CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / JUNE 18-19 & 22, 2014

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	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	MARR-IED	SIN-GLE	DIV/SEP - WIDOWED (X)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	
BASE=TOTAL SAMPLE	600	137	81	64	111	127	81	288	312	19	94	191	136	159	74	127	86	88	131	93	379	110	56	49
	100%	23%	13%	11%	19%	21%	13%	48%	52%	3%	16%	32%	23%	26%	12%	21%	14%	15%	22%	15%	63%	18%	9%	8%
**D/S (FAVORABLE - UNFAVORABLE)	21	-	-4	10	4	8	3	26	-4	4	-20	19	-12	30	1	-2	26	-15	4	7	23	-5	-3	7
	4%	-	-5%	16%	3%	6%	4%	9%	-1%	23%	-21%	10%	-9%	19%	2%	-2%	30%	-17%	3%	8%	6%	-5%	-6%	14%
		c		BCEfG	bC	BC	C	I		KM		KM	k	KLM	PR	R	OPRST		PR	oPR	VW			VW
TOTAL HEARD OF	591	134	81	64	111	122	80	283	307	19	91	191	135	154	73	127	83	86	130	91	374	108	54	49
	98%	98%	100%	100%	99%	96%	99%	98%	99%	100%	97%	100%	99%	97%	98%	100%	96%	98%	99%	99%	99%	98%	97%	99%
			bf	bf						N		N				q								
TOTAL FAVORABLE																								
JUN 18-19 & 22, 2014	279	61	32	35	52	64	36	142	137	10	34	98	56	82	35	58	50	32	60	44	184	47	21	25
	47%	44%	40%	55%	47%	50%	44%	49%	44%	52%	36%	51%	41%	52%	47%	45%	57%	37%	46%	48%	49%	42%	38%	50%
				c								K		Km			pR							
MAY 20-22, 2014	288	61	39	32	52	70	34	150	138	4	55	76	72	81	35	70	45	41	45	51	199	33	20	35
	48%	48%	44%	46%	47%	56%	43%	52%	44%	25%	52%	41%	51%	53%	42%	54%	61%	53%	36%	48%	52%	36%	42%	52%
								i			J		Jl	JL		S	OS	S		s	V			v
APR 19,21-22 2014	264	41	38	35	61	57	31	138	125	10	36	74	56	87	33	57	48	31	52	42	178	44	25	18
	44%	32%	46%	48%	54%	44%	42%	48%	40%	51%	35%	42%	44%	51%	37%	51%	55%	41%	36%	47%	47%	38%	41%	39%
			b	b	B			i						K		S	OS							
MAR 18-20, 2014	264	63	42	25	39	63	32	139	125	9	44	81	50	80	39	61	38	35	43	47	-	-	-	-
	44%	49%	47%	36%	34%	53%	41%	48%	40%	46%	47%	43%	38%	49%	49%	49%	47%	44%	32%	48%	-	-	-	-
		E				DE		i						m	s	S	S			S				
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	-	-	-	-
	43%	39%	41%	39%	46%	50%	40%	43%	44%	19%	48%	42%	43%	44%	36%	45%	46%	50%	40%	43%	-	-	-	-
						b					J	J	J	J				o						

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TOTAL UNFAVORABLE

JUN 18-19 & 22, 2014	258	61	36	25	48	55	33	117	141	5	54	78	68	52	34	60	23	47	56	37	161	52	24
18	43%	44%	44%	39%	43%	44%	41%	41%	45%	29%	57%	41%	50%	33%	45%	47%	27%	54%	43%	40%	42%	47%	44%
36%											jLN		N		Q	Q		Q	Q	q			
MAY 20-22, 2014	229	57	30	21	48	42	31	101	128	10	36	83	53	49	39	46	17	27	61	41	138	46	22
19	38%	45%	34%	31%	43%	34%	39%	35%	41%	64%	34%	44%	38%	32%	46%	35%	23%	34%	48%	38%	36%	49%	45%
29%		d								KMN		N			Q	q			pQ	Q		UX	x
APR 19,21-22 2014	252	72	29	22	39	62	28	114	138	9	38	85	58	62	37	44	33	30	76	32	155	49	31
14	42%	58%	35%	29%	35%	48%	37%	40%	44%	44%	37%	48%	45%	36%	42%	39%	38%	40%	52%	35%	41%	43%	52%
32%		CDEG				cDe						N							pQT				x
MAR 18-20, 2014	279	56	38	34	64	49	38	126	153	7	42	92	74	63	36	58	32	33	78	42	-	-	-
-	46%	44%	42%	48%	55%	41%	49%	44%	49%	37%	44%	49%	56%	39%	44%	46%	40%	41%	58%	43%	-	-	-
-					f								N						pQRT				

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

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CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / JUNE 18-19 & 22, 2014

