CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

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

Robin Hudson

BANNER 1

		KEY REGIONS						GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST C (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 (FAVORABLE - UNFAVORABLE)	66 11%	24 19% DEF	12 13% F	5 7%	9 8%	4 3%	12 15% F	26 9%	39 13%	-1 -6%	24 23% JLMN	19 10% Jm	7 5% j	17 11% Jm	11 13%	8 6%	8 10%	15 19% PT	19 15% PT	6 5%	37 10%	14 15%	7 15%	8 11%
TOTAL HEARD OF	313 52%	70 55% g	50 56% g	33 48%	54 48%	74 59% G	32 41%	146 51%	167 54%	7 48%	55 53%	100 54%	72 52%	79 51%	47 57%	66 51%	32 43%	37 48%	74 58% q	56 53%	199 52%	55 58%	25 52%	30 45%
TOTAL FAVORABLE	109 18%	30 24% D	17 19%	7 11%	19 17%	21 17%	14 18%	44 15%	65 21%	1 4%	29 27% Jm	32 17% J	21 15% J	27 18% J	17 20%	17 13%	10 14%	17 22%	29 22% p	19 18%	68 18%	22 24%	9 19%	10 15%
TOTAL UNFAVORABLE	44 7%	6 5%	5 5%	2 3%	11 9% d	17 14% BcDG	3 4%	18 6%	26 8%	1 9%	5 4%	13 7%	14 10%	11 7%	6 7%	9 7%	3 4%	3 4%	10 7%	14 13% QR	31 8%	8 9%	2 5%	2 4%
VERY FAVORABLE	45 8%	12 9%	9 10%	4 6%	6 5%	6 5%	9 11%	14 5%	31 10% H	1 4%	11 10%	13 7%	7 5%	14 9%	7 8%	5 4%	3 4%	7 9%	11 9%	13 12% PQ	27 7%	10 10%	4 8%	5 7%
SOMEWHAT FAVORABLE	64 11%	18 15% D	8 9%	3 4%	14 12% d	15 12% d	6 7%	30 10%	34 11%	- -	18 17% J	19 10% J	14 10% J	13 8% J	10 12%	12 9%	8 10%	10 13%	18 14% T	6 6%	41 11%	13 13%	5 11%	5 8%
SOMEWHAT UNFAVORABLE	23 4%	2 2%	3 3%	1 1%	4 4%	11 8% BD	3 4%	7 3%	16 5%	1 6%	5 4%	5 3%	7 5%	5 3%	3 3%	4 3%	1 2%	3 4%	7 5%	6 6%	16 4% X	5 5% X	2 5%	- -
VERY UNFAVORABLE	20 3%	4 3% g	2 3%	1 2%	6 6% G	6 5% G	- -	10 4%	10 3%	- 3%	- -	8 4% K	7 5% K	5 4% K	3 4%	6 4% R	1 2%	- -	3 2%	7 7% R	14 4% W	3 4%	- -	2 4%
HEARD OF/NO OPINION	160 27%	33 26%	29 32% g	23 34% g	24 22%	36 29%	15 19%	84 29%	76 24%	5 35%	22 21%	55 30%	37 26%	41 26%	25 30%	40 31%	19 26%	17 22%	36 28%	23 22%	101 26%	24 26%	13 28%	18 26%
NEVER HEARD OF	287 48%	58 45%	39 44%	36 52%	58 52%	51 41%	46 59% bcF	142 49%	145 46%	8 52%	50 47%	86 46%	68 48%	75 49%	37 43%	64 49%	42 57% s	41 52%	53 42%	50 47%	185 48%	39 42%	23 48%	37 55%
**RATIO (FAVORABLE / UNFAVORABLE)	2.5	5.0	3.4	3.3	1.8	1.3	4.9	2.5	2.5	0.4	6.3	2.5	1.5	2.5	3.0	1.8	3.9	6.0	3.0	1.4	2.2	2.7	4.3	4.1

