)	38% (2)	36% (5)	37% (4)	27% (6)	36% (4)	36% (4)	27% (7)	39% (3) M	36% (5)	28% (5)	39% (4)	34% (5)	36% (5) q	27% (5)	33% (5)	23% (5)	40% (4) SW	40% (2) Sw	45% (4) SW	26% (6)
LAWYERS	30% (6)	29% (6)	34% (5)	26% (6)	31% (6)	29% (6)	27% (5)	29% (6)	32% (6)	29% (5)	31% (6)	32% (6)	27% (6)	37% (6) O	27% (6)	31% (6)	27% (6)	28% (6)	20% (7)	31% (6) s	35% (6) s	38% (7) S	29% (5)
EMPLOYMENT RECRUITERS	26% (7)	29% (7)	28% (7)	22% (7)	30% (7)	24% (7)	21% (7)	25% (7)	27% (7)	27% (6)	29% (7) M	28% (7)	20% (7)	32% (7)	25% (7)	28% (7) Q	18% (7)	27% (7)	21% (6)	27% (7)	22% (7)	41% (6) STUW	20% (7)

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Summary of Professional Services Collect Tax: % Yes

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
AUTO REPAIR SHOPS	48% (1)	45% (1)	50% (1)	50% (1) e	35% (2)	48% (1)	50% (1)	37% (2)
HAIR SALONS	42% (2)	40% (3)	45% (2)	41% (2)	38% (1)	45% (2)	39% (2)	35% (3)
GYM MEMBERSHIPS	38% (3)	39% (4)	38% (3)	39% (3)	25% (6)	40% (3)	34% (4)	41% (1)
ACCOUNTANTS	36% (4)	35% (5)	36% (4)	36% (4)	29% (4)	35% (5)	38% (3)	29% (4)
PUBLIC RELATIONS PROFESSIONALS	35% (5)	41% (2)	32% (5)	33% (5)	29% (5)	38% (4)	31% (5)	28% (5)
LAWYERS	30% (6)	33% (6)	26% (6)	30% (6)	31% (3)	33% (6) g	25% (6)	28% (6)
EMPLOYMENT RECRUITERS	26% (7)	27% (7)	24% (7)	27% (7)	24% (7)	28% (7) H	25% (7)	16% (7)

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E F/G/H

Summary of Professional Services Collect Tax: % No

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
EMPLOYMENT RECRUITERS	68% (1)	66% (1)	69% (1)	60% (3)	70% (1)	69% (2)	75% (1) d	66% (1)	71% (1)	43% (4)	68% (1) J	70% (1) J	72% (1) J	73% (2) J	53% (2)	74% (1) O	72% (2) O	69% (1) o	70% (1) O	74% (2) O	69% (1)	70% (1)	64% (1)
LAWYERS	66% (2)	62% (3)	62% (3)	64% (2)	70% (2)	71% (1)	66% (2)	64% (2)	68% (2)	56% (2)	65% (3)	58% (2)	68% (2)	73% (1) L	58% (1)	62% (2)	73% (1) or	59% (2)	66% (2)	75% (1) OpR	68% (2)	67% (2)	61% (2)
ACCOUNTANTS	60% (3)	64% (2)	62% (2)	56% (4)	59% (5)	57% (3)	61% (3)	58% (3)	62% (3)	26% (7)	66% (2) J	55% (3) J	62% (3) J	69% (3) JL	44% (5)	58% (3) o	69% (3) O	58% (4)	63% (3) O	69% (3) O	61% (3)	59% (6)	61% (3)
GYM MEMBERSHIPS	57% (4)	52% (6)	57% (4)	65% (1) G	68% (3) BfG	57% (6)	47% (7)	53% (5)	62% (4) H	63% (1)	52% (5)	50% (6)	61% (4) l	60% (7) l	46% (3)	52% (5)	60% (7) o	59% (3)	62% (4) o	59% (7)	53% (5)	62% (3) u	55% (4)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	58% (4)	56% (5)	48% (5)	57% (6)	57% (4)	60% (4)	55% (4)	58% (6)	31% (5)	56% (4) J	53% (4) J	59% (5) J	64% (5) Jl	46% (4)	54% (4)	66% (5) Or	50% (6)	59% (5)	63% (5) O	57% (4)	59% (5)	50% (6)
HAIR SALONS	56% (6)	56% (5)	56% (6)	46% (7)	63% (4) D	57% (5)	52% (6)	52% (6)	59% (5)	51% (3)	44% (7)	50% (5)	54% (6)	66% (4) KLM	40% (6)	49% (6)	68% (4) OPs	54% (5)	55% (6) o	65% (4) OP	50% (6)	62% (4) U	53% (5)
AUTO REPAIR SHOPS	49% (7)	49% (7)	49% (7)	46% (6)	53% (7)	44% (7)	55% (5)	46% (7)	53% (7)	29% (6)	47% (6)	43% (7)	45% (7)	62% (6) JKLM	34% (7)	40% (7)	63% (6) OPRs	46% (7)	49% (7) o	60% (6) OPr	44% (7)	56% (7) Uw	45% (7)

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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

Summary of Professional Services Collect Tax: % No

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
EMPLOYMENT RECRUITERS	68% (1)	63% (2)	76% (1) bF	75% (1) bF	67% (1)	58% (1)	71% (1)	67% (1)	68% (1)	71% (1)	69% (2)	68% (1)	74% (3)	69% (1)	72% (1)	57% (3)	69% (2)	71% (1)	67% (1)	73% (2)	72% (1)	64% (1)	64% (3)
LAWYERS	66% (2)	64% (1)	73% (2) F	70% (2) f	66% (2)	57% (2)	66% (3)	63% (5)	65% (2)	68% (2)	68% (3)	64% (2)	82% (1)	62% (2)	70% (2) n	76% (1) n	71% (1)	64% (2)	64% (2)	73% (1) v	63% (2)	62% (2)	66% (2)
ACCOUNTANTS	60% (3)	53% (3)	70% (3) BEF	65% (4)	55% (6)	55% (3)	68% (2)	64% (3)	57% (4)	62% (3)	54% (7)	62% (3)	67% (5)	57% (3)	65% (3) n	53% (5)	61% (3)	59% (5)	62% (3)	60% (6)	59% (3)	55% (3)	68% (1) V
GYM MEMBERSHIPS	57% (4)	49% (5)	58% (5)	60% (6)	64% (3) BF	48% (6)	62% (4)	64% (4)	56% (5)	54% (5)	70% (1) L	53% (5)	82% (2) l	55% (4)	60% (6)	65% (2)	52% (5)	62% (4) q	54% (4)	66% (3) V	59% (4) v	49% (5)	56% (4)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	49% (4)	67% (4) BeF	67% (3) BeF	55% (7)	49% (4)	52% (6)	55% (7)	58% (3)	59% (4)	56% (5)	56% (4)	61% (6)	54% (5)	62% (5) np	45% (6)	60% (4)	59% (6)	53% (5)	65% (4) V	57% (5)	48% (6)	55% (5)
HAIR SALONS	56% (6)	47% (6)	54% (6)	61% (5) b	63% (4) Bf	49% (5)	57% (5)	66% (2) IJ	52% (6)	52% (6)	64% (4) L	52% (6)	72% (4)	49% (6)	64% (4) N	55% (4)	47% (6)	63% (3) QS	51% (6)	63% (5) u	52% (6)	54% (4)	52% (7)
AUTO REPAIR SHOPS	49% (7)	43% (7)	45% (7)	53% (7) f	57% (5) BcF	39% (7)	52% (7)	59% (6) J	48% (7)	45% (7)	56% (6) l	46% (7)	56% (7)	44% (7)	59% (7) NP	37% (7)	42% (7)	58% (7) QS	45% (7)	56% (7) u	45% (7)	46% (7)	53% (6)

