NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 1
If the election for United States Congress were being held today, if all else were equal, for whom would you vote, the Republican candidate or the Democrat candidate?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (REPUBLICAN CANDIDATE - DEMOCRAT CANDIDATE)	-8	-9	4	-20	9	-1	8	37	-45	1	-5	-2	-16	13	13	8	16	-9	-26	-10	-14	23	-15	-3
	-1%	-7% D	5% BDF	-28%	8% BDF	-1% bD	10% BDF	13% I	-14%	8% KM	-6%	-1% M	-12%	8% KLM	16% RST	6% RST	19% PRST	-12%	-19%	-10%	-10%	13% UWX	-8%	-3% u
REPUBLICAN CANDIDATE																								
MAR 18-20, 2014	250	54	38	18	53	51	36	138	112	7	37	78	50	79	39	55	44	30	43	39	53	86	67	41
	42%	42% D	42% d	26%	46% D	43% D	46% D	48% I	36%	39%	39%	41%	37%	48% m	49% s	44%	54% rSt	37%	32%	40%	37%	49% uw	37%	43%
JAN 23 & 25-26, 2014	266	47	38	27	59	55	39	131	135	6	40	91	60	69	35	64	32	31	62	41	65	66	92	38
	44%	39%	41%	41%	51% b	45%	49%	45%	43%	36%	40%	49%	47%	41%	42%	52%	40%	40%	46%	42%	41%	42%	51% ux	39%
DEMOCRAT CANDIDATE																								
MAR 18-20, 2014	259	63	33	38	44	53	28	102	157	6	42	79	65	65	27	47	28	39	69	49	67	63	82	44
	43%	49%	37%	54% ceg	38%	44%	36%	35%	50% H	31%	44%	42%	49%	40%	33%	37%	34%	48%	52% OPQ	50% opQ	47%	36%	46%	46%
JAN 23 & 25-26, 2014	242	52	37	31	46	49	26	110	133	7	46	66	48	75	36	36	37	35	56	41	63	71	62	44
	40%	43%	40%	47%	40%	40%	33%	38%	43%	40%	47% l	36%	38%	44%	44% P	29%	46% P	44% P	42% P	42% p	40%	45% w	35%	45%
NOT SURE/UNDECIDED	91	11	19	14	18	15	14	48	43	6	16	32	19	18	15	23	9	12	21	9	24	26	30	11
	15%	9%	21% B	20% b	15%	13%	18%	17%	14%	30%	17%	17%	14%	11%	18%	19% t	12%	15%	16%	10%	17%	15%	17%	11%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

If the election for United States Congress were being held today, if all else were equal, for whom would you vote, the Republican candidate or the Democrat candidate?

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	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (REPUBLICAN CANDIDATE - DEMOCRAT CANDIDATE)	-8	155	-164	1	85	70	-54	-110	6	-5	-97	-30	135	-107	97	1	6	-1	-17	172	-201	18	-15	7
	-1%	74% CD	-61%	1% C	78% GHIJ	69% GHIJ	-46%	-71%	9% GHJ	-9% GH	-79%	-14% K	55% KL	-81%	22% NP	5% N	2% RS	- S	-37%	85% UV	-78%	14% U	-10%	2% W
REPUBLICAN CANDIDATE																								
MAR 18-20, 2014	250	171	38	41	92	79	22	16	25	17	8	68	172	5	231	12	122	97	10	177	17	51	54	196
	42%	82% CD	14%	34% C	85% GHIJ	78% GHIJ	19%	11%	39% GH	29% H	6%	33% K	71% KL	4%	53% N	40% N	42% S	44% S	23%	87% UV	7%	41% U	36%	44%
JAN 23 & 25-26, 2014	266	183	30	52	91	92	15	15	24	28	10	58	194	4	249	12	146	84	11	175	24	63	63	203
	44%	87% CD	11%	44% C	88% GHIJ	87% GHIJ	12%	10%	40% GH	47% GH	9%	34% K	70% KL	3%	58% N	37% N	46%	41%	34%	87% UV	9%	47% U	42%	45%
DEMOCRAT CANDIDATE																								
MAR 18-20, 2014	259	16	202	41	7	9	75	126	19	22	105	97	38	113	134	11	117	98	27	6	219	33	69	189
	43%	8%	75% BD	34% B	6%	9%	65% EFIJ	82% EFGIJ	30% EF	38% EF	86% LM	47% M	16%	85% OP	31%	36%	40%	45%	59% q	3%	85% TV	27% T	46%	42%
JAN 23 & 25-26, 2014	242	9	193	40	5	4	87	106	17	23	102	74	51	108	116	16	120	91	19	9	203	27	63	179
	40%	4%	72% BD	33% B	5%	4%	71% EFIJ	73% EFIJ	28% EF	38% EF	84% LM	43% M	18%	82% OP	27%	52% o	38%	45%	58% Q	5%	80% TV	20% T	42%	40%
NOT SURE/UNDECIDED	91	23	30	38	10	13	19	11	19	19	10	40	33	14	67	7	52	23	8	20	21	41	27	64
	15%	11%	11%	31% BC	9%	13%	16% h	7%	30% EFgH	33% EFGH	8%	19% K	13%	11%	16%	24%	18% R	11%	18%	10%	8%	32% TU	18%	14%
REFUSED	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 2:
And if the election for North Carolina State Legislature were held today which of the following is more important to you? Would you rather...

Elect a Republican who will support Governor McCrory's programs and policies.

Elect a Democrat who will be a check and balance to Governor McCrory's policies and programs.

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (REPUBLICAN - DEMOCRAT)	-76	-21	6	-24	-21	-4	-11	6	-81	-3	-28	-19	-29	3	-	-2	8	-28	-43	-11	-20	-2	-43	-10
	-13%	-17%	6%	-35%	-18%	-3%	-14%	2%	-26%	-19%	-29%	-10%	-22%	2%	-	-2%	9%	-34%	-32%	-11%	-14%	-1%	-24%	-11%
		d	BDEFG			BDEg	D	I				KM		jKLM	RST	RST	OPRST			RS		UWX		W
ELECT REPUBLICAN																								
MAR 18-20, 2014	229	47	41	18	42	51	31	137	92	7	28	75	45	74	38	56	42	21	35	36	52	77	59	38
	38%	37%	45%	25%	36%	43%	40%	47%	30%	35%	30%	40%	34%	45%	47%	45%	51%	26%	26%	37%	36%	44%	33%	39%
			D			D		I						Km	RS	RS	RSt					w		
JAN 23 & 25-26, 2014	226	43	30	28	46	48	31	117	109	4	33	71	54	63	28	55	34	25	49	35	66	54	73	30
	38%	35%	33%	42%	40%	39%	39%	41%	35%	27%	34%	38%	42%	37%	34%	44%	42%	32%	36%	35%	42%	34%	41%	30%
																r					x			
ELECT DEMOCRAT																								
MAR 18-20, 2014	304	68	35	42	63	55	41	131	173	10	56	94	74	70	38	58	34	49	78	47	72	80	102	48
	51%	53%	39%	60%	54%	46%	53%	45%	56%	54%	59%	50%	55%	43%	47%	47%	42%	60%	58%	48%	50%	46%	57%	50%
		c		C	c				H		N		n					Q	Q				v	
JAN 23 & 25-26, 2014	270	61	44	31	45	52	36	123	147	8	51	84	52	75	40	49	34	37	65	46	63	69	81	55
	45%	50%	48%	46%	39%	43%	45%	43%	47%	46%	51%	45%	41%	44%	48%	40%	42%	46%	48%	47%	40%	44%	45%	57%
																								Uvw
DON'T KNOW/NEITHER/OTHER	66	13	14	11	10	13	5	20	46	2	11	20	14	18	4	10	5	11	20	15	20	17	18	10
	11%	10%	15%	15%	9%	11%	7%	7%	15%	11%	11%	11%	11%	11%	5%	8%	6%	14%	15%	15%	14%	10%	10%	10%
									H										oQ	oq				
REFUSED	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/X

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

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

And if the election for North Carolina State Legislature were held today which of the following is more important to you? Would you rather...

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Elect a Democrat who will be a check and balance to Governor McCrory's policies and programs.

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	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (REPUBLICAN - DEMOCRAT)	-76	126	-172	-30	79	48	-66	-106	-7	-23	-107	-67	111	-118	38	3	-34	-14	-22	137	-204	-10	-32	-43
	-13%	60% CD	-64%	-25% C	72% FGHIJ	47% GHIJ	-57%	-69%	-11% GHJ	-41% h	-87%	-33% K	46% KL	-90%	9% N	8% N	-12% S	-6% qS	-49%	67% UV	-79%	-8% U	-22%	-10% w
ELECT REPUBLICAN																								
MAR 18-20, 2014	229	158	36	35	91	66	22	14	23	12	6	55	161	5	209	12	111	91	9	160	15	47	52	177
	38%	75% CD	13%	29% C	84% FGHIJ	66% GHIJ	19% h	9%	37% GHJ	21% H	5%	27% K	66% KL	4%	48% N	40% N	38% S	42% S	20%	79% UV	6%	37% U	34%	39%
JAN 23 & 25-26, 2014	226	151	33	42	78	74	20	13	20	22	9	38	174	6	210	7	113	78	11	152	22	46	53	172
	38%	72% CD	12%	35% C	75% GHIJ	69% GHIJ	16%	9%	33% GH	37% GH	7%	22% K	63% KL	5%	49% NP	24%	36%	38%	32%	76% UV	9%	34% U	36%	38%
ELECT DEMOCRAT																								
MAR 18-20, 2014	304	31	208	65	13	19	88	120	30	35	113	122	50	124	171	10	146	105	32	23	219	57	84	221
	51%	15%	77% BD	54% B	12%	18%	76% EFIj	78% EFIJ	48% EF	61% EFi	92% LM	60% M	21%	94% OP	40%	32%	50%	48%	70% QR	11%	85% TV	45% T	56%	49%
JAN 23 & 25-26, 2014	270	28	194	48	14	14	84	110	25	23	97	100	58	103	148	19	150	90	19	26	195	48	74	196
	45%	14%	72% BD	40% B	14%	13%	68% EFIJ	75% EFIJ	41% EF	39% EF	81% LM	58% M	21%	78% O	34%	61% O	48%	44%	56%	13%	77% TV	36% T	49%	44%
DON'T KNOW/NEITHER/OTHER	66	20	26	20	4	16	5	20	10	10	4	26	31	3	51	8	34	21	5	19	22	22	15	51
	11%	10%	10%	16% bc	4%	16% EG	5%	13% Eg	16% EG	17% EG	4%	13% K	13% K	2%	12% N	28% N	12%	10%	10%	10%	8%	18% tU	10%	11%
REFUSED	1	1	-	-	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/X

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 3:
Now, please tell me if you have a favorable or unfavorable opinion of... Barack Obama