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

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

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Robin Hudson

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)
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)	66	12	48	6	7	4	16	31	3	3	26	10	24	7	51	7	37	22	1	15	39	9	15	51
	11%	6%	18% BD	5%	6%	5%	15% EFIj	19% EFIJ	4%	6%	23% LM	5%	10% l	6%	12% N	24% n	12% S	11% s	3%	7%	17% TV	6%	10%	11%
TOTAL HEARD OF	313	106	150	57	60	47	57	93	29	28	65	107	132	68	226	18	162	98	15	116	130	63	71	242
	52%	51%	56%	47%	49%	53%	54%	57%	48%	47%	55%	53%	53%	52%	52%	57%	53%	49%	43%	54% v	56% V	44%	47%	54%
TOTAL FAVORABLE	109	25	69	15	14	11	23	46	7	8	32	32	41	23	78	8	59	36	3	29	60	18	23	86
	18%	12%	26% BD	12%	12%	13%	22% ei	28% EFIJ	11%	13%	27% LM	16%	16%	17%	18%	26%	19% s	18%	9%	14%	26% TV	13%	16%	19%
TOTAL UNFAVORABLE	44	13	22	8	7	7	7	15	4	4	5	22	17	16	27	1	22	14	2	14	20	9	8	35
	7%	6%	8%	7%	5%	8%	6%	9%	7%	7%	4%	11% K	7%	12% P	6%	2%	7%	7%	6%	7%	9%	6%	6%	8%
VERY FAVORABLE	45	3	37	5	3	1	9	27	2	3	20	17	6	14	30	1	26	16	-	5	31	8	9	36
	8%	2%	14% BD	4%	2%	1%	9% eF	17% EFgIJ	4%	5%	17% lM	9% M	3%	11%	7%	3%	8% S	8% S	-	2%	13% TV	6%	6%	8%
SOMEWHAT FAVORABLE	64	22	33	9	12	10	14	19	4	5	11	14	34	9	48	7	33	20	3	24	29	10	14	50
	11%	10%	12%	8%	9%	12%	13%	11%	8%	8%	10%	7%	14% L	7%	11%	23%	11%	10%	9%	11%	12%	7%	9%	11%
SOMEWHAT UNFAVORABLE	23	6	10	7	2	4	2	8	3	4	4	11	8	8	15	-	13	5	1	6	10	7	8	15
	4%	3%	4%	6%	2%	4%	2%	5%	6%	6%	4%	5%	3%	6% P	4% P	-	4%	2%	3%	3%	4%	5%	6%	3%
VERY UNFAVORABLE	20	8	11	1	5	3	5	7	1	1	1	11	8	8	12	1	9	9	1	8	11	2	-	20
	3%	4%	4% d	1%	4%	3%	5%	4%	1%	1%	1%	5% K	3% k	6%	3%	2%	3%	5%	3%	4%	5%	1%	-	4% W
HEARD OF/NO OPINION	160	68	59	34	39	29	27	32	18	16	28	54	74	29	121	9	80	48	9	73	50	36	39	121
	27%	32% C	22%	28%	32% H	32% H	26%	19%	30%	27%	24%	26%	30%	22%	28%	29%	26%	24%	27%	34% Uv	21%	25%	26%	27%
NEVER HEARD OF	287	104	120	63	62	41	49	71	31	32	52	97	117	64	206	13	146	102	20	98	103	81	79	208
	48%	49%	44%	53%	51%	47%	46%	43%	52%	53%	45%	47%	47%	48%	48%	43%	47%	51%	57%	46%	44%	56% tU	53%	46%
**RATIO (FAVORABLE / UNFAVORABLE)	2.5	1.9	3.2	1.7	2.1	1.7	3.4	3.1	1.6	1.8	6.2	1.5	2.4	1.5	2.9	14.6	2.7	2.6	1.5	2.1	2.9	2.0	2.8	2.4

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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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