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Summary of Professional Services Collect Tax: % No

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
EMPLOYMENT RECRUITERS	68% (1)	72% (1)	71% (1)	76% (1) f	65% (1)	62% (2)	74% (1)	68% (1)	72% (1)	63% (1)	68% (1)	67% (1)	67% (2)	68% (1)	66% (2)	72% (1)	69% (2)	69% (1)	68% (1)	70% (1)	68% (2)	67% (2)	65% (1)
LAWYERS	66% (2)	65% (2)	71% (2)	69% (2)	63% (2)	62% (1)	65% (3)	66% (2)	71% (2)	59% (2)	66% (2)	67% (2)	72% (1)	65% (2)	73% (1) S	71% (2) s	72% (1) S	64% (2)	56% (3)	69% (2)	68% (1)	69% (1)	65% (2)
ACCOUNTANTS	60% (3)	52% (6)	63% (3)	65% (3)	62% (3)	53% (4)	67% (2)	60% (3)	61% (5)	57% (3)	59% (5)	61% (3)	62% (3)	60% (3)	60% (3)	64% (4)	63% (3)	60% (4)	60% (2)	60% (6)	60% (3)	60% (4)	60% (3)
GYM MEMBERSHIPS	57% (4)	63% (3) F	60% (5) f	55% (6)	57% (4)	45% (6)	59% (6)	57% (4)	67% (4) jLMN	53% (6)	61% (4) Lmn	52% (5)	48% (6)	53% (5)	49% (6)	65% (3) O	57% (5)	60% (5) o	54% (5)	64% (4) O	55% (5)	60% (3)	51% (5)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	58% (4)	58% (6)	63% (4)	56% (5)	58% (3)	64% (4)	56% (5)	58% (6)	55% (4)	57% (6)	55% (4)	54% (5)	55% (4)	56% (4)	62% (5)	59% (4)	58% (6)	55% (4)	60% (7)	57% (4)	56% (5)	59% (4)
HAIR SALONS	56% (6)	48% (7)	62% (4) b	55% (5)	51% (7)	50% (5)	59% (5)	56% (6)	69% (3) jLmN	55% (5)	63% (3) LN	50% (6)	56% (4)	47% (6)	54% (5)	60% (6)	57% (6)	61% (3)	49% (6)	69% (3) OQS	53% (6)	55% (6)	48% (6)
AUTO REPAIR SHOPS	49% (7)	54% (5) F	47% (7) f	51% (7) F	53% (6) F	32% (7)	50% (7)	49% (7)	57% (7) LN	48% (7)	53% (7) l	45% (7)	44% (7)	46% (7)	44% (7)	56% (7) oS	50% (7) S	52% (7) S	36% (7)	62% (5) OQrS	45% (7)	45% (7)	44% (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/S/T U/V/W

Summary of Professional Services Collect Tax: % No

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
EMPLOYMENT RECRUITERS	68% (1)	73% (2)	66% (1)	68% (1)	68% (1)	66% (1)	72% (1)	83% (1) k	71% (1)	73% (1)	69% (1)	68% (2)	70% (1)	70% (3)	66% (1)	67% (1)	69% (1)	62% (4)	71% (1)	60% (2)	73% (1) T	65% (2)	69% (1)
LAWYERS	66% (2)	69% (4)	66% (2)	67% (2)	67% (2)	66% (2)	69% (2)	62% (4)	69% (2)	68% (2)	67% (2)	68% (1)	66% (2)	76% (1) oqs	61% (2)	66% (2)	62% (2)	64% (2)	62% (2)	62% (1)	68% (2)	68% (1)	65% (2)
ACCOUNTANTS	60% (3)	64% (5)	58% (4)	60% (3)	59% (3)	59% (3)	60% (4)	71% (3)	61% (3)	62% (3)	60% (3)	61% (3)	60% (4)	61% (6)	59% (4)	59% (5)	61% (3)	66% (1)	60% (3)	55% (3)	64% (4) t	60% (3)	59% (4)
GYM MEMBERSHIPS	57% (4)	74% (1) CDEFG	49% (7)	57% (6)	51% (5)	47% (5)	54% (6)	58% (7)	55% (6)	55% (6)	59% (4)	56% (6)	60% (3)	69% (4) QS	55% (6)	60% (4)	53% (5)	53% (5)	53% (4)	48% (6)	64% (3) T	53% (5)	60% (3)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	57% (6)	59% (3)	58% (5)	57% (4)	54% (4)	60% (5)	62% (5)	59% (4)	60% (4)	58% (5)	57% (5)	58% (5)	63% (5)	57% (5)	59% (6)	54% (4)	63% (3)	52% (5)	50% (5)	62% (5) T	53% (6)	58% (5)
HAIR SALONS	56% (6)	70% (3) CEF	55% (5) F	60% (4) eF	50% (6)	40% (7)	60% (3) F	71% (2)	56% (5)	59% (5)	57% (6)	59% (4)	55% (6)	73% (2) oQRS	59% (3)	63% (3) QrS	50% (6)	48% (6)	51% (6)	51% (4)	58% (6)	59% (4)	55% (6)
AUTO REPAIR SHOPS	49% (7)	55% (7)	50% (6)	51% (7)	46% (7)	43% (6)	50% (7)	62% (6)	54% (7)	55% (7)	48% (7)	47% (7)	48% (7)	53% (7)	51% (7)	51% (7)	47% (7)	43% (7)	48% (7)	39% (7)	55% (7) T	51% (7)	48% (7)

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Summary of Professional Services Collect Tax: % No

