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

Barack Obama

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600	127	88	68	112	125	79	288	312	15	105	186	140	154	84	131	73	78	127	107	385	93	48	67
	100%	21%	15%	11%	19%	21%	13%	48%	52%	3%	17%	31%	23%	26%	14%	22%	12%	13%	21%	18%	64%	16%	8%	11%
																								uVW
**D/S (FAVORABLE - UNFAVORABLE)	-40	11	-9	-12	-10	-8	-12	-54	13	6	-7	-1	-22	-16	1	-28	-26	6	3	5	-74	28	-2	5
	-7%	9%	-11%	-18%	-9%	-6%	-15%	-19%	4%	40%	-6%	-	-16%	-11%	1%	-21%	-36%	8%	2%	4%	-19%	30%	-5%	8%
		CDEFG				d			H	KLMN	m	kMN			PQ			oPQ	PQ	PQ		UWX	U	UW
TOTAL HEARD OF	599	126	88	68	112	125	79	288	311	15	105	185	140	154	84	131	73	78	126	107	384	93	48	67
	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
TOTAL FAVORABLE																								
MAY 20-22, 2014	273	67	38	27	51	58	32	113	160	10	47	91	58	68	40	50	23	41	63	55	151	59	22	36
	45%	53%	43%	39%	45%	46%	41%	39%	51%	67%	45%	49%	41%	44%	48%	38%	31%	53%	50%	52%	39%	64%	47%	53%
		d							H	Mn					q			pQ	pQ	PQ		Uw		U
APR 19, 21-22, 2014	289	71	35	33	50	73	27	119	170	14	51	87	62	75	43	43	32	40	82	48	163	72	31	19
	48%	57%	43%	45%	44%	55%	35%	41%	54%	68%	49%	49%	48%	44%	50%	38%	37%	53%	57%	52%	43%	63%	52%	43%
		ceG				G			H	n								q	PQ	pQ		UX		
MAR 18-20, 2014	275	62	40	37	49	57	30	114	161	6	46	86	67	69	32	50	32	40	73	48	-	-	-	-
	46%	49%	45%	52%	42%	48%	39%	40%	51%	31%	48%	46%	50%	43%	40%	40%	39%	49%	55%	49%	-	-	-	-
									H										oPQ					
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	-	-	-	-
	46%	51%	43%	50%	41%	51%	39%	44%	47%	46%	53%	46%	43%	44%	49%	43%	41%	55%	44%	47%	-	-	-	-
TOTAL UNFAVORABLE																								
MAY 20-22, 2014	313	56	48	39	61	65	44	167	147	4	54	91	80	84	40	78	49	35	61	51	224	31	25	31
	52%	44%	54%	57%	54%	52%	56%	58%	47%	27%	51%	49%	57%	54%	47%	60%	66%	45%	48%	47%	58%	33%	52%	46%
								I			j	j	J	J		rst	ORST				Vx		v	
APR 19, 21-22, 2014	291	47	44	37	60	58	45	159	132	6	49	82	64	89	43	63	53	30	61	41	197	40	28	26
	48%	38%	54%	50%	53%	44%	59%	55%	42%	32%	47%	46%	50%	53%	49%	56%	60%	39%	42%	45%	52%	34%	47%	57%
			B		B		Bf	I								rS	RSt				V			V
MAR 18-20, 2014	312	60	48	31	65	61	47	167	145	12	47	99	62	91	47	70	49	38	59	47	-	-	-	-
	52%	47%	53%	44%	56%	51%	60%	58%	46%	63%	49%	52%	47%	56%	58%	56%	60%	47%	44%	49%	-	-	-	-
							d	I									S							
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	-	-	-	-
	50%	46%	52%	44%	56%	48%	56%	53%	48%	50%	44%	51%	52%	52%	49%	54%	55%	42%	51%	50%	-	-	-	-
VERY FAVORABLE	175	47	21	15	38	33	22	70	105	7	26	56	41	44	24	32	14	24	42	38	93	37	16	24
	29%	37%	24%	21%	34%	26%	28%	24%	34%	45%	25%	30%	29%	29%	29%	24%	19%	31%	33%	36%	24%	40%	33%	36%
		cD			d				H										Q	pQ		U		u
SOMEWHAT FAVORABLE	98	21	17	12	13	25	10	43	55	3	21	34	17	23	16	18	9	17	21	17	58	22	7	11
	16%	16%	19%	18%	11%	20%	13%	15%	18%	22%	20%	18%	12%	15%	19%	14%	12%	22%	17%	16%	15%	23%	14%	17%
						e																		

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

CIVITAS INSTITUTE

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

Barack Obama

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)
SOMEWHAT UNFAVORABLE	54 9%	10 8%	7 8%	6 9%	10 8%	15 12%	6 8%	27 10%	27 9%	2 13%	13 13%	16 9%	11 8%	11 7%	13 16% prt	8 6%	6 9%	4 6%	16 13% pt	6 6%	33 9%	9 10%	6 12%	5 8%
VERY UNFAVORABLE	259 43%	46 36%	40 45%	33 48%	51 46%	51 40%	38 48%	139 48% I	120 38%	2 14%	40 38% J	75 40% J	69 49% J	73 47% J	27 32%	70 54% OrSt	42 58% OrST	31 40%	44 35%	45 42%	192 50% Vx	22 23%	19 39% v	25 38% v
HEARD OF/NO OPINION	13 2%	2 2%	3 3%	3 4%	1 1%	2 2%	2 2%	8 3%	5 1%	1 6%	4 4%	3 2%	2 1%	3 2%	4 5%	2 2%	2 3%	1 2%	3 2%	1 1%	9 2%	3 3%	1 1%	1 1%
NEVER HEARD OF	1 -	1 1%	- -	- -	- -	- -	- -	- -	1 -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	1 -	- -	- -	- -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.2	0.8	0.7	0.8	0.9	0.7	0.7	1.1	2.5	0.9	1.0	0.7	0.8	1.0	0.6	0.5	1.2	1.0	1.1	0.7	1.9	0.9	1.2

CIVITAS INSTITUTE

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

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)
BASE=TOTAL SAMPLE	600	210	270	120	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	-40	-152	134	-22	-92	-60	51	83	-13	-9	85	48	-173	99	-131	-7	-22	-18	9	-153	160	-44	-13	-27
	-7%	-72%	50% BD	-19% B	-75%	-68%	48% EFIJ	50% EFIJ	-22% EF	-15% EF	72% LM	24% M	-70%	75% OP	-30%	-21%	-7%	-9%	26% QR	-71%	69% TV	-30% T	-8%	-6%
TOTAL HEARD OF	599	209	270	120	122	87	106	164	60	60	117	203	249	132	431	31	307	200	34	214	233	143	150	449
	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL FAVORABLE																								
MAY 20-22, 2014	273	26	199	48	13	13	77	122	23	25	100	124	35	116	144	12	140	90	21	29	194	48	66	206
	45%	12%	74% BD	40% B	11%	15%	73% EFIJ	74% EFIJ	38% EF	42% EF	85% LM	61% M	14%	88% OP	33%	38%	45%	45%	60%	13%	83% TV	34% T	44%	46%
APR 19, 21-22, 2014	289	17	215	57	8	9	80	135	30	26	108	118	53	118	154	15	148	103	29	12	207	69	77	212
	48%	8%	80% BD	47% B	7%	9%	74% EFIJ	84% EFIJ	45% EF	50% EF	87% LM	59% M	21%	89% OP	36%	51%	48%	48%	61%	6%	85% TV	45% T	51%	47%
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																								
MAY 20-22, 2014	313	177	66	70	105	73	26	39	36	35	15	75	209	16	275	18	161	108	12	181	34	92	79	234
	52%	84% CD	24%	58% C	86% GHIJ	83% GHIJ	25%	24%	60% GH	57% GH	13%	37% K	84% KL	12%	64% N	59% N	52% s	54% S	34%	85% UV	15%	64% U	53%	52%
APR 19, 21-22, 2014	291	189	41	61	103	86	20	21	36	25	11	75	197	7	269	10	148	107	16	188	25	76	69	222
	48%	90% CD	15%	51% C	93% GHIJ	87% GHIJ	18%	13%	53% GH	48% GH	9%	38% K	77% KL	5%	62% NP	35% N	48%	50% s	33%	93% UV	10%	50% U	46%	49%
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	175	7	141	26	6	2	52	89	12	14	76	72	16	86	79	8	80	63	14	8	140	27	36	139
	29%	4%	52% BD	22% B	5%	2%	49% EFIJ	54% EFIJ	21% EF	23% EF	65% LM	35% M	7%	65% OP	18%	27%	26%	31%	42%	4%	60% TV	19% T	24%	31%

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

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)
SOMEWHAT FAVORABLE	98	18	58	22	7	11	25	33	10	11	24	52	19	29	65	3	59	27	6	20	55	21	30	68
	16%	9%	21% B	18% B	6%	12%	24% Ef	20% E	17% E	19% E	21% M	26% M	8%	22%	15%	11%	19%	14%	18%	9%	23% Tv	15%	20%	15%
SOMEWHAT UNFAVORABLE	54	19	23	12	13	7	7	16	8	4	5	25	22	5	42	6	30	15	3	15	17	22	14	40
	9%	9%	8%	10%	10%	8%	6%	10%	14%	7%	4%	12% K	9% k	4%	10% N	21% n	10%	7%	8%	7%	7%	16% TU	10%	9%
VERY UNFAVORABLE	259	158	43	58	92	66	20	23	27	31	10	51	187	11	233	12	131	93	9	167	17	70	65	194
	43%	75% CD	16%	48% C	76% GHIJ	75% GHIJ	18%	14%	46% GH	51% GH	9%	25% K	75% KL	8%	54% N	38% N	43% s	47% S	27%	78% UV	7%	49% U	43%	43%
HEARD OF/NO OPINION	13	6	5	2	4	2	3	2	2	1	2	3	5	-	12	1	6	2	2	3	4	3	4	9
	2%	3%	2%	2%	3%	2%	3%	1%	3%	1%	2%	2%	2%	-	3% N	2%	2%	1%	6%	2%	2%	2%	3%	2%
NEVER HEARD OF	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	-	1
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.1	3.0	0.7	0.1	0.2	3.0	3.1	0.6	0.7	6.7	1.6	0.2	7.0	0.5	0.6	0.9	0.8	1.8	0.2	5.7	0.5	0.8	0.9