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	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	MARR-IED	SIN-GLE	DIV/SEP	WIDOWED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
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	-	-	-	-
	44%	53%	45%	42%	37%	43%	41%	43%	45%	57%	43%	43%	44%	43%	50%	38%	42%	38%	49%	44%	-	-	-	-
		E													p				p					
VERY FAVORABLE	111	33	10	12	16	28	13	58	54	4	13	35	23	36	13	20	25	12	23	19	77	16	9	9
	19%	24%	13%	19%	14%	22%	16%	20%	17%	22%	14%	18%	17%	23%	17%	16%	29%	13%	18%	20%	20%	15%	16%	19%
		Ce															PRs							
SOMEWHAT FAVORABLE	168	28	22	23	36	36	23	85	83	6	20	62	33	46	22	37	25	20	37	26	107	31	12	15
	28%	20%	27%	36%	33%	28%	28%	29%	27%	30%	22%	33%	24%	29%	30%	30%	29%	23%	28%	28%	28%	28%	22%	31%
				B	B																			
SOMEWHAT UNFAVORABLE	89	19	16	7	14	23	10	38	52	4	15	27	22	21	15	15	8	14	22	15	57	15	12	6
	15%	14%	19%	11%	13%	18%	13%	13%	17%	21%	16%	14%	16%	13%	20%	12%	9%	16%	17%	16%	15%	13%	21%	13%
															q				q					
VERY UNFAVORABLE	168	42	20	18	34	32	22	79	89	2	39	51	46	32	19	45	16	33	34	22	104	37	13	11
	28%	31%	25%	28%	30%	25%	28%	28%	29%	8%	41%	27%	34%	20%	25%	35%	18%	37%	26%	24%	27%	34%	23%	23%
											JlN	J	JN			Qt		Qt						
HEARD OF/NO OPINION	54	12	13	4	10	3	11	24	30	4	4	16	11	20	4	10	10	6	13	10	30	10	8	6
	9%	9%	16%	6%	9%	3%	14%	8%	10%	19%	4%	8%	8%	13%	6%	8%	12%	7%	10%	11%	8%	9%	15%	12%
		F	dF		F		F							K										
NEVER HEARD OF	9	3	-	-	1	5	1	5	5	-	3	-	2	5	1	-	3	2	2	1	5	2	2	1
	2%	2%	-	-	1%	4%	1%	2%	1%	-	3%	-	1%	3%	2%	-	4%	2%	1%	1%	1%	2%	3%	1%
		cd				cd								JL			p							
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	1.0	0.9	1.4	1.1	1.1	1.1	1.2	1.0	1.8	0.6	1.2	0.8	1.6	1.0	1.0	2.1	0.7	1.1	1.2	1.1	0.9	0.9	1.4