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
EMPLOYMENT RECRUITERS	68% (1)	67% (2)	66% (1)	74% (1)	66% (1)	71% (1)	67% (1)	70% (1)	67% (1)	63% (1)	69% (1)	68% (1)	69% (1)	66% (1)	69% (1)	67% (1)	79% (1) PR	63% (2)	74% (2) V	68% (1) v	72% (1) v	55% (2)	69% (1) v
LAWYERS	66% (2)	68% (1)	61% (3)	72% (2) c	65% (2)	69% (2)	61% (3)	69% (2)	63% (2)	62% (2)	67% (2)	67% (2)	64% (2)	61% (2)	68% (2)	65% (2)	72% (2)	63% (1)	77% (1) tVW	67% (2)	64% (2)	58% (1)	58% (3)
ACCOUNTANTS	60% (3)	58% (3)	61% (2)	62% (4)	55% (5)	64% (3) e	62% (2)	62% (3) j	63% (3) j	50% (7)	60% (4)	61% (3)	58% (3)	60% (3)	60% (3)	59% (3)	68% (4)	56% (4)	69% (5) V	61% (3) V	61% (4) v	44% (5)	57% (6)
GYM MEMBERSHIPS	57% (4)	57% (4)	54% (6)	67% (3) C	55% (6)	59% (4)	59% (4)	59% (4)	58% (5)	52% (6)	61% (3)	57% (6)	54% (7)	54% (6)	59% (4)	56% (5)	65% (6)	56% (3)	69% (4) TV	53% (5)	57% (5)	50% (4)	58% (4)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	56% (5)	58% (4)	54% (6)	58% (4)	57% (5)	52% (6)	58% (5)	54% (6)	55% (3)	55% (5)	58% (5)	56% (5)	57% (5)	57% (5)	56% (4)	66% (5) pR	48% (7)	71% (3) TuVW	54% (4)	53% (6)	52% (3)	52% (7)
HAIR SALONS	56% (6)	54% (6)	55% (5)	62% (5)	58% (3)	54% (6)	55% (5)	55% (6)	58% (4)	54% (4)	51% (6)	59% (4)	58% (4)	58% (4)	55% (6)	54% (6)	69% (3) PR	52% (5)	66% (6) TV	52% (6)	63% (3) V	43% (6)	58% (5) v
AUTO REPAIR SHOPS	49% (7)	47% (7)	47% (7)	53% (7)	51% (7)	48% (7)	50% (7)	47% (7)	52% (7)	52% (5)	41% (7)	52% (7) k	54% (6) K	48% (7)	50% (7)	46% (7)	65% (7) Pr	49% (6)	58% (7) TV	43% (7)	48% (7)	38% (7)	58% (2) TV

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Summary of Professional Services Collect Tax: % No

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
EMPLOYMENT RECRUITERS	68% (1)	65% (1)	69% (2)	70% (1)	69% (2)	67% (1)	72% (2)	66% (1)
LAWYERS	66% (2)	62% (2)	70% (1)	67% (2)	65% (3)	62% (2)	73% (1) F	60% (2)
ACCOUNTANTS	60% (3)	59% (3)	59% (3)	62% (3)	53% (7)	62% (3)	59% (6)	58% (3)
GYM MEMBERSHIPS	57% (4)	55% (5)	57% (5)	57% (5)	72% (1) bc	56% (4)	62% (3) H	44% (7)
PUBLIC RELATIONS PROFESSIONALS	57% (5)	50% (6)	57% (4)	61% (4) b	53% (6)	54% (5)	61% (4)	53% (6)
HAIR SALONS	56% (6)	56% (4)	54% (6)	57% (6)	56% (5)	53% (6)	60% (5)	54% (5)
AUTO REPAIR SHOPS	49% (7)	50% (7)	47% (7)	49% (7)	58% (4)	49% (7)	49% (7)	55% (4)

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-24%	-30%	-27%	-20%	-24%	-17% b	-29%	-17% I	-31%	44% KLMN	-36%	-13% KMN	-28%	-41%	9% PQRST	-18% QT	-40%	-22% qT	-29%	-43%	-23%	-24%	-26%
YES	36%	34%	35%	37%	35%	40%	33%	40% I	31%	70% KLMN	30%	42% N	34%	28%	53% QrST	41% qT	29%	36%	33%	25%	38%	35%	35%
NO	60%	64%	62%	56%	59%	57%	61%	58%	62%	26%	66% J	55% J	62% J	69% JL	44%	58% o	69% O	58%	63% O	69% O	61%	59%	61%
DON'T KNOW/REFUSED	4%	3%	3%	7%	6%	3%	6%	2%	6% H	4%	4%	3%	4%	4%	3%	1%	3%	6%	4%	6% p	2%	6% U	4%

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-24%	-8% CDEG	-43%	-32%	-19% C	-11% CDG	-44%	-31%	-18% hj	-28%	-16% L	-27%	-36%	-17% O	-35%	-9% O	-26%	-25%	-27%	-22% W	-24% W	-14% uW	-42%
YES	36%	46% CdG	28%	32%	36%	44% Cg	24%	33%	39%	34%	38%	35%	31%	40% O	30%	44%	36%	34%	35%	37%	36%	41% W	26%
NO	60%	53%	70% BEF	65%	55%	55%	68%	64%	57%	62%	54%	62%	67%	57%	65% n	53%	61%	59%	62%	60%	59%	55%	68% V
DON'T KNOW/REFUSED	4%	1%	2%	3%	8% BCdF	1%	8%	3%	3%	5%	8%	3%	1%	3%	4%	4%	3%	6% s	2%	3%	5%	3%	5%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-24%	-16% d	-28%	-32%	-24%	-6% CDE	-35%	-24%	-27%	-19%	-24%	-24%	-26%	-23%	-23%	-32%	-28%	-24%	-23%	-26%	-25%	-26%	-22%
YES	36%	36%	36%	33%	37%	47% d	33%	36%	34%	38%	35%	37%	36%	37%	37%	33%	35%	36%	37%	35%	35%	33%	38%
NO	60%	52%	63%	65%	62%	53%	67%	60%	61%	57%	59%	61%	62%	60%	60%	64%	63%	60%	60%	60%	60%	60%	60%
DON'T KNOW/REFUSED	4%	12% CDEF	1%	2%	1%	-	-	4% G	6%	6%	6%	3%	3%	3%	2%	3%	3%	4%	3%	5%	5%	7%	3%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-24%	-30%	-22%	-24%	-21%	-19%	-22%	-45%	-28%	-31%	-23%	-25%	-22%	-28%	-20%	-23%	-24%	-33%	-22%	-13% U	-34%	-21%	-23%
YES	36%	34%	36%	36%	39%	40%	38%	25%	32%	31%	37%	37%	37%	33%	38%	37%	37%	33%	39%	42% U	30%	39%	36%
NO	60%	64%	58%	60%	59%	59%	60%	71%	61%	62%	60%	61%	60%	61%	59%	59%	61%	66%	60%	55%	64% t	60%	59%
DON'T KNOW/REFUSED	4%	2%	6% ef	5%	2%	2%	2%	4%	7%	6%	3%	2%	3%	6%	3%	4%	1%	2%	1%	2%	6% t	1%	5% V