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (FAVORABLE - UNFAVORABLE)	-37	2	-7	5	-16	-4	-17	-53	16	-6	-1	-13	5	-22	-15	-20	-17	1	14	1	-11	-30	6	-1
	-6%	2% CEFG	-8% g	8% CEFG	-14%	-3% EG	-21%	-18%	5% H	-32%	-1% jlN	-7% n	4% JKLN	-14%	-19%	-16%	-21%	2% OPQ	10% OPQRT	1% OPQ	-8% v	-17%	4% UVX	-1% UV
TOTAL HEARD OF																								
MAR 18-20, 2014	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
JAN 23 & 25-26, 2014	598	122	92	67	116	122	79	287	311	16	100	186	126	169	83	123	81	79	133	98	157	158	178	97
	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	99%	100%	100%	99%	100%	100%	99%	100%	100%	100%	99%	100%
TOTAL FAVORABLE																								
MAR 18-20, 2014	275	62	40	37	49	57	30	114	161	6	46	86	67	69	32	50	32	40	73	48	64	72	90	47
	46%	49%	45%	52%	42%	48%	39%	40%	51% H	31%	48%	46%	50%	43%	40%	40%	39%	49%	55% oPQ	49%	44%	41%	50%	49%
JAN 23 & 25-26, 2014	276	62	40	33	47	62	31	128	148	8	53	86	54	74	41	54	33	43	58	46	70	73	76	54
	46%	51%	43%	50%	41%	51%	39%	44%	47%	46%	53%	46%	43%	44%	49%	43%	41%	55%	44%	47%	44%	46%	42%	56% W
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	312	60	48	31	65	61	47	167	145	12	47	99	62	91	47	70	49	38	59	47	75	102	84	48
	52%	47%	53%	44%	56%	51%	60% d	58% I	46%	63%	49%	52%	47%	56%	58%	56%	60% S	47%	44%	49%	52%	58% w	47%	50%
JAN 23 & 25-26, 2014	303	57	48	30	65	58	45	152	151	8	44	96	67	88	41	67	44	33	68	49	82	78	98	39
	50%	46%	52%	44%	56%	48%	56%	53%	48%	50%	44%	51%	52%	52%	49%	54%	55%	42%	51%	50%	52% x	50%	55% X	40%
VERY FAVORABLE	172	39	24	27	30	36	17	67	106	2	31	51	47	40	15	32	20	30	48	28	41	48	51	30
	29%	30%	27%	38% g	26%	31%	21%	23%	34% H	11%	33% J	27% j	35% Jn	24%	18%	25%	24%	37% O	36% Oq	29%	28%	28%	28%	31%
SOMEWHAT FAVORABLE	102	24	16	10	19	20	13	47	55	4	14	35	20	29	17	18	12	10	25	20	23	24	39	17
	17%	19%	18%	14%	16%	17%	17%	16%	18%	20%	15%	18%	15%	18%	21%	14%	15%	12%	19%	21%	16%	13%	22% v	18%
SOMEWHAT UNFAVORABLE	53	11	6	6	8	10	12	30	23	5	14	19	5	10	18	9	4	11	6	6	9	20	19	5
	9%	9%	6%	9%	7%	9%	15%	11%	7%	26% mn	15% Mn	10% m	4%	6%	22% PQST	7%	5%	14% s	4%	6%	6%	12%	10%	5%
VERY UNFAVORABLE	258	49	42	25	57	50	35	136	122	7	33	80	57	82	29	61	45	27	53	42	66	82	65	43
	43%	39%	47%	36%	49%	42%	45%	47% i	39%	37%	34%	43%	42%	50% K	36%	49% r	56% ORS	34%	40%	43%	45%	47% w	36%	45%

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)

QUESTION 3: Now, please tell me if you have a favorable or unfavorable opinion of...

Barack Obama

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
HEARD OF/NO OPINION	14 2%	5 4%	2 2%	2 3%	2 2%	2 1%	1 1%	7 3%	6 2%	1 6%	2 3%	4 2%	4 3%	2 1%	2 2%	5 4% q	- -	3 4%	2 1%	2 2%	6 4% v	1 -	6 3%	1 1%
NEVER HEARD OF	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.0	0.8	1.2	0.7	0.9	0.6	0.7	1.1	0.5	1.0	0.9	1.1	0.8	0.7	0.7	0.6	1.0	1.2	1.0	0.9	0.7	1.1	1.0

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

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 3:
Now, please tell me if you have a favorable or unfavorable opinion of...Barack Obama

BANNER 2

	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)
	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
BASE=TOTAL SAMPLE	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	-37	-161	133	-10	-88	-73	45	88	-10	1	90	11	-146	105	-134	-6	-23	-16	6	-171	168	-28	3	-40
	-6%	-77%	49% BD	-8% B	-81%	-72%	39% EFIJ	57% EFGIJ	-16% EF	1% EFI	73% LM	5% M	-60%	79% OP	-31%	-20%	-8%	-8%	12% QR	-84%	66% TV	-22% T	2% X	-9%
TOTAL HEARD OF																								
MAR 18-20, 2014	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
JAN 23 & 25-26, 2014	598	208	270	120	103	105	124	146	61	59	121	172	276	132	430	31	313	204	33	198	254	135	150	448
	100%	99%	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	100%	99%	100%	100%	100%	100%
TOTAL FAVORABLE																								
MAR 18-20, 2014	275	22	201	52	9	13	81	120	25	27	106	104	46	117	144	11	129	100	25	13	212	46	74	201
	46%	10%	74% BD	43% B	8%	13%	69% EFIJ	78% EFIJ	39% EF	47% EF	86% LM	51% M	19%	89% OP	33%	38%	44%	46%	55%	6%	82% TV	37% T	49%	45%
JAN 23 & 25-26, 2014	276	21	199	56	13	8	88	111	27	29	106	92	60	119	137	18	148	90	18	18	207	46	80	196
	46%	10%	74% BD	47% B	12%	7%	71% EFIJ	76% EFIJ	44% EF	49% EF	88% LM	53% M	21%	90% OP	32%	59% O	47%	44%	55%	9%	82% TV	34% T	53% x	44%
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	312	183	68	61	96	86	35	32	35	26	16	94	192	12	278	17	152	117	19	184	43	74	71	240
	52%	87% CD	25%	51% C	88% GHIJ	85% GHIJ	31%	21%	55% GH	46% gH	13%	46% K	79% KL	9%	64% N	58% N	52%	53%	42%	91% UV	17%	59% U	47%	53%
JAN 23 & 25-26, 2014	303	184	58	60	88	96	32	26	32	29	15	69	213	7	281	12	156	106	15	175	38	82	69	234
	50%	88% CD	22%	50% C	85% GHIJ	90% GHIJ	26%	18%	52% GH	48% GH	12%	40% K	76% KL	6%	65% NP	38% N	49%	52%	44%	88% UV	15%	61% U	46%	52%
VERY FAVORABLE	172	11	134	27	1	10	54	80	12	16	75	58	29	88	77	5	77	65	16	5	144	21	45	127
	29%	5%	50% BD	23% B	1%	10% E	47% EFIJ	52% EFIJ	19% E	27% EF	61% LM	28% M	12%	67% OP	18%	17%	26%	30%	36%	3%	56% TV	17% T	30%	28%
SOMEWHAT FAVORABLE	102	11	67	24	8	3	27	40	13	11	31	46	17	29	67	6	52	35	8	7	68	25	29	74
	17%	5%	25% B	20% B	7%	3%	23% EF	26% EF	21% EF	20% EF	25% M	23% M	7%	22%	16%	21%	18%	16%	19%	4%	26% T	20% T	19%	16%
SOMEWHAT UNFAVORABLE	53	22	19	12	13	9	9	9	8	4	8	25	17	6	44	2	34	14	3	26	17	10	24	29
	9%	11%	7%	10%	12%	9%	8%	6%	12%	8%	6%	12%	7%	5%	10% n	7%	12% r	6%	8%	13% u	7%	8%	16% X	6%
VERY UNFAVORABLE	258	160	49	49	83	78	26	23	27	22	8	69	175	6	234	15	119	103	16	158	26	64	47	211
	43%	76% CD	18%	41% C	76% GHIJ	77% GHIJ	23%	15%	43% GH	38% GH	6%	34% K	72% KL	4%	54% N	51% N	41%	47%	35%	78% UV	10%	51% U	31%	47% W

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

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

Continued

QUESTION 3:
Now, please tell me if you have a favorable or unfavorable opinion of...

Barack Obama

BANNER 2

	TOTAL (A)	PARTY REG: GOP (B)	PARTY REG: DEM (C)	PARTY REG: IND (D)	PARTY REG/GENDER: GOP MEN (E)	PARTY REG/GENDER: GOP WOMEN (F)	PARTY REG/GENDER: DEM MEN (G)	PARTY REG/GENDER: DEM WOMEN (H)	PARTY REG/GENDER: IND MEN (I)	PARTY REG/GENDER: IND WOMEN (J)	IDEOLOGY: LIB (K)	IDEOLOGY: MOD (L)	IDEOLOGY: CONS (M)	RACE: BLACK (N)	RACE: WHITE (O)	RACE: OTHER (P)	EMPLOYMENT STATUS: FULL TIME (Q)	EMPLOYMENT STATUS: RET-IRED (R)	EMPLOYMENT STATUS: UN-EMPL-OYED (S)	PARTY ID: GOP (T)	PARTY ID: DEM (U)	PARTY ID: IND (V)	PHONE TYPE: CELL (W)	PHONE TYPE: LAND (X)
HEARD OF/NO OPINION	14	5	2	7	4	1	-	2	3	4	2	6	4	2	10	1	9	2	1	6	2	5	5	9
	2%	3%	1%	6% C	4% g	1%	-	1%	5% G	6% Gh	1%	3%	2%	2%	2%	5%	3% r	1%	3%	3%	1%	4% u	3%	2%
NEVER HEARD OF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.1	3.0	0.8	0.1	0.2	2.3	3.8	0.7	1.0	6.8	1.1	0.2	9.4	0.5	0.7	0.8	0.9	1.3	0.1	4.9	0.6	1.0	0.8

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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/X

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 4:
Now, please tell me if you have a favorable or unfavorable opinion of...Pat McCrory

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (FAVORABLE - UNFAVORABLE)	-15	6	4	-8	-24	14	-6	13	-28	2	3	-11	-24	16	4	3	6	2	-35	5	6	17	-31	-9
	-2%	5% DEG	5% DEG	-12%	-21%	12% DEG	-8% e	5% I	-9%	9% LM	3% LM	-6% M	-18%	10% KLM	5% S	3% S	7% S	3% S	-26%	5% S	4% WX	10% WX	-17%	-9%
TOTAL HEARD OF																								
MAR 18-20, 2014	596	128	89	69	115	118	77	288	308	18	94	187	134	161	81	125	82	79	133	96	142	174	180	96
	99%	100%	99%	98%	99%	99%	99%	100% i	99%	97%	99%	99%	100%	99%	100%	100%	100%	97%	100%	98%	98%	99%	100%	100%
JAN 23 & 25-26, 2014	587	122	91	62	114	122	78	283	304	15	98	185	126	163	82	123	78	76	133	94	153	152	179	96
	98%	99% d	97%	93%	98%	100% d	98%	98%	97%	93%	98%	99% n	99%	96%	99%	99%	97%	97%	99%	96%	97%	96%	100% uv	99%
TOTAL FAVORABLE																								
MAR 18-20, 2014	264	63	42	25	39	63	32	139	125	9	44	81	50	80	39	61	38	35	43	47	68	87	66	41
	44%	49% E	47%	36%	34%	53% DE	41%	48% i	40%	46%	47%	43%	38%	49% m	49% s	49% S	47% S	44%	32%	48% S	47% w	50% W	37%	43%
JAN 23 & 25-26, 2014	259	47	38	26	54	61	32	123	136	3	48	78	55	75	30	56	37	40	54	42	69	68	82	35
	43%	39%	41%	39%	46%	50% b	40%	43%	44%	19%	48% J	42% J	43% J	44% J	36%	45%	46%	50% o	40%	43%	44%	43%	46%	36%
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	279	56	38	34	64	49	38	126	153	7	42	92	74	63	36	58	32	33	78	42	62	70	97	50
	46%	44%	42%	48%	55% f	41%	49%	44%	49%	37%	44%	49%	56% N	39%	44%	46%	40%	41%	58% pQRT	43%	43%	40%	54% V	52%
JAN 23 & 25-26, 2014	262	65	42	28	42	52	32	123	139	9	43	80	56	73	41	47	34	30	65	43	60	67	82	49
	44%	53% E	45%	42%	37%	43%	41%	43%	45%	57%	43%	43%	44%	43%	50% p	38%	42%	38%	49% p	44%	38%	43%	46%	51% u
VERY FAVORABLE	119	26	14	15	21	31	12	71	48	2	29	29	21	39	17	32	22	17	15	17	23	38	31	25
	20%	21%	15%	22%	18%	26%	15%	25% I	16%	10%	30% JLM	15%	16%	24% jlm	20%	25% S	27% S	20%	11%	17%	16%	22%	17%	26% u
SOMEWHAT FAVORABLE	145	36	28	10	18	32	20	69	77	7	16	52	30	41	23	30	16	19	28	30	46	48	35	16
	24%	28% De	32% DE	15%	16%	27% de	25%	24%	25%	36%	17%	28% k	22%	25%	28%	24%	20%	23%	21%	31%	32% WX	28% x	19%	16%
SOMEWHAT UNFAVORABLE	84	20	10	9	24	10	11	40	44	4	12	24	18	25	10	17	13	8	24	12	21	24	29	11
	14%	15%	11%	12%	21% cF	9%	15%	14%	14%	20%	13%	13%	14%	15%	13%	13%	16%	10%	18%	12%	14%	14%	16%	12%

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

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

Continued

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NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 4:
Now, please tell me if you have a favorable or unfavorable opinion of... Pat McCrory