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

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)	PARTY ID: GOP (Q)	PARTY ID: DEM (R)	PARTY ID: IND (S)	TEA PARTY AFFILIATION: YES (T)	TEA PARTY AFFILIATION: NO (U)	PHONE TYPE: CELL (V)	PHONE TYPE: LAND (W)
BASE=TOTAL SAMPLE	600	210	270	120	111	99	119	151	59	61	125	208	249	132	432	28	208	254	133	142	433	150	450
	100%	35%	45%	20%	18%	17%	20%	25%	10%	10%	21%	35%	42%	22%	72%	5%	35%	42%	22%	24%	72%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	21	106	-80	-5	60	47	-33	-47	-1	-4	-78	-34	140	-46	71	-2	116	-90	-4	97	-85	-9	30
	4%	51%	-30%	-4%	54%	47%	-28%	-31%	-1%	-7%	-62%	-16%	56%	-35%	16%	-9%	56%	-36%	-3%	69%	-20%	-6%	7%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		NP	N	RS		R	U			V
TOTAL HEARD OF	591	210	268	113	111	99	119	149	54	59	123	205	245	129	430	24	208	247	130	142	424	149	442
	98%	100%	99%	94%	100%	100%	100%	98%	92%	97%	98%	99%	98%	98%	100%	86%	100%	97%	98%	100%	98%	99%	98%
		D	D		I	I	I	i									R			U			
TOTAL FAVORABLE																							
JUN 18-19 & 22, 2014	279	151	78	50	81	70	37	41	24	26	16	78	183	36	233	7	155	65	56	115	150	63	216
	47%	72%	29%	42%	73%	70%	31%	27%	41%	42%	13%	37%	73%	27%	54%	26%	75%	26%	43%	81%	35%	42%	48%
		CD		C	GHIJ	GHIJ			h	h		K	KL		Np		RS		R	U			
MAY 20-22, 2014	288	146	80	62	83	63	36	44	31	31	21	84	172	33	239	14	153	57	72	-	-	69	219
	48%	69%	30%	52%	68%	72%	34%	27%	52%	51%	18%	41%	69%	25%	55%	47%	71%	25%	50%	-	-	46%	49%
		CD		C	GHij	GHIJ			GH	GH		K	KL		N	n	RS		R				
APR 19,21-22 2014	264	146	67	50	83	63	28	39	28	23	26	67	167	28	222	11	145	56	61	-	-	62	202
	44%	70%	25%	42%	74%	64%	25%	24%	41%	43%	21%	34%	65%	21%	51%	37%	72%	23%	40%	-	-	41%	45%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		N		RS		R				
MAR 18-20, 2014	264	149	68	47	83	65	31	38	25	22	21	82	154	26	216	19	146	51	63	-	-	62	202
	44%	71%	25%	39%	77%	65%	26%	25%	40%	38%	17%	40%	63%	20%	50%	62%	72%	20%	50%	-	-	41%	45%
		CD		C	fGHIJ	GHIJ			gH	h		K	KL		N	N	RS		R				
JAN 23 & 25-26, 2014	259	148	60	50	70	78	33	27	20	31	14	57	185	22	222	12	139	56	59	-	-	61	198
	43%	71%	22%	42%	68%	73%	27%	19%	32%	52%	12%	33%	66%	17%	51%	40%	69%	22%	44%	-	-	40%	44%
		CD		C	GHIj	GHIJ			H	GHi		K	KL		N	n	RS		R				
TOTAL UNFAVORABLE																							
JUN 18-19 & 22, 2014	258	44	159	55	21	23	71	88	25	30	94	111	42	82	162	10	39	156	60	18	236	72	186
	43%	21%	59%	46%	19%	23%	59%	58%	43%	49%	75%	54%	17%	62%	38%	35%	19%	61%	45%	13%	54%	48%	41%
			BD	B			EFI	EFi	EF	EF	LM	M		O				QS	Q		T		
MAY 20-22, 2014	229	35	150	44	19	16	56	94	26	18	81	94	44	75	140	12	33	141	53	-	-	57	172
	38%	17%	56%	37%	15%	18%	53%	57%	44%	29%	69%	46%	18%	57%	32%	39%	15%	61%	37%	-	-	38%	38%
			BD	B			EFJ	EFiJ	EF	e	LM	M		O				QS	Q				
APR 19,21-22 2014	252	33	168	51	17	16	70	98	28	24	85	101	59	86	150	13	29	155	67	-	-	65	188
	42%	16%	62%	43%	15%	17%	64%	61%	41%	45%	68%	51%	23%	65%	35%	45%	14%	64%	44%	-	-	43%	42%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		O				QS	Q				
MAR 18-20, 2014	279	36	185	57	14	22	81	104	31	27	89	110	64	88	179	11	36	183	51	-	-	74	204
	46%	17%	69%	48%	13%	21%	70%	68%	49%	47%	72%	54%	26%	67%	41%	36%	18%	71%	40%	-	-	50%	45%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		OP				QS	Q				

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

Continued

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Please tell me if you have a favorable or unfavorable opinion of Pat McCrory

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			PARTY ID			TEA PARTY AFFILIATION		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)	GOP (Q)	DEM (R)	IND (S)	YES (T)	NO (U)	CELL (V)	LAND (W)
JAN 23 & 25-26, 2014	262	45	167	51	24	21	71	96	28	23	88	96	62	82	165	14	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%	20%	63% QS	42% Q	-	-	43%	44%
VERY FAVORABLE	111	63	29	20	35	27	17	11	5	15	2	27	81	6	101	2	77	18	14	54	52	21	90
	19%	30% CD	11%	17%	32% GHI	28% GHI	15% h	7%	8%	25% HI	2%	13% K	32% KL	5%	23% N	8%	37% RS	7%	11%	38% U	12%	14%	20%
SOMEWHAT FAVORABLE	168	88	50	30	46	42	20	30	19	11	13	51	102	30	132	5	78	47	42	61	98	42	126
	28%	42% CD	18%	25%	41% GHJ	43% GHJ	17%	20%	33% Ghj	18%	11%	24% K	41% KL	23%	31% n	18%	37% R	18%	32% R	43% U	23%	28%	28%
SOMEWHAT UNFAVORABLE	89	26	47	16	13	12	16	31	8	8	15	48	23	22	61	6	23	38	27	9	78	24	66
	15%	12%	17%	14%	12%	13%	13%	21%	14%	13%	12%	23% KM	9%	17%	14%	23%	11%	15%	20% Q	7%	18% T	16%	15%
VERY UNFAVORABLE	168	18	111	39	8	10	55	57	17	22	79	63	19	60	101	3	16	117	34	9	157	48	120
	28%	9%	41% B	32% B	7%	11%	46% EFI	37% EF	28% EF	36% EF	63% LM	30% M	8%	45% OP	23%	12%	8%	46% QS	25% Q	6%	36% T	32%	27%
HEARD OF/NO OPINION	54	15	31	8	8	7	11	20	5	3	13	16	20	11	34	7	13	26	13	8	38	15	39
	9%	7%	11%	7%	8%	7%	9%	13% j	8%	5%	11%	8%	8%	8%	8%	25%	6%	10%	10%	6%	9%	10%	9%
NEVER HEARD OF	9	-	2	7	-	-	-	2	5	2	2	3	4	3	2	4	-	7	3	-	9	1	8
	2%	-	1%	6% BC	-	-	-	2%	8% EFGh	3%	2%	1%	2%	2%	-	14%	-	3% Q	2%	-	2% T	1%	2%
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	3.4	0.5	0.9	3.8	3.0	0.5	0.5	1.0	0.9	0.2	0.7	4.3	0.4	1.4	0.8	4.0	0.4	0.9	6.4	0.6	0.9	1.2