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

Eric Levinson

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 (FAVORABLE - UNFAVORABLE)	29 5%	10 8% D	4 5% d	- -	4 4%	8 6% D	2 3%	3 1%	26 8% H	- -3%	1 1%	15 8% JKm	4 3%	9 6% Jk	-3 -3%	3 2% O	3 4% O	8 10% Op	10 7% OP	9 8% OP	23 6% VW	1 1%	- -	4 5%
TOTAL HEARD OF	265 44%	60 48% G	42 47% G	27 40%	48 43% g	63 51% G	24 30%	128 45%	137 44%	6 40%	50 47%	86 46%	58 41%	66 42%	41 49% q	62 47% q	25 34%	33 42%	56 44%	47 45%	174 45%	37 39%	16 34%	34 51% w
TOTAL FAVORABLE	68 11%	20 15%	10 11%	5 7%	12 11%	16 12%	6 8%	27 9%	41 13%	1 4%	13 12%	24 13% j	14 10%	17 11%	7 8%	13 10%	7 10%	13 16%	16 12%	13 12%	46 12%	9 10%	3 5%	9 14%
TOTAL UNFAVORABLE	40 7%	9 7%	5 6%	5 7%	8 8%	8 6%	4 5%	24 8%	15 5%	1 6%	12 11%	10 5%	10 7%	8 5%	9 11%	10 8%	5 6%	5 6%	6 5%	4 4%	23 6%	8 9%	2 5%	6 9%
VERY FAVORABLE	15 2%	3 2%	5 6% G	1 2%	5 4% G	2 1%	- -	8 3%	7 2%	- -	- -	6 3% JK	2 2%	7 4% JK	- -	5 4% Os	3 4% o	1 2%	1 1%	5 5% Os	8 2%	1 1%	1 2%	4 6% v
SOMEWHAT FAVORABLE	53 9%	17 13% cd	5 5%	4 5%	8 7%	14 11%	6 8%	19 7%	35 11% h	1 4%	13 12%	19 10%	11 8%	10 6%	7 8%	8 6%	4 6%	11 15%	15 12%	8 8%	38 10% W	9 9%	2 3%	5 7%
SOMEWHAT UNFAVORABLE	20 3%	6 5%	3 3%	1 1%	4 4%	4 3%	2 2%	12 4%	9 3%	1 6%	7 6%	6 3%	5 3%	2 1%	7 8% Q	5 4% Q	- -	1 1%	4 3% Q	3 3% q	14 4%	3 3%	2 5%	1 2%
VERY UNFAVORABLE	19 3%	3 2%	2 2%	4 6%	4 4%	4 3%	2 3%	12 4%	7 2%	- -	5 5% j	3 2% j	5 4% J	6 4% J	3 3%	5 4%	5 6%	4 5%	2 1%	1 1%	9 2% W	5 6% W	- -	5 7% W
HEARD OF/NO OPINION	157 26%	31 25%	27 31% g	17 25%	28 25%	40 32% G	13 17%	77 27%	80 26%	5 30%	25 24%	52 28%	34 25%	41 27%	25 30%	39 30% Q	13 17%	16 20%	34 27%	30 28% q	105 27%	19 21%	11 24%	19 28%
NEVER HEARD OF	335 56%	67 52%	47 53%	41 60%	64 57%	62 49%	55 70% BCeF	160 55%	175 56%	9 60%	55 53%	100 54%	82 59%	89 58%	43 51%	69 53%	49 66% op	45 58%	71 56%	59 55%	211 55%	56 61%	31 66% x	33 49%
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	2.1	1.8	1.0	1.5	2.0	1.5	1.1	2.7	0.6	1.1	2.5	1.4	2.2	0.7	1.3	1.6	2.6	2.5	3.0	2.0	1.1	1.1	1.6

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CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