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
VERY UNFAVORABLE	194	36	28	25	39	39	26	86	108	3	29	68	56	38	25	41	19	25	54	30	42	46	68	39
	32%	28%	31%	36%	34%	33%	34%	30%	35%	17%	31%	36% jN	42% JN	23%	31%	33%	23%	31%	40% Q	31%	29%	26%	38% v	40% V
HEARD OF/NO OPINION	53	9	9	10	11	6	8	23	30	3	8	15	9	18	6	6	11	10	13	7	11	17	17	5
	9%	7%	10%	14% f	10%	5%	10%	8%	10%	14%	8%	8%	7%	11%	7%	4%	13% P	12%	10%	8%	8%	10%	10%	5%
NEVER HEARD OF	4	-	1	1	1	1	-	-	4	-	1	1	-	2	-	-	-	3	-	2	2	1	-	-
	1%	-	1%	2%	1%	1%	1%	-	1% h	3%	1%	1%	-	1%	-	-	-	3%	-	2%	2%	1%	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.1	1.1	0.7	0.6	1.3	0.8	1.1	0.8	1.2	1.1	0.9	0.7	1.3	1.1	1.1	1.2	1.1	0.5	1.1	1.1	1.2	0.7	0.8

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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/X

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

UESTION 4:
Now, please tell me if you have a favorable or unfavorable opinion of...Pat McCrory

BANNER 2

	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)
	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
BASE=TOTAL SAMPLE	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	-15	113	-117	-10	69	44	-51	-66	-5	-5	-68	-28	90	-62	37	8	-1	3	-9	109	-132	12	-12	-2
	-2%	54% CD	-43%	-9% C	63% FGHIJ	43% GHIJ	-44%	-43%	-8% GH	-9% GH	-56%	-14% K	37% KL	-47%	9% N	25% N	- S	1% QS	-19%	54% UV	-51%	9% U	-8%	-1% W
TOTAL HEARD OF																								
MAR 18-20, 2014	596	206	270	120	109	97	116	154	63	57	122	205	240	131	429	30	291	217	45	200	256	125	150	446
	99%	98%	100% b	100% b	100% f	96%	100% F	100% f	100% f	100% F	99%	100%	99%	99%	99%	100%	100%	99%	98%	99%	100%	99%	100% X	99%
JAN 23 & 25-26, 2014	587	209	261	118	104	105	120	142	60	58	119	169	273	124	427	31	311	198	31	200	245	131	148	440
	98%	99% c	97%	98%	100% gH	99%	97%	97%	99%	97%	99%	98%	98%	94%	99% N	100% N	99%	97%	92%	100% Uv	97%	98%	98%	98%
TOTAL FAVORABLE																								
MAR 18-20, 2014	264	149	68	47	83	65	31	38	25	22	21	82	154	26	216	19	133	101	14	146	51	63	62	202
	44%	71% CD	25%	39% C	77% fGHIJ	65% GHIJ	26%	25%	40% gH	38% h	17%	40% K	63% KL	20%	50% N	62% N	46% s	46% s	30%	72% UV	20%	50% U	41%	45%
JAN 23 & 25-26, 2014	259	148	60	50	70	78	33	27	20	31	14	57	185	22	222	12	141	89	10	139	56	59	61	198
	43%	71% CD	22%	42% C	68% GHIj	73% GHIJ	27%	19%	32% H	52% GHi	12%	33% K	66% KL	17%	51% N	40% n	45%	43%	31%	69% UV	22%	44% U	40%	44%
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	279	36	185	57	14	22	81	104	31	27	89	110	64	88	179	11	134	98	22	36	183	51	74	204
	46%	17%	69% BD	48% B	13%	21%	70% EFIJ	68% EFIJ	49% EF	47% EF	72% LM	54% M	26%	67% OP	41%	36%	46%	45%	49%	18%	71% TV	40% T	50%	45%
JAN 23 & 25-26, 2014	262	45	167	51	24	21	71	96	28	23	88	96	62	82	165	14	138	87	16	41	160	57	65	198
	44%	21%	62% BD	43% B	23%	20%	57% EFJ	65% EFIJ	47% EF	38% eF	73% LM	56% M	22%	62% O	38%	44%	44%	42%	47%	20%	63% TV	42% T	43%	44%
VERY FAVORABLE	119	74	28	17	45	29	14	13	11	6	8	32	77	5	109	4	59	48	5	75	23	18	24	95
	20%	35% CD	10%	14%	42% fGHIJ	28% GHiJ	12%	9%	17%	11%	6%	16% K	32% KL	4%	25% N	13%	20%	22% s	11%	37% UV	9%	15%	16%	21%
SOMEWHAT FAVORABLE	145	74	41	30	38	37	16	25	15	15	13	50	77	21	108	15	74	53	9	70	28	44	38	107
	24%	35% CD	15%	25% C	35% GHi	36% GHi	14%	16%	23%	27% g	10%	25% K	32% K	16%	25% N	49% No	26%	24%	19%	35% U	11%	35% U	25%	24%
SOMEWHAT UNFAVORABLE	84	15	53	16	6	8	26	27	8	9	24	30	23	26	54	4	41	32	5	21	53	9	30	55
	14%	7%	20% B	14% b	6%	8%	23% EFi	18% Ef	12%	15% e	20% M	15%	10%	20%	13%	14%	14%	15%	11%	10%	20% TV	7%	20%	12%

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

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

Continued

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 4:
Now, please tell me if you have a favorable or unfavorable opinion of...Pat McCrory

BANNER 2

	TOTAL (A)	PARTY REG: GOP (B)	PARTY REG: DEM (C)	PARTY REG: IND (D)	PARTY REG/GENDER: GOP MEN (E)	PARTY REG/GENDER: GOP WOMEN (F)	PARTY REG/GENDER: DEM MEN (G)	PARTY REG/GENDER: DEM WOMEN (H)	PARTY REG/GENDER: IND MEN (I)	PARTY REG/GENDER: IND WOMEN (J)	IDEOLOGY: LIB (K)	IDEOLOGY: MOD (L)	IDEOLOGY: CONS (M)	RACE: BLACK (N)	RACE: WHITE (O)	RACE: OTHER (P)	EMPLOYMENT STATUS: FULL TIME (Q)	EMPLOYMENT STATUS: RET-IRED (R)	EMPLOYMENT STATUS: UN-EMPL-OYED (S)	PARTY ID: GOP (T)	PARTY ID: DEM (U)	PARTY ID: IND (V)	PHONE TYPE: CELL (W)	PHONE TYPE: LAND (X)
VERY UNFAVORABLE	194 32%	21 10%	132 49% BD	41 34% B	8 7%	13 13%	55 47% EFj	77 50% EFiJ	23 37% EF	18 32% EF	65 53% lM	80 39% M	41 17%	62 47% Op	125 29%	7 23%	93 32%	65 30%	17 38%	15 8%	130 51% TV	42 33% T	45 30%	150 33%
HEARD OF/NO OPINION	53 9%	21 10%	16 6%	16 13% C	11 10%	10 10%	4 4%	12 8%	7 11% g	9 15% G	12 10%	12 6%	21 9%	17 13% P	33 8%	1 2%	23 8%	18 8%	9 19%	19 9%	22 8%	12 9%	13 9%	39 9%
NEVER HEARD OF	4 1%	4 2% cd	- -	- -	- -	4 4% eGhiJ	- -	- -	- -	- -	1 1%	- -	3 1%	1 1%	3 1%	- -	1 -	2 1%	1 2%	3 1%	1 -	1 1%	- -	4 1% W
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	4.1	0.4	0.8	5.8	3.0	0.4	0.4	0.8	0.8	0.2	0.7	2.4	0.3	1.2	1.7	1.0	1.0	0.6	4.0	0.3	1.2	0.8	1.0

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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

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 5: Now, please tell me if you have a favorable or unfavorable opinion of... Kay Hagan

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (FAVORABLE - UNFAVORABLE)	-28	11	-8	-	-15	-14	-1	-24	-4	-6	1	-5	12	-30	-8	-4	-12	-4	14	-14	-24	-18	10	6
	-5%	9% CDEFG	-9%	- CEF	-13%	-12%	-2% EF	-8%	-1% H	-32%	1% jLN	-3% jN	9% JKLN	-19%	-10%	-3% QT	-15%	-5% q	11% OPQRT	-14%	-17%	-10%	6% UV	7% UV
TOTAL HEARD OF																								
MAR 18-20, 2014	585	126	86	67	113	116	76	279	307	17	95	182	128	163	79	118	81	80	130	96	137	173	178	92
	98%	98%	96%	96%	98%	98%	98%	97%	98%	91%	100% LM	97%	96%	100% lM	98%	94%	99% P	99%	98%	99% p	95%	99% u	99% u	96%
JAN 23 & 25-26, 2014	589	122	88	66	115	120	78	284	305	15	98	183	126	165	83	123	78	76	131	97	153	154	178	96
	98%	100% C	94%	99%	99%	98%	98%	99%	98%	93%	98%	98%	99%	98%	100% r	99%	97%	96%	98%	99%	97%	98%	99%	99%
TOTAL FAVORABLE																								
MAR 18-20, 2014	236	59	32	22	43	45	34	111	125	5	37	74	64	57	29	51	31	30	61	35	46	62	83	45
	39%	46% d	36%	32%	38%	38%	44%	38%	40%	25%	39%	39%	48% jN	35%	35%	41%	38%	36%	46%	36%	32%	36%	46% U	47% U
JAN 23 & 25-26, 2014	225	57	27	24	41	55	20	104	120	9	39	63	40	72	30	39	35	32	50	38	49	55	76	39
	37%	46% CG	29%	37%	36%	45% CG	25%	36%	39%	58% LM	39%	34%	31%	43% m	36%	31%	44%	40%	37%	39%	31%	35%	42% u	41%
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	264	48	40	22	59	59	36	135	129	11	36	79	52	87	37	55	43	34	47	49	70	80	73	38
	44%	38%	44%	32%	51% bD	50% D	46%	47%	41%	57%	38%	42%	39%	53% KlM	45%	44%	53% S	42%	35%	50% S	49%	46%	40%	40%
JAN 23 & 25-26, 2014	280	50	41	28	61	55	45	138	143	4	43	91	73	69	36	68	33	32	68	42	81	79	83	35
	47%	41%	44%	42%	52% b	45%	57% B	48%	46%	22%	43% J	49% J	58% JKN	41% j	44%	55% qr	41%	40%	51%	43%	51% X	50% X	46%	36%
VERY FAVORABLE	104	32	10	8	19	21	15	49	55	-	11	37	28	28	10	22	16	7	32	16	18	26	36	24
	17%	25% CD	11%	11%	17%	18%	19%	17%	18%	-	11% J	20% J	21% Jk	17% J	13%	18%	20% r	9%	24% R	17%	12%	15%	20%	25% Uv
SOMEWHAT FAVORABLE	132	28	22	15	24	24	20	62	70	5	26	36	36	28	18	29	14	23	29	18	28	36	47	20
	22%	22%	25%	21%	21%	20%	26%	21%	22%	25%	27%	19%	27% n	17%	22%	23%	17%	28%	22%	19%	20%	21%	26%	21%
SOMEWHAT UNFAVORABLE	85	15	14	7	17	24	9	43	41	7	12	35	11	20	19	14	10	11	20	10	23	26	22	13
	14%	11%	15%	11%	15%	20%	11%	15%	13%	36% kMn	13%	18% M	8%	12%	24% pt	11%	12%	14%	15%	11%	16%	15%	12%	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/X

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

Continued

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QUESTION 5:
Now, please tell me if you have a favorable or unfavorable opinion of...