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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						MARITAL STATUS			
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	MARR-IED	SIN-GLE	DIV/SEP - WIDOWED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W) (X)
BASE=TOTAL SAMPLE	600	137	81	64	111	127	81	288	312	19	94	191	136	159	74	127	86	88	131	93	379	110	56 49
	100%	23%	13%	11%	19%	21%	13%	48%	52%	3%	16%	32%	23%	26%	12%	21%	14%	15%	22%	15%	63%	18%	9% 8%
**D/S (APPROVE -	-	-13	-	11	4	-3	1	22	-22	2	-18	3	-20	33	-5	-	27	-19	-13	10	18	-12	-8 4
DISAPPROVE)	-	-9%	-	18%	3%	-2%	1%	8%	-7%	8%	-19%	2%	-14%	21%	-7%	-	32%	-22%	-10%	10%	5%	-11%	-15% 8%
			B	BCEFG	BcF	B	BF	I		KM		KM		KLM	r	oRS	OPRST			OPRS	VW		VW
TOTAL APPROVE																							
JUN 18-19 & 22, 2014	285	60	37	35	54	61	38	151	134	10	37	92	55	91	33	61	56	32	55	47	191	45	23 24
	48%	44%	46%	55%	48%	48%	47%	52%	43%	54%	39%	48%	41%	57%	45%	48%	65%	37%	42%	51%	51%	41%	42% 48%
								I						KM			OPRSt						
APR 19,21-22 2014	300	42	43	41	64	70	40	156	144	10	48	81	62	98	42	59	55	36	60	47	190	50	36 22
	50%	34%	53%	56%	56%	53%	54%	54%	46%	53%	47%	46%	48%	58%	48%	53%	62%	48%	42%	52%	50%	44%	60% 48%
			B	B	B	B	B	i						L			S						
MAR 18-20, 2014	286	64	45	25	49	67	36	148	138	10	52	82	53	89	41	63	44	43	46	49	-	-	- -
	48%	50%	50%	35%	42%	56%	47%	51%	44%	54%	55%	44%	40%	54%	51%	50%	53%	53%	34%	50%	-	-	- -
		d	d			De					m			lM	s	S	S	S		S			
JAN 23 & 25-26, 2014	289	52	37	33	65	60	43	138	152	5	49	89	63	83	38	61	39	37	65	50	-	-	- -
	48%	43%	39%	49%	56%	49%	54%	48%	49%	31%	49%	48%	49%	49%	46%	49%	48%	47%	48%	50%	-	-	- -
					BC																		

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TOTAL DISAPPROVE

JUN 18-19 & 22, 2014	285	73	37	24	50	64	37	129	156	8	55	89	75	58	38	62	29	51	67	37	173	57	31	20
	47%	53%	46%	37%	45%	50%	46%	45%	50%	46%	58%	46%	55%	36%	52%	49%	33%	59%	51%	40%	46%	52%	57%	40%
		D									N	n	N		Q	Q		QT	Q					
APR 19,21-22 2014	266	75	32	27	45	56	30	118	147	7	44	90	59	65	37	48	33	34	77	37	168	56	23	18
	44%	60%	39%	37%	40%	43%	40%	41%	47%	36%	42%	51%	46%	38%	43%	43%	37%	45%	53%	40%	45%	49%	39%	39%
		CDEFG										N							Qt					
MAR 18-20, 2014	274	56	39	41	57	46	35	121	153	7	35	89	74	68	34	53	34	30	77	46	-	-	-	-
	46%	44%	43%	58%	49%	39%	45%	42%	49%	39%	37%	47%	55%	42%	42%	43%	42%	37%	58%	47%	-	-	-	-
				F									KN						oPQR					
JAN 23 & 25-26, 2014	254	63	46	28	40	51	26	119	135	8	42	77	54	74	34	49	35	33	59	43	-	-	-	-
	42%	52%	49%	42%	34%	42%	33%	41%	43%	49%	42%	41%	42%	43%	42%	40%	43%	41%	44%	44%	-	-	-	-
		EG	Eg																					
STRONGLY APPROVE	97	23	11	11	12	24	14	54	43	3	6	34	15	39	7	21	26	8	15	19	71	10	3	12
	16%	17%	14%	18%	11%	19%	17%	19%	14%	14%	6%	18%	11%	25%	9%	17%	30%	10%	12%	21%	19%	9%	6%	25%
												Km		KM			OPRS			ors	VW			VW
SOMEWHAT APPROVE	188	37	26	23	41	37	24	97	91	7	31	58	41	52	27	40	30	24	39	28	120	35	20	11
	31%	27%	32%	37%	37%	29%	30%	34%	29%	40%	33%	30%	30%	33%	36%	32%	35%	27%	30%	30%	32%	32%	36%	23%