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

Eric Levinson

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)	29	23	-3	9	10	13	-7	4	-	9	5	12	13	3	28	-2	10	11	-1	21	6	3	2	27
	5%	11%	-1%	7%	8%	15%	-7%	2%	-1%	15%	4%	6%	5%	2%	6%	-6%	3%	6%	-4%	10%	3%	2%	1%	6%
		C		C	GhI	GHI		GI	g	GHI					NP		S	S		UV				W
TOTAL HEARD OF	265	106	110	49	57	49	43	66	28	22	42	93	120	56	194	13	138	82	11	108	90	61	65	200
	44%	50%	41%	41%	47%	55%	41%	41%	47%	36%	36%	46%	48%	42%	45%	43%	45%	41%	32%	50%	39%	42%	43%	44%
		c				gHJ							K							U				
TOTAL FAVORABLE	68	34	21	14	17	17	5	16	4	9	9	26	33	16	51	1	35	23	1	33	20	15	16	52
	11%	16%	8%	11%	14%	19%	5%	9%	7%	15%	8%	13%	13%	12%	12%	4%	11%	12%	2%	16%	8%	11%	11%	12%
		C			G	GhI				g							S	S		U				
TOTAL UNFAVORABLE	40	11	24	5	7	4	12	12	5	-	4	14	20	13	23	3	26	12	2	12	13	12	14	25
	7%	5%	9%	4%	6%	4%	12%	7%	8%	-	4%	7%	8%	10%	5%	10%	8%	6%	6%	6%	6%	9%	9%	6%
			d		J	j	fJ	J	J				k											
VERY FAVORABLE	15	5	7	3	3	2	3	3	1	2	1	9	5	5	9	1	6	6	-	4	7	4	2	13
	2%	2%	2%	3%	3%	2%	3%	2%	2%	3%	1%	4%	2%	4%	2%	2%	2%	3%	-	2%	3%	3%	1%	3%
												k					S	S						
SOMEWHAT FAVORABLE	53	29	14	11	14	15	2	12	3	8	8	17	28	11	42	1	29	17	1	29	13	12	14	39
	9%	14%	5%	9%	11%	17%	2%	7%	5%	13%	7%	9%	11%	8%	10%	2%	9%	8%	2%	13%	6%	8%	10%	9%
		C			G	GhI		g		G					p		S	s		U				
SOMEWHAT UNFAVORABLE	20	8	9	4	5	3	3	6	4	-	2	6	11	3	14	3	16	3	1	9	5	6	9	11
	3%	4%	3%	3%	4%	3%	3%	4%	6%	-	2%	3%	4%	3%	3%	10%	5%	1%	3%	4%	2%	4%	6%	2%
					J			J	j								R							
VERY UNFAVORABLE	19	3	15	1	2	1	9	6	1	-	2	8	9	10	9	-	9	9	1	3	8	6	5	14
	3%	1%	6%	1%	2%	1%	9%	4%	2%	-	2%	4%	4%	8%	2%	-	3%	4%	3%	2%	4%	4%	3%	3%
			BD				EFiJ	J						oP	P									
HEARD OF/NO OPINION	157	61	65	31	33	28	26	39	19	12	28	53	67	26	121	9	77	47	8	63	57	33	35	122
	26%	29%	24%	26%	27%	32%	24%	24%	31%	20%	24%	26%	27%	20%	28%	28%	25%	24%	24%	29%	25%	23%	23%	27%
															n									
NEVER HEARD OF	335	104	160	71	65	39	63	97	32	39	75	110	128	76	238	18	170	118	23	106	142	83	85	250
	56%	50%	59%	59%	53%	45%	59%	59%	53%	64%	64%	54%	52%	58%	55%	57%	55%	59%	68%	50%	61%	58%	57%	56%
			b				f	F		F	M										T			
**RATIO (FAVORABLE / UNFAVORABLE)	1.7	3.2	0.9	2.9	2.4	4.8	0.4	1.3	0.9	-	2.2	1.9	1.6	1.2	2.2	0.4	1.4	1.9	0.4	2.7	1.4	1.2	1.1	2.0

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CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

If the election for North Carolina Supreme Court were being held today for whom would you vote between: Eric Levinson and Robin Hudson?

