Thinking about the United states for a moment... Do you feel things in the United States are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE-BOOK (V)	TWIT-TER (W)	NO (X)
BASE=TOTAL SAMPLE	600	131	88	68	106	116	90	288	312	49	101	149	119	152	101	100	73	87	120	90	291	274	81	299
	100%	22%	15%	11%	18%	19%	15%	48%	52%	8%	17%	25%	20%	25%	17%	17%	12%	14%	20%	15%	48%	46%	13%	50%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-335	-68	-42	-44	-54	-56	-71	-171	-164	-20	-52	-102	-58	-90	-48	-70	-50	-49	-57	-48	-166	-151	-40	-167
	-56%	-52% g	-48% g	-64%	-51% g	-48% G	-79%	-59%	-53%	-41% l	-51%	-68%	-49%	-59%	-48%	-70%	-69%	-57%	-48%	-53%	-57%	-55%	-50%	-56%
RIGHT DIRECTION	114	27	19	11	23	25	7	53	60	14	17	21	29	27	23	15	11	12	29	18	52	52	18	57
	19%	21% G	22% G	17%	22% G	22% G	8%	18%	19%	28% l	16%	14%	24% l	18%	23%	15%	15%	14%	24% pqr	20%	18%	19%	22%	19%
WRONG TRACK	448	95	61	55	78	81	78	224	225	34	68	123	87	117	71	84	61	61	86	65	218	203	58	224
	75%	73%	70%	81% f	73%	69%	87% BCEF	78%	72%	69%	68%	82% Km	73%	77%	70%	84% ORSt	83% orst	71%	72%	73%	75%	74%	71%	75%
DON'T KNOW/UNSURE	38	8	8	2	5	11	4	11	27	1	16	5	3	7	7	1	1	14	4	6	20	20	6	17
	6%	6%	9%	3%	5%	9% d	5%	4%	9% H	3%	16% JLMN	3%	3%	5%	7% Pq	1%	1%	16% oPQSt	3%	7% PQ	7%	7%	7%	6%
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/X

Thinking about the United states for a moment... Do you feel things in the United States are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET-IRED (R)	UN-EMPL-OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600	204	258	138	107	97	105	153	76	62	118	184	261	132	432	29	309	198	51	200	217	170	150	450
	100%	34%	43%	23%	18%	16%	18%	25%	13%	10%	20%	31%	44%	22%	72%	5%	52%	33%	8%	33%	36%	28%	25%	75%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-335	-194	-48	-93	-100	-94	-25	-24	-46	-47	1	-91	-225	-13	-300	-16	-182	-107	-20	-184	-18	-127	-73	-261
	-56%	-95%	-19%	-67%	-93%	-97%	-24%	-15%	-60%	-75%	-	-49%	-86%	-10%	-69%	-56%	-59%	-54%	-40%	-92%	-8%	-75%	-49%	-58%
			BD	B			EFIJ	EFIJ	eF		LM	M		OP							TV			
RIGHT DIRECTION	114	3	93	18	3	-	38	55	13	5	52	39	16	53	55	5	54	39	13	7	88	15	32	81
	19%	2%	36%	13%	3%	-	36%	36%	17%	8%	44%	21%	6%	40%	13%	17%	17%	20%	26%	4%	41%	9%	22%	18%
			BD	B	f		EFIJ	EFIJ	EF	F	LM	M		OP							TV	T		
WRONG TRACK	448	197	141	110	103	94	62	79	58	52	52	130	241	66	355	21	236	147	33	191	107	142	106	342
	75%	96%	55%	80%	96%	97%	59%	52%	77%	83%	44%	70%	92%	50%	82%	72%	76%	74%	65%	95%	49%	84%	71%	76%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		N	N				UV		U		
DON'T KNOW/UNSURE	38	4	23	10	1	3	5	19	5	5	13	15	4	12	22	3	19	11	4	2	21	13	12	26
	6%	2%	9%	7%	1%	3%	5%	12%	6%	9%	11%	8%	2%	9%	5%	9%	6%	6%	9%	1%	10%	8%	8%	6%
			B	B				EFG	e	E	M	M									T	T		
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	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/X