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-24%	-20%	-27%	-27%	-13% FG	-32%	-34%	-26%	-29%	-12% HI	-23%	-24%	-25%	-22%	-25%	-22% q	-38%	-21% q	-42%	-25%	-23%	12% STUW	-27%
YES	36%	38%	35%	35%	42% fG	33%	28%	36%	34%	38%	37%	37%	33%	38%	35%	37%	30%	35%	27%	36%	38%	55% STuW	30%
NO	60%	58%	61%	62%	55%	64% e	62%	62% j	63% j	50%	60%	61%	58%	60%	60%	59%	68%	56%	69% V	61% V	61% v	44%	57%
DON'T KNOW/REFUSED	4%	4%	4%	2%	3%	3%	10% EF	3%	3%	11% HI	2%	2%	8% KL	2%	5%	4%	2%	9% q	4%	3%	1%	1%	13% STUV

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Accountants

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-24%	-24%	-23%	-26%	-24%	-27%	-21%	-28%
YES	36%	35%	36%	36%	29%	35%	38%	29%
NO	60%	59%	59%	62%	53%	62%	59%	58%
DON'T KNOW/REFUSED	4%	6% d	4%	1%	18% bcD	3%	3%	13% fg

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-14%	-12% E	-13% E	3% BCEFG	-30%	-14% E	-8% E	-6% I	-21%	-5% N	9% JLMN	-2% MN	-10% N	-36%	19% PQRST	1% QRST	-37%	-12% QT	-13% QT	-33%	-2% V	-27%	-8% V
YES	42%	43%	43%	49% E	33%	42%	44%	46% i	38%	47%	53% N	48% N	43% N	31%	59% QrST	50% QT	30%	42%	42% q	31%	48% V	35%	45%
NO	56%	56%	56%	46%	63% D	57%	52%	52%	59%	51%	44%	50%	54%	66% KLM	40%	49%	68% OPs	54%	55% o	65% OP	50%	62% U	53%
DON'T KNOW/REFUSED	3%	1%	1%	6%	4%	1%	5%	2%	3%	2%	3%	1%	3%	3%	1%	1%	2%	4%	3%	4%	2%	3%	3%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-14%	4% CDEG	-11% DE	-24%	-29%	2% CDEG	-19%	-34%	-6% H	-6% H	-32%	-7% K	-45%	2% OP	-31%	-11% O	4% RS	-29%	-4% R	-30%	-7% T	-10% T	-7% T
YES	42%	51% DE	43%	37%	34%	50% dE	38%	32%	45% H	46% H	32%	45% K	27%	50% O	33%	44%	51% R	34%	47% R	34%	45% t	44%	46% t
NO	56%	47%	54%	61% b	63% Bf	49%	57%	66% IJ	52%	52%	64% L	52%	72%	49%	64% N	55%	47%	63% QS	51%	63% u	52%	54%	52%
DON'T KNOW/REFUSED	3%	2%	3%	3%	3%	1%	4%	1%	3%	2%	4%	2%	1%	1%	3%	2%	2%	3%	1%	3%	3%	2%	2%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-14%	-3% Cd	-25%	-12% c	-3% CD	1% bCDe	-19%	-14%	-40%	-12% IK	-29%	-1% IJKM	-12% IK	3% IJKLM	-8% PqRT	-23% t	-16% T	-24% t	1% OPQRT	-41%	-10%	-12%	2% UV
YES	42%	45%	37%	43%	49%	50% c	41%	42%	28%	42% i	34%	49% IK	43% i	50% IK	46% T	37%	41% T	36%	49% rT	28%	44%	42%	50%
NO	56%	48%	62% b	55%	51%	50%	59%	56%	69% jLmN	55%	63% LN	50%	56%	47%	54%	60%	57%	61%	49%	69% OQS	53%	55%	48%
DON'T KNOW/REFUSED	3%	7% cEF	1%	2%	-	-	-	3% G	3%	3%	3%	2%	1%	2%	-	3% o	2% O	3% O	2%	4% o	3%	3%	2%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-14%	-41%	-13% Bd	-21% b	-2% BCDG	18% BCDEG	-24%	-45%	-16% h	-21%	-15% h	-21%	-12% Hj	-48%	-20% N	-30%	-2% NOP	3% NOPqS	-3% NOP	-2% U	-21%	-20%	-14%
YES	42%	29%	42% b	38%	48% Bdg	58% BCDG	37%	25%	40%	38%	42% h	39%	43% h	25%	38% n	34%	49% NoP	52% NP	48% NP	49% U	37%	39%	42%
NO	56%	70% CEF	55% F	60% eF	50%	40%	60% F	71%	56%	59%	57%	59%	55%	73% oQRS	59%	63% QrS	50%	48%	51%	51%	58%	59%	55%
DON'T KNOW/REFUSED	3%	1%	3%	2%	2%	2%	3%	4%	4%	4%	2%	2%	2%	3%	3%	3% r	1%	-	1%	-	4% T	1%	3%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-14%	-11% D	-12% D	-26%	-18%	-10% E	-17%	-12% i	-20%	-14%	-3% LM	-20%	-22%	-19%	-12%	-9% Q	-39%	-14% Q	-34%	-5% SUW	-27%	11% STUW	-23%
YES	42%	43%	43%	36%	40%	44%	38%	43%	39%	40%	48% M	40%	36%	40%	42%	45% Q	30%	38%	32%	47% SW	36%	54% SuW	34%
NO	56%	54%	55%	62%	58%	54%	55%	55%	58%	54%	51%	59%	58%	58%	55%	54%	69% PR	52%	66% TV	52%	63% V	43%	58% v
DON'T KNOW/REFUSED	3%	3%	2%	2%	2%	1%	7% ef	1%	3%	6%	1%	1%	6% KL	2%	3%	2%	1%	9% PQ	2%	1%	1%	3%	8% sTU

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Hair Salons

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-14%	-16%	-8% bd	-16%	-18%	-9% G	-21%	-18%
YES	42%	40%	45%	41%	38%	45%	39%	35%
NO	56%	56%	54%	57%	56%	53%	60%	54%
DON'T KNOW/REFUSED	3%	4%	1%	2%	5%	2%	2%	11% FG