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 (LEVINSON - HUDSON)	-44	-15	-6	2	-3	-16	-5	-13	-31	-1	-6	-11	-11	-15	-4	-7	-2	-1	-13	-16	-9	-13	-7	-12
	-7%	-12%	-7%	3%	-3%	-13%	-6%	-4%	-10%	-4%	-6%	-6%	-8%	-10%	-4%	-6%	-3%	-2%	-10%	-15%	-2%	-14%	-14%	-17%
				BCEFG	BF			I							T	T	ST	ST			VwX			
TOTAL LEVINSON	74	17	10	10	19	9	8	38	36	2	11	23	17	21	9	18	11	10	13	13	54	12	3	4
	12%	13%	12%	15%	17%	7%	11%	13%	11%	11%	11%	12%	12%	14%	10%	14%	16%	12%	10%	12%	14%	13%	7%	5%
					F																X			
TOTAL HUDSON	117	32	16	8	21	26	13	51	66	2	17	33	27	37	12	25	13	11	26	29	63	26	10	15
	20%	25%	19%	12%	19%	21%	17%	18%	21%	14%	16%	18%	20%	24%	15%	19%	18%	14%	21%	27%	16%	28%	22%	23%
		D																		or		U		
TOTAL LEAN/UNDECIDED	393	75	60	47	68	89	54	194	200	11	74	126	91	91	63	86	45	55	82	63	257	55	33	45
	66%	59%	68%	69%	61%	71%	69%	67%	64%	75%	70%	68%	65%	59%	75%	66%	61%	70%	64%	59%	67%	59%	69%	66%
						b									T									
DEFINITELY LEVINSON	46	11	6	8	11	5	5	27	19	1	2	16	10	17	4	13	10	5	4	10	32	7	3	4
	8%	9%	7%	11%	9%	4%	7%	9%	6%	7%	2%	8%	7%	11%	4%	10%	13%	6%	3%	9%	8%	7%	6%	5%
												K	k	K		S	oS			s				
PROBABLY LEVINSON	28	6	4	3	8	5	3	11	17	1	9	7	7	5	5	5	2	5	9	3	22	5	1	-
	5%	4%	5%	4%	7%	4%	4%	4%	5%	4%	9%	4%	5%	3%	6%	4%	2%	6%	7%	3%	6%	6%	2%	-
																			q		wX	X		
LEAN LEVINSON	15	4	1	2	3	2	2	4	11	-	3	3	5	4	-	3	1	3	3	4	7	4	1	2
	3%	3%	1%	3%	3%	2%	3%	1%	4%	-	3%	1%	3%	3%	-	3%	1%	4%	2%	4%	2%	5%	2%	4%
													J	J		o			o	O				
UNDECIDED	355	66	55	43	64	82	45	177	178	11	63	120	79	82	60	76	42	46	76	56	233	49	30	39
	59%	52%	63%	63%	57%	65%	57%	62%	57%	75%	60%	64%	57%	53%	71%	58%	57%	59%	60%	52%	61%	52%	63%	58%
						b				n		N			pT									
LEAN HUDSON	23	5	3	1	2	5	7	12	11	-	7	3	7	5	3	7	2	5	3	3	16	2	2	3
	4%	4%	4%	2%	1%	4%	9%	4%	4%	-	7%	2%	5%	3%	4%	5%	3%	6%	2%	3%	4%	2%	4%	5%
							e				J	j	J	J										
PROBABLY HUDSON	54	13	6	4	15	13	4	24	31	1	6	13	19	15	1	16	6	7	13	11	28	14	4	8
	9%	10%	6%	6%	13%	11%	6%	8%	10%	9%	6%	7%	14%	9%	1%	13%	9%	8%	10%	11%	7%	15%	9%	12%
													kl			O	o	o	O	O				
DEFINITELY HUDSON	63	19	11	5	7	12	9	27	36	1	11	20	9	22	11	9	7	5	14	17	35	12	6	8
	10%	15%	12%	7%	6%	10%	11%	9%	11%	5%	11%	11%	6%	14%	13%	7%	10%	6%	11%	16%	9%	13%	13%	11%
		dE												M						PR				
REFUSED	16	4	2	3	4	1	3	5	11	-	3	4	5	5	-	2	4	3	6	2	11	-	1	4
	3%	3%	2%	4%	4%	1%	4%	2%	3%	-	3%	2%	3%	3%	-	1%	5%	3%	5%	2%	3%	-	3%	5%
												j	J	J			o		O		V			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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