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

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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						MARITAL STATUS			
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	MARR-IED	SIN-GLE	DIV/SEP	WIDOWED (X)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	--
SOMEWHAT DISAPPROVE	97	26	15	6	20	19	11	44	52	4	20	32	25	16	22	17	6	17	22	14	58	24	8	7
	16%	19%	18%	9%	18%	15%	14%	15%	17%	20%	21%	16%	18%	10%	29%	13%	7%	19%	17%	15%	15%	21%	15%	14%
		d									n		n		PQst			Q	Q	q				
STRONGLY DISAPPROVE	188	47	22	18	30	45	26	84	104	5	34	57	50	41	16	45	23	35	45	24	115	33	23	13
	31%	34%	28%	28%	27%	35%	32%	29%	33%	26%	37%	30%	37%	26%	22%	36%	26%	40%	34%	25%	30%	30%	42%	26%
													N			o		ot						
UNDECIDED/DON'T KNOW	30	3	7	5	7	2	6	8	22	-	3	11	6	10	3	4	2	4	9	8	14	9	1	6
	5%	2%	8%	8%	7%	2%	7%	3%	7%	-	3%	6%	4%	6%	3%	3%	2%	5%	7%	9%	4%	8%	2%	12%
			f		f				H			J	J	J					q	pQ				uW

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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

Now, please tell me whether you approve or disapprove of... The job that Pat McCrory is doing as Governor of North Carolina

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			PARTY ID			TEA PARTY AFFILIATION		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)	GOP (Q)	DEM (R)	IND (S)	YES (T)	NO (U)	CELL (V)	LAND (W)
BASE=TOTAL SAMPLE	600	210	270	120	111	99	119	151	59	61	125	208	249	132	432	28	208	254	133	142	433	150	450
	100%	35%	45%	20%	18%	17%	20%	25%	10%	10%	21%	35%	42%	22%	72%	5%	35%	42%	22%	24%	72%	25%	75%
**D/S (APPROVE - DISAPPROVE)	-	114	-100	-14	64	50	-36	-63	-5	-8	-91	-45	143	-57	65	-7	124	-115	-8	91	-95	-23	23
	-	54%	-37%	-11%	58%	50%	-31%	-42%	-9%	-14%	-73%	-21%	57%	-44%	15%	-24%	60%	-45%	-6%	64%	-22%	-15%	5%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		NP		RS		R	U			V
TOTAL APPROVE																							
JUN 18-19 & 22, 2014	285	159	77	49	87	72	39	38	25	24	15	75	191	33	239	10	162	61	60	113	160	60	225
	48%	75%	29%	41%	79%	72%	33%	25%	43%	40%	12%	36%	77%	25%	55%	37%	78%	24%	45%	79%	37%	40%	50%
		CD		C	GHIJ	GHIJ			H	h		K	KL		N		RS		R	U			
APR 19,21-22 2014	300	163	83	54	92	71	34	49	31	23	26	86	183	37	242	18	157	67	74	-	-	73	227
	50%	78%	31%	45%	82%	73%	31%	30%	46%	44%	21%	43%	71%	28%	56%	62%	78%	28%	49%	-	-	48%	50%
		CD		C	GHIJ	GHIJ			gH	h		K	KL		N	N	RS		R				
MAR 18-20, 2014	286	161	70	55	89	72	29	41	30	25	24	89	163	31	232	20	158	61	63	-	-	70	217
	48%	77%	26%	45%	82%	71%	25%	27%	47%	44%	20%	44%	67%	24%	54%	67%	78%	24%	50%	-	-	46%	48%
		CD		C	fGHIJ	GHIJ			GH	GH		K	KL		N	N	RS		R				
JAN 23 & 25-26, 2014	289	153	75	61	71	83	38	38	29	31	23	66	193	33	240	14	145	73	64	-	-	68	221
	48%	73%	28%	50%	68%	78%	30%	26%	48%	52%	19%	38%	70%	25%	56%	44%	72%	29%	48%	-	-	46%	49%
		CD		C	GHIj	GHIJ			GH	GH		K	KL		N		RS		R				
TOTAL DISAPPROVE																							
JUN 18-19 & 22, 2014	285	45	177	63	23	22	75	102	30	33	106	120	48	91	173	17	39	176	68	22	255	83	202
	47%	21%	66%	53%	21%	22%	64%	67%	52%	53%	84%	58%	19%	69%	40%	61%	19%	69%	51%	16%	59%	55%	45%
			BD	B			EF	EFij	EF	EF	LM	M		O				QS	Q		T	w	
APR 19,21-22 2014	266	32	176	57	15	17	70	106	33	24	95	103	59	89	165	8	34	165	65	-	-	69	197
	44%	15%	65%	48%	14%	17%	64%	66%	49%	46%	76%	52%	23%	67%	38%	27%	17%	68%	43%	-	-	46%	44%
			BD	B			EFiJ	EFIJ	EF	EF	LM	M		OP				QS	Q				
MAR 18-20, 2014	274	35	183	56	13	22	81	102	28	29	90	109	58	87	176	10	32	177	57	-	-	68	207
	46%	17%	68%	47%	12%	22%	70%	66%	44%	50%	73%	53%	24%	66%	41%	33%	16%	69%	45%	-	-	45%	46%
			BD	B		e	EFIJ	EFIj	EF	EF	LM	M		OP				QS	Q				
JAN 23 & 25-26, 2014	254	48	160	46	25	23	72	88	21	25	90	90	60	73	168	12	44	152	54	-	-	62	193
	42%	23%	59%	39%	24%	21%	58%	60%	35%	42%	74%	53%	22%	55%	39%	40%	22%	60%	40%	-	-	41%	43%
			BD	B			EFIj	EFIJ	f	EF	LM	M		O				QS	Q				
STRONGLY APPROVE	97	54	29	14	30	24	17	12	8	6	4	19	74	8	86	3	63	19	13	46	46	19	78
	16%	26%	11%	12%	27%	24%	14%	8%	13%	10%	3%	9%	30%	6%	20%	11%	30%	8%	10%	32%	11%	13%	17%
		CD			GHIJ	gHiJ						K	KL		N		RS			U			
SOMEWHAT APPROVE	188	105	48	36	57	47	23	26	18	18	11	57	117	25	153	7	99	41	47	67	114	41	147
	31%	50%	18%	30%	52%	48%	19%	17%	30%	29%	9%	27%	47%	19%	35%	26%	48%	16%	36%	47%	26%	28%	33%
		CD		C	GHIJ	GHIJ			h	h		K	KL		N		RS		R	U			