And now just thinking about North Carolina... Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE-BOOK (V)	TWIT-TER (W)	NO (X)
BASE=TOTAL SAMPLE	600	131	88	68	106	116	90	288	312	49	101	149	119	152	101	100	73	87	120	90	291	274	81	299
	100%	22%	15%	11%	18%	19%	15%	48%	52%	8% Lmn	17% Ln	25%	20%	25%	17% PqS	17%	12%	14% p	20%	15%	48%	46%	13%	50%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-140	-27	-35	-15	-20	-21	-22	-46	-95	-17	-38	-28	-25	-33	-36	-1	-11	-42	-30	-19	-72	-76	-27	-75
	-23%	-21% C	-40%	-22%	-18% C	-18% C	-25%	-16% I	-30%	-34%	-37%	-19% K	-21% k	-21% k	-36%	-1% OQRST	-15% OR	-49%	-25% R	-22% R	-25%	-28%	-34%	-25%
RIGHT DIRECTION																								
OCT 2013	199	49	20	23	37	42	28	108	91	11	25	56	43	51	26	46	28	15	42	29	96	85	23	96
	33%	38% C	22%	34%	34% c	36% C	31%	38% I	29%	23%	25%	37% jK	36% k	34%	26%	46% ORt	38% oR	17%	35% R	33% R	33%	31%	29%	32%
JUN 2013	238	62	41	24	33	54	24	134	104	21	32	51	50	65	41	48	36	26	36	33	-	-	-	-
	40%	48% EG	41%	42%	30%	42% e	31%	46% I	33%	55% l	37%	35%	44%	41%	49% rS	48% RS	44%	31%	33%	38%	-	-	-	-
MAY 2013	246	51	48	26	42	47	32	144	102	29	34	63	48	56	47	53	38	37	30	26	-	-	-	-
	41%	42%	50% DG	35%	40%	41%	35%	50% I	33%	56% LmN	42%	40%	41%	36%	50% ST	50% ST	48% ST	45% ST	25%	29%	-	-	-	-
APR 2013	224	57	32	39	30	48	18	121	103	16	34	64	43	53	36	51	28	30	40	27	-	-	-	-
	37%	45% EG	37% g	51% EfG	28%	37% g	24%	42% I	33%	42%	41%	38%	36%	35%	40%	43% T	43% t	40%	33%	28%	-	-	-	-
MAR 2013	231	53	30	24	37	55	33	129	103	8	45	71	54	50	30	62	34	40	45	17	-	-	-	-
	39%	41%	37%	33%	33%	45% e	39%	45% I	33%	29%	42%	42% n	47% N	32%	39% T	49% T	46% T	41% T	39% T	20%	-	-	-	-
FEB 2013	223	46	28	25	51	45	28	113	110	10	19	86	45	57	22	51	37	29	52	26	-	-	-	-
	37%	37%	34%	35%	43%	36%	35%	39%	35%	67%	39%	38%	32%	40%	44%	32%	51% PST	47%	36%	32%	-	-	-	-
JAN 2013	228	54	29	26	40	49	30	119	108	4	28	81	36	67	20	50	41	25	49	31	-	-	-	-
	38%	45% e	34%	38%	34%	39%	37%	41% i	35%	27%	42%	38%	32%	44% m	34%	41%	47% S	41%	32%	41%	-	-	-	-
WRONG TRACK																								
OCT 2013	339	76	55	38	56	63	51	154	185	28	63	84	68	84	62	47	39	57	71	49	167	161	50	171
	57%	58%	62%	56%	53%	54%	56%	53%	59%	57%	62%	56%	57%	55%	62% p	48%	53%	66% P	60% p	54%	58%	59%	62%	57%
JUN 2013	318	63	49	27	64	68	47	134	184	15	49	89	59	76	37	50	36	55	67	44	-	-	-	-
	53%	49%	49%	46%	58%	53%	62% d	46%	59% H	40%	56%	61% jN	52%	47%	44%	50%	44%	65% OpQt	60% OQ	51%	-	-	-	-
MAY 2013	276	63	30	35	47	53	48	121	155	19	41	79	53	74	42	41	34	35	68	43	-	-	-	-
	46%	52% C	32%	48% C	45% C	46% C	52% C	42%	50% h	36%	50%	49% j	45%	47%	45%	39%	44%	43%	59% OPQR	47%	-	-	-	-
APR 2013	289	56	42	29	56	61	45	127	161	15	36	81	63	76	38	54	30	30	68	51	-	-	-	-
	48%	44%	49%	38%	53% d	47%	60% BDf	44%	52% h	39%	44%	47%	52%	50%	43%	45%	47%	39%	55% oR	54% r	-	-	-	-