If the election for North Carolina Supreme Court were being held today for whom would you vote between: Eric Levinson and Robin Hudson?

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 (LEVINSON - HUDSON)	-44 -7%	13 6% CD	-58 -21%	1 1% C	3 3% GHI	9 11% EGHI	-15 -14% h	-42 -26%	-1 -1% GH	2 4% GHI	-30 -26%	-15 -8% K	5 2% KL	-23 -18%	-16 -4% N	-5 -15%	-24 -8%	-16 -8%	-2 -7%	8 4% UV	-51 -22%	-1 - U	-9 -6%	-35 -8%
TOTAL LEVINSON	74 12%	42 20% Cd	17 6%	15 12% c	23 19% GH	19 22% GHI	9 9%	7 4%	6 10%	9 14% h	4 4%	24 12% K	43 17% K	9 6%	61 14% N	4 12%	35 11%	28 14%	3 8%	42 20% Uv	14 6%	18 12% u	14 10%	59 13%
TOTAL HUDSON	117 20%	30 14%	74 28% BD	13 11%	20 16%	10 11%	25 23% fij	50 30% EFIJ	7 11%	6 11%	35 30% lM	40 19%	38 15%	32 24%	77 18%	8 28%	58 19%	44 22%	5 16%	34 16%	65 28% TV	18 13%	24 16%	94 21%
TOTAL LEAN/UNDECIDED	393 66%	135 64%	172 64%	86 72%	78 64%	56 64%	72 67%	101 62%	44 74% h	43 70%	75 64%	134 66%	160 64%	89 67%	281 65%	18 58%	209 68%	122 61%	24 69%	133 62%	148 64%	103 72% t	108 72%	286 63%
DEFINITELY LEVINSON	46 8%	25 12% C	10 4%	11 9% c	15 13% H	10 11% H	7 7%	3 2%	4 8%	6 10% h	3 2%	14 7% k	27 11% K	6 5%	39 9% P	1 2%	20 7%	20 10%	3 8%	26 12% U	6 2%	14 10% U	7 4%	39 9%
PROBABLY LEVINSON	28 5%	17 8% Cd	7 2%	4 3%	8 6%	10 11% GHI	2 2%	4 3%	1 2%	3 4%	2 1%	10 5% k	16 7% K	2 2%	23 5% N	3 10%	14 5% S	8 4% S	- -	16 8% uV	8 3%	4 3%	8 5%	20 4%
LEAN LEVINSON	15 3%	7 3%	5 2%	3 3%	2 2%	5 6%	2 1%	3 2%	1 1%	2 4%	3 3%	7 3%	5 2%	3 2%	12 3% P	- -	5 2% S	10 5% qS	- -	5 2%	4 2%	5 4%	3 2%	12 3%
UNDECIDED	355 59%	120 57%	159 59%	77 64%	70 58%	49 56%	67 63%	92 56%	40 67%	37 60%	65 55%	125 61%	141 57%	82 62%	250 58%	17 56%	192 62% R	103 51%	23 67% r	121 56%	137 59%	90 63%	95 63%	260 58%
LEAN HUDSON	23 4%	8 4%	8 3%	7 6%	6 5%	2 2%	3 3%	5 3%	3 5%	4 6%	7 6% l	2 1%	14 6% L	4 3%	19 4%	1 2%	12 4%	9 5%	1 2%	6 3%	7 3%	7 5%	10 7%	13 3%
PROBABLY HUDSON	54 9%	16 8% d	34 13% D	4 3%	10 8%	6 7%	12 11% Ij	22 14% IJ	2 3%	2 4%	12 10%	17 8%	22 9%	17 13% P	37 9% P	1 2%	24 8%	20 10%	5 16%	20 9% v	29 12% V	6 4%	10 7%	44 10%
DEFINITELY HUDSON	63 10%	13 6%	40 15% BD	9 8%	10 8%	4 4%	13 12% f	28 17% EFiJ	5 8%	4 7%	23 19% lM	23 11%	17 7%	15 11%	40 9%	8 26%	34 11% S	24 12% S	- -	14 7%	36 16% TV	12 8%	13 9%	50 11%
REFUSED	16 3%	3 2%	7 2%	6 5%	1 1%	2 2%	1 1%	6 3%	3 5%	3 5%	3 3%	6 3%	7 3%	3 2%	12 3%	1 2%	6 2%	6 3%	2 7%	6 3%	6 2%	5 3%	5 3%	11 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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