CIVITAS INSTITUTE

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

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

Pat McCrory

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW
**D/S (FAVORABLE - UNFAVORABLE)	58 10%	4 3%	9 10% b	10 15% BEG	4 4%	28 22% BCEG	3 4%	48 17% I	10 3%	-6 -39%	19 18% JL	-7 -4% j	19 14% JL	33 21% JLm	-4 -4% s	24 18% OSt	28 38% OPRST	15 19% OS	-15 -12%	10 10% OS	61 16% VW	-13 -14%	-2 -4% v	15 23% VW
TOTAL HEARD OF	578 96%	126 99% Dg	86 97%	62 90%	110 98% d	122 98% d	73 93%	279 97%	299 96%	15 100% LMN	100 96%	179 96%	135 97%	149 96%	80 95%	130 100% qS	69 94%	78 100% oQSt	118 93%	103 97%	370 96%	90 96%	48 100% Ux	64 94%
TOTAL FAVORABLE																								
MAY 20-22, 2014	288 48%	61 48%	39 44%	32 46%	52 47%	70 56%	34 43%	150 52% i	138 44%	4 25%	55 52% J	76 41%	72 51% Jl	81 53% JL	35 42%	70 54% S	45 61% OS	41 53% S	45 36%	51 48% s	199 52% V	33 36%	20 42%	35 52% v
APR 19, 21-22, 2014	264 44%	41 32%	38 46% b	35 48% b	61 54% B	57 44%	31 42%	138 48% i	125 40%	10 51%	36 35%	74 42%	56 44%	87 51% K	33 37%	57 51% S	48 55% OS	31 41%	52 36%	42 47%	178 47%	44 38%	25 41%	18 39%
MAR 18-20, 2014	264 44%	63 49% E	42 47%	25 36%	39 34%	63 53% DE	32 41%	139 48% i	125 40%	9 46%	44 47%	81 43%	50 38%	80 49% m	39 49% s	61 49% S	38 47% S	35 44%	43 32%	47 48% S	-	-	-	-
JAN 23, 25-26, 2014	259 43%	47 39%	38 41%	26 39%	54 46%	61 50% b	32 40%	123 43%	136 44%	3 19%	48 48% J	78 42% J	55 43% J	75 44% J	30 36%	56 45%	37 46%	40 50% o	54 40%	42 43%	-	-	-	-
TOTAL UNFAVORABLE																								
MAY 20-22, 2014	229 38%	57 45% d	30 34%	21 31%	48 43%	42 34%	31 39%	101 35%	128 41%	10 64% KMN	36 34%	83 44% N	53 38%	49 32%	39 46% Q	46 35% q	17 23%	27 34%	61 48% pQ	41 38% Q	138 36%	46 49% UX	22 45% x	19 29%
APR 19, 21-22, 2014	252 42%	72 58% CDEG	29 35%	22 29%	39 35%	62 48% cDe	28 37%	114 40%	138 44%	9 44%	38 37%	85 48% N	58 45%	62 36%	37 42%	44 39%	33 38%	30 40%	76 52% pQT	32 35%	155 41%	49 43%	31 52% x	14 32%
MAR 18-20, 2014	279 46%	56 44%	38 42%	34 48%	64 55% f	49 41%	38 49%	126 44%	153 49%	7 37%	42 44%	92 49%	74 56% N	63 39%	36 44%	58 46%	32 40%	33 41%	78 58% pQRT	42 43%	-	-	-	-
JAN 23, 25-26, 2014	262 44%	65 53% E	42 45%	28 42%	42 37%	52 43%	32 41%	123 43%	139 45%	9 57%	43 43%	80 43%	56 44%	73 43%	41 50% p	47 38%	34 42%	30 38%	65 49% p	43 44%	-	-	-	-
VERY FAVORABLE	105 18%	18 14%	16 18%	11 16%	23 20%	25 20%	13 16%	60 21% i	45 15%	1 8%	10 10%	28 15%	35 25% JKL	30 20% k	10 11%	29 23% oR	21 28% ORSt	8 10%	19 15%	18 17%	75 19% V	8 8%	9 19%	12 18% v

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

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

Pat McCrory

BANNER 1

	TOTAL (A)	KEY REGIONS: TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	GENDER: MEN (H)	WOMEN (I)	AGE: 18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GENDER/AGE: MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARITAL STATUS: MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
SOMEWHAT FAVORABLE	183 30%	44 34%	23 26%	21 30%	30 26%	45 36%	21 27%	90 31%	93 30%	3 17%	44 42% JLM	48 26%	37 26%	51 33%	25 30%	41 31% s	24 33% s	33 43% S	26 20%	33 31% s	124 32%	26 27%	11 22%	23 33%
SOMEWHAT UNFAVORABLE	77 13%	13 10%	10 11%	9 13%	18 16%	20 16%	7 9%	31 11%	46 15%	3 19%	15 14%	25 14%	20 14%	14 9%	14 17% Q	14 11%	3 5%	10 12%	25 20% pQT	11 10%	43 11%	16 17%	9 19%	7 10%
VERY UNFAVORABLE	152 25%	44 34% DF	21 24%	12 18%	29 26%	23 18%	24 30% f	70 24%	82 26%	7 45% kmn	21 20%	57 31% kn	33 24%	34 22%	25 30%	32 24%	13 18%	17 22%	35 28%	30 28%	95 25%	30 33% x	12 26%	13 19%
HEARD OF/NO OPINION	61 10%	7 6%	16 18% Bef	9 13%	10 9%	11 8%	9 11%	28 10%	34 11%	2 11%	10 10%	20 11%	10 7%	19 12%	6 7%	14 11%	8 11%	10 13%	12 10%	11 10%	33 9%	10 11%	6 13%	9 14%
NEVER HEARD OF	22 4%	2 1%	3 3%	7 10% Bef	2 2%	3 2%	5 7% b	9 3%	13 4%	- -	4 4%	7 4% J	5 3% J	5 4% J	4 5% r	1 -	4 6% pR	- -	9 7% PR	4 3% r	15 4% W	4 4%	- -	4 6% w
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	1.1	1.3	1.5	1.1	1.7	1.1	1.5	1.1	0.4	1.5	0.9	1.4	1.7	0.9	1.5	2.7	1.6	0.8	1.3	1.4	0.7	0.9	1.8

CIVITAS INSTITUTE

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

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)
BASE=TOTAL SAMPLE	600	210	270	120	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	58	111	-70	18	64	47	-20	-50	5	13	-60	-10	128	-42	99	2	19	36	-9	120	-84	19	11	47
	10%	53%	-26%	15%	53%	53%	-19%	-31%	8%	22%	-51%	-5%	52%	-32%	23%	8%	6%	18%	-26%	56%	-36%	13%	8%	10%
		CD		C	GHIJ	GHIJ			GH	GHI		K	KL		NP	N	S	QS		UV		U		
TOTAL HEARD OF	578	202	260	116	116	86	104	156	59	57	113	197	240	125	418	30	300	194	34	208	225	138	144	434
	96%	96%	96%	97%	95%	98%	98%	96%	99%	94%	96%	97%	97%	95%	97%	98%	97%	97%	100%	97%	97%	96%	96%	96%
																			QR					
TOTAL FAVORABLE																								
MAY 20-22, 2014	288	146	80	62	83	63	36	44	31	31	21	84	172	33	239	14	145	106	9	153	57	72	69	219
	48%	69%	30%	52%	68%	72%	34%	27%	52%	51%	18%	41%	69%	25%	55%	47%	47%	53%	27%	71%	25%	50%	46%	49%
		CD		C	GHij	GHIJ			GH	GH		K	KL		N	n	S	S		UV		U		
APR 19, 21-22, 2014	264	146	67	50	83	63	28	39	28	23	26	67	167	28	222	11	130	100	17	145	56	61	62	202
	44%	70%	25%	42%	74%	64%	25%	24%	41%	43%	21%	34%	65%	21%	51%	37%	42%	47%	36%	72%	23%	40%	41%	45%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		N					UV		U		
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%	25%	39%	77%	65%	26%	25%	40%	38%	17%	40%	63%	20%	50%	62%	46%	46%	30%	72%	20%	50%	41%	45%
		CD		C	fGHIJ	GHIJ			gH	h		K	KL		N	N	s	s		UV		U		
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%	22%	42%	68%	73%	27%	19%	32%	52%	12%	33%	66%	17%	51%	40%	45%	43%	31%	69%	22%	44%	40%	44%
		CD		C	GHIj	GHIJ			H	GHi		K	KL		N	n				UV		U		
TOTAL UNFAVORABLE																								
MAY 20-22, 2014	229	35	150	44	19	16	56	94	26	18	81	94	44	75	140	12	127	69	18	33	141	53	57	172
	38%	17%	56%	37%	15%	18%	53%	57%	44%	29%	69%	46%	18%	57%	32%	39%	41%	35%	53%	15%	61%	37%	38%	38%
			BD	B			EFJ	EFiJ	EF	e	LM	M		O					r		TV	T		
APR 19, 21-22, 2014	252	33	168	51	17	16	70	98	28	24	85	101	59	86	150	13	134	92	19	29	155	67	65	188
	42%	16%	62%	43%	15%	17%	64%	61%	41%	45%	68%	51%	23%	65%	35%	45%	43%	43%	42%	14%	64%	44%	43%	42%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		O							TV	T		
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%	48%	13%	21%	70%	68%	49%	47%	72%	54%	26%	67%	41%	36%	46%	45%	49%	18%	71%	40%	50%	45%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP							TV	T		
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%	43%	23%	20%	57%	65%	47%	38%	73%	56%	22%	62%	38%	44%	44%	42%	47%	20%	63%	42%	43%	44%
			BD	B			EFJ	EFIJ	EF	eF	LM	M		O							TV	T		
VERY FAVORABLE	105	63	22	20	38	25	10	12	12	9	4	21	76	5	95	4	49	44	3	65	13	25	15	90
	18%	30%	8%	17%	31%	29%	10%	7%	19%	14%	4%	10%	31%	3%	22%	14%	16%	22%	7%	30%	5%	18%	10%	20%
		CD		C	GHJ	GHJ			H			K	KL		N			S		UV		U		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

Continued

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)
SOMEWHAT FAVORABLE	183 30%	83 39% C	58 21%	42 35% C	45 37% gH	38 43% GH	26 24%	32 20%	19 32% h	23 37% H	17 14%	63 31% K	96 39% K	28 21%	144 33% N	10 33%	96 31%	61 30%	7 20%	89 41% U	45 19%	47 33% U	54 36%	129 29%
SOMEWHAT UNFAVORABLE	77 13%	17 8%	43 16% B	17 14%	11 9%	6 6%	11 10%	33 20% EFG	9 16% f	7 12%	20 17% m	32 16% M	22 9%	26 20% O	46 11%	4 13%	46 15% r	19 9%	3 10%	18 8%	35 15% T	24 17% T	29 19% x	48 11%
VERY UNFAVORABLE	152 25%	18 9%	107 40% BD	27 23% B	8 6%	11 12%	46 43% EFiJ	61 38% EFJ	17 29% EF	10 17% e	61 52% LM	62 30% M	22 9%	48 37% O	94 22%	8 26%	81 26%	51 25%	15 43% qr	15 7%	106 46% TV	29 20% T	29 19%	124 27% w
HEARD OF/NO OPINION	61 10%	21 10%	30 11%	10 8%	14 12% I	7 8%	12 11% i	19 11% I	2 3%	8 14% I	11 10%	19 9%	23 9%	18 13%	39 9%	4 12%	27 9%	19 9%	7 20%	21 10%	27 12%	13 9%	18 12%	43 10%
NEVER HEARD OF	22 4%	8 4%	10 4%	4 3%	6 5%	2 2%	2 2%	7 4%	1 1%	3 6%	4 4%	6 3%	8 3%	7 5%	14 3%	1 2%	8 3% S	7 3% S	- -	7 3%	7 3%	5 4%	6 4%	16 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	4.2	0.5	1.4	4.4	3.9	0.6	0.5	1.2	1.8	0.3	0.9	3.9	0.4	1.7	1.2	1.1	1.5	0.5	4.6	0.4	1.4	1.2	1.3