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

Continued

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)	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)	PARTY ID: GOP (Q)	PARTY ID: DEM (R)	PARTY ID: IND (S)	TEA PARTY AFFILIATION: YES (T)	TEA PARTY AFFILIATION: NO (U)	PHONE TYPE: CELL (V)	PHONE TYPE: LAND (W)
SOMEWHAT DISAPPROVE	97	25	49	23	11	14	22	28	12	10	22	46	26	25	70	1	17	43	35	13	78	30	67
	16%	12%	18% b	19%	10%	14%	18% e	18% e	21% e	17%	18%	22% M	10%	19% P	16% P	3%	8%	17% Q	27% QR	9%	18% T	20%	15%
STRONGLY DISAPPROVE	188	20	128	40	12	8	54	74	18	22	83	74	22	65	103	17	21	132	32	9	177	53	135
	31%	9%	47% BD	34% B	11%	8%	45% EFi	49% EFI	31% EF	36% EF	67% LM	36% M	9%	50% O	24%	59% O	10%	52% QS	25% Q	7%	41% T	36%	30%
UNDECIDED/DON'T KNOW	30	7	16	7	1	6	4	12	3	4	5	13	10	8	20	1	7	17	5	7	19	7	23
	5%	3%	6%	6%	1%	6% e	3%	8% E	5%	7% e	4%	6%	4%	6%	5%	2%	3%	7%	4%	5%	4%	4%	5%

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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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / JUNE 18-19 & 22, 2014

If the election for North Carolina Governor were held today, and you had to choose between Pat McCrory, the Republican and Roy Cooper, the Democrat, for whom would you vote: Pat McCrory, the Republican or Roy Cooper, the Democrat?