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I J/K/L/M/N O/P/Q/R/S/T U/V/W/X

Continued

And now just thinking about North Carolina... Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						SOCIAL MEDIA USED			
	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)	TOTAL YES (U)	FACE-BOOK (V)	TWIT-TER (W)	NO (X)
MAR 2013	276	59	38	32	57	53	38	123	153	15	49	79	49	68	36	53	30	48	54	40	-	-	-	-
	46%	46%	47%	45%	51%	43%	45%	43%	49%	51%	46%	47%	43%	43%	47%	41%	40%	48%	47%	47%	-	-	-	-
FEB 2013	300	60	43	40	58	59	40	142	158	2	22	119	80	63	19	94	26	26	81	39	-	-	-	-
	50%	49%	52%	57%	48%	47%	51%	49%	51%	14%	46%	53% jn	57% JN	43%	39%	60% OQrt	35%	42%	55% OQ	47%	-	-	-	-
JAN 2013	248	46	34	29	52	55	31	116	132	6	24	93	54	53	26	53	31	23	73	24	-	-	-	-
	41%	39%	40%	43%	44%	43%	39%	40%	42%	43%	36%	43% n	49% N	35%	44%	43%	36%	38%	48% qT	32%	-	-	-	-
DON'T KNOW/UNSURE	62	5	14	7	13	11	11	26	36	10	13	9	8	17	13	6	7	15	7	12	28	28	7	32
	10%	4%	16% B	11%	13% B	10% b	12% B	9%	12%	21% Lm	13%	6%	7%	11%	13% s	6%	9%	17% PS	6%	13% s	9%	10%	9%	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/X