CIVITAS INSTITUTE

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

The job Barack Obama is doing as President?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW
**D/S (APPROVE - DISAPPROVE)	-57 -9%	8 6% CDEFG	-7 -8% dg	-17 -24%	-17 -15%	-6 -5% DEG	-18 -23%	-52 -18%	-5 -2% H	6 39% KLMN	-10 -10%	-4 -2% kMN	-24 -17%	-24 -16%	6 7% PQRS	-27 -20% Q	-30 -42%	-5 -6% PQ	-1 -1% PQ	1 1% PQRS	-86 -22%	26 28% UWX	-2 -3% U	2 2% UW
TOTAL APPROVE																								
MAY 20-22, 2014	268 45%	67 53% Dg	41 46%	24 35%	48 42%	60 48%	29 37%	117 41%	151 49% h	11 69% klMN	46 44%	90 49%	57 41%	64 41%	44 52% Q	52 40%	21 29%	37 47% q	62 49% Q	53 49% Q	149 39%	59 63% U	23 47%	34 50%
APR 19, 21-22, 2014	280 47%	71 57% CeG	33 41%	32 43%	48 42%	72 55% cG	24 32%	116 40%	164 53% H	14 68% mN	53 51%	85 48%	57 44%	70 42%	41 47%	43 38%	31 35%	43 58% PQ	77 53% PQ	43 48% q	158 42%	72 63% UX	28 47%	19 42%
MAR 18-20, 2014	276 46%	62 49%	42 46%	36 51%	50 44%	56 47%	30 39%	112 39%	164 53% H	6 31%	46 49%	86 46%	69 52%	68 42%	28 35%	52 42%	31 38%	44 54% oq	73 55% OpQ	48 49%	- -	- -	- -	- -
JAN 23, 25-26, 2014	268 45%	60 49%	40 43%	32 49%	47 41%	60 49%	29 36%	121 42%	147 47%	6 36%	54 54% m	83 44%	52 41%	73 43%	38 46%	50 40%	32 40%	45 56% Pqs	58 43%	44 45%	- -	- -	- -	- -
TOTAL DISAPPROVE																								
MAY 20-22, 2014	325 54%	59 47%	48 54%	40 59%	65 58%	65 52%	47 60% b	168 58% i	157 50%	5 31%	56 54% j	95 51%	81 58% J	88 57% J	38 45%	78 60% ot	52 71% OrST	41 53%	64 50%	52 48%	234 61% Vx	32 35%	24 51% v	32 47%
APR 19, 21-22, 2014	300 50%	47 38%	46 56% B	39 52% b	61 54% B	59 45%	49 65% BF	162 56% I	137 44%	6 32%	45 44%	85 48%	68 53%	95 56% j	44 51%	64 57% Rs	54 61% RS	26 35%	64 44%	46 51% r	207 55% V	38 33%	30 49%	25 55% V
MAR 18-20, 2014	317 53%	64 50%	48 53%	33 46%	65 56%	61 51%	47 60%	173 60% I	144 46%	12 65%	47 49%	101 54%	63 47%	94 57% m	51 63% rS	72 58% s	50 61% rS	36 44%	58 44%	49 50%	- -	- -	- -	- -
JAN 23, 25-26, 2014	314 52%	59 48%	49 53%	32 48%	66 57%	61 50%	47 59%	158 55%	156 50%	10 60%	44 44%	99 53%	69 54%	91 54%	42 50%	71 57% r	45 56%	34 43%	71 53%	51 52%	- -	- -	- -	- -
STRONGLY APPROVE	139 23%	37 29% dG	22 24%	11 16%	27 24%	28 22%	13 16%	60 21%	79 25%	6 41% k	16 15%	50 27% K	29 20%	38 25%	19 22%	28 21%	13 18%	15 19%	33 26%	31 29% q	77 20%	28 30%	14 29%	15 23%
SOMEWHAT APPROVE	130 22%	30 23%	19 21%	12 18%	20 18%	32 25%	17 21%	57 20%	73 23%	4 28%	30 29% n	41 22%	29 20%	26 17%	25 30% Q	24 18%	8 11%	22 28% Q	30 23% Q	21 20%	72 19%	31 33% Uw	9 18%	18 27%

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

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

The job Barack Obama is doing as President?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)
SOMEWHAT DISAPPROVE	67	18	8	5	13	16	7	30	37	2	17	25	9	15	11	12	7	9	19	9	44	11	4	8
	11%	14%	9%	8%	12%	13%	9%	10%	12%	11%	16% m	13% M	7%	10%	14%	9%	9%	12%	15%	9%	12%	11%	8%	13%
STRONGLY DISAPPROVE	258	42	40	35	52	49	40	138	119	3	40	70	72	73	27	66	45	32	45	42	190	22	20	23
	43%	33%	45% b	51% B	46% b	39%	51% B	48% I	38%	20%	38%	37%	52% JkL	47% Jl	32%	51% OSt	62% ORST	41%	35%	40%	49% VX	23%	42% V	35%
UNDECIDED/DON'T KNOW	7	1	-	4	-	-	2	3	4	-	2	1	1	2	2	1	-	-	2	2	2	2	1	2
	1%	-	-	6% bcef	-	-	2%	1%	1%	-	2%	-	1%	1%	3%	-	-	-	1%	2%	-	2%	2%	3%

CIVITAS INSTITUTE

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

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

The job Barack Obama is doing as President?

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)
BASE=TOTAL SAMPLE	600	210	270	120	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (APPROVE - DISAPPROVE)	-57	-159	122	-20	-93	-66	50	72	-8	-12	84	31	-173	95	-152	2	-33	-24	10	-166	160	-47	-14	-42
	-9%	-76%	45% BD	-17% B	-77%	-75%	47% EFIJ	44% EFIJ	-14% EF	-20% EF	72% LM	15% M	-70%	72% OP	-35%	8% O	-11%	-12%	29% QR	-77%	69% TV	-33% T	-10%	-9%
TOTAL APPROVE																								
MAY 20-22, 2014	268	24	194	50	13	11	78	116	26	24	100	116	37	113	137	16	137	87	22	24	196	47	67	202
	45%	12%	72% BD	41% B	11%	13%	73% EFIJ	71% EFIJ	43% EF	40% EF	86% LM	57% M	15%	86% OP	32%	53% o	44%	44%	64% QR	11%	84% TV	33% T	44%	45%
APR 19, 21-22, 2014	280	16	211	52	7	9	81	130	27	25	105	119	48	116	147	14	151	95	25	13	201	64	71	209
	47%	8%	78% BD	43% B	7%	9%	74% EFIJ	81% EFIJ	40% EF	47% EF	84% LM	60% M	19%	88% OP	34%	47%	49%	45%	55%	7%	83% TV	42% T	47%	46%
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																								
MAY 20-22, 2014	325	183	72	69	106	77	28	44	34	36	16	85	210	18	290	14	169	111	12	190	35	94	81	244
	54%	87% CD	27%	58% C	87% GHIJ	87% GHIJ	27%	27%	57% GH	59% GH	14%	42% K	85% KL	14%	67% Np	45% N	55% S	55% S	36%	89% UV	15%	66% U	54%	54%
APR 19, 21-22, 2014	300	193	42	65	104	88	20	22	38	27	12	77	204	7	275	12	144	115	19	189	29	80	72	228
	50%	92% CD	16%	54% C	93% GHIJ	90% GHIJ	18%	14%	56% GH	52% GH	10%	38% K	79% KL	6%	64% Np	42% N	47%	54%	40%	93% UV	12%	52% U	48%	51%
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	139	5	112	21	2	2	49	64	9	13	63	51	15	68	60	9	62	50	13	5	114	19	29	110
	23%	2%	42% BD	18% B	2%	3%	46% EFIJ	39% EFIJ	15% EF	21% EF	54% LM	25% M	6%	52% Op	14%	29%	20%	25%	37% q	2%	49% TV	13% T	19%	24%
SOMEWHAT APPROVE	130	20	82	28	11	9	29	53	17	11	38	65	22	45	77	7	75	37	9	19	81	27	38	92
	22%	9%	30% B	24% B	9%	10%	28% EF	32% EFJ	29% EF	19%	32% M	32% M	9%	34% O	18%	24%	24%	18%	28%	9%	35% TV	19% T	25%	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

Continued

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

The job Barack Obama is doing as President?

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)
SOMEWHAT DISAPPROVE	67 11%	28 13%	25 9%	15 12%	14 12%	13 15%	10 9%	15 9%	6 10%	9 14%	8 7%	30 15% K	28 11%	9 7%	54 13% n	3 11%	42 13%	18 9%	2 7%	26 12%	17 7%	24 17% U	14 9%	53 12%
STRONGLY DISAPPROVE	258 43%	156 74% CD	47 18%	55 46% C	92 76% GHIJ	63 72% GHIJ	18 17%	29 18%	28 47% GH	27 45% GH	8 7%	55 27% K	183 74% KL	9 6%	236 55% Np	11 34% N	128 42%	93 47% s	10 29%	164 76% UV	19 8%	70 49% U	67 45%	191 42%
UNDECIDED/DON'T KNOW	7 1%	3 1%	3 1%	1 1%	3 2%	- -	- -	3 2%	- -	1 1%	1 -	3 2%	1 -	1 1%	5 1%	1 2%	1 -	2 1%	- -	1 -	1 1%	3 2%	2 1%	4 1%