Kay Hagan

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
VERY UNFAVORABLE	179 30%	33 26%	26 29%	15 21%	42 36% d	36 30%	27 35%	92 32%	88 28%	4 20%	23 24%	44 23%	41 31%	67 41% jKLm	18 22%	41 33% S	33 40% OS	23 28%	27 20%	38 39% OS	47 33%	54 31%	51 28%	26 27%
HEARD OF/NO OPINION	85 14%	18 14%	15 16%	23 32% BCEFG	11 10%	12 10%	6 8%	33 11%	52 17%	2 10%	23 24% Mn	30 16% m	11 9%	19 12%	14 18%	11 9%	7 9%	17 20% pq	23 17% p	13 13%	21 14%	30 17%	23 13%	9 9%
NEVER HEARD OF	14 2%	2 2%	3 4%	3 4%	2 2%	3 2%	1 2%	9 3%	5 2%	2 9%	- -	7 3% Kn	6 4% KN	- -	1 2%	7 6% Qt	- 1%	1 1%	3 2%	1 1%	7 5% vw	2 1%	2 1%	4 4%
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.2	0.8	1.0	0.7	0.8	1.0	0.8	1.0	0.4	1.0	0.9	1.2	0.6	0.8	0.9	0.7	0.9	1.3	0.7	0.7	0.8	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/X

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 5:
Now, please tell me if you have a favorable or unfavorable opinion of...Kay Hagan

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	600 100%	210 35%	270 45%	120 20%	109 18%	101 17%	116 19%	154 26%	63 11%	57 9%	123 20%	205 34% M	243 40%	132 22%	432 72%	30 5%	291 49%	218 36%	46 8%	203 34%	257 43%	126 21%	150 25%	450 75%
**D/S (FAVORABLE - UNFAVORABLE)	-28 -5%	-125 -60%	109 40% BD	-12 -10% B	-66 -61%	-59 -58%	53 46% EFIJ	56 36% EFIJ	-11 -18% EF	-1 -1% EFI	67 55% LM	11 5% M	-110 -45%	69 52% OP	-84 -19%	-10 -33%	-12 -4% r	-20 -9%	6 14% QR	-119 -59%	126 49% TV	-27 -21% T	- - X	-28 -6%
TOTAL HEARD OF																								
MAR 18-20, 2014	585 98%	207 98%	262 97%	117 97%	107 98%	100 99%	111 96%	151 98%	61 96%	56 98%	123 100% M	202 98% m	231 95%	127 96%	423 98%	30 100% nO	281 96%	216 99%	45 98%	198 98%	250 98%	124 98%	149 99% X	436 97%
JAN 23 & 25-26, 2014	589 98%	207 98%	264 98%	118 98%	104 100% g	103 97%	120 97%	145 99%	61 100% g	57 96%	120 99%	167 97%	275 99%	128 97%	424 98%	31 100% nO	309 98%	201 98%	31 94%	197 98%	248 98%	132 98%	145 97%	444 99%
TOTAL FAVORABLE																								
MAR 18-20, 2014	236 39%	28 13%	166 61% BD	43 36% B	13 12%	15 14%	77 66% EFIJ	89 58% EFIJ	21 33% EF	22 39% EF	87 71% LM	91 44% M	47 19%	82 62% OP	144 33%	9 31%	113 39%	85 39%	20 43%	27 13%	165 64% TV	43 34% T	63 42%	174 39%
JAN 23 & 25-26, 2014	225 37%	32 15%	154 57% BD	38 32% B	15 14%	18 17%	72 58% EFIJ	82 56% EFIJ	18 29% Ef	21 35% EF	77 64% LM	76 44% M	56 20%	80 61% Op	132 31%	11 35%	117 37%	81 40%	13 40%	30 15%	153 60% TV	39 29% T	58 39%	167 37%
TOTAL UNFAVORABLE																								
MAR 18-20, 2014	264 44%	153 73% CD	57 21%	54 45% C	79 73% GHIJ	74 73% GHIJ	24 21%	33 21%	32 50% GH	23 40% GH	20 16%	80 39% K	156 64% KL	13 10%	228 53% N	19 64% N	124 43%	105 48% S	13 29%	146 72% UV	39 15%	69 55% U	62 42%	202 45%
JAN 23 & 25-26, 2014	280 47%	153 73% CD	68 25%	58 49% C	78 75% GHIJ	75 71% GHIJ	30 24%	38 26%	29 48% GH	29 49% GH	22 18%	62 36% K	192 69% KL	22 17%	242 56% N	13 43% n	141 45%	95 47%	14 43%	143 71% UV	56 22%	73 54% U	63 42%	217 48%
VERY FAVORABLE	104 17%	3 2%	86 32% BD	15 13% B	1 1%	2 2%	39 34% EFIJ	47 30% EFIJ	8 13% EF	7 12% EF	48 39% LM	42 21% M	12 5%	44 33% OP	60 14% P	1 2%	49 17%	42 19% s	3 8%	3 2%	89 35% TV	12 9% T	24 16%	81 18%
SOMEWHAT FAVORABLE	132 22%	24 12%	80 29% B	28 23% B	12 11%	13 13%	38 32% EFi	42 27% EF	12 20%	15 27% EF	39 32% M	48 24% M	35 14%	38 29% o	84 20%	9 29%	63 22%	44 20%	16 36%	24 12%	76 30% T	31 25% T	39 26%	93 21%
SOMEWHAT UNFAVORABLE	85 14%	44 21% C	20 7%	21 18% C	23 22% GH	20 20% GH	7 6%	12 8%	13 20% GH	9 15%	7 6%	32 16% K	41 17% K	9 7%	71 16% N	4 15%	45 16%	23 11%	4 9%	43 21% U	13 5%	24 19% U	31 21% x	54 12%

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

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

Continued

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NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 5:
Now, please tell me if you have a favorable or unfavorable opinion of... Kay Hagan

BANNER 2

	TOTAL (A)	PARTY REG: GOP (B)	PARTY REG: DEM (C)	PARTY REG: IND (D)	PARTY REG/GENDER: GOP MEN (E)	PARTY REG/GENDER: GOP WOMEN (F)	PARTY REG/GENDER: DEM MEN (G)	PARTY REG/GENDER: DEM WOMEN (H)	PARTY REG/GENDER: IND MEN (I)	PARTY REG/GENDER: IND WOMEN (J)	IDEOLOGY: LIB (K)	IDEOLOGY: MOD (L)	IDEOLOGY: CONS (M)	RACE: BLACK (N)	RACE: WHITE (O)	RACE: OTHER (P)	EMPLOYMENT STATUS: FULL TIME (Q)	EMPLOYMENT STATUS: RET-IRED (R)	EMPLOYMENT STATUS: UN-EMPL-OYED (S)	PARTY ID: GOP (T)	PARTY ID: DEM (U)	PARTY ID: IND (V)	PHONE TYPE: CELL (W)	PHONE TYPE: LAND (X)
VERY UNFAVORABLE	179 30%	109 52% CD	37 14%	33 28% C	56 51% GHIJ	53 52% GHIJ	16 14%	21 13%	19 31% GH	14 24% h	13 11%	48 23% K	116 48% KL	4 3%	157 36% N	15 50% N	79 27%	82 38% QS	9 20%	103 51% UV	27 10%	45 36% U	32 21%	148 33% W
HEARD OF/NO OPINION	85 14%	26 12%	40 15%	19 16%	14 13%	12 12%	11 9%	30 19% g	8 13%	11 19% g	16 13%	31 15%	28 12%	32 24% OP	51 12%	1 4%	44 15%	25 11%	12 25%	25 12%	46 18% V	11 9%	24 16%	61 14%
NEVER HEARD OF	14 2%	3 2%	8 3%	3 3%	2 2%	1 1%	5 4%	3 2%	2 4%	1 2%	- -	3 2%	11 5% Kl	5 4% p	9 2% P	- -	10 4%	3 1%	1 2%	4 2%	6 2%	3 2%	1 1%	14 3% W
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.2	2.9	0.8	0.2	0.2	3.2	2.7	0.7	1.0	4.4	1.1	0.3	6.2	0.6	0.5	0.9	0.8	1.5	0.2	4.2	0.6	1.0	0.9

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

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 6:
Now, please tell me whether you approve or disapprove of ...

The job Barack Obama is doing as President of the United States?

BANNER 1

	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
KEY REGIONS / GENDER / AGE / GENDER/AGE / EDUCATION																								
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (APPROVE - DISAPPROVE)	-41	-2	-6	3	-15	-5	-16	-61	21	-6	-1	-15	7	-25	-23	-20	-19	8	15	-1	-15	-26	3	-1
	-7%	-1%	-7%	4%	-13%	-4%	-21%	-21%	7%	-34%	-1%	-8%	5%	-16%	-28%	-16%	-23%	9%	11%	-2%	-11%	-15%	2%	-1%
		EG	g	BCEFG		eG			H		jLN	n	JKLN					OPQT	OPQT	OPQ			UVX	UV
TOTAL APPROVE																								
MAR 18-20, 2014	276	62	42	36	50	56	30	112	164	6	46	86	69	68	28	52	31	44	73	48	63	74	89	47
	46%	49%	46%	51%	44%	47%	39%	39%	53%	31%	49%	46%	52%	42%	35%	42%	38%	54%	55%	49%	44%	42%	49%	49%
									H									oq	OpQ					
JAN 23 & 25-26, 2014	268	60	40	32	47	60	29	121	147	6	54	83	52	73	38	50	32	45	58	44	71	70	72	54
	45%	49%	43%	49%	41%	49%	36%	42%	47%	36%	54%	44%	41%	43%	46%	40%	40%	56%	43%	45%	45%	45%	40%	56%
											m							Pqs						W
TOTAL DISAPPROVE																								
MAR 18-20, 2014	317	64	48	33	65	61	47	173	144	12	47	101	63	94	51	72	50	36	58	49	79	100	86	48
	53%	50%	53%	46%	56%	51%	60%	60%	46%	65%	49%	54%	47%	57%	63%	58%	61%	44%	44%	50%	55%	57%	48%	51%
								I						m	rS	s	rS							
JAN 23 & 25-26, 2014	314	59	49	32	66	61	47	158	156	10	44	99	69	91	42	71	45	34	71	51	85	80	103	39
	52%	48%	53%	48%	57%	50%	59%	55%	50%	60%	44%	53%	54%	54%	50%	57%	56%	43%	53%	52%	54%	51%	57%	40%
																r					x		X	
STRONGLY APPROVE	145	31	21	21	26	28	19	56	89	-	22	44	45	34	13	29	14	20	42	26	34	34	52	23
	24%	24%	23%	30%	22%	23%	24%	19%	29%	-	23%	24%	33%	21%	16%	23%	18%	25%	32%	27%	23%	20%	29%	24%
									H		J	J	JN	J					OQ				v	
SOMEWHAT APPROVE	131	31	21	14	25	29	11	56	75	6	24	42	25	35	15	23	17	23	31	21	30	40	37	24
	22%	24%	23%	20%	21%	24%	15%	19%	24%	31%	25%	22%	19%	21%	19%	19%	21%	29%	23%	22%	21%	23%	21%	25%
SOMEWHAT DISAPPROVE	52	14	8	7	10	7	6	25	27	5	12	21	5	9	15	9	1	14	6	8	7	16	19	9
	9%	11%	9%	10%	8%	6%	8%	9%	9%	29%	13%	11%	4%	5%	18%	7%	1%	17%	5%	8%	5%	9%	11%	9%
										MN	m	Mn			pQS	Q		QS		q			u	
STRONGLY DISAPPROVE	264	49	39	26	56	54	41	148	116	7	35	80	58	85	36	63	49	22	52	42	72	84	67	39
	44%	39%	44%	36%	48%	45%	52%	51%	37%	36%	36%	42%	43%	52%	44%	51%	60%	27%	39%	43%	50%	48%	37%	41%
							d	I						K	r	R	RST			r	w	w		
UNDECIDED/DON'T KNOW	7	2	1	2	-	2	1	3	4	1	2	2	2	1	2	1	1	2	2	1	2	-	5	-
	1%	2%	1%	3%	-	1%	1%	1%	1%	4%	2%	1%	1%	1%	2%	-	1%	2%	1%	1%	1%	-	3%	-
																							x	

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 6:
Now, please tell me whether you approve or disapprove of ...

The job Barack Obama is doing as President of the United States?