And now just thinking about North Carolina... Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET-IRED (R)	UN-EMPL-OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600	204	258	138	107	97	105	153	76	62	118	184	261	132	432	29	309	198	51	200	217	170	150	450
	100%	34%	43%	23%	18%	16%	18%	25%	13%	10%	20%	31%	44%	22%	72%	5%	52%	33%	8%	33%	36%	28%	25%	75%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-140	21	-114	-47	18	3	-46	-68	-17	-30	-75	-72	13	-56	-71	-12	-79	-42	-16	-5	-112	-30	-39	-101
	-23%	10%	-44%	-34%	17%	3%	-44%	-44%	-23%	-48%	-64%	-39%	5%	-43%	-16%	-43%	-25%	-21%	-31%	-3%	-52%	-18%	-26%	-23%
		CD			FGHIJ	GHIJ			GHJ			K	KL		N					UV		U		
RIGHT DIRECTION																								
OCT 2013	199	100	60	38	57	43	26	34	25	14	16	47	123	35	155	5	101	67	13	85	43	61	43	156
	33%	49%	23%	28%	53%	45%	25%	22%	32%	22%	14%	25%	47%	27%	36%	19%	33%	34%	26%	43%	20%	36%	28%	35%
		CD			GHIJ	GHJ						K	KL		nP					U		U		
JUN 2013	238	118	71	48	73	45	33	38	27	21	25	67	131	39	184	12	104	91	23	91	63	71	46	191
	40%	58%	28%	35%	65%	49%	33%	24%	37%	32%	21%	31%	56%	29%	43%	41%	39%	42%	48%	56%	26%	42%	31%	42%
		CD			FGHIJ	GHj			h			k	KL		N					UV		U		w
MAY 2013	246	127	60	60	83	43	23	36	37	22	26	65	141	43	188	11	134	70	26	123	50	66	71	175
	41%	62%	23%	43%	69%	52%	25%	22%	49%	36%	21%	35%	56%	32%	43%	39%	45%	35%	50%	60%	22%	44%	47%	39%
		CD		C	FGHIJ	GHJ			GH	H		K	KL		N		R		r	UV		U		
APR 2013	224	105	72	46	60	46	33	39	28	18	24	56	137	46	160	15	107	72	23	97	54	69	49	174
	37%	52%	28%	33%	58%	45%	29%	27%	39%	28%	19%	30%	53%	35%	37%	47%	36%	39%	41%	53%	25%	36%	33%	39%
		CD			fGHIJ	GHJ						K	KL							UV		U		
MAR 2013	231	103	78	50	59	43	42	36	27	23	23	71	132	43	175	11	125	69	17	102	59	64	61	170
	39%	52%	30%	37%	59%	44%	36%	24%	37%	35%	23%	36%	47%	33%	41%	38%	42%	36%	32%	48%	28%	40%	41%	38%
		CD			FGHIJ	H	H		h			K	KL							U		U		
FEB 2013	223	98	79	46	55	43	36	43	22	24	37	54	121	39	168	12	104	74	25	99	78	44	-	-
	37%	50%	30%	33%	54%	45%	33%	28%	29%	39%	33%	32%	46%	30%	39%	43%	35%	41%	37%	50%	30%	33%	-	-
		CD			GHI	gHi							kL		n					UV				
JAN 2013	228	87	91	50	55	32	40	51	24	25	33	76	110	53	166	6	99	86	21	85	77	61	-	-
	38%	44%	35%	36%	45%	41%	40%	31%	36%	36%	32%	39%	41%	40%	38%	21%	35%	42%	47%	42%	35%	38%	-	-
		C			H													q						
WRONG TRACK																								
OCT 2013	339	79	174	85	39	40	73	102	42	44	91	119	110	92	226	18	180	109	29	91	156	90	81	258
	57%	39%	68%	62%	37%	41%	69%	67%	55%	70%	77%	64%	42%	70%	52%	62%	58%	55%	57%	45%	72%	53%	54%	57%
			B	B			EFi	EF	Ef	EFi	LM	M		O							TV			
JUN 2013	318	71	162	84	31	40	59	103	43	41	91	130	83	80	217	17	151	100	22	59	163	85	93	224
	53%	35%	63%	61%	28%	44%	58%	66%	59%	64%	76%	61%	36%	61%	50%	59%	56%	46%	46%	36%	67%	51%	62%	50%
			B	B		E	EF	EF	Ef	Ef	LM	M		o			R				TV	T	X	
MAY 2013	276	60	159	57	31	29	61	98	29	28	80	101	81	63	195	16	135	96	17	62	147	63	61	215
	46%	30%	61%	41%	26%	35%	67%	59%	39%	44%	66%	54%	32%	48%	45%	55%	46%	48%	34%	30%	64%	42%	40%	48%
			BD	B			EFIJ	EFIj	e	E	LM	M						s			TV	T		
APR 2013	289	74	149	66	31	43	63	86	33	32	83	101	89	62	213	13	145	90	26	59	129	94	71	217
	48%	36%	58%	48%	30%	43%	57%	58%	45%	50%	67%	54%	34%	47%	49%	38%	49%	48%	47%	33%	60%	49%	48%	48%
			Bd	b		e	Ef	EFi	e	E	LM	M									TV	T		

Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D E/F/G/H/I/J K/L/M N/O/P Q/R/S T/U/V W/X

Continued

And now just thinking about North Carolina... Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET-IRED (R)	UN-EMPL-OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
MAR 2013	276	67	144	65	26	41	61	83	36	28	64	91	107	69	191	11	138	85	26	76	118	74	71	205
	46%	34%	55%	47%	27%	41%	53%	56%	50%	44%	63%	46%	38%	53%	44%	40%	46%	44%	51%	36%	55%	46%	47%	46%
			B	B		E	E	EF	E	E	LM										Tv	t		
FEB 2013	300	74	150	76	33	41	62	88	47	28	67	96	106	76	206	14	163	77	34	73	150	70	-	-
	50%	37%	57%	55%	32%	43%	56%	57%	62%	46%	61%	56%	40%	58%	48%	51%	55%	42%	51%	37%	58%	53%	-	-
			B	B			Ef	EF	EF		M	M		o			R				T	T		
JAN 2013	248	81	110	56	52	30	36	74	28	28	45	83	110	43	185	16	130	71	18	82	88	71	-	-
	41%	41%	42%	41%	43%	38%	36%	45%	42%	40%	43%	42%	41%	32%	43%	61%	46%	35%	40%	41%	40%	45%	-	-
															N	N	R							
DON'T KNOW/UNSURE	62	24	24	14	11	14	6	17	9	5	10	19	28	5	50	6	29	22	8	24	18	19	26	36
	10%	12%	9%	10%	10%	14%	6%	11%	12%	8%	9%	10%	11%	4%	12%	20%	9%	11%	16%	12%	8%	11%	17%	8%
						g									N	n							X	

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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/X