CIVITAS INSTITUTE

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

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						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW
**D/S (APPROVE - DISAPPROVE)	-20 -3%	-1 -1% DG	6 6% BDEFG	-12 -17%	-4 -4% D	- - DEG	-9 -12%	-34 -12%	14 4% H	4 29% KLMN	-3 -3% M	-2 -1% M	-15 -11%	-4 -2% M	3 4% PQ	-20 -15%	-18 -24%	2 2% PQ	6 5% PQ	6 6% PQ	-46 -12%	24 25% UWX	2 4% U	- - U
TOTAL APPROVE																								
MAY 20-22, 2014	268 45%	58 45%	44 49%	26 38%	52 47%	59 47%	30 38%	123 43%	145 47%	9 61%	43 41%	87 47%	60 43%	68 44%	41 49%	54 41%	28 38%	33 43%	63 49%	49 46%	156 40%	55 59% U	23 49%	31 45%
APR 19, 21-22, 2014	262 44%	62 50% C	27 32%	27 36%	47 42%	70 54% CDg	29 39%	106 37%	156 50% H	10 49%	45 43%	77 43%	51 40%	80 47%	33 38%	37 33%	37 42%	40 53% P	71 49% P	46 50% P	150 40%	63 54% UX	33 54% uX	15 32%
MAR 18-20, 2014	261 44%	62 49%	40 45%	30 43%	45 39%	47 39%	37 48%	115 40%	146 47%	7 36%	40 42%	80 42%	66 50%	68 42%	28 35%	55 44%	32 40%	35 43%	65 49%	46 47%	- -	- -	- -	- -
JAN 23, 25-26, 2014	231 38%	56 45% CG	24 25%	26 40% c	49 43% CG	55 45% CG	20 25%	102 35%	128 41%	9 54% M	41 42%	74 40%	39 30%	67 40%	31 37%	43 34%	28 35%	32 41%	56 42%	40 41%	- -	- -	- -	- -
TOTAL DISAPPROVE																								
MAY 20-22, 2014	289 48%	59 46%	38 43%	37 55%	57 51%	59 47%	39 49%	157 55% I	132 42%	5 32%	47 45%	90 48%	76 54% j	72 47%	38 46%	74 57% rsT	45 61% oRST	32 41%	57 45%	43 40%	202 52% V	32 34%	22 45%	31 46%
APR 19, 21-22, 2014	274 46%	49 39%	45 55% Bf	34 47%	52 46%	55 42%	38 50%	154 54% I	120 38%	9 45%	40 39%	80 45%	65 51%	80 47%	42 49%	64 57% RST	48 54% RSt	26 35%	56 39%	38 41%	187 50% V	37 32%	27 45%	23 50% v
MAR 18-20, 2014	263 44%	51 40%	37 41%	29 41%	58 50%	54 45%	34 44%	139 48% i	124 40%	9 46%	39 41%	82 44%	54 40%	79 48%	40 50%	57 46%	42 51% s	31 38%	51 38%	42 43%	- -	- -	- -	- -
JAN 23, 25-26, 2014	271 45%	49 40%	43 46%	28 42%	55 48%	53 43%	42 53%	135 47%	136 44%	4 24%	39 39%	86 46% J	70 55% JKn	72 43% j	33 39%	67 54% Or	35 44%	32 40%	60 45%	44 45%	- -	- -	- -	- -
STRONGLY APPROVE	121 20%	29 23%	19 22%	9 13%	27 24% d	20 16%	17 21%	51 18%	70 22%	5 35% k	15 14%	33 18%	27 19%	41 27% Kl	16 19%	20 16%	15 21%	13 17%	26 21%	30 28% Pr	67 17%	23 25%	13 27%	18 26%
SOMEWHAT APPROVE	147 25%	29 23%	25 28%	17 24%	25 23%	39 31% G	13 17%	72 25%	76 24%	4 26%	29 27%	55 29% N	33 24%	27 17%	26 30% qt	34 26%	13 17%	20 26%	36 29% qt	19 18%	89 23%	32 34% ux	10 22%	13 19%

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

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						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)
SOMEWHAT DISAPPROVE	84	23	8	7	17	20	8	44	39	3	22	25	17	16	13	22	9	13	15	11	52	12	5	13
	14%	18% c	9%	11%	15%	16%	11%	15%	13%	20%	21% n	14%	12%	10%	16%	17%	12%	17%	12%	10%	14%	13%	11%	19%
STRONGLY DISAPPROVE	205	36	30	30	40	39	30	113	93	2	25	64	59	56	25	52	36	19	42	32	150	19	16	18
	34%	28%	34%	44% b	36%	31%	39%	39% I	30%	12%	24%	35% J	42% JK	36% Jk	30%	40% R	49% ORST	24%	33%	30%	39% VX	21%	34%	26%
UNDECIDED/DON'T KNOW	43	10	7	5	3	7	10	8	35	1	15	9	4	14	4	3	1	13	8	14	27	7	3	6
	7%	8% e	7%	8%	3%	5%	13% E	3%	11% H	7%	14% lM	5%	3%	9% M	5%	2%	1%	16% oPQs	6% Q	14% oPQs	7%	7%	6%	9%

CIVITAS INSTITUTE

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

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	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (APPROVE - DISAPPROVE)	-20	-134	130	-16	-88	-46	58	72	-4	-12	78	48	-153	79	-101	4	-8	-6	5	-128	138	-28	-	-20
	-3%	-64%	48%	-13%	-72%	-53%	54%	44%	-8%	-19%	67%	24%	-62%	60%	-23%	12%	-2%	-3%	15%	-60%	59%	-20%	-	-4%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP		O			QR		TV	T	X	
TOTAL APPROVE																								
MAY 20-22, 2014	268	32	188	49	15	17	81	107	27	22	94	120	40	99	153	15	139	92	18	37	176	53	70	199
	45%	15%	70%	40%	12%	19%	76%	65%	45%	36%	80%	59%	16%	75%	35%	49%	45%	46%	53%	17%	76%	37%	47%	44%
			BD	B			EFhIJ	EFIJ	EF	EF	LM	M		OP							TV	T		
APR 19, 21-22, 2014	262	20	198	45	9	11	75	122	22	23	100	101	56	100	149	12	132	98	25	21	179	61	67	195
	44%	10%	73%	37%	8%	12%	69%	76%	33%	43%	80%	51%	22%	76%	34%	42%	43%	46%	54%	11%	74%	40%	45%	43%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP							TV	T		
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%	44%	13%	21%	67%	62%	38%	51%	70%	51%	23%	68%	36%	53%	43%	46%	43%	17%	72%	32%	44%	43%
			BD	B			EFIj	EFI	EF	EF	LM	M		O							TV	T		
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%	37%	17%	21%	52%	56%	33%	40%	64%	46%	24%	64%	31%	33%	39%	36%	51%	18%	59%	31%	42%	37%
			BD	B			EFI	EFIj	E	EF	LM	M		OP							TV	T		
TOTAL DISAPPROVE																								
MAY 20-22, 2014	289	166	59	65	103	63	23	35	31	33	16	72	193	20	254	12	147	98	13	166	38	82	70	219
	48%	79%	22%	54%	84%	72%	22%	22%	52%	55%	13%	35%	78%	15%	59%	38%	48%	49%	38%	77%	16%	57%	47%	49%
		CD		C	FGHIJ	GHIj			GH	GH		K	KL		Np	n				UV		U		
APR 19, 21-22, 2014	274	170	42	62	95	75	21	21	38	23	16	72	181	18	239	12	134	101	18	160	36	77	63	211
	46%	81%	16%	51%	85%	77%	20%	13%	57%	44%	13%	36%	71%	14%	55%	41%	43%	47%	39%	79%	15%	50%	42%	47%
		CD		C	GHIJ	GHIJ			GHj	GH		K	KL		N	N				UV		U		
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%	23%	42%	75%	69%	24%	22%	47%	37%	19%	36%	64%	16%	52%	42%	44%	45%	36%	70%	15%	58%	42%	45%
		CD		C	GHIJ	GHIJ			GH	H		K	KL		N	n				UV		U		
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%	24%	41%	76%	73%	24%	24%	43%	39%	17%	37%	65%	15%	56%	18%	44%	47%	31%	71%	20%	53%	38%	48%
		CD		C	GHIJ	GHIJ			GH	gh		K	KL		NP			s		UV		U		w
STRONGLY APPROVE	121	8	94	19	4	4	37	57	10	9	52	55	7	53	64	3	51	52	8	8	94	17	26	95
	20%	4%	35%	16%	3%	5%	35%	35%	17%	15%	44%	27%	3%	40%	15%	8%	16%	26%	24%	4%	41%	12%	17%	21%
			BD	B			EFIJ	EFIJ	EF	Ef	LM	M		OP				Q			TV	T		
SOMEWHAT APPROVE	147	24	94	29	11	12	44	50	16	13	42	65	33	45	89	13	89	39	10	29	82	36	44	103
	25%	11%	35%	24%	9%	14%	41%	31%	28%	21%	36%	32%	13%	34%	21%	41%	29%	20%	28%	14%	35%	25%	29%	23%
			BD	B			EFiJ	EF	Ef	e	M	M		O		o	R				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

CIVITAS INSTITUTE

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

The job Kay Hagan is doing as US Senator?

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)
SOMEWHAT DISAPPROVE	84	38	29	17	28	10	9	20	8	9	8	26	47	13	64	5	48	25	4	37	22	24	20	64
	14%	18% C	11%	14%	23% FGH	11%	9%	12%	13%	16%	7%	13%	19% Kl	10%	15%	15%	16%	13%	12%	17% U	9%	17% u	13%	14%
STRONGLY DISAPPROVE	205	128	30	47	75	53	14	16	24	24	8	46	146	6	190	7	99	73	9	129	16	58	51	155
	34%	61% CD	11%	40% C	62% GHIJ	60% GHIJ	13%	10%	40% GH	40% GH	7%	23% K	59% KL	5%	44% NP	22% n	32%	36%	26%	60% UV	7%	40% U	34%	34%
UNDECIDED/DON'T KNOW	43	12	23	7	4	8	2	21	2	5	8	12	15	13	25	4	21	10	3	12	19	8	10	33
	7%	6%	9%	6%	3%	9% Gi	2%	13% EGI	3%	9% g	6%	6%	6%	10%	6%	13%	7%	5%	9%	6%	8%	6%	7%	7%