BANNER 2

	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)
	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
BASE=TOTAL SAMPLE	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (APPROVE - DISAPPROVE)	-41	-160	135	-15	-86	-74	43	92	-18	3	88	6	-145	106	-142	-2	-25	-16	5	-167	162	-30	-2	-39
	-7%	-76%	50% BD	-13% B	-79%	-74%	37% EFIJ	60% EFGIJ	-29% EF	6% EFI	71% LM	3% M	-60%	80% OP	-33%	-6% O	-9%	-7%	10% QR	-82%	63% TV	-24% T	-1% X	-9%
TOTAL APPROVE																								
MAR 18-20, 2014	276	24	202	50	11	13	79	122	21	29	104	104	49	118	143	14	131	100	25	17	208	47	73	203
	46%	12%	75% BD	42% B	10%	13%	68% EFIJ	79% EFIJ	34% EF	51% EFI	85% LM	51% M	20%	89% OP	33%	47%	45%	46%	54%	9%	81% TV	37% T	49%	45%
JAN 23 & 25-26, 2014	268	19	197	52	10	9	87	110	24	28	103	89	55	121	127	17	142	90	18	16	203	43	78	190
	45%	9%	73% BD	44% B	10%	8%	70% EFIJ	75% EFIJ	39% EF	48% EF	85% LM	52% M	20%	92% OP	29%	57% O	45%	44%	55%	8%	80% TV	32% T	52% x	42%
TOTAL DISAPPROVE																								
MAR 18-20, 2014	317	185	67	65	97	88	37	30	40	26	17	98	194	12	285	16	156	117	20	184	46	76	75	242
	53%	88% CD	25%	54% C	89% GHIJ	87% GHIJ	32%	20%	63% GHJ	45% H	14%	48% K	80% KL	9%	66% N	53% N	54%	53%	44%	91% UV	18%	61% U	50%	54%
JAN 23 & 25-26, 2014	314	188	63	63	91	96	33	30	33	30	15	74	218	5	293	12	163	107	15	181	41	84	69	244
	52%	89% CD	23%	52% C	88% GHIJ	91% GHIJ	27%	20%	55% GH	50% GH	12%	43% K	78% KL	4%	68% NP	40% N	52%	52%	45%	91% UV	16%	63% U	46%	54%
STRONGLY APPROVE	145	13	109	23	5	7	40	69	11	12	63	48	24	78	60	5	69	53	14	8	119	16	38	108
	24%	6%	40% BD	19% B	5%	7%	35% EFI	45% EFIJ	17% Ef	22% EF	51% LM	23% M	10%	59% OP	14%	16%	24%	24%	31%	4%	46% TV	13% T	25%	24%
SOMEWHAT APPROVE	131	12	92	27	6	6	39	53	11	16	41	56	24	40	82	9	62	48	11	9	89	30	35	96
	22%	6%	34% BD	23% B	5%	6%	34% EFI	34% EFI	17% EF	29% EFi	34% M	27% M	10%	30% O	19%	31%	21%	22%	23%	5%	35% Tv	24% T	23%	21%
SOMEWHAT DISAPPROVE	52	24	11	17	12	12	3	8	10	7	9	26	17	6	43	3	33	8	5	27	13	12	21	31
	9%	11% C	4%	15% C	11% G	12% G	2%	5%	16% GH	13% G	8%	13%	7%	4%	10% n	11%	11% R	4%	10%	13% U	5%	9%	14% x	7%
STRONGLY DISAPPROVE	264	161	56	48	84	76	34	22	29	18	7	72	177	6	242	12	123	108	15	157	33	65	53	211
	44%	76% CD	21%	40% C	78% GHIJ	75% GHIJ	29% H	14%	47% GHj	32% H	6%	35% K	73% KL	4%	56% N	42% N	42%	50%	34%	77% UV	13%	51% U	36%	47% w
UNDECIDED/DON'T KNOW	7	1	2	4	1	-	-	2	2	2	2	3	1	3	5	-	3	1	1	1	3	3	3	4
	1%	1%	1%	4% bc	1%	-	-	1%	3%	4% fg	1%	2%	-	2%	1% p	-	1%	1%	2%	1%	1%	2%	2%	1%

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 7:
Now, please tell me whether you approve or disapprove of ...

The job that Pat McCrory is doing as Governor of North Carolina?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	128 21%	90 15%	70 12%	116 19%	119 20%	78 13%	288 48%	312 52%	19 3%	95 16%	189 31%	134 22%	163 27%	81 13%	125 21%	82 14%	81 14%	133 22%	97 16%	144 24%	175 29%	180 30%	96 16%
**D/S (APPROVE - DISAPPROVE)	12 2%	8 6% DE	6 7% DE	-16 -22%	-8 -7% D	21 17% BCDEG	1 1% DE	27 9% I	-15 -5%	3 14% LM	17 18% LM	-7 -4% M	-21 -16%	20 13% LM	8 10% S	9 7% S	10 12% ST	13 16% ST	-31 -23%	3 3% S	10 7% WX	35 20% UWX	-21 -12%	-13 -14%
TOTAL APPROVE																								
MAR 18-20, 2014	286 48%	64 50% d	45 50% d	25 35%	49 42%	67 56% De	36 47%	148 51%	138 44%	10 54%	52 55% m	82 44%	53 40%	89 54% lM	41 51% s	63 50% S	44 53% S	43 53% S	46 34%	49 50% S	72 50%	97 56% Wx	73 41%	40 42%
JAN 23 & 25-26, 2014	289 48%	52 43%	37 39%	33 49%	65 56% BC	60 49%	43 54%	138 48%	152 49%	5 31%	49 49%	89 48%	63 49%	83 49%	38 46%	61 49%	39 48%	37 47%	65 48%	50 50%	85 53% x	79 50%	85 47%	39 40%
TOTAL DISAPPROVE																								
MAR 18-20, 2014	274 46%	56 44%	39 43%	41 58% F	57 49%	46 39%	35 45%	121 42%	153 49%	7 39%	35 37%	89 47%	74 55% KN	68 42%	34 42%	53 43%	34 42%	30 37%	77 58% oPQR	46 47%	62 43%	62 36%	94 52% V	54 56% uV
JAN 23 & 25-26, 2014	254 42%	63 52% EG	46 49% Eg	28 42%	40 34%	51 42%	26 33%	119 41%	135 43%	8 49%	42 42%	77 41%	54 42%	74 43%	34 42%	49 40%	35 43%	33 41%	59 44%	43 44%	54 34%	62 40%	83 46% U	49 51% U
STRONGLY APPROVE	97 16%	18 14%	10 11%	12 18%	21 18%	27 23% Cg	9 11%	57 20% I	39 13%	1 8%	26 27% JLM	22 12%	18 13%	29 18%	13 16% s	28 23% S	16 20% S	19 23% S	7 6%	13 14% s	20 14%	29 17%	24 14%	22 23% w
SOMEWHAT APPROVE	190 32%	46 36% De	35 39% De	12 18%	28 24%	40 34% D	28 36% D	91 31%	99 32%	8 46%	26 27%	61 32%	35 26%	59 36% m	29 36%	34 27%	27 33%	25 30%	38 29%	36 37%	52 36% X	68 39% WX	49 27%	18 19%
SOMEWHAT DISAPPROVE	83 14%	15 12%	12 13%	18 25% BcefG	15 13%	16 14%	6 8%	37 13%	46 15%	4 24%	11 12%	24 12%	14 10%	29 18% m	14 17%	10 8%	12 15%	10 12%	18 14%	18 18% p	21 15%	15 8%	26 14%	18 19% V
STRONGLY DISAPPROVE	192 32%	41 32%	27 30%	23 32%	42 36%	30 25%	29 38%	85 29%	107 34%	3 16%	24 25%	66 35% jn	60 45% JKN	39 24%	20 25%	43 35%	22 27%	20 25%	58 44% OQRT	28 29%	40 28%	48 27%	68 38% v	36 37%
UNDECIDED/DON'T KNOW	40 7%	7 5%	6 7%	5 7%	10 8%	6 5%	6 8%	19 6%	21 7%	1 7%	8 9%	17 9% n	7 5%	6 4%	6 7%	9 7%	4 5%	8 10%	11 8% t	2 2%	10 7% x	15 8% X	13 7% X	2 2%

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 7:
Now, please tell me whether you approve or disapprove of ...

The job that Pat McCrory is doing as Governor of North Carolina?

BANNER 2

	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)
	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
BASE=TOTAL SAMPLE	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (APPROVE - DISAPPROVE)	12	127	-113	-2	77	50	-52	-61	2	-4	-66	-20	105	-56	56	10	16	9	-10	127	-116	6	2	10
	2%	60% CD	-42%	-1% C	70% FGHIJ	49% GHIJ	-45%	-39%	3% GHJ	-7% GH	-54%	-10% K	43% KL	-42%	13% N	33% N	5% S	4% S	-22%	62% UV	-45%	5% U	1%	2%
TOTAL APPROVE																								
MAR 18-20, 2014	286	161	70	55	89	72	29	41	30	25	24	89	163	31	232	20	144	110	13	158	61	63	70	217
	48%	77% CD	26%	45% C	82% fGHIJ	71% GHIJ	25%	27%	47% GH	44% GH	20%	44% K	67% KL	24%	54% N	67% N	49% S	50% S	28%	78% UV	24%	50% U	46%	48%
JAN 23 & 25-26, 2014	289	153	75	61	71	83	38	38	29	31	23	66	193	33	240	14	149	100	15	145	73	64	68	221
	48%	73% CD	28%	50% C	68% GHIj	78% GHIJ	30%	26%	48% GH	52% GH	19%	38% K	70% KL	25%	56% N	44%	47%	49%	45%	72% UV	29%	48% U	46%	49%
TOTAL DISAPPROVE																								
MAR 18-20, 2014	274	35	183	56	13	22	81	102	28	29	90	109	58	87	176	10	128	101	23	32	177	57	68	207
	46%	17%	68% BD	47% B	12%	22% e	70% EFIJ	66% EFIj	44% EF	50% EF	73% LM	53% M	24%	66% OP	41%	33%	44%	46%	51%	16%	69% TV	45% T	45%	46%
JAN 23 & 25-26, 2014	254	48	160	46	25	23	72	88	21	25	90	90	60	73	168	12	135	85	14	44	152	54	62	193
	42%	23%	59% BD	39% B	24%	21%	58% EFIj	60% EFIJ	35% f	42% EF	74% LM	53% M	22%	55% O	39%	40%	43%	42%	41%	22%	60% TV	40% T	41%	43%
STRONGLY APPROVE	97	65	17	15	41	24	8	8	8	7	7	26	64	11	81	4	53	32	5	67	16	13	20	77
	16%	31% CD	6%	13% c	38% FGHIJ	23% GHij	7%	5%	13%	13%	5%	12% k	26% KL	8%	19% N	14%	18%	15%	12%	33% UV	6%	10%	13%	17%
SOMEWHAT APPROVE	190	97	53	39	48	48	21	33	22	18	17	64	99	20	151	16	91	77	8	91	45	50	50	140
	32%	46% CD	20%	33% C	45% GHj	48% GHiJ	18%	21%	34% Gh	31% g	14%	31% K	41% Kl	16%	35% N	53% N	31% s	36% S	17%	45% U	18%	39% U	33%	31%
SOMEWHAT DISAPPROVE	83	13	48	21	2	11	24	25	11	10	25	32	19	30	50	3	38	30	7	12	49	21	25	58
	14%	6%	18% B	17% B	2%	11% E	20% E	16% E	17% E	18% E	21% M	16% M	8%	22% O	12%	11%	13%	14%	15%	6%	19% T	16% T	16%	13%
STRONGLY DISAPPROVE	192	21	135	35	10	11	58	77	17	18	65	77	39	58	126	7	90	70	16	20	128	36	43	149
	32%	10%	50% BD	29% B	9%	11%	50% EFIJ	50% EFIJ	27% EF	32% EF	53% LM	38% M	16%	44% O	29%	23%	31%	32%	35%	10%	50% TV	29% T	29%	33%
UNDECIDED/DON'T KNOW	40	14	16	9	7	7	6	11	6	3	9	6	22	13	24	-	19	8	10	13	18	7	13	27
	7%	7%	6%	8%	6%	7%	5%	7%	9%	6%	7%	3%	9% L	10% P	6% P	-	7%	4%	21% qR	6%	7%	5%	8%	6%

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 8:
Now, please tell me whether you approve or disapprove of ...