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-36%	-30% f	-26% f	-32%	-42%	-46%	-40%	-33%	-40%	-16% MN	-36%	-20% MN	-40%	-51%	-21% QT	-27% QT	-52%	-25% QT	-36%	-52%	-39%	-40%	-27%
YES	30%	33%	36%	32%	28%	25%	26%	32%	28%	39%	29%	38% mN	28%	23%	37% Qt	35% Qt	21%	34% q	30%	23%	29%	28%	35%
NO	66%	62%	62%	64%	70%	71%	66%	64%	68%	56%	65%	58%	68%	73% L	58%	62%	73% or	59%	66%	75% OpR	68%	67%	61%
DON'T KNOW/REFUSED	4%	5%	2%	4%	2%	4%	9%	4%	4%	5%	6%	3%	4%	4%	5%	3%	6%	6%	4%	2%	3%	5%	4%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-36%	-32%	-47%	-46%	-36%	-15% BCDE	-40%	-31%	-35%	-39%	-44%	-32%	-65%	-28% Op	-44%	-58%	-45%	-34%	-32%	-52%	-31% t	-25% T	-36%
YES	30%	32%	26%	24%	30%	42% CDe	26%	32%	30%	29%	25%	32%	18%	35% oP	26%	18%	26%	30%	32%	21%	32% t	37% T	29%
NO	66%	64%	73% F	70% f	66%	57%	66%	63%	65%	68%	68%	64%	82%	62%	70% n	76% n	71%	64%	64%	73% v	63%	62%	66%
DON'T KNOW/REFUSED	4%	5%	1%	6%	4%	1%	7%	4%	4%	3%	7% M	4% M	-	3%	3%	6%	2%	6%	3%	6% V	6% V	-	5% v

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-36%	-42%	-46%	-40%	-27% c	-24% C	-36%	-36%	-46%	-23% Im	-37%	-36%	-44%	-33%	-47%	-44%	-45%	-32% q	-13% OPQRT	-44%	-41%	-41%	-30%
YES	30%	23%	25%	28%	37% b	38% bc	29%	30%	24%	36% i	29%	31%	27%	32%	26%	26%	26%	32%	43% OPQT	25%	27%	28%	35%
NO	66%	65%	71%	69%	63%	62%	65%	66%	71%	59%	66%	67%	72%	65%	73% S	71% s	72% S	64%	56%	69%	68%	69%	65%
DON'T KNOW/REFUSED	4%	12% cdEF	4% EF	3% ef	-	-	5%	4%	5% m	5%	5% m	2%	1%	3%	1%	3%	2%	4%	1%	6% os	4% w	4% w	1%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-36%	-41%	-34%	-36%	-36%	-33%	-39%	-36%	-44%	-42%	-36%	-39%	-34%	-55%	-25% N	-35%	-27% N	-28% n	-26% N	-27% U	-42%	-40%	-35%
YES	30%	28%	31%	30%	31%	32%	30%	26%	25%	25%	31%	29%	32%	20%	36% N	31%	36% N	36% n	36% N	35% U	27%	28%	31%
NO	66%	69%	66%	67%	67%	66%	69%	62%	69%	68%	67%	68%	66%	76% oqs	61%	66%	62%	64%	62%	62%	68%	68%	65%
DON'T KNOW/REFUSED	4%	3%	3%	3%	2%	2%	2%	12%	6%	7% klm	2%	2%	3%	4%	3% r	3% R	2% R	-	3% R	2%	5%	4%	4%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-36%	-39%	-28% D	-47%	-34%	-40%	-34%	-40%	-31%	-33%	-36%	-35%	-37%	-24% O	-41%	-35%	-45%	-35%	-57%	-36% s	-28% S	-20% St	-29% S
YES	30%	29%	34%	26%	31%	29%	27%	29%	32%	29%	31%	32%	27%	37% O	27%	31%	27%	28%	20%	31% s	35% s	38% S	29%
NO	66%	68%	61%	72% c	65%	69%	61%	69%	63%	62%	67%	67%	64%	61%	68%	65%	72%	63%	77% tVW	67%	64%	58%	58%
DON'T KNOW/REFUSED	4%	3%	5%	2%	3%	2%	11% EF	2%	5%	9% h	3%	2%	9% KL	2%	5%	4% Q	1%	9% Q	3%	2%	1%	4%	14% STUV

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Lawyers

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-36%	-29%	-43%	-38%	-34%	-29% G	-47%	-32%
YES	30%	33%	26%	30%	31%	33% g	25%	28%
NO	66%	62%	70%	67%	65%	62%	73% F	60%
DON'T KNOW/REFUSED	4%	6%	4%	3%	4%	4%	2%	12% G

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-22%	-22%	-20%	-14% g	-21%	-22%	-31%	-18%	-25%	30% KLMN	-20% N	-13% mN	-24% n	-39%	-1% PQRST	-13% QT	-41%	-12% QT	-23% qt	-40%	-23%	-27%	-10% UV
YES	35%	35%	36%	34%	36%	35%	29%	37%	33%	61% KlMN	36%	40% N	35% n	25%	45% QT	41% QT	25%	39% qt	36% qT	24%	34%	32%	40%
NO	57%	58%	56%	48%	57%	57%	60%	55%	58%	31%	56% J	53% J	59% J	64% Jl	46%	54%	66% Or	50%	59%	63% O	57%	59%	50%
DON'T KNOW/REFUSED	9%	7%	7%	18% BcEf	7%	8%	11%	8%	10%	9%	8%	6%	6%	11%	9%	4%	9%	11%	5%	13% PS	9%	9%	9%

CIVITAS INSTITUTE

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-22%	-7% CDE	-43%	-40%	-19% CD	-6% CDE	-15% CD	-15% J	-25%	-26%	-25%	-21%	-24%	-14% O	-35%	1% NO	-29%	-27%	-14% QR	-38%	-24% t	-5% TUW	-16% T
YES	35%	42% CD	24%	27%	36% c	43% CD	37%	40%	33%	33%	32%	35%	37%	39% O	28%	46% o	31%	32%	39%	26%	33%	43% Tu	39% t
NO	57%	49%	67% BeF	67% BeF	55%	49%	52%	55%	58%	59%	56%	56%	61%	54%	62% np	45%	60%	59%	53%	65% V	57%	48%	55%
DON'T KNOW/REFUSED	9%	8%	9%	7%	10%	8%	11%	6%	9%	8%	12%	8%	3%	7%	10%	10%	9%	9%	8%	9%	11%	8%	6%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-22%	-31%	-22%	-28%	-19%	-20%	-30%	-21%	-26%	-20%	-24%	-18%	-16%	-18%	-17% Pt	-32%	-25%	-23%	-13% PqT	-29%	-23%	-23%	-20%
YES	35%	26%	36%	35%	37%	38%	34%	35%	33%	35%	34%	37%	39%	37%	39%	30%	34%	35%	42%	31%	33%	32%	39%
NO	57%	58%	58%	63%	56%	58%	64%	56%	58%	55%	57%	55%	54%	55%	56%	62%	59%	58%	55%	60%	57%	56%	59%
DON'T KNOW/REFUSED	9%	16% cDF	6%	2%	7%	4%	3%	9% g	9%	10%	9%	8%	7%	8%	5%	8%	7%	7%	3%	9%	10% W	12% W	3%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-22%	-18%	-27%	-24%	-19%	-13% CDg	-26%	-35%	-30%	-31%	-23%	-23%	-23%	-33%	-20%	-24%	-16% n	-30%	-12% NPr	-6% U	-34%	-14% W	-24%
YES	35%	39%	32%	34%	38%	41%	34%	26%	29%	29%	35%	34%	35%	29%	37%	34%	39%	33%	40%	44% U	28%	39%	34%
NO	57%	57%	59%	58%	57%	54%	60%	62%	59%	60%	58%	57%	58%	63%	57%	59%	54%	63%	52%	50%	62% T	53%	58%
DON'T KNOW/REFUSED	9%	4%	9%	8%	6%	6%	6%	12%	11%	12%	7%	9%	7%	8%	7%	7%	7%	4%	8%	6%	10%	8%	8%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-22%	-19%	-24%	-17%	-22%	-21%	-25%	-22%	-18%	-28%	-16% M	-22%	-28%	-18%	-23%	-20% Q	-39%	-14% Q	-48%	-14% Sw	-13% S	-7% SW	-26% s
YES	35%	37%	34%	38%	36%	37%	27%	36%	36%	27%	39% M	36%	28%	39%	34%	36% q	27%	33%	23%	40% SW	40% Sw	45% SW	26%
NO	57%	56%	58%	54%	58%	57%	52%	58%	54%	55%	55%	58%	56%	57%	57%	56%	66% pR	48%	71% TuVW	54%	53%	52%	52%
DON'T KNOW/REFUSED	9%	7%	8%	8%	6%	6%	21% EF	6%	10%	19% Hi	6%	6%	15% KL	5%	9% N	7%	6%	19% PQ	7%	7%	7%	4%	22% STUV