CIVITAS INSTITUTE

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

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						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW
**D/S (REPUBLICAN - DEMOCRAT)	56 9%	-6 -4%	12 14% B	11 16% B	14 13% B	13 10% B	11 14% B	40 14% I	16 5%	-4 -29%	19 18% JL	-3 -1% j	17 12% JL	27 18% JL	1 1%	15 11% OS	25 33% OPRST	7 10% os	3 2%	6 5%	88 23% VWX	-22 -24%	-2 -5% V	-4 -6% V
ELECT REPUBLICAN																								
MAY 20-22, 2014	297 50%	55 44%	47 53%	34 50%	57 51%	64 51%	40 51%	151 52%	146 47%	5 34%	54 52%	86 46%	73 52%	79 51%	40 47%	67 51%	45 61% sT	37 47%	61 48%	48 45%	217 56% VwX	34 36%	20 43%	25 36%
APR 19, 21-22, 2014	287 48%	50 40%	42 52%	38 52%	61 54% bf	53 41%	42 56% bf	156 54% I	131 42%	8 40%	49 47%	85 48%	60 46%	86 50%	46 53%	58 52%	52 59% RST	30 40%	62 42%	39 43%	197 52% V	43 37%	24 40%	23 52%
MAR 18-20, 2014	296 49%	59 46%	45 50%	34 49%	56 48%	57 48%	45 58%	162 56% I	134 43%	12 66% m	47 49%	93 49%	56 42%	88 54% m	44 55% s	69 55% S	49 60% St	39 47%	51 38%	44 46%	- -	- -	- -	- -
JAN 23, 25-26, 2014	287 48%	51 42%	42 45%	28 43%	64 55% B	56 46%	46 58% B	140 49%	147 47%	10 60%	43 43%	97 52%	62 49%	74 44%	39 47%	65 52%	36 45%	37 46%	67 50%	43 44%	- -	- -	- -	- -
ELECT DEMOCRAT																								
MAY 20-22, 2014	241 40%	61 48% d	34 39%	23 34%	43 38%	51 41%	29 36%	111 38%	130 42%	10 64% KmN	35 33%	89 48% KN	56 40%	52 34%	39 46% Q	52 40% q	20 27%	29 38%	59 46% Q	42 40% q	129 33%	56 60% Ux	23 48% u	29 43%
APR 19, 21-22, 2014	254 42%	55 44%	31 38%	26 35%	46 41%	69 53% cDG	26 35%	104 36%	150 48% H	12 60%	38 37%	77 43%	55 43%	72 43%	34 39%	38 34%	32 36%	32 43%	74 51% PQ	45 49% Pq	144 38%	59 51% U	29 48%	21 46%
MAR 18-20, 2014	261 43%	63 49%	38 42%	31 44%	45 39%	55 46%	29 38%	108 38%	153 49% H	6 31%	41 43%	82 43%	67 50%	65 40%	31 38%	46 37%	31 38%	39 48%	69 52% Pq	45 46%	- -	- -	- -	- -
JAN 23, 25-26, 2014	241 40%	56 46% eG	39 42%	32 48% g	40 35%	50 41%	24 30%	109 38%	132 42%	4 27%	43 43%	71 38%	48 38%	74 44%	32 39%	41 33%	35 44%	36 45%	53 39%	43 44%	- -	- -	- -	- -
DON'T KNOW/NEITHER/OTHER	59 10%	10 8%	7 8%	11 16% f	12 10%	9 7%	10 13%	24 8%	36 11%	- 2%	16 15% Jlm	11 6%	9 7%	22 14% JLM	6 7%	10 8%	8 11%	12 15% s	7 6%	16 15% pS	37 10% v	4 4%	4 9%	13 19% uV
REFUSED	3 -	1 1%	- -	- -	1 1%	1 1%	- -	3 1%	- -	- -	- -	- -	2 1%	1 1%	- -	2 1%	1 1%	- -	- -	- -	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

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	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (REPUBLICAN - DEMOCRAT)	56	158	-130	28	88	70	-57	-73	9	19	-79	-34	169	-95	156	-5	33	20	-4	179	-162	35	9	47
	9%	75%	-48%	23%	72%	80%	-53%	-45%	15%	31%	-68%	-17%	68%	-72%	36%	-17%	11%	10%	-12%	83%	-70%	24%	6%	10%
		CD		C	GHIJ	GHIJ			GH	GHI		K	KL		NP	N	S	S		UV		U		
ELECT REPUBLICAN																								
MAY 20-22, 2014	297	173	56	68	98	75	21	34	32	37	13	73	198	11	272	12	156	98	15	188	28	76	71	227
	50%	82%	21%	57%	80%	85%	20%	21%	53%	61%	12%	36%	80%	8%	63%	39%	51%	49%	43%	88%	12%	53%	47%	50%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		NP	N				UV		U		
APR 19, 21-22, 2014	287	189	41	57	104	85	19	22	33	24	17	63	203	10	259	15	144	105	19	189	25	71	67	220
	48%	90%	15%	47%	93%	86%	18%	14%	49%	46%	14%	32%	79%	7%	60%	50%	47%	49%	41%	94%	10%	47%	45%	49%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		N	N				UV		U		
MAR 18-20, 2014	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		
JAN 23, 25-26, 2014	287	176	49	62	85	91	26	23	29	33	13	64	204	9	263	14	160	93	12	172	31	79	74	213
	48%	84%	18%	52%	82%	86%	21%	16%	49%	55%	11%	37%	73%	7%	61%	46%	51%	46%	35%	86%	12%	59%	50%	47%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		N	N	s			UV		U		
ELECT DEMOCRAT																								
MAY 20-22, 2014	241	15	185	41	10	5	78	107	23	18	93	107	28	106	116	17	123	79	19	9	190	42	61	180
	40%	7%	69%	34%	8%	6%	73%	66%	38%	30%	79%	52%	11%	80%	27%	57%	40%	39%	55%	4%	82%	29%	41%	40%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		Op		O					TV	T		
APR 19, 21-22, 2014	254	10	198	46	5	6	74	124	25	21	97	111	39	106	138	9	134	94	20	8	193	52	69	186
	42%	5%	73%	38%	4%	6%	68%	77%	37%	40%	78%	56%	15%	80%	32%	31%	43%	44%	42%	4%	80%	34%	46%	41%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP							TV	T		
MAR 18-20, 2014	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		
JAN 23, 25-26, 2014	241	13	193	35	9	4	85	108	15	20	103	73	48	113	113	13	117	90	19	10	200	28	63	178
	40%	6%	71%	29%	8%	4%	69%	74%	25%	34%	85%	43%	17%	86%	26%	44%	37%	44%	58%	5%	79%	21%	42%	40%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP					Q		TV	T		
DON'T KNOW/NEITHER/OTHER	59	21	27	11	13	8	5	22	5	5	11	22	22	15	42	1	29	21	1	16	13	26	18	41
	10%	10%	10%	9%	11%	9%	5%	13%	9%	9%	9%	11%	9%	11%	10%	4%	9%	11%	2%	7%	6%	18%	12%	9%
								G									S	S				TU		
REFUSED	3	1	2	-	1	-	2	-	-	-	-	2	1	1	2	-	-	2	-	1	1	-	-	3
	-	-	1%	-	1%	-	2%	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	1%
																								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

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						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600	127	88	68	112	125	79	288	312	15	105	186	140	154	84	131	73	78	127	107	385	93	48	67
	100%	21%	15%	11%	19%	21%	13%	48%	52%	3%	17%	31%	23%	26%	14%	22%	12%	13%	21%	18%	64%	16%	8%	11%
**D/S (DESERVES RE-ELECTION - SOMEONE NEW)	-121	-24	-21	-23	-21	-18	-12	-76	-44	3	-34	-28	-35	-26	-14	-38	-25	-15	-18	-11	-104	5	-8	-11
	-20%	-19%	-24%	-34%	-19%	-14% d	-16% d	-27%	-14% H	20% KLMN	-33%	-15% km	-25%	-17% k	-17%	-29%	-33%	-19%	-14% PQ	-10% PQ	-27%	6% UWX	-16%	-16% u
TOTAL DESERVES RE-ELECTION	212	45	27	20	42	49	28	96	115	9	26	69	50	57	33	41	22	23	49	43	124	45	18	24
	35%	35%	31%	29%	38%	39%	36%	33%	37%	57% K	25%	37% k	36%	37% k	39%	32%	30%	30%	39%	40%	32%	49% U	37%	36%
TOTAL SOMEONE NEW	332	69	49	43	64	66	41	173	159	6	61	97	85	84	47	79	47	38	68	54	228	40	25	35
	55%	55%	55%	63%	57%	53%	52%	60% I	51%	37%	58%	52%	61% j	54%	56%	60%	64% rt	48%	53%	50%	59% V	43%	53%	51%
DEFINITELY DESERVES RE-ELECTION	148	36	23	17	25	28	19	65	83	5	17	50	39	37	21	30	14	20	35	29	87	35	14	13
	25%	28%	26%	25%	22%	22%	24%	22%	27%	30%	16%	27% k	28% k	24%	25%	23%	18%	25%	27%	27%	23%	37% UX	28%	19%
PROBABLY DESERVES RE-ELECTION	64	9	4	2	17	21	10	32	32	4	9	19	11	20	12	11	9	4	15	14	38	11	4	11
	11%	7%	5%	3%	16% bCD	16% BCD	13% d	11%	10%	27% m	9%	10%	8%	13%	14%	9%	12%	5%	12% r	13% r	10%	11%	9%	17%
PROBABLY TIME FOR SOMEONE NEW	69	10	13	8	13	19	6	37	32	2	24	16	14	14	17	15	6	12	9	11	41	13	5	8
	12%	8%	15%	11%	11%	15%	7%	13%	10%	11%	23% LMN	8%	10%	9%	20% qS	11%	7%	15%	7%	11%	11%	14%	11%	12%
DEFINITELY TIME FOR SOMEONE NEW	263	59	35	35	51	47	35	136	128	4	37	82	71	70	30	64	41	26	59	42	187	27	20	26
	44%	46%	40%	51%	45%	38%	45%	47%	41%	27%	35%	44%	51% JK	45%	36%	49% r	56% ORT	34%	46%	40%	49% V	29%	42%	39%
UNDECIDED/DON'T KNOW/MORE	55	11	12	6	6	10	9	19	36	1	16	19	5	13	4	10	4	16	10	10	31	8	4	9
INFO NEEDED	9%	9%	14% e	8%	6%	8%	12%	7%	11% h	6%	16% M	10% M	3%	9% M	5%	8%	6%	20% OPQs	8%	10%	8%	8%	9%	13%
REFUSED	2	2	-	-	-	-	-	-	2	-	2	-	-	-	-	-	-	2	-	-	2	-	-	-
	-	1%	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	-	-