The job Kay Hagan is doing as US Senator?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (APPROVE - DISAPPROVE)	-2	11	3	1	-14	-7	3	-24	22	-2	1	-3	12	-11	-13	-2	-9	4	14	4	-11	-16	18	5
	-	8% DEF	4% EF	1% EF	-12%	-6%	4% EF	-8%	7% H	-10%	1% LN	-1% N	9% JKLN	-7%	-16%	-2% OQ	-11%	5% OPQ	11% OPQt	4% OPQ	-7%	-9%	10% UV	5% UV
TOTAL APPROVE																								
MAR 18-20, 2014	261	62	40	30	45	47	37	115	146	7	40	80	66	68	28	55	32	35	65	46	57	66	90	44
	44%	49%	45%	43%	39%	39%	48%	40%	47%	36%	42%	42%	50%	42%	35%	44%	40%	43%	49%	47%	40%	38%	50% v	46%
JAN 23 & 25-26, 2014	231	56	24	26	49	55	20	102	128	9	41	74	39	67	31	43	28	32	56	40	48	60	76	42
	38%	45% CG	25%	40% c	43% CG	45% CG	25%	35%	41%	54% M	42%	40%	30%	40%	37%	34%	35%	41%	42%	41%	30%	38%	42% U	44% u
TOTAL DISAPPROVE																								
MAR 18-20, 2014	263	51	37	29	58	54	34	139	124	9	39	82	54	79	40	57	42	31	51	42	68	82	72	39
	44%	40%	41%	41%	50%	45%	44%	48% i	40%	46%	41%	44%	40%	48%	50%	46%	51% s	38%	38%	43%	47%	47%	40%	41%
JAN 23 & 25-26, 2014	271	49	43	28	55	53	42	135	136	4	39	86	70	72	33	67	35	32	60	44	77	72	81	37
	45%	40%	46%	42%	48%	43%	53%	47%	44%	24%	39%	46% J	55% JKn	43% j	39%	54% Or	44%	40%	45%	45%	48%	46%	45%	39%
STRONGLY APPROVE	90	25	9	12	14	16	14	44	46	-	8	35	25	21	11	23	10	4	27	15	20	15	37	19
	15%	20%	11%	17%	12%	13%	18%	15%	15%	-	8% J	19% Jk	19% JK	13% J	13%	18% R	12%	5%	20% R	15% r	14%	8%	21% V	19% V
SOMEWHAT APPROVE	171	37	31	18	31	31	23	71	100	7	32	45	41	47	17	32	23	31	38	31	38	52	53	26
	29%	29%	35%	25%	27%	26%	30%	25%	32% h	36%	34%	24%	31%	29%	21%	25%	28%	38% o	28%	32%	26%	29%	29%	27%
SOMEWHAT DISAPPROVE	85	17	12	8	21	16	10	39	46	1	27	30	12	15	21	11	7	13	24	8	22	24	26	13
	14%	13%	14%	12%	18%	14%	13%	14%	15%	7%	28% JlMN	16% mn	9%	9%	26% PQT	9%	9%	17%	18% Pqt	9%	15%	14%	14%	14%
STRONGLY DISAPPROVE	178	35	25	21	37	37	24	100	78	7	13	52	42	64	19	46	34	18	27	34	46	58	47	26
	30%	27%	27%	29%	32%	31%	31%	35% I	25%	39% k	13%	28% K	32% K	39% KL	24%	37% rS	42% ORS	22%	20%	35% S	32%	33%	26%	28%
UNDECIDED/DON'T KNOW	75	14	12	11	13	18	6	34	42	3	16	27	13	16	12	13	8	15	17	10	19	27	17	12
	13%	11%	14%	16%	11%	15%	8%	12%	13%	18%	16%	14%	10%	10%	15%	11%	10%	18%	13%	10%	13%	15%	10%	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/X

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

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NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

Table
QUESTION 8:
Now, please tell me whether you approve or disapprove of ...

The job Kay Hagan is doing as US Senator?

BANNER 2

	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)
	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
BASE=TOTAL SAMPLE	600	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (APPROVE - DISAPPROVE)	-2	-116	112	2	-67	-49	49	62	-6	8	62	32	-101	69	-71	3	-4	1	3	-107	145	-33	4	-6
	-	-55%	41% BD	2% B	-62%	-48%	43% EFIJ	41% EFIJ	-9% EF	14% EFI	50% LM	16% M	-42%	52% OP	-17%	11% O	-1%	- Q	6% q	-53%	57% TV	-26% T	3% X	-1%
TOTAL APPROVE																								
MAR 18-20, 2014	261	35	173	53	14	21	78	96	24	29	86	105	55	90	154	16	124	100	19	35	184	41	67	195
	44%	17%	64% BD	44% B	13%	21%	67% EFIj	62% EFI	38% EF	51% EF	70% LM	51% M	23%	68% O	36%	53%	43%	46%	43%	17%	72% TV	32% T	44%	43%
JAN 23 & 25-26, 2014	231	39	147	44	17	22	65	83	20	24	77	79	68	85	134	10	121	74	17	36	150	41	63	167
	38%	19%	55% BD	37% B	17%	21%	52% EFI	56% EFIj	33% E	40% EF	64% LM	46% M	24%	64% OP	31%	33%	39%	36%	51%	18%	59% TV	31% T	42%	37%
TOTAL DISAPPROVE																								
MAR 18-20, 2014	263	151	62	51	81	70	28	33	30	21	24	74	156	22	225	13	128	99	16	142	39	73	63	201
	44%	72% CD	23%	42% C	75% GHIJ	69% GHIJ	24%	22%	47% GH	37% H	19%	36% K	64% KL	16%	52% N	42% n	44%	45%	36%	70% UV	15%	58% U	42%	45%
JAN 23 & 25-26, 2014	271	156	65	49	79	77	30	36	26	23	20	63	180	20	242	6	139	96	10	142	50	71	57	214
	45%	74% CD	24%	41% C	76% GHIJ	73% GHIJ	24%	24%	43% GH	39% gh	17%	37% K	65% KL	15%	56% NP	18%	44%	47% s	31%	71% UV	20%	53% U	38%	48% w
STRONGLY APPROVE	90	7	69	14	4	3	32	37	7	7	42	35	10	37	47	6	44	30	9	5	76	9	22	68
	15%	3%	26% BD	12% B	4%	3%	28% EFIJ	24% EFIJ	12% eF	12% eF	34% LM	17% M	4%	28% O	11%	18%	15%	14%	20%	2%	30% TV	7% t	14%	15%
SOMEWHAT APPROVE	171	28	104	39	10	18	46	59	16	22	44	70	45	53	107	10	80	69	10	30	108	31	45	126
	29%	13%	39% B	32% B	9%	18% e	39% EFi	38% EFi	26% E	39% EFi	36% M	34% M	19%	40% O	25%	35%	27%	32%	22%	15%	42% TV	25% T	30%	28%
SOMEWHAT DISAPPROVE	85	38	27	21	15	23	13	14	11	9	13	28	38	14	66	4	44	18	8	35	17	31	25	60
	14%	18% C	10%	17% c	14%	23% gH	11%	9%	18% h	16%	10%	13%	16%	11%	15%	13%	15% R	8%	18%	17% U	7%	24% U	17%	13%
STRONGLY DISAPPROVE	178	113	35	30	67	47	15	20	18	12	11	46	118	7	160	9	84	81	8	107	22	43	37	141
	30%	54% CD	13%	25% C	61% FGHIJ	46% GHIJ	13%	13%	29% GH	21%	9%	22% K	49% KL	6%	37% N	29% n	29%	37% qS	19%	53% UV	8%	34% U	25%	31%
UNDECIDED/DON'T KNOW	75	24	35	16	14	10	10	25	10	7	14	26	32	20	53	1	39	20	10	26	34	12	21	55
	13%	11%	13%	14%	13%	10%	9%	16%	15%	12%	11%	13%	13%	15%	12%	4%	14%	9%	21%	13%	13%	10%	14%	12%

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

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

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NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 9:
And if the election for US Senate and Congress were being held today, would you rather...

Elect a Republican who will be a check and balance to President Obama's policies and programs.

Elect a Democrat who will support President Obama's programs and policies.

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (REPUBLICAN - DEMOCRAT)	35	-4	7	3	11	2	15	54	-19	6	6	11	-11	22	14	23	18	-	-18	-1	10	40	-12	-3
	6%	-3%	8%	5%	9%	2%	20%	19%	-6%	35%	6%	6%	-8%	14%	17%	18%	22%	-	-13%	-1%	7%	23%	-7%	-3%
			B	B	BF	B	BcDeF	I		KLM	M	M		kLM	RST	RST	RST	S		S	WX	UWX		
ELECT REPUBLICAN	296	59	45	34	56	57	45	162	134	12	47	93	56	88	44	69	49	39	51	44	71	100	78	43
	49%	46%	50%	49%	48%	48%	58%	56%	43%	66%	49%	49%	42%	54%	55%	55%	60%	47%	38%	46%	49%	57%	44%	45%
								I		m				m	s	S	St					Wx		
ELECT DEMOCRAT	261	63	38	31	45	55	29	108	153	6	41	82	67	65	31	46	31	39	69	45	61	61	90	46
	43%	49%	42%	44%	39%	46%	38%	38%	49%	31%	43%	43%	50%	40%	38%	37%	38%	48%	52%	46%	43%	35%	50%	48%
									H										Pq				V	v
DON'T KNOW/NEITHER/OTHER	40	5	6	5	14	6	3	16	24	1	8	15	8	9	6	8	2	4	13	6	12	12	11	5
	7%	4%	7%	8%	12%	5%	4%	6%	8%	3%	8%	8%	6%	5%	7%	7%	3%	5%	10%	7%	8%	7%	6%	5%
					bfg														Q					
REFUSED	3	1	-	-	-	1	-	1	2	-	-	-	2	1	-	1	-	-	-	1	-	2	-	1
	1%	1%	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/X

QUESTION 9:
And if the election for US Senate and Congress were being held today, would you rather...

Elect a Republican who will be a check and balance to President Obama's policies and programs.

Elect a Democrat who will support President Obama's programs and policies.

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	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34%	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (REPUBLICAN - DEMOCRAT)	35	168	-142	10	92	76	-46	-96	8	2	-92	-13	153	-102	129	6	31	14	-12	173	-170	26	7	28
	6%	80%	-53%	8%	85%	75%	-40%	-62%	13%	3%	-75%	-6%	63%	-77%	30%	19%	11%	6%	-25%	85%	-66%	21%	5%	6%
		CD		C	GHIJ	GHIJ			GHJ	GH		K	KL		N	N	S	S		UV		U		
ELECT REPUBLICAN	296	183	55	58	98	85	32	24	32	25	13	88	189	11	266	16	148	111	15	182	35	68	74	222
	49%	87%	20%	48%	90%	84%	27%	15%	51%	44%	10%	43%	78%	8%	62%	53%	51%	51%	33%	90%	14%	54%	50%	49%
		CD		C	GHIJ	GHIJ	h		GH	GH		K	KL		N	N	s	s		UV		U		
ELECT DEMOCRAT	261	16	198	48	6	9	78	120	24	23	105	101	36	113	138	10	117	97	27	10	206	42	67	194
	43%	7%	73%	40%	6%	9%	67%	78%	39%	41%	85%	49%	15%	85%	32%	34%	40%	44%	59%	5%	80%	33%	45%	43%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP					q		TV	T		
DON'T KNOW/NEITHER/OTHER	40	11	16	14	4	6	5	10	7	7	5	14	16	7	27	4	27	7	4	10	14	16	8	32
	7%	5%	6%	11%	4%	6%	5%	7%	10%	13%	4%	7%	6%	5%	6%	12%	9%	3%	8%	5%	5%	12%	6%	7%
				Bc						e							R					TU		
REFUSED	3	1	1	1	-	1	1	-	-	1	-	1	2	1	2	-	-	3	-	1	2	-	-	3
	1%	-	-	1%	-	1%	1%	-	-	2%	-	-	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/X