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Public Relations Professionals

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-22%	-9% CD	-25%	-28%	-24%	-16% G	-30%	-25%
YES	35%	41%	32%	33%	29%	38%	31%	28%
NO	57%	50%	57%	61% b	53%	54%	61%	53%
DON'T KNOW/REFUSED	9%	9%	11%	7%	18%	8%	8%	19% fg

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-1%	-1% EG	-1% EG	6% BCEG	-11%	10% BCEG	-14%	8% I	-10%	43% KLMN	5% N	11% N	7% N	-27%	31% QRST	21% QRST	-29%	5% QST	-5% QT	-24%	12% V	-16%	7% V
YES	48%	47%	48%	52%	43%	55% eg	41%	53% I	43%	71% klmN	52% N	53% N	52% N	34%	65% QST	60% QST	34%	51% Qt	45%	36%	56% V	40%	52% v
NO	49%	49%	49%	46%	53%	44%	55%	46%	53%	29%	47%	43%	45%	62% JKLM	34%	40%	63% OPRs	46%	49% o	60% OPr	44%	56% Uw	45%
DON'T KNOW/REFUSED	3%	4%	3%	2%	4%	1%	5%	1% H	5%	-	1%	4% J	2%	4% J	1%	-	3% p	3%	6% oP	4% P	1%	5% U	3%

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-1%	15% DEG	8% DEG	-9% E	-21%	19% cDEG	-8% e	-19%	1% H	6% HI	-19%	5% K	-12%	11% O	-22%	24% nO	13% R	-21%	9% R	-14%	6% TW	7% TW	-9%
YES	48%	57% dE	53% E	44%	36%	58% dE	44%	40%	49%	51% h	37%	52% K	43%	55% O	37%	61% O	56% R	37%	54% R	42%	51%	53%	44%
NO	49%	43%	45%	53% f	57% BcF	39%	52%	59% J	48%	45%	56% l	46%	56%	44%	59% NP	37%	42%	58% QS	45%	56% u	45%	46%	53%
DON'T KNOW/REFUSED	3%	-	2%	2%	6% Bc	2%	4%	1%	3%	4%	7% l	2%	1%	1%	4% n	2%	2%	5% qS	1%	2%	4%	2%	3%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-1%	-15%	6% BDE	-3% B	-7%	35% BCDE	-	-1%	-18%	-3% IK	-12%	8% IJK	11% IJK	7% IJK	11% PQRT	-14% T	-2% PRT	-7% T	24% OPQRT	-28%	7%	6%	10%
YES	48%	39%	53% b	48%	47%	68% BcDE	50%	48%	39%	46%	42%	53% IK	56% Ik	53% IK	55% prT	42%	48% T	45% t	61% PqRT	34%	52%	51%	54%
NO	49%	54% F	47% f	51% F	53% F	32%	50%	49%	57% LN	48%	53% l	45%	44%	46%	44%	56% oS	50% S	52% S	36%	62% OQrS	45%	45%	44%
DON'T KNOW/REFUSED	3%	7% cEF	1%	1%	-	-	-	3% G	4% M	6% M	5% LMn	1% m	-	2% m	1%	3%	2%	3% o	3%	4%	4%	4%	2%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-1%	-11%	-4%	-6%	6% BCDG	14% BCDeG	-1% BD	-32%	-13%	-16%	4% HIJ	5% HIJ	3% HIJ	-8%	-3%	-5%	5% NOP	12% NOP	4% NOP	20% U	-13%	-5%	- V
YES	48%	44%	46%	45%	53%	57% cd	48%	30%	41%	39%	51% HiJ	52% Hj	51% HiJ	45%	47%	46%	52%	55%	52%	59% U	42%	46%	49%
NO	49%	55%	50%	51%	46%	43%	50%	62%	54%	55%	48%	47%	48%	53%	51%	51%	47%	43%	48%	39%	55% T	51%	48%
DON'T KNOW/REFUSED	3%	1%	4% eF	3% F	1%	-	2%	9%	5% KM	6% KlM	1%	1%	1%	3%	2%	2%	1%	2%	-	2%	4%	3%	3%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-1%	3% D	3% D	-10%	-3%	3% EG	-7%	4% IJ	-8%	-10%	17% LM	-7% m	-15%	3% O	-3%	6% QR	-30%	-6% Q	-20%	12% SUW	2% SW	23% STUW	-24%
YES	48%	50%	50%	43%	47%	50%	42%	51%	44%	42%	58% LM	45%	40%	51%	47%	52% Q	34%	43%	38%	55% SW	50% w	61% SW	34%
NO	49%	47%	47%	53%	51%	48%	50%	47%	52%	52%	41%	52% k	54% K	48%	50%	46%	65% Pr	49%	58% TV	43%	48%	38%	58% TV
DON'T KNOW/REFUSED	3%	2%	3%	3%	2%	2%	8% ef	2%	4%	5%	1%	2%	6% K	2%	3%	2%	1%	9% pQ	4%	2%	1%	1%	8% TUV

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Auto Repair Shops

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-1%	-5% e	3% BE	1% BE	-23%	-1% H	1% FH	-18%
YES	48%	45%	50%	50% e	35%	48%	50%	37%
NO	49%	50%	47%	49%	58%	49%	49%	55%
DON'T KNOW/REFUSED	3%	5% D	3%	1%	7%	3%	2%	8%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-42%	-37%	-42%	-31% g	-44%	-43%	-57%	-36%	-48%	12% KLMN	-42%	-44%	-49%	-52%	-12% PQRST	-50%	-48%	-46%	-44%	-56%	-42%	-47%	-34%
YES	26%	30% g	27%	29%	26%	26%	18%	29% i	23%	55% KLMN	26%	26%	23%	20%	41% PQRST	24%	23%	23%	26%	18%	27%	23%	30%
NO	68%	66%	69%	60%	70%	69%	75% d	66%	71%	43%	68% J	70% J	72% J	73% J	53%	74% O	72% O	69% o	70% O	74% O	69%	70%	64%
DON'T KNOW/REFUSED	6%	4%	4%	11%	4%	6%	7%	5%	7%	2%	7%	5%	5%	7%	6%	2%	5%	8%	5%	8% p	4%	6%	6%