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

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	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (DESERVES RE-ELECTION - SOMEONE NEW)	-121	-151	76	-46	-91	-60	32	45	-17	-29	67	-6	-175	48	-162	-4	-61	-37	-5	-154	94	-58	-35	-86
	-20%	-72%	28%	-38%	-75%	-68%	30%	27%	-28%	-48%	57%	-3%	-70%	36%	-37%	-14%	-20%	-18%	-13%	-72%	40%	-40%	-23%	-19%
			BD	B			EFIJ	EFIJ	EF		LM	M		OP		O					TV	T		
TOTAL DESERVES RE-ELECTION	212	20	158	34	12	8	64	94	21	13	86	90	27	81	119	10	108	75	13	23	151	37	48	164
	35%	10%	58%	28%	10%	10%	60%	57%	35%	21%	74%	44%	11%	61%	28%	34%	35%	38%	38%	11%	65%	26%	32%	36%
			BD	B			EFIJ	EFIJ	EF	ef	LM	M		OP							TV	T		
TOTAL SOMEONE NEW	332	172	81	79	103	69	32	49	38	42	19	96	202	33	281	15	169	112	18	177	57	95	83	249
	55%	82%	30%	66%	84%	78%	30%	30%	63%	69%	16%	47%	81%	25%	65%	47%	55%	56%	51%	82%	25%	66%	55%	55%
		CD		C	GHIJ	GHi			GH	GH		K	KL		N	n				UV		U		
DEFINITELY DESERVES RE-ELECTION	148	11	113	24	7	5	43	70	15	9	70	58	12	59	85	3	75	52	10	11	109	28	32	116
	25%	5%	42%	20%	5%	5%	41%	42%	25%	15%	60%	29%	5%	44%	20%	10%	24%	26%	29%	5%	47%	20%	21%	26%
			BD	B			EFIJ	EFIJ	EF	ef	LM	M		OP							TV	T		
PROBABLY DESERVES RE-ELECTION	64	9	45	10	5	4	21	24	6	4	16	31	15	22	34	7	33	23	3	12	42	9	16	48
	11%	4%	17%	8%	4%	4%	19%	15%	10%	6%	14%	15%	6%	17%	8%	24%	11%	11%	9%	6%	18%	6%	11%	11%
			BD				EFJ	EFj			M	M		O							TV			
PROBABLY TIME FOR SOMEONE NEW	69	20	30	19	12	8	13	17	13	7	5	27	30	13	50	6	33	25	6	19	24	25	22	47
	12%	10%	11%	16%	9%	10%	12%	10%	21%	11%	4%	13%	12%	10%	12%	18%	11%	13%	17%	9%	10%	18%	14%	11%
									efh			K	K									Tu		
DEFINITELY TIME FOR SOMEONE NEW	263	152	51	60	92	60	19	32	25	35	14	69	172	20	231	9	135	86	12	158	33	69	61	202
	44%	72%	19%	50%	75%	68%	18%	20%	42%	58%	12%	34%	69%	15%	53%	29%	44%	43%	34%	73%	14%	48%	41%	45%
		CD		C	GHIJ	GHI			GH	GHi		K	KL		NP					UV		U		
UNDECIDED/DON'T KNOW/MORE INFO NEEDED	55	18	29	7	7	11	10	19	1	6	11	18	18	16	32	6	30	13	4	15	25	12	20	35
	9%	9%	11%	6%	6%	13%	10%	12%	2%	9%	10%	9%	7%	12%	7%	19%	10%	7%	11%	7%	11%	8%	13%	8%
						I	i	I																
REFUSED	2	-	2	-	-	-	-	2	-	-	-	-	2	2	-	-	2	-	-	-	-	-	-	2
	-	-	1%	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-	-

CIVITAS INSTITUTE

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

If the election for US Senate were being held today for whom would you vote between Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600	127	88	68	112	125	79	288	312	15	105	186	140	154	84	131	73	78	127	107	385	93	48	67
	100%	21%	15%	11%	19%	21%	13%	48%	52%	3%	17%	31%	23%	26%	14%	22%	12%	13%	21%	18%	64%	16%	8%	11%
TOTAL TILLIS	235	40	40	30	45	46	34	119	115	3	38	68	64	61	24	60	35	29	48	38	172	24	16	22
	39%	32%	45% b	44%	40%	37%	43%	41%	37%	19%	36%	37%	46% J	40% j	29%	46% O	48% O	38%	38%	35%	45% Vx	26%	34%	32%
TOTAL HAGAN	217	48	31	20	45	47	25	103	114	8	33	74	46	56	33	47	23	25	50	39	120	44	21	27
	36%	38%	35%	29%	40%	38%	32%	36%	36%	51%	32%	40%	33%	36%	39%	36%	32%	32%	39%	36%	31%	47% U	45% u	40%
TOTAL HAUGH	51	16	8	8	7	10	1	27	23	2	11	19	10	9	12	11	4	10	8	6	28	13	5	4
	8%	12% G	10% G	12% G	7% g	8% G	1%	10%	8%	16%	10%	10%	7%	6%	14% t	9%	6%	13%	6%	5%	7%	14%	11%	6%
TOTAL LEAN/UNDECIDED	87	22	8	9	13	21	14	34	54	2	23	19	17	27	14	10	10	14	17	23	56	12	4	14
	15%	17%	9%	13%	12%	17%	18%	12%	17% h	14%	22% L	10%	12%	17% l	16%	8%	13%	18%	13%	21% P	15%	12%	8%	21% w
DEFINITELY TILLIS	187	34	33	24	36	32	29	103	84	1	27	57	49	53	21	49	33	19	33	32	138	17	13	18
	31%	27%	37% f	36%	32%	25%	36%	36% I	27%	8%	26% J	31% J	35% J	34% J	25%	38% orS	45% ORSt	25%	26%	30%	36% V	18%	28%	27%
PROBABLY TILLIS	47	6	7	6	9	15	5	16	31	2	11	11	15	9	3	10	3	10	15	6	34	7	3	4
	8%	5%	7%	9%	8%	12% b	7%	6%	10% h	11%	10%	6%	11% n	6%	4%	8%	4%	13% q	12% oQt	5%	9%	7%	6%	5%
DEFINITELY HAGAN	165	39	25	16	35	31	18	83	81	5	25	54	38	42	30	36	18	16	34	31	91	35	15	21
	27%	30%	29%	24%	31%	25%	23%	29%	26%	34%	24%	29%	27%	27%	35%	27%	24%	21%	27%	29%	24%	38% U	31%	31%
PROBABLY HAGAN	53	10	6	3	11	16	7	20	33	3	8	20	8	13	3	11	5	9	16	8	29	9	7	6
	9%	8%	7%	5%	10%	13% d	9%	7%	10%	17%	8%	11%	6%	9%	4%	9%	7%	11%	12% O	8%	8%	9%	14%	8%
DEFINITELY HAUGH	21	5	5	2	6	3	-	12	9	2	2	9	5	3	6	5	1	3	3	3	13	7	-	1
	4%	4% G	5% G	3%	5% G	3% g	-	4%	3%	10%	2%	5%	4%	2%	7%	4%	1%	4%	3%	3%	3% W	7% Wx	-	1%
PROBABLY HAUGH	30	10	4	6	2	7	1	15	15	1	9	10	5	6	6	6	3	7	5	3	15	6	5	3
	5%	8% EG	4%	9% eg	2%	5%	1%	5%	5%	6%	8%	5%	3%	4%	7%	5%	4%	9%	4%	3%	4%	7%	11%	5%
LEAN TILLIS	12	3	2	2	-	3	2	6	6	-	1	3	4	3	-	3	3	1	3	1	11	-	-	1
	2%	2%	3%	2%	-	2%	3%	2%	2%	-	1%	2%	3% J	2% j	-	2% o	4% o	1%	3% o	1%	3% VW	-	-	1%
LEAN HAGAN	8	3	-	1	-	3	1	4	4	-	3	3	1	1	3	1	-	-	3	1	8	-	-	-
	1%	3%	-	1%	-	3% ce	1%	1%	1%	-	3%	2% j	1%	1%	4%	1%	-	-	3% qr	1%	2% VWX	-	-	-
LEAN HAUGH	5	1	2	-	-	-	2	2	3	-	-	1	1	3	2	1	-	-	-	3	3	-	1	2
	1%	-	2%	-	-	-	3%	1%	1%	3%	-	1%	-	2% k	2%	-	-	-	-	3% qrs	1%	-	2%	3%

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

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

Continued

If the election for US Senate were being held today for whom would you vote between Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
HARD UNDECIDED	62 10%	15 12% c	4 5%	6 9%	13 12% c	14 11% c	9 11%	22 7%	40 13% H	2 11%	19 18% Lm	11 6%	11 8%	19 12% l	9 10%	6 5%	7 9%	13 17% P	10 8%	17 16% Ps	34 9%	12 12%	3 6%	12 18% uw
OTHER	7 1%	1 1%	1 1%	- -	1 1%	1 1%	3 4%	3 1%	4 1%	- -	- -	3 2%	2 1%	2 1%	1 1%	1 1%	1 1%	- -	2 1%	2 2%	5 1% x	1 1%	1 2%	- -
REFUSED	3 1%	- -	- -	1 1%	1 1%	- -	1 2%	1 -	2 1%	- -	- -	3 2%	- -	- -	- -	1 1%	- -	- -	2 2%	- -	3 1%	- -	- -	- -

CIVITAS INSTITUTE

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

If the election for US Senate were being held today for whom would you vote between Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

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	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
TOTAL TILLIS	235	138	41	56	81	57	14	27	24	32	12	58	157	10	211	12	119	79	9	152	25	55	54	181
	39%	66%	15%	47%	66%	65%	14%	16%	40%	53%	10%	29%	63%	8%	49%	39%	39%	39%	26%	71%	11%	38%	36%	40%
		CD		C	GHI	GHI			GH	GH		K	KL		N	N				UV		U		
TOTAL HAGAN	217	16	169	32	11	6	72	97	21	11	92	85	28	86	116	14	113	72	18	18	161	38	54	163
	36%	8%	63%	27%	9%	6%	67%	59%	36%	18%	78%	42%	11%	65%	27%	45%	37%	36%	52%	8%	69%	27%	36%	36%
			BD	B			EFIJ	EFIJ	EFJ	f	LM	M		O							TV	T		
TOTAL HAUGH	51	19	19	13	12	8	10	9	6	7	4	23	23	14	36	1	31	14	3	17	10	21	18	33
	8%	9%	7%	11%	10%	9%	10%	5%	10%	12%	4%	11%	9%	10%	8%	2%	10%	7%	8%	8%	4%	15%	12%	7%
												K	k	p	p							tU		
TOTAL LEAN/UNDECIDED	87	31	38	18	15	16	10	28	9	10	8	32	37	20	62	4	40	33	4	23	34	27	22	65
	15%	15%	14%	15%	12%	18%	10%	17%	14%	16%	7%	16%	15%	15%	14%	14%	13%	16%	11%	11%	14%	19%	15%	14%
												K	K									T		
DEFINITELY TILLIS	187	112	31	44	67	45	13	18	23	21	6	48	126	9	166	11	92	65	6	128	17	40	46	141
	31%	53%	12%	37%	55%	51%	13%	11%	38%	36%	5%	24%	51%	7%	39%	37%	30%	33%	19%	60%	7%	28%	31%	31%
		CD		C	GHIJ	GHj			GH	GH		K	KL		N	N		s		UV		U		
PROBABLY TILLIS	47	26	10	12	14	12	1	9	2	10	5	11	32	1	44	1	27	14	3	24	8	15	8	40
	8%	12%	4%	10%	11%	14%	1%	5%	3%	17%	4%	5%	13%	1%	10%	3%	9%	7%	7%	11%	3%	10%	5%	9%
		C		C	GI	GhI		g		GHI			KL		Np					U		U		
DEFINITELY HAGAN	165	10	129	26	9	1	59	70	16	10	75	64	15	69	86	8	84	60	11	9	126	29	38	127
	27%	5%	48%	22%	7%	1%	55%	43%	27%	17%	64%	31%	6%	52%	20%	27%	27%	30%	32%	4%	54%	21%	25%	28%
			BD	B	F		EFhIJ	EFIJ	EF	F	LM	M		OP							TV	T		
PROBABLY HAGAN	53	6	40	6	2	5	13	27	5	1	17	21	12	17	30	5	29	12	7	8	35	9	16	36
	9%	3%	15%	5%	2%	5%	12%	17%	9%	1%	14%	10%	5%	13%	7%	17%	9%	6%	20%	4%	15%	6%	11%	8%
			BD				EJ	EFJ	ej		M	M							r		TV			
DEFINITELY HAUGH	21	8	12	1	5	3	7	6	1	1	3	10	7	7	13	1	12	6	2	8	7	4	8	13
	4%	4%	5%	1%	4%	3%	6%	3%	1%	1%	2%	5%	3%	5%	3%	2%	4%	3%	5%	4%	3%	3%	5%	3%
			D				ij																	
PROBABLY HAUGH	30	12	6	12	7	5	3	3	5	7	2	12	16	7	23	-	19	8	1	9	2	17	9	20
	5%	6%	2%	10%	6%	6%	3%	2%	9%	11%	1%	6%	6%	5%	5%	-	6%	4%	3%	4%	1%	12%	6%	5%
				C					h	gH		K	K	P	P					u		TU		
LEAN TILLIS	12	8	2	2	4	4	1	1	1	1	1	2	8	2	9	-	4	7	-	7	1	3	-	12
	2%	4%	1%	1%	3%	4%	1%	1%	1%	1%	1%	1%	3%	2%	2%	-	1%	3%	-	3%	-	2%	-	3%
		c											kl		P		s	S		U				W
LEAN HAGAN	8	3	3	2	3	-	1	2	-	2	-	4	4	3	2	3	5	1	-	1	7	1	5	3
	1%	2%	1%	2%	3%	-	1%	1%	-	3%	-	2%	2%	3%	-	10%	2%	1%	-	-	3%	1%	3%	1%
												k	k				S				t			
LEAN HAUGH	5	-	3	2	-	-	1	2	1	1	-	4	2	1	4	-	2	3	-	-	4	1	-	5
	1%	-	1%	2%	-	-	1%	1%	2%	2%	-	2%	1%	1%	1%	-	1%	1%	-	-	2%	1%	-	1%
												k			P						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