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 10:
Has Kay Hagan performed her job as US Senator well enough to deserve re-election, or is it time to give someone new a chance to do a better job?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600	128	90	70	116	119	78	288	312	19	95	189	134	163	81	125	82	81	133	97	144	175	180	96
	100%	21%	15%	12%	19%	20%	13%	48%	52%	3%	16%	31%	22%	27%	13%	21%	14%	14%	22%	16%	24%	29%	30%	16%
**D/S (RE-ELECT - NEW PERSON)	-135	-13	-29	-17	-40	-20	-16	-65	-71	-9	-22	-43	-15	-47	-16	-27	-22	-26	-22	-23	-61	-59	-17	6
	-23%	-10% CdE	-33%	-24%	-35%	-17% cE	-21%	-22%	-23%	-46%	-23%	-23%	-11% LN	-29%	-20%	-22%	-26%	-32%	-16%	-24%	-43%	-34%	-10% UV	7% UVW
TOTAL RE-ELECT																								
MAR 18-20, 2014	188	50	23	21	25	42	27	88	100	4	27	57	49	50	24	37	27	20	47	32	32	41	72	44
	31%	39% cE	26%	29%	22%	35% e	34%	31%	32%	22%	28%	30%	37%	31%	30%	30%	33%	25%	35%	33%	22%	23%	40% UV	46% UV
JAN 23 & 25-26, 2014	182	47	20	22	35	41	17	89	93	6	34	59	29	53	26	36	26	24	41	28	37	51	60	32
	30%	38% CG	21%	33%	31%	34% cg	21%	31%	30%	37%	34% m	32%	23%	31%	32%	29%	33%	30%	31%	28%	23%	32%	34% u	33%
TOTAL NEW PERSON																								
MAR 18-20, 2014	323	63	52	38	66	62	43	153	170	13	48	100	64	98	40	64	49	46	69	55	93	99	89	38
	54%	49%	58%	54%	57%	52%	55%	53%	55%	68%	51%	53%	48%	60% m	50%	51%	59%	57%	52%	57%	65% WX	57% X	50%	39%
JAN 23 & 25-26, 2014	333	62	52	37	68	62	53	160	173	6	50	108	82	87	43	74	42	40	80	52	96	85	98	49
	56%	51%	56%	55%	58%	51%	66% BF	56%	55%	38%	50%	58% j	65% JKN	51%	52%	60%	52%	51%	60%	53%	61%	54%	55%	50%
DEFINITELY RE-ELECT	136	38	16	12	17	30	23	67	69	2	19	41	41	34	18	31	18	12	36	21	26	29	51	31
	23%	30% cdE	18%	17%	15%	25% e	30% E	23%	22%	8%	20%	21%	30% Jn	21%	22%	24%	22%	15%	27% r	22%	18%	16%	28% uV	32% UV
PROBABLY RE-ELECT	52	12	7	8	9	12	4	22	30	3	8	17	8	17	6	6	9	8	11	11	6	12	21	13
	9%	9%	8%	12%	7%	10%	5%	8%	10%	14%	8%	9%	6%	10%	8%	5%	11%	10%	8%	11%	4%	7%	12% U	13% U
PROBABLY NEW PERSON	64	18	11	3	11	11	11	27	37	1	14	18	17	14	7	12	8	12	16	9	19	21	19	4
	11%	14% D	12%	5%	9%	9%	14% d	9%	12%	4%	14%	10%	13%	9%	9%	9%	9%	15%	12%	9%	13% X	12% X	11% x	4%
DEFINITELY NEW PERSON	259	45	41	35	55	51	32	126	133	12	35	82	47	83	33	52	41	34	53	46	74	79	70	33
	43%	35%	46%	49% b	48% b	43%	41%	44%	43%	64% kM	36%	44%	35%	51% kM	41%	42%	50%	42%	39%	48%	52% wX	45%	39%	35%
UNDECIDED/DON'T KNOW/MORE INFO NEEDED	88	15	14	11	24	15	8	46	42	2	20	31	21	14	16	24	6	15	17	10	19	35	18	14
	15%	12%	16%	16%	21% bg	13%	11%	16%	13%	10%	21% N	16% n	16%	9%	20% q	19% Qt	7%	18% q	13%	10%	13%	20% W	10%	15%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 10:
Has Kay Hagan performed her job as US Senator well enough to deserve re-election, or is it time to give someone new a chance to do a better job?

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	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34% M	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (RE-ELECT - NEW PERSON)	-135	-144	35	-25	-76	-69	25	10	-14	-12	33	-17	-138	20	-136	-16	-71	-45	-5	-136	44	-34	-39	-96
	-23%	-69%	13% BD	-21% B	-69%	-68%	21% EFHIJ	6% EFIJ	-22% EF	-20% EF	27% LM	-8% M	-57%	15% OP	-32%	-54%	-24%	-20%	-12%	-67%	17% TV	-27% T	-26%	-21%
TOTAL RE-ELECT																								
MAR 18-20, 2014	188	21	131	37	10	10	60	71	18	18	70	82	33	62	121	4	88	75	13	21	131	35	42	146
	31%	10%	48% BD	31% B	10%	10%	51% EFIJ	46% EFIj	29% EF	32% EF	57% LM	40% M	14%	47% OP	28%	15%	30%	35%	29%	10%	51% TV	28% T	28%	32%
JAN 23 & 25-26, 2014	182	28	123	31	18	10	56	67	15	16	63	61	50	71	105	3	99	60	15	22	125	32	53	129
	30%	13%	45% BD	26% B	17%	10%	45% EFIJ	46% EFIJ	25% F	26% F	52% LM	36% M	18%	54% OP	24%	11%	31%	30%	44%	11%	49% TV	24% T	35%	29%
TOTAL NEW PERSON																								
MAR 18-20, 2014	323	165	96	62	86	79	35	61	32	30	37	98	171	42	258	21	159	120	18	157	87	70	82	242
	54%	79% CD	36%	52% C	79% GHIJ	78% GHIJ	30%	40%	51% G	53% G	30%	48% K	71% KL	32%	60% N	69% N	55%	55%	40%	78% UV	34%	55% U	54%	54%
JAN 23 & 25-26, 2014	333	167	97	69	81	86	44	53	35	34	33	87	205	38	270	21	175	116	12	163	83	78	77	256
	56%	79% CD	36%	58% C	78% GHIJ	81% GHIJ	36%	36%	58% GH	57% GH	28%	51% K	74% KL	29%	63% N	69% N	55% S	57% S	36%	82% UV	33%	58% U	51%	57%
DEFINITELY RE-ELECT	136	10	102	24	4	5	49	53	13	11	55	58	20	49	86	1	65	53	9	11	105	20	36	101
	23%	5%	38% BD	20% B	4%	5%	42% EFIJ	35% EFiJ	21% EF	19% EF	45% LM	28% M	8%	37% OP	20% P	2%	22%	24%	20%	5%	41% TV	16% T	24%	22%
PROBABLY RE-ELECT	52	11	28	13	6	5	10	18	5	8	15	24	13	13	35	4	23	22	4	10	26	15	7	45
	9%	5%	10% b	11% b	6%	5%	9%	12%	8%	13% f	12% m	12% m	5%	10%	8%	13%	8%	10%	9%	5%	10% t	12% T	4%	10% W
PROBABLY NEW PERSON	64	20	28	16	9	11	11	17	7	9	15	19	22	13	50	-	28	25	3	22	29	11	15	49
	11%	9%	11%	13%	8%	11%	9%	11%	11%	16%	13%	9%	9%	10% P	11% P	-	10%	11%	8%	11%	11%	9%	10%	11%
DEFINITELY NEW PERSON	259	145	68	46	77	68	24	44	25	21	22	79	149	29	208	21	130	95	15	135	58	59	66	193
	43%	69% CD	25%	39% C	71% GHIJ	67% GHIJ	21%	28%	40% G	37% G	18%	39% K	62% KL	22%	48% N	69% N	45%	44%	33%	67% UV	23%	46% U	44%	43%
UNDECIDED/DON'T KNOW/MORE INFO NEEDED	88	24	43	21	12	12	22	22	12	9	15	24	38	29	53	5	45	22	14	25	39	21	26	62
	15%	11%	16%	17%	11%	12%	19%	14%	19%	15%	13%	12%	16%	22% o	12%	16%	15%	10%	31% qR	12%	15%	16%	18%	14%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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

CIVITAS INSTITUTE

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 11:
In the 2014 election for US Senate will you be voting for the Republican Candidate, the libertarian candidate or the democratic candidate?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	128 21%	90 15%	70 12%	116 19%	119 20%	78 13%	288 48%	312 52%	19 3%	95 16%	189 31%	134 22%	163 27%	81 13%	125 21%	82 14%	81 14%	133 22%	97 16%	144 24%	175 29%	180 30%	96 16%
**D/S (REPUBLICAN - DEMOCRAT)	-34 -6%	-13 -10% d	2 2% BDF	-17 -25%	6 5% BDF	-13 -11%	1 2% BDF	21 7% I	-55 -18%	-1 -3% K	-19 -20%	-6 -3% KM	-14 -11%	7 4% jKLM	-3 -4% rS	16 13% ORST	9 11% ORST	-15 -19%	-31 -24%	-8 -9% S	-6 -4% W	8 4% UWX	-28 -16%	-9 -9%
REPUBLICAN WITH LEANERS	216 36%	44 34%	36 40% d	18 25%	49 42% D	40 33%	30 39%	119 41% I	97 31%	5 26%	26 28%	65 34%	46 35%	73 45% Klm	25 32%	55 44% RS	38 46% RS	22 28%	36 27%	38 40% s	53 37%	71 41%	55 31%	33 35%
DEMOCRAT WITH LEANERS	250 42%	57 44%	34 38%	35 50%	43 37%	53 44%	29 37%	98 34%	152 49% H	5 29%	46 48%	71 38%	61 45%	67 41%	29 36%	40 32%	29 35%	38 47% p	67 51% oPQ	47 48% Pq	59 41%	63 36%	83 46%	42 44%
LIBERTARIAN WITH LEANERS	29 5%	3 2%	3 4%	2 2%	9 8% b	7 6%	6 7%	18 6%	11 3%	5 29% LMN	12 12% LMn	5 2%	3 2%	5 3%	13 16% PqST	2 2%	4 4%	7 9% s	2 1%	2 2%	7 5%	8 4%	12 7%	2 2%
HARD UNDECIDED	92 15%	22 17%	14 16%	14 20%	15 13%	15 12%	13 16%	42 15%	51 16%	3 14%	10 10%	42 22% KN	23 17%	16 10%	9 11%	24 20% qt	9 10%	14 17%	27 21% qT	9 10%	24 17%	27 15%	25 14%	16 17%

**D/S (REPUBLICAN - DEMOCRAT)	-30 -5%	-13 -11% d	2 2% BDF	-17 -24%	9 7% BDFG	-11 -9% d	- - BDF	23 8% I	-53 -17%	-1 -3% k	-15 -16%	-6 -3% Km	-13 -10%	5 3% KLM	-2 -2% RS	17 14% ORST	7 9% ORST	-14 -17%	-31 -24%	-7 -8% S	-3 -2% W	7 4% UWX	-29 -16%	-6 -6% W
REPUBLICAN WITHOUT LEANERS	211 35%	43 34%	36 40% d	17 25%	48 41% D	38 32%	29 37%	114 40% i	97 31%	5 26%	26 28%	64 34%	45 34%	71 44% K	24 30%	54 43% rS	36 43% rS	22 28%	36 27%	38 40% s	52 36%	68 39%	54 30%	33 35%
DEMOCRAT WITHOUT LEANERS	241 40%	57 44%	34 37%	34 48% e	39 34%	49 41%	29 37%	92 32%	150 48% H	5 29%	42 44%	70 37%	58 43%	66 40%	26 32%	37 30%	28 35%	36 45% p	67 51% OPQ	46 47% P	55 38%	62 35%	83 46% v	39 41%
LIBERTARIAN WITHOUT LEANERS	27 5%	3 2%	2 3%	2 2%	9 8% b	6 5%	5 7%	17 6%	10 3%	5 29% LMN	12 12% LMN	5 2%	1 1%	5 3%	13 16% PQST	2 2%	2 3%	7 9% s	1 1%	2 2%	6 4%	6 4%	12 7%	2 2%
LEAN/UNDECIDED	108 18%	23 18%	16 18%	15 22%	19 17%	21 17%	14 18%	54 19%	54 17%	3 14%	14 15%	43 23% N	28 21% n	20 12%	13 16%	29 23% T	13 15%	15 19%	28 21% t	10 11%	30 21%	33 19%	26 15%	19 20%