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE							MARITAL STATUS			
	TOTAL	TRI-ANGLE	SOUTH-EAST	NORTH-EAST NC	PIED-MONT TRIAD	CHAR-LOTTE	WEST-ERN NC	MEN	WOMEN	18-25	26-40	41-55	56-65	66+	MEN 18-44	MEN 45-64	MEN 65+	WOMEN 18-44	WOMEN 45-64	WOMEN 65+	MARR-IED	SIN-GLE	DIV/SEP	WIDOWED
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)
BASE=TOTAL SAMPLE	600	137	81	64	111	127	81	288	312	19	94	191	136	159	74	127	86	88	131	93	379	110	56	49
	100%	23%	13%	11%	19%	21%	13%	48%	52%	3%	16%	32%	23%	26%	12%	21%	14%	15%	22%	15%	63%	18%	9%	8%
**D/S (MCCRORY - COOPER)	-2	-17	-	4	12	1	-3	22	-24	5	-21	9	-7	11	6	2	14	-25	-1	1	32	-31	-1	-4
	-	-12%	-	6%	11%	1%	-3%	8%	-8%	28%	-22%	5%	-5%	7%	8%	1%	17%	-28%	-1%	1%	9%	-28%	-1%	- 8%
			Bg	BG	BCFG	Bg	B	I		KlM		KM	K	KM	RS	RS	PRST		R	RS	VWX		V	V
TOTAL MCCRORY	261	51	37	28	56	55	34	139	122	9	32	91	57	72	34	58	48	27	58	36	182	32	26	18
	43%	37%	45%	44%	50%	43%	42%	48%	39%	46%	34%	48%	42%	45%	45%	45%	55%	31%	44%	39%	48%	29%	47%	36%
					b			I				k				r	RT		r		V		v	
TOTAL COOPER	263	68	36	24	44	54	37	117	146	3	53	82	64	61	28	56	33	52	59	35	149	63	27	22
	44%	49%	45%	38%	39%	42%	46%	41%	47%	18%	56%	43%	47%	38%	37%	44%	38%	59%	45%	38%	39%	57%	48%	44%
											JlN	J	J	j				OpQsT				U		
TOTAL LEAN/UNDECIDED	71	15	8	11	11	16	10	29	41	3	9	18	14	25	12	12	6	7	14	21	44	13	2	10
	12%	11%	10%	18%	10%	12%	12%	10%	13%	15%	10%	10%	11%	16%	16%	9%	7%	7%	11%	22%	12%	12%	4%	19%
														l						PQRS	w			W
DEFINITELY MCCRORY	208	43	30	20	45	41	29	108	101	3	26	71	51	57	21	48	38	18	51	31	152	21	20	12
	35%	31%	37%	31%	40%	33%	36%	37%	32%	14%	27%	37%	38%	36%	29%	38%	44%	21%	39%	33%	40%	19%	35%	25%
												J	J	J		R	oR		R	r	VX		v	
PROBABLY MCCRORY	52	8	6	8	11	14	5	31	21	6	6	20	6	14	12	10	9	9	7	5	29	11	7	5
	9%	6%	8%	13%	10%	11%	6%	11%	7%	32%	7%	10%	4%	9%	16%	8%	11%	10%	5%	6%	8%	10%	12%	11%
										kMn		M		m	st									
LEAN MCCRORY	16	1	1	4	4	5	2	5	11	2	2	2	4	6	2	3	-	2	2	7	8	3	1	3
	3%	1%	1%	6%	3%	4%	2%	2%	3%	9%	2%	1%	3%	4%	2%	3%	-	2%	2%	7%	2%	3%	1%	6%
																q				Qrs				

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UNDECIDED	41	9	6	4	7	9	5	17	23	1	4	12	10	14	6	8	3	4	9	11	29	4	2	6
	7%	7%	8%	7%	6%	7%	6%	6%	8%	7%	4%	6%	7%	9%	9%	6%	4%	4%	7%	11%	8%	4%	3%	12%
																				Q				vw
LEAN COOPER	14	4	1	3	1	3	3	7	7	-	4	4	1	6	4	1	3	1	3	3	8	6	-	1
	2%	3%	1%	5%	-	2%	4%	2%	2%	-	4%	2%	1%	4%	5%	1%	3%	1%	2%	4%	2%	5%	-	2%
												j		Jm							W	W		
PROBABLY COOPER	48	14	6	2	7	15	4	19	29	-	11	15	10	12	5	7	7	16	9	4	27	13	3	4
	8%	10%	8%	3%	6%	12%	4%	7%	9%	-	12%	8%	7%	7%	7%	5%	9%	18%	7%	4%	7%	12%	6%	8%
		d				Dg					J	J	J	J				oPsT						
DEFINITELY COOPER	215	54	30	22	37	39	33	98	118	3	41	67	54	49	23	49	26	36	50	31	122	50	24	18
	36%	39%	37%	35%	33%	31%	41%	34%	38%	18%	44%	35%	39%	31%	30%	39%	30%	42%	38%	33%	32%	45%	42%	36%
											jn		j									U		
REFUSED	6	4	-	-	-	2	-	3	3	4	-	-	2	1	2	2	-	2	-	1	3	3	-	-
	1%	3%	-	-	-	2%	-	1%	1%	20%	-	-	1%	-	2%	1%	-	2%	-	1%	1%	3%	-	-
		cdeg								kln														

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

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If the election for North Carolina Governor were held today, and you had to choose between Pat McCrory, the Republican and Roy Cooper, the Democrat, for whom would you vote: Pat McCrory, the Republican or Roy Cooper, the Democrat?