If the election for US Senate were being held today for whom would you vote between Thom Tillis, the Republican, Kay Hagan, the Democrat, or Sean Haugh, the Libertarian?

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)
HARD UNDECIDED	62 10%	20 9%	29 11%	13 11%	8 6%	12 14%	7 7%	22 14% eg	7 11%	6 10%	8 6%	23 11%	23 9%	13 10%	47 11%	1 4%	29 9%	22 11%	4 11%	14 7%	22 10%	22 15% T	17 11%	45 10%
OTHER	7 1%	5 2%	1 -	1 1%	3 3%	2 2%	- -	1 1%	- -	1 1%	- -	3 1%	4 2% k	1 1%	6 1% P	- -	4 1%	2 1%	1 3%	4 2%	1 -	2 1%	2 1%	5 1%
REFUSED	3 1%	1 -	2 1%	- -	1 1%	- -	- -	2 1%	- -	- -	1 1%	2 1%	- -	1 1%	2 -	- -	1 -	1 -	- -	1 -	2 1%	- -	- -	3 1% w

CIVITAS INSTITUTE

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

Suppose there were only two candidates for whom would you vote between: Thom Tillis, the Republican and Kay Hagan, the Democrat?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11%
**D/S (TILLIS - HAGAN)	32 5%	-9 -7%	15 17% BEF	16 23% BEFg	-3 -2%	4 3% BE	9 11% BEf	28 10% I	4 1%	-4 -25%	6 6% J	2 1% j	13 10% JL	14 9% JL	-5 -5%	16 12% ORST	17 23% OpRST	2 3% O	- -	2 2% Os	72 19% VWX	-29 -31%	-4 -9% V	-3 -5% V
TOTAL TILLIS	279 46%	48 38%	48 55% B	38 55% B	51 46%	57 46%	36 45%	142 49%	137 44%	5 32%	47 45%	82 44%	69 49%	77 50%	33 40%	65 50%	43 59% OSt	34 44%	56 44%	47 44%	204 53% Vx	28 30%	19 40%	27 40%
TOTAL HAGAN	247 41%	57 45%	34 38%	22 32%	54 48% dg	54 43%	26 34%	114 40%	133 43%	9 57%	41 39%	80 43%	55 40%	62 40%	38 45%	50 38%	27 36%	32 41%	56 44%	45 42%	132 34%	57 61% Ux	23 49% u	30 45%
TOTAL LEAN/UNDECIDED	72 12%	20 16% cE	6 7%	9 12%	6 6%	14 11%	16 21% CE	32 11%	40 13%	2 11%	17 17%	24 13%	16 11%	14 9%	13 15% q	16 12% q	3 5%	11 14% q	16 12% q	13 12% q	48 13%	9 10%	5 11%	9 13%
DEFINITELY TILLIS	221 37%	39 31%	38 43% b	29 42%	41 37%	42 34%	32 40%	122 42% I	99 32%	3 17%	32 30%	67 36% j	57 41% J	63 41% J	26 31%	58 45% orS	37 51% ORST	23 29%	40 31%	37 35%	164 43% V	16 17%	15 32% v	24 36% V
PROBABLY TILLIS	58 10%	9 7%	10 11%	9 13%	10 9%	15 12% g	4 5%	20 7%	37 12% h	2 15%	15 14%	16 8%	11 8%	14 9%	7 9%	7 5%	6 9%	12 15% p	16 13% P	10 9%	39 10% x	12 13% x	4 8%	3 4%
LEAN TILLIS	8 1%	3 2%	- -	2 2%	- -	1 1%	2 3%	3 1%	5 2%	- -	- -	3 2% jk	3 2% jk	1 1%	2 3%	- -	1 1%	- -	4 3% pr	1 1%	6 2% VW	- -	- -	2 3%
UNDECIDED	55 9%	16 12% ce	4 4%	6 9%	5 5%	12 9%	12 16% CE	25 9%	30 9%	- 2%	15 14% J	20 11% J	9 6%	10 7%	8 10%	14 11% Q	2 3%	9 12% q	10 8%	10 9% q	37 10%	8 8%	5 11%	4 6%
LEAN HAGAN	9 2%	2 1%	3 3%	1 1%	1 1%	1 1%	2 2%	4 1%	6 2%	1 9%	2 2%	- -	3 2% l	2 2%	2 2%	2 1%	- -	2 2%	2 1%	2 2%	5 1% W	1 1%	- -	3 4% w
PROBABLY HAGAN	60 10%	11 8%	8 9%	3 5%	15 13% d	17 13% d	6 8%	23 8%	37 12%	3 20%	10 10%	17 9%	16 12%	13 8%	4 4%	11 9%	8 11%	11 14%	19 15% Ot	7 7%	27 7%	15 16% u	6 13%	9 13%
DEFINITELY HAGAN	187 31%	47 37%	25 29%	19 27%	39 35%	37 30%	20 26%	91 32%	96 31%	6 37%	31 29%	63 34%	39 28%	49 32%	34 41% q	38 29%	19 26%	22 28%	37 29%	37 35%	104 27%	42 45% U	17 36%	22 32%
REFUSED	2 -	1 1%	- -	- -	1 1%	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	2 2%	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

Suppose there were only two candidates for whom would you vote between: Thom Tillis, the Republican and Kay Hagan, the Democrat?

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	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (TILLIS - HAGAN)	32	139	-142	34	79	60	-59	-83	7	27	-84	-37	157	-80	112	-1	10	15	-9	148	-148	29	7	25
	5%	66%	-52%	29%	65%	68%	-55%	-51%	12%	45%	-72%	-18%	63%	-61%	26%	-5%	3%	7%	-27%	69%	-64%	20%	5%	6%
		CD		C	GHIJ	GHIJ			GH	GHI		K	KL		NP	N	S	qS		UV		U		
TOTAL TILLIS	279	160	49	70	93	67	19	30	30	40	12	69	187	20	244	12	141	95	11	171	30	74	68	211
	46%	76%	18%	58%	76%	76%	18%	18%	50%	66%	10%	34%	75%	15%	56%	39%	46%	48%	32%	80%	13%	52%	45%	47%
		CD		C	GHI	GHI			GH	GHi		K	KL		N	n		s		UV		U		
TOTAL HAGAN	247	21	191	36	14	7	78	113	23	13	96	106	30	100	132	14	131	81	20	23	178	46	61	186
	41%	10%	71%	30%	11%	8%	73%	69%	38%	22%	82%	52%	12%	76%	31%	44%	43%	40%	59%	11%	77%	32%	40%	41%
			BD	B			EFIJ	EFIJ	EFj	F	LM	M		OP					qr		TV	T		
TOTAL LEAN/UNDECIDED	72	29	29	14	15	13	9	20	7	7	9	28	31	11	54	5	36	24	3	20	24	23	22	50
	12%	14%	11%	12%	13%	15%	9%	12%	12%	12%	7%	14%	12%	9%	12%	17%	12%	12%	9%	9%	10%	16%	14%	11%
												k										t		
DEFINITELY TILLIS	221	134	35	53	83	51	16	18	22	30	6	49	157	17	192	11	111	77	7	146	19	54	54	168
	37%	64%	13%	44%	68%	58%	16%	11%	38%	50%	5%	24%	63%	13%	44%	37%	36%	38%	22%	68%	8%	37%	36%	37%
		CD		C	GHIJ	GHI			GH	GH		K	KL		N	N	s	s		UV		U		
PROBABLY TILLIS	58	26	15	17	10	16	3	12	7	10	6	20	30	4	52	1	30	18	3	25	11	21	14	44
	10%	12%	5%	14%	8%	18%	3%	7%	12%	17%	5%	10%	12%	3%	12%	3%	10%	9%	10%	12%	5%	14%	9%	10%
		C		C	g	eGH			G	G			K		NP					U		U		
LEAN TILLIS	8	5	3	-	2	3	1	2	-	-	2	4	2	-	8	-	3	4	-	2	4	1	-	8
	1%	2%	1%	-	2%	3%	1%	1%	-	-	2%	2%	1%	-	2%	-	1%	2%	-	1%	2%	1%	-	2%
		D													NP			s						W
UNDECIDED	55	24	18	13	13	10	5	13	7	7	3	20	27	9	39	5	29	14	3	16	12	21	20	34
	9%	11%	7%	11%	11%	12%	5%	8%	11%	11%	2%	10%	11%	7%	9%	15%	10%	7%	9%	8%	5%	15%	13%	8%
												K	K									TU		
LEAN HAGAN	9	-	8	1	-	-	3	5	1	-	4	3	2	2	7	-	4	6	-	1	7	1	1	8
	2%	-	3%	1%	-	-	3%	3%	1%	1%	3%	2%	1%	2%	2%	1%	1%	3%	-	-	3%	1%	1%	2%
			B					EF									s	S			t			
PROBABLY HAGAN	60	6	49	5	3	4	16	33	4	1	16	29	11	23	34	3	34	16	7	8	40	12	16	44
	10%	3%	18%	4%	2%	4%	15%	20%	6%	1%	14%	14%	5%	17%	8%	11%	11%	8%	21%	4%	17%	9%	11%	10%
			BD				EFiJ	EFIJ			M	M		O							TV	t		
DEFINITELY HAGAN	187	14	142	31	11	3	62	80	19	12	80	77	19	78	98	10	97	65	13	15	139	33	45	143
	31%	7%	53%	26%	9%	4%	58%	49%	32%	20%	68%	38%	8%	59%	23%	33%	32%	32%	39%	7%	60%	23%	30%	32%
			BD	B			EFIJ	EFIJ	EF	eF	LM	M		OP							TV	T		
REFUSED	2	1	1	-	-	1	-	1	-	-	-	1	-	-	2	-	-	1	-	1	-	-	-	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

On Election Day in November, what would you say would be your primary motive to vote? Will you be more motivated to vote based on...