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

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

Continued

NORTH CAROLINA STATEWIDE STUDY / MARCH 18-20, 2014

QUESTION 11:
In the 2014 election for US Senate will you be voting for the Republican Candidate, the libertarian candidate or the democratic candidate?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
DEFINITELY REPUBLICAN	147 24%	35 27%	23 26%	11 16%	34 30% d	23 19%	20 26%	75 26%	72 23%	5 26%	16 17%	45 24%	32 24%	49 30% K	15 19%	36 29%	24 30%	20 25%	26 20%	25 26%	33 23%	48 27%	40 22%	24 25%
PROBABLY REPUBLICAN	64 11%	9 7%	12 14%	6 8%	14 12%	16 13%	8 11%	39 14% i	26 8%	- -	10 11% J	19 10% J	13 10% J	22 14% J	9 11%	18 15% R	11 14% R	3 3%	10 7%	13 13% R	19 13%	21 12%	15 8%	9 10%
LEAN REPUBLICAN	5 1%	1 -	- 1%	- 1%	1 1%	1 1%	1 1%	5 2% i	- -	- -	- -	1 1%	1 1%	2 1%	1 1%	1 1%	2 3%	- -	- -	- -	1 1%	3 2%	1 1%	- -
DEFINITELY DEMOCRAT	209 35%	49 38%	32 36%	27 38%	37 32%	37 31%	27 35%	83 29%	126 40% H	2 12%	34 36% J	62 33% J	53 40% J	58 35% J	22 27%	36 29%	24 30%	28 34%	57 43% oPq	41 42% op	49 34%	50 28%	71 40% v	37 39%
PROBABLY DEMOCRAT	33 5%	8 6%	2 2%	7 11% CEg	2 2%	12 10% CEG	2 2%	9 3%	24 8% H	3 17%	8 8%	8 4%	5 4%	8 5%	4 5%	1 -	4 5% p	9 10% P	11 8% P	5 5% p	6 4%	12 7%	12 7%	2 2%
LEAN DEMOCRAT	8 1%	- -	- 1%	1 1%	3 3%	4 3% bg	- -	6 2%	2 1%	- -	4 4%	1 -	3 2%	1 1%	3 4%	3 2%	- 1%	1 2%	- -	1 1%	4 3% w	2 1%	- -	3 3%
DEFINITELY LIBERTARIAN	12 2%	2 1%	2 2%	1 2%	4 3%	3 2%	1 1%	7 3%	5 1%	3 19% lm	3 3%	1 1%	- -	4 2%	5 6% s	- -	2 2%	3 4%	- -	2 2%	4 3%	4 2%	3 2%	1 1%
PROBABLY LIBERTARIAN	15 2%	1 1%	1 1%	- -	5 5% d	3 3%	5 6%	9 3%	6 2%	2 10%	8 9% lMN	3 2%	1 -	1 1%	7 9% pqst	1 1%	- 1%	4 5%	1 1%	1 1%	2 1%	3 2%	9 5%	1 1%
LEAN LIBERTARIAN	2 -	- -	1 1%	- -	- -	1 1%	- 1%	1 -	1 -	- -	- -	- -	2 1%	- -	- -	- -	1 2%	- -	1 1%	- -	1 -	1 1%	- -	- -
HARD UNDECIDED	92 15%	22 17%	14 16%	14 20%	15 13%	15 12%	13 16%	42 15%	51 16%	3 14%	10 10%	42 22% KN	23 17%	16 10%	9 11%	24 20% qt	9 10%	14 17%	27 21% qT	9 10%	24 17%	27 15%	25 14%	16 17%
OTHER	3 -	- -	1 2%	- -	- -	- -	1 1%	1 1%	1 -	- -	- -	2 1%	- -	- -	1 1%	1 1%	- -	- -	1 1%	- -	- -	1 -	1 -	1 1%
REFUSED	10 2%	2 2%	1 1%	2 3%	- -	5 4% eg	- -	10 3% I	- -	- 2%	1 1%	5 2%	2 1%	2 1%	4 5%	3 2%	3 4% rst	- -	- -	- -	1 1%	5 3%	3 2%	1 1%

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

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

CIVITAS INSTITUTE

QUESTION 11:
In the 2014 election for US Senate will you be voting for the Republican Candidate, the libertarian candidate or the democratic candidate?

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	210	270	120	109	101	116	154	63	57	123	205	243	132	432	30	291	218	46	203	257	126	150	450
	100%	35%	45%	20%	18%	17%	19%	26%	11%	9%	20%	34%	40%	22%	72%	5%	49%	36%	8%	34%	43%	21%	25%	75%
**D/S (REPUBLICAN - DEMOCRAT)	-34	131	-163	-2	68	63	-51	-111	5	-7	-99	-48	124	-103	65	4	-17	-3	-13	149	-190	5	-22	-12
	-6%	62%	-60%	-2%	63%	62%	-44%	-72%	7%	-12%	-80%	-23%	51%	-78%	15%	14%	-6%	-1%	-28%	73%	-74%	4%	-14%	-3%
		CD		C	GHIJ	GHIJ	h		GHJ	GH		K	KL		N	N	s	QS		UV		U		W
REPUBLICAN WITH LEANERS	216	150	30	36	76	74	21	9	23	14	4	49	160	5	197	13	99	89	10	160	16	37	43	173
	36%	71%	11%	30%	69%	74%	18%	6%	36%	24%	3%	24%	66%	4%	46%	42%	34%	41%	21%	79%	6%	29%	29%	38%
		CD		C	GHIJ	GHIJ	H		GH	H		K	KL		N	N		S		UV		U		w
DEMOCRAT WITH LEANERS	250	19	192	39	8	11	72	120	18	21	102	97	36	108	132	8	116	92	22	11	206	32	64	185
	42%	9%	71%	32%	7%	11%	62%	78%	28%	37%	83%	47%	15%	82%	30%	28%	40%	42%	49%	5%	80%	25%	43%	41%
			BD	B			EFIJ	EFGIJ	EF	EF	LM	M		OP							TV	T		
LIBERTARIAN WITH LEANERS	29	5	7	16	3	3	4	3	12	5	6	15	5	6	16	5	20	5	2	1	6	21	10	19
	5%	3%	3%	14%	2%	3%	3%	2%	18%	9%	5%	8%	2%	5%	4%	17%	7%	2%	3%	-	2%	17%	6%	4%
				BC					EFGHj	h		M					R					TU		
HARD UNDECIDED	92	30	38	24	18	13	16	22	8	16	9	40	35	11	77	3	46	29	12	26	27	34	30	63
	15%	14%	14%	20%	16%	13%	14%	14%	12%	28%	8%	19%	15%	9%	18%	10%	16%	13%	27%	13%	11%	27%	20%	14%
										eFGHI		K	k		N							TU		

**D/S (REPUBLICAN - DEMOCRAT)	-30	129	-158	-1	66	63	-48	-110	5	-6	-97	-43	121	-100	67	4	-16	-3	-11	148	-184	4	-21	-9
	-5%	62%	-59%	-1%	61%	62%	-41%	-72%	7%	-10%	-79%	-21%	50%	-75%	15%	13%	-5%	-1%	-23%	73%	-72%	3%	-14%	-2%
		CD		C	GHIJ	GHIJ	h		GHJ	GH		K	KL		N	N	s	QS		UV		U		W
REPUBLICAN WITHOUT LEANERS	211	147	30	34	73	74	21	9	20	14	4	48	156	5	193	12	97	87	10	158	16	34	42	170
	35%	70%	11%	29%	67%	74%	18%	6%	32%	24%	3%	23%	64%	4%	45%	41%	33%	40%	21%	78%	6%	27%	28%	38%
		CD		C	GHIJ	GHIJ	H		GH	H		K	KL		N	N		S		UV		U		w
DEMOCRAT WITHOUT LEANERS	241	18	188	35	7	11	69	119	16	19	101	91	35	105	126	8	113	90	20	10	200	30	63	178
	40%	9%	70%	29%	6%	11%	59%	77%	25%	34%	82%	44%	15%	80%	29%	28%	39%	41%	44%	5%	78%	24%	42%	40%
			BD	B			EFIJ	EFGIJ	EF	EF	LM	M		OP							TV	T		
LIBERTARIAN WITHOUT LEANERS	27	5	7	15	3	2	4	3	10	5	6	14	5	6	15	5	20	4	2	-	6	19	10	17
	5%	2%	3%	13%	2%	2%	3%	2%	16%	9%	5%	7%	2%	5%	4%	17%	7%	2%	3%	-	2%	15%	6%	4%
				BC					EFGH	fh		M					R				t	TU		
LEAN/UNDECIDED	108	35	43	30	21	13	20	23	13	18	11	47	41	15	86	3	53	35	14	29	33	40	32	76
	18%	17%	16%	25%	20%	13%	17%	15%	20%	31%	9%	23%	17%	11%	20%	12%	18%	16%	31%	14%	13%	32%	21%	17%
				bC						FgH		K	k		N				r			TU		

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

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

Continued

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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)
DEFINITELY REPUBLICAN	147	110	12	24	52	58	9	4	15	10	1	27	119	5	134	8	68	57	7	117	7	19	26	121
	24%	52% CD	5%	20% C	48% GHIJ	57% GHIJ	7%	3%	23% GH	17% gH	1%	13% K	49% KL	3%	31% N	26% n	23%	26%	15%	58% UV	3%	15% U	17%	27% w
PROBABLY REPUBLICAN	64	37	17	10	21	17	12	5	6	4	3	21	37	1	59	4	29	29	3	41	9	15	16	48
	11%	18% CD	6%	8%	19% HiJ	16% Hj	11% h	3%	9%	7%	2%	10% K	15% K	1%	14% N	15%	10%	13%	6%	20% UV	3%	12% U	11%	11%
LEAN REPUBLICAN	5	3	-	2	3	-	-	-	2	-	-	1	4	-	4	-	2	3	-	1	-	3	1	4
	1%	1%	-	2%	2%	-	-	-	3%	-	-	-	2% k	-	1% n	1%	1%	1%	-	1%	-	3% u	1%	1%
DEFINITELY DEMOCRAT	209	11	171	27	3	8	66	105	14	13	88	75	32	96	105	6	94	80	20	6	179	23	52	157
	35%	5%	63% BD	22% B	3%	8%	57% EFIJ	68% EFIJ	21% EF	23% EF	72% LM	37% M	13%	73% OP	24%	20%	32%	37%	44%	3%	70% TV	18% T	34%	35%
PROBABLY DEMOCRAT	33	7	17	9	4	3	3	14	2	6	12	16	3	9	21	3	19	9	-	4	21	7	11	21
	5%	3%	6%	7%	3%	3%	2%	9% efg	4%	11% efG	10% M	8% M	1%	7%	5%	8%	6% S	4% S	-	2%	8% T	6%	8%	5%
LEAN DEMOCRAT	8	1	4	3	1	-	3	1	2	1	2	6	1	3	5	-	4	2	2	1	6	2	1	7
	1%	-	2%	3%	1%	-	3%	1%	3%	2%	1%	3%	-	3%	1% P	-	1%	1%	5%	-	2%	2%	1%	2%
DEFINITELY LIBERTARIAN	12	1	1	9	1	-	-	1	6	3	6	4	2	1	5	5	7	3	1	-	2	10	4	8
	2%	1%	-	8% BC	1%	-	-	1%	10% EFGH	6% FGh	5%	2%	1%	1%	1%	15%	3%	1%	2%	-	1%	8% TU	3%	2%
PROBABLY LIBERTARIAN	15	3	6	6	1	2	4	2	4	2	-	10	3	5	10	-	12	1	1	-	4	10	6	9
	2%	2%	2%	5%	1%	2%	3%	1%	7% eh	3%	-	5% Km	1%	4%	2%	1%	4% R	-	1%	-	2%	8% TU	4%	2%
LEAN LIBERTARIAN	2	1	-	1	-	1	-	-	1	-	-	1	-	-	1	-	1	1	-	1	-	1	-	2
	-	-	-	1%	-	1%	-	-	2%	-	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-
HARD UNDECIDED	92	30	38	24	18	13	16	22	8	16	9	40	35	11	77	3	46	29	12	26	27	34	30	63
	15%	14%	14%	20%	16%	13%	14%	14%	12%	28% eFGHI	8%	19% K	15% k	9%	18% N	10%	16%	13%	27%	13%	11%	27% TU	20%	14%
OTHER	3	-	-	3	-	-	-	-	1	1	1	-	1	1	1	1	3	-	-	1	-	2	1	2
	-	-	-	2% bc	-	-	-	-	2%	2%	1%	-	1%	1%	-	3%	1%	-	-	-	-	2%	1%	-
REFUSED	10	5	2	2	5	-	2	-	2	-	1	4	5	-	10	-	7	3	-	5	2	1	2	7
	2%	3%	1%	2%	5% FHJ	-	2%	-	3%	-	1%	2%	2%	-	2% NP	-	2% S	1% s	-	3%	1%	1%	2%	2%

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

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

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