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-42%	-30% CD	-57%	-54%	-43%	-22% CDE	-48%	-39%	-41%	-48%	-46%	-40%	-51%	-43%	-48%	-17% NO	-43%	-49%	-39%	-50%	-50%	-34% u	-33% u
YES	26%	33% Cd	19%	21%	25%	36% CD	23%	28%	27%	23%	24%	27%	22%	26%	24%	40% o	26%	22%	28%	23%	22%	30%	31%
NO	68%	63%	76% bF	75% bF	67%	58%	71%	67%	68%	71%	69%	68%	74%	69%	72%	57%	69%	71%	67%	73%	72%	64%	64%
DON'T KNOW/REFUSED	6%	4%	5%	4%	8%	6%	6%	5%	5%	6%	7%	5%	4%	5%	5%	3%	4%	7%	5%	4%	5%	7%	6%

CIVITAS INSTITUTE

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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-42%	-53%	-45%	-56%	-34%	-26% bcD	-51%	-42%	-48%	-36%	-43%	-40%	-38%	-40%	-36%	-46%	-41%	-46%	-41%	-49%	-41%	-42%	-37%
YES	26%	19%	26%	20%	31%	36% BD	23%	26%	24%	27%	25%	28%	29%	27%	30%	25%	28%	24%	28%	21%	27%	25%	29%
NO	68%	72%	71%	76% f	65%	62%	74%	68%	72%	63%	68%	67%	67%	68%	66%	72%	69%	69%	68%	70%	68%	67%	65%
DON'T KNOW/REFUSED	6%	9% f	3%	4%	4%	2%	3%	6%	5%	9%	7%	5%	4%	5%	4%	3%	3%	7%	4%	9% opq	5%	8%	6%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE						DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-42%	-48%	-40%	-42%	-41%	-35%	-47%	-70%	-49%	-52%	-43%	-40%	-44%	-44%	-38%	-40%	-42%	-29%	-45%	-24% U	-54%	-33%	-44%
YES	26%	25%	26%	26%	28%	30%	25%	13%	22%	20%	26% h	28% h	25% h	26%	28%	28%	27%	33%	25%	36% U	19%	32%	25%
NO	68%	73%	66%	68%	68%	66%	72%	83% k	71%	73%	69%	68%	70%	70%	66%	67%	69%	62%	71%	60%	73% T	65%	69%
DON'T KNOW/REFUSED	6%	3%	8% b	6%	4%	4%	4%	4%	8%	7%	5%	4%	5%	5%	6%	5%	4%	5%	4%	4%	7%	3%	6%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-42%	-38%	-38%	-53%	-35%	-48%	-46%	-45%	-41%	-36%	-39%	-40%	-49%	-34%	-44%	-39% q	-61%	-36% q	-53%	-41%	-50%	-14% STUW	-49%
YES	26%	29%	28%	22%	30%	24%	21%	25%	27%	27%	29% M	28%	20%	32%	25%	28% Q	18%	27%	21%	27%	22%	41% STUW	20%
NO	68%	67%	66%	74%	66%	71%	67%	70%	67%	63%	69%	68%	69%	66%	69%	67%	79% PR	63%	74% V	68% v	72% v	55%	69% v
DON'T KNOW/REFUSED	6%	5%	7%	4%	4%	5%	12% ef	4%	6%	10%	2%	4%	11% KL	3%	6% n	5%	3%	10%	5%	5%	6%	4%	11% tv

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Employment Recruiters

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-42%	-38%	-46%	-42%	-45%	-38%	-47%	-50%
YES	26%	27%	24%	27%	24%	28% H	25%	16%
NO	68%	65%	69%	70%	69%	67%	72%	66%
DON'T KNOW/REFUSED	6%	8% D	7%	3%	7%	5%	3%	18% FG

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

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)	WEST-ERN 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	100%	22%	17%	10%	18%	21%	13%	48%	52%	6%	15%	24%	19%	27%	14%	17%	14%	14%	19%	14%	34%	43%	23%
**D/S (YES - NO)	-20%	-10% DE	-19% E	-35%	-40%	-18% dE	-2% BCDEF	-10% I	-29%	-29%	-6% jMN	-6% jMN	-27%	-27%	3% PQRST	-7% QrST	-26%	-22%	-28%	-26%	-11% V	-29%	-15% V
YES	38%	42% E	39%	30%	29%	39%	45% dE	42% I	33%	35%	46% n	44% n	34%	33%	49% qsT	44%	34%	37%	34%	33%	42% v	33%	40%
NO	57%	52%	57%	65% G	68% BfG	57%	47%	53%	62% H	63%	52%	50%	61% l	60% l	46%	52%	60% o	59%	62% o	59%	53%	62% u	55%
DON'T KNOW/REFUSED	5%	6%	4%	6%	3%	4%	7%	5%	5%	2%	2%	6%	5%	6%	4%	4%	5%	4%	5%	8%	5%	5%	5%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

BANNER 2

		PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			EDUCATION			
	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)	BLACK (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET-IRED (O)	UN-EMPL-OYED (P)	GOP (Q)	DEM (R)	IND (S)	HS OR LESS (T)	2 YR COLL (U)	4 YR COLL (V)	POST GRAD (W)
BASE=TOTAL SAMPLE	100%	19%	15%	17%	26%	12%	11%	20%	36%	39%	22%	72%	5%	45%	36%	8%	27%	40%	28%	26%	27%	28%	17%
**D/S (YES - NO)	-20%	-3% CDEG	-21%	-25%	-32%	-2% CDEG	-30%	-29%	-18%	-13% H	-45%	-10% K	-65%	-13% Op	-25%	-33%	-9% R	-29%	-11% R	-36%	-25%	-1% TUW	-18% T
YES	38%	46% E	37%	35%	31%	47% E	32%	34%	38%	41%	24%	43% Km	17%	42%	35%	32%	42% r	33%	43% R	29%	35%	48% TU	38%
NO	57%	49%	58%	60%	64% BF	48%	62%	64%	56%	54%	70% L	53%	82% l	55%	60%	65%	52%	62% q	54%	66% V	59% v	49%	56%
DON'T KNOW/REFUSED	5%	5%	5%	5%	5%	5%	6%	2%	5%	5%	6%	5%	1%	3%	6%	4%	6%	6%	3%	5%	6%	2%	6%