North Carolina specific issues like state spending, education and specific state laws and policies.

National issues like ObamaCare, federal spending and borrowing, and foreign policy.

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/ SEP (W)	WID-OWED (X)
BASE=TOTAL SAMPLE	600	127	88	68	112	125	79	288	312	15	105	186	140	154	84	131	73	78	127	107	385	93	48	67
	100%	21%	15%	11%	19%	21%	13%	48%	52%	3%	17%	31%	23%	26%	14%	22%	12%	13%	21%	18%	64%	16%	8%	11% uVW
**D/S (STATE ISSUES - FEDERAL ISSUES)	-65	-6	-19	-4	-15	-25	4	-34	-31	-	-16	-10	-29	-11	-8	-20	-6	-2	-19	-10	-59	-8	4	-5
	-11%	-5% CeF	-22%	-6% CF	-14%	-20%	5% BCDEF	-12%	-10%	- KLMN	-15%	-5% kM	-21%	-7% M	-9%	-16%	-8%	-3% PS	-15%	-10%	-15%	-8%	8% UVX	-7% U
STATE ISSUES																								
MAY 20-22, 2014	243	53	32	29	44	44	40	115	128	7	41	82	51	62	37	50	29	35	51	42	148	41	24	26
	41%	42%	36%	43%	40%	35%	51% cF	40%	41%	48%	39%	44%	37%	40%	43%	38%	40%	45%	40%	39%	38%	44%	51%	39%
APR 19, 21-22, 2014	262	60	40	25	48	64	26	108	153	15	48	87	58	54	41	47	21	42	76	36	146	61	32	20
	44%	48%	48%	34%	42%	48% d	35%	38%	49% H	74% KlMN	46% n	49% N	45% N	32%	47% Q	42% Q	24%	55% Qt	52% Qt	39% Q	39%	53% U	53% u	45%
MAR 18-20, 2014	197	45	25	25	44	34	25	103	94	8	35	68	36	49	34	49	20	28	34	32	-	-	-	-
	33%	35%	27%	35%	38%	29%	32%	36%	30%	43%	37%	36%	27%	30%	42% Qs	39% QS	24%	34%	25%	33%	-	-	-	-
FEDERAL ISSUES																								
MAY 20-22, 2014	308	60	51	33	60	69	36	149	160	7	57	91	80	73	44	70	35	38	70	52	207	48	20	31
	51%	47%	58%	49%	53%	55%	46%	52%	51%	49%	54%	49%	57% n	47%	53%	53%	47%	48%	55%	49%	54%	52%	43%	45%
APR 19, 21-22, 2014	287	52	38	41	54	59	42	157	130	5	43	77	64	97	36	60	60	30	56	43	201	42	22	21
	48%	41%	46%	56%	48%	45%	56% b	54% I	42%	23%	42%	44%	50% J	57% JKL	41%	53% S	69% OPRST	40%	39%	47%	53% VW	37%	37%	46%
MAR 18-20, 2014	321	65	54	31	62	69	40	152	169	8	49	95	77	92	41	59	52	46	74	48	-	-	-	-
	53%	51%	60% d	43%	54%	58% d	52%	53%	54%	42%	52%	50%	57%	56%	50%	47%	64% Pt	57%	56%	50%	-	-	-	-
WON'T BE MOTIVATED																								
MAY 20-22, 2014	8	6	1	-	1	1	-	3	5	-	3	4	1	-	-	3	-	3	2	-	7	-	-	1
	1%	5% DeG	1%	-	1%	1%	-	1%	2%	3%	3%	2% n	1%	-	-	2% oqt	-	4%	1%	-	2% W	-	-	1%
APR 19, 21-22, 2014	13	5	2	1	4	2	1	7	7	1	4	3	4	3	4	2	1	-	5	2	5	6	-	2
	2%	4%	2%	2%	3%	1%	1%	2%	2%	3%	4%	2%	3%	2%	5%	1%	1%	-	3% r	2%	1% W	5% W	-	4%
MAR 18-20, 2014	19	8	2	3	2	2	2	7	11	1	4	5	3	6	1	4	2	4	4	4	-	-	-	-
	3%	6%	2%	4%	2%	2%	2%	3%	4%	4%	4%	3%	2%	4%	1%	3%	3%	4%	3%	4%	-	-	-	-

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

On Election Day in November, what would you say would be your primary motive to vote? Will you be more motivated to vote based on...

North Carolina specific issues like state spending, education and specific state laws and policies.

National issues like ObamaCare, federal spending and borrowing, and foreign policy.

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	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)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)
DON'T KNOW/REFUSED	40	8	5	6	8	11	2	21	19	-	4	8	7	20	3	8	10	2	4	13	23	4	3	10
	7%	7%	5%	9%	7%	9%	3%	7%	6%	-	4%	4%	5%	13%	4%	6%	13%	2%	3%	12%	6%	4%	6%	15%
						g						J	J	JKLM			oRS			oRS				uV

CIVITAS INSTITUTE

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

On Election Day in November, what would you say would be your primary motive to vote? Will you be more motivated to vote based on...

North Carolina specific issues like state spending, education and specific state laws and policies.

National issues like ObamaCare, federal spending and borrowing, and foreign policy.

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%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%
**D/S (STATE ISSUES - FEDERAL ISSUES)	-65 -11%	-62 -30%	25 9% BD	-29 -24%	-41 -33%	-21 -24%	17 16% EFHIJ	8 5% EFIJ	-10 -17% e	-19 -31%	12 10% LM	-14 -7% M	-61 -25%	14 10% OP	-76 -18%	-4 -12%	-41 -13%	-15 -7% q	-1 -4% Q	-70 -33%	20 9% TV	-14 -10% T	-5 -3% X	-60 -13%
STATE ISSUES																								
MAY 20-22, 2014	243 41%	65 31%	137 51% BD	41 34%	34 28%	31 36%	58 55% EFiJ	78 48% EfJ	23 38%	19 31%	60 51% M	86 42%	86 35%	69 52% O	159 37%	13 43%	123 40%	82 41%	16 47%	66 31%	117 50% T	59 41% t	69 46%	174 39%
APR 19, 21-22, 2014	262 44%	43 21%	169 62% BD	50 42% B	21 18%	23 23%	63 58% EFI	105 65% EFIJ	25 36% EF	25 48% EF	80 64% lM	105 53% M	68 27%	84 64% O	160 37%	16 53%	144 47% R	76 35%	31 67% QR	45 22%	148 61% TV	69 45% T	59 39%	203 45%
MAR 18-20, 2014	197 33%	46 22%	102 38% B	49 41% B	29 27% f	17 16%	45 39% F	57 37% F	28 45% EF	20 36% F	61 49% M	80 39% M	51 21%	53 40% o	127 29%	16 53% o	105 36%	62 28%	19 41%	42 21%	109 42% T	42 33% T	50 33%	147 33%
FEDERAL ISSUES																								
MAY 20-22, 2014	308 51%	127 61% C	111 41%	70 58% C	75 61% GH	52 60% GH	41 39%	70 43%	33 55% g	37 62% GH	48 41%	100 49%	147 59% KL	55 42%	235 54% N	17 55%	164 53%	96 48%	18 51%	136 63% UV	97 42%	73 51%	74 49%	234 52%
APR 19, 21-22, 2014	287 48%	145 69% CD	81 30%	60 50% C	78 70% GHIJ	68 69% GHiJ	42 38% h	39 24%	37 55% GH	23 44% H	35 28%	79 40% k	166 65% KL	40 31%	235 54% NP	7 22%	139 45%	115 54% qS	15 31%	143 71% UV	75 31%	65 43% U	75 50%	212 47%
MAR 18-20, 2014	321 53%	147 70% CD	118 44%	56 47%	72 66% GHIJ	75 74% GHIJ	52 45%	66 43%	28 44%	28 50%	47 38%	101 49%	160 66% KL	65 49%	240 56%	12 39%	146 50%	127 58%	22 48%	143 71% UV	105 41%	67 53% U	77 51%	244 54%
WON'T BE MOTIVATED																								
MAY 20-22, 2014	8 1%	3 2%	5 2%	1 1%	2 1%	1 2%	1 1%	4 2% j	1 1%	- -	1 1%	3 2%	4 1%	4 3%	5 1% P	- -	6 2% r	1 -	- 1%	4 2% v	3 1%	- -	- -	8 2% W
APR 19, 21-22, 2014	13 2%	8 4% c	2 1%	3 3%	5 5% g	3 3%	- -	2 1%	1 2%	2 3%	3 2%	2 1%	8 3%	1 1%	9 2%	3 9%	10 3% S	3 2% s	- -	6 3%	3 1%	5 3%	1 1%	12 3% w
MAR 18-20, 2014	19 3%	5 2%	9 3%	4 3%	2 2%	3 3%	3 3%	6 4%	2 4%	2 3%	2 1%	2 1%	12 5% kL	2 1%	15 4%	2 6%	9 3%	8 4%	- 1%	6 3%	8 3%	4 4%	5 3%	14 3%

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

Continued

On Election Day in November, what would you say would be your primary motive to vote? Will you be more motivated to vote based on...

North Carolina specific issues like state spending, education and specific state laws and policies.

National issues like ObamaCare, federal spending and borrowing, and foreign policy.

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)
DON'T KNOW/REFUSED	40	14	18	8	11	3	6	12	3	5	8	15	12	5	34	1	14	22	-	9	15	11	7	33
	7%	7%	7%	7%	9%	3%	6%	7%	6%	8%	7%	7%	5%	4%	8%	2%	5%	11%	-	4%	6%	8%	5%	7%
															n		S	QS						

CIVITAS INSTITUTE

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