BANNER 2

		PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			PARTY ID			TEA PARTY AFFILIATION		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)	GOP (Q)	DEM (R)	IND (S)	YES (T)	NO (U)	CELL (V)	LAND (W)
BASE=TOTAL SAMPLE	600	210	270	120	111	99	119	151	59	61	125	208	249	132	432	28	208	254	133	142	433	150	450
	100%	35%	45%	20%	18%	17%	20%	25%	10%	10%	21%	35%	42%	22%	72%	5%	35%	42%	22%	24%	72%	25%	75%
**D/S (MCCRORY - COOPER)	-2	145	-134	-13	77	68	-51	-84	-5	-8	-101	-41	147	-91	98	-9	146	-160	11	103	-111	-23	20
	-	69%	-50%	-10%	70%	68%	-43%	-55%	-8%	-13%	-81%	-20%	59%	-69%	23%	-31%	70%	-63%	8%	72%	-26%	-15%	5%
		CD		C	GHIJ	GHIJ			GH	GH		K	KL		NP		RS		R	U			V
TOTAL MCCRORY	261	167	51	42	90	78	28	23	21	21	5	70	182	14	234	9	169	34	55	118	134	59	202
	43%	80%	19%	35%	81%	78%	24%	16%	36%	34%	4%	34%	73%	11%	54%	33%	81%	13%	42%	83%	31%	39%	45%
		CD		C	GHIJ	GHIJ			H	H		K	KL		N		RS		R	U			
TOTAL COOPER	263	23	186	54	13	10	79	107	26	29	106	111	36	105	136	18	23	193	44	15	245	81	182
	44%	11%	69%	45%	11%	10%	66%	71%	44%	47%	85%	53%	14%	80%	31%	64%	11%	76%	33%	11%	56%	54%	40%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		O		o		QS	Q		T	W	
TOTAL LEAN/UNDECIDED	71	18	32	21	8	10	11	21	10	11	12	26	29	12	57	1	13	26	31	9	49	7	64
	12%	8%	12%	18%	7%	10%	10%	14%	17%	18%	9%	12%	12%	9%	13%	4%	6%	10%	24%	6%	11%	4%	14%
				B					e	e									QR		t		V
DEFINITELY MCCRORY	208	139	35	35	74	65	19	16	15	20	4	49	152	6	191	8	142	23	41	102	99	48	161
	35%	66%	13%	29%	67%	66%	16%	10%	25%	32%	3%	23%	61%	5%	44%	30%	68%	9%	31%	72%	23%	32%	36%
		CD		C	GHIJ	GHIJ			H	GH		K	KL		N		RS		R	U			
PROBABLY MCCRORY	52	28	17	7	16	12	9	8	6	1	1	21	30	8	43	1	27	11	14	15	35	11	41
	9%	13%	6%	6%	14%	13%	8%	5%	11%	2%	1%	10%	12%	6%	10%	3%	13%	4%	11%	11%	8%	7%	9%
		CD			HJ	hJ	J		j			K	K				R		R				
LEAN MCCRORY	16	6	5	4	3	4	1	5	2	2	2	4	9	2	14	-	5	4	7	4	8	2	14
	3%	3%	2%	3%	2%	4%	1%	3%	3%	4%	2%	2%	4%	1%	3%	-	2%	1%	5%	3%	2%	1%	3%
															P				r				
UNDECIDED	41	11	18	12	5	6	6	12	6	5	5	15	17	7	33	1	8	14	18	4	28	3	38
	7%	5%	7%	10%	5%	6%	5%	8%	11%	9%	4%	7%	7%	5%	8%	2%	4%	5%	14%	3%	7%	2%	8%
																			QR		T		V
LEAN COOPER	14	-	9	6	-	-	5	4	2	3	5	7	3	4	10	1	-	9	6	1	13	2	12
	2%	-	3%	5%	-	-	4%	3%	4%	6%	4%	3%	1%	3%	2%	2%	-	3%	4%	1%	3%	1%	3%
			B	B			EF	ef		ef								Q	Q		t		
PROBABLY COOPER	48	6	27	15	3	3	10	17	7	8	14	22	10	17	26	4	6	35	7	5	41	16	32
	8%	3%	10%	12%	2%	3%	8%	11%	12%	13%	11%	11%	4%	13%	6%	14%	3%	14%	5%	4%	9%	11%	7%
			B	B			e	EF	ef	EF	M	M		O				QS			T		
DEFINITELY COOPER	215	17	159	40	10	7	69	90	19	21	92	89	25	88	109	14	17	159	37	10	204	65	150
	36%	8%	59%	33%	9%	7%	58%	59%	32%	34%	73%	43%	10%	67%	25%	49%	8%	63%	28%	7%	47%	44%	33%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M		O				QS	Q		T	w	
REFUSED	6	3	1	2	1	2	1	-	2	1	2	1	2	1	5	-	3	1	2	-	6	4	2
	1%	1%	-	2%	1%	2%	1%	-	3%	1%	2%	1%	1%	1%	1%	-	1%	-	2%	-	1%	2%	1%
															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

CIVITAS

INSTITUTE