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

BANNER 3

		INCOME					WORK IN MEDIA		OBAMA IMAGE						MCCRORY IMAGE						MOST IMPORTANT ISSUE		
	TOTAL (A)	$25K OR LESS (B)	$25K-$50K (C)	$50K-$75K (D)	$75K-$100K (E)	$100K AND UP (F)	YES (G)	NO (H)	VERY FAV (I)	SMWT FAV (J)	TOTAL FAV (K)	TOTAL UNFAV (L)	SMWT UNFAV (M)	VERY UNFAV (N)	VERY FAV (O)	SMWT FAV (P)	TOTAL FAV (Q)	TOTAL UNFAV (R)	SMWT UNFAV (S)	VERY UNFAV (T)	JOBS/ UNEMP (U)	EDUC (V)	TAXES (W)
BASE=TOTAL SAMPLE	100%	11%	22%	16%	12%	11%	6%	94%	29%	20%	49%	47%	12%	35%	23%	26%	49%	32%	13%	19%	34%	30%	16%
**D/S (YES - NO)	-20%	-35%	-24%	-11% BC	-16% b	9% BCDE	-23%	-20%	-40%	-10% IK	-28%	-8% IK	1% IJKLN	-11% IK	-4% PQRT	-35%	-20% p	-24%	-12% PrT	-31%	-16%	-25%	-7% UV
YES	38%	28%	36%	44% b	41%	54% BC	36%	38%	27%	44% I	34%	43% IK	49% IK	42% Ik	45% Pt	30%	37%	36%	42%	33%	39%	35%	45%
NO	57%	63% F	60% f	55%	57%	45%	59%	57%	67% jLMN	53%	61% Lmn	52%	48%	53%	49%	65% O	57%	60% o	54%	64% O	55%	60%	51%
DON'T KNOW/REFUSED	5%	9% df	4%	2%	2%	1%	5%	5%	6%	3%	5%	5%	4%	5%	5%	6%	6%	4%	4%	3%	6%	4%	4%

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

BANNER 4

		HAGAN IMAGE						IRS IMAGE						HOLDER IMAGE							DIRECTION OF NC		TAX SYSTEM IMAGE	
	TOTAL (A)	VERY FAV (B)	SMWT FAV (C)	TOTAL FAV (D)	TOTAL UNFAV (E)	SMWT UNFAV (F)	VERY UNFAV (G)	VERY FAV (H)	SMWT FAV (I)	TOTAL FAV (J)	TOTAL UNFAV (K)	SMWT UNFAV (L)	VERY UNFAV (M)	VERY FAV (N)	SMWT FAV (O)	TOTAL FAV (P)	TOTAL UNFAV (Q)	SMWT UNFAV (R)	VERY UNFAV (S)	RIGHT DIR (T)	WRNG TRK (U)	WORK-ING FINE (V)	NEED REFORM (W)
BASE=TOTAL SAMPLE	100%	13%	29%	42%	28%	14%	14%	4%	23%	28%	59%	21%	38%	9%	19%	29%	34%	8%	27%	40%	53%	23%	69%
**D/S (YES - NO)	-20%	-49%	-3% BDG	-17% B	-5% BD	1% BCDEG	-12% B	-27%	-18%	-20%	-21%	-14% m	-25%	-41%	-15% N	-24%	-9% NP	-5% NoP	-11% NP	-2% U	-32%	-10% W	-24%
YES	38%	25%	46% B	40% B	46% B	49% B	42% B	31%	37%	36%	38%	41%	36%	27%	40%	36%	43% N	47% N	42% n	46% U	32%	43%	36%
NO	57%	74% CDEFG	49%	57%	51%	47%	54%	58%	55%	55%	59%	56%	60%	69% QS	55%	60%	53%	53%	53%	48%	64% T	53%	60%
DON'T KNOW/REFUSED	5%	2%	4%	4%	4%	4%	3%	12%	8% l	9% klm	4%	3%	4%	4%	5% R	4% R	4% R	-	5% R	6%	4%	4%	4%

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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

I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

BANNER 5

		MOST REFORM NEEDED			HOUSE PLAN			SENATE PLAN			FORCED CHOICE			HEARD ADS		GENERAL TAX REFORM			BETTER JOB CREATION				
	TOTAL (A)	INCOME TAX (B)	BUS. TAX (C)	SALES TAX (D)	FAV (E)	OPP-OSE (F)	UND (G)	FAV (H)	UNFAV (I)	UND (J)	SENATE PLAN (K)	HOUSE PLAN (L)	DON'T KNOW (M)	YES (N)	NO (O)	SPPRT (P)	OPP-OSE (Q)	UND (R)	LOWER INCOME TAX (S)	LOWER CORP TAX (T)	LOWER SALES TAX (U)	RAISE SALES TAX SLIGHT-LY (V)	DON'T KNOW (W)
BASE=TOTAL SAMPLE	100%	41%	30%	19%	42%	41%	17%	55%	30%	16%	34%	33%	31%	24%	75%	69%	16%	14%	20%	39%	10%	13%	16%
**D/S (YES - NO)	-20%	-20% D	-12% bD	-36%	-14% fG	-22%	-29%	-21%	-21%	-13%	-23%	-19%	-17%	-13% O	-22%	-17% Q	-34%	-21%	-42%	-9% SW	-18% S	-6% SW	-27%
YES	38%	37%	42% d	31%	41% g	37%	30%	38%	36%	39%	37%	39%	37%	41%	37%	40%	31%	35%	28%	43% SW	40%	45% Sw	30%
NO	57%	57%	54%	67% C	55%	59%	59%	59%	58%	52%	61%	57%	54%	54%	59%	56%	65%	56%	69% TV	53%	57%	50%	58%
DON'T KNOW/REFUSED	5%	6%	4%	3%	4%	3%	11% eF	3%	6%	9% h	2%	4%	9% Kl	4%	5%	4%	5%	9%	3%	4%	3%	5%	12% STU

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I'm going to read you a list of professional services you might pay for in a month. Please tell me whether or not you believe that each of the following professions should collect a sales tax or not.

Gym memberships

BANNER 6

		IRS SCANDAL				GANG OF 8 LEGISLATION		
	TOTAL (A)	OUT OF PROPOR -TION (B)	REFORM NECES- SARY (C)	IRS SHOULD BE ABOL- ISHED (D)	DON'T KNOW (E)	SPPRT (F)	OPP- OSE (G)	DON'T KNOW (H)
BASE=TOTAL SAMPLE	100%	27%	24%	43%	6%	50%	40%	8%
**D/S (YES - NO)	-20%	-17% E	-19% e	-19% e	-47%	-17% G	-28%	-3% FG
YES	38%	39%	38%	39%	25%	40%	34%	41%
NO	57%	55%	57%	57%	72% bc	56%	62% H	44%
DON'T KNOW/REFUSED	5%	6%	6%	4%	3%	4%	3%	15% FG

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