Have you seen or read about a television ad accusing Supreme Court Justice Robin Hudson of siding with child molesters?

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 (YES - NO)	-64 -11%	-3 -2% CdFG	-23 -25%	-7 -11% c	-8 -7% C	-14 -11% c	-10 -12% c	-31 -11%	-33 -11%	-12 -76%	-49 -47%	-13 -7% JK	24 17% JKLN	-14 -9% JK	-33 -39%	6 4% OQRT	-4 -5% ORt	-34 -44%	16 13% OPQRT	-15 -14% OR	-37 -10% v	-20 -21%	2 4% UVX	-10 -14%
YES	262 44%	61 48%	32 36%	31 45%	51 45%	55 44%	33 42%	127 44%	135 43%	2 12%	28 27%	84 45% JK	80 57% JKLN	68 44% JK	26 31%	67 51% OR	35 47% oR	22 28%	69 55% ORT	43 41%	170 44%	36 39%	24 51%	27 41%
NO	326 54%	64 50%	55 62%	38 55%	58 52%	68 55%	42 54%	158 55%	168 54%	13 88% LMN	77 73% LMN	97 52% M	56 40%	82 53% M	58 69% PqSt	61 47%	38 52%	56 72% PQST	53 42%	58 55% s	207 54%	56 60%	22 47%	37 55%
DON'T KNOW/REFUSED	12 2%	2 1%	1 2%	- -	4 3% d	2 2%	3 4%	3 1%	10 3% h	- -	- -	4 2% jk	4 3% jk	4 3% JK	- -	2 2%	1 1%	- -	5 4% OR	5 5% OR	7 2%	1 1%	1 2%	3 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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

Have you seen or read about a television ad accusing Supreme Court Justice Robin Hudson of siding with child molesters?

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 (YES - NO)	-64	-43	3	-23	-35	-8	15	-12	-10	-13	-2	5	-56	-5	-45	-13	-45	10	-10	-41	-1	-17	-29	-35
	-11%	-20%	1%	-19%	-29%	-9%	14%	-7%	-17%	-22%	-2%	2%	-23%	-3%	-11%	-43%	-15%	5%	-29%	-19%	-1%	-12%	-19%	-8%
			BD			E	EFHIJ	Ej			M	KM		OP	p			QS			TV			W
YES	262	81	134	47	42	38	60	74	24	22	56	103	94	62	189	9	129	102	12	84	114	62	61	202
	44%	39%	50%	39%	35%	44%	57%	45%	41%	37%	48%	50%	38%	47%	44%	28%	42%	51%	36%	39%	49%	43%	40%	45%
			Bd				EhiJ					M						q			t			
NO	326	124	132	70	77	46	46	86	35	36	58	98	150	67	234	22	174	93	22	125	115	79	89	236
	54%	59%	49%	58%	64%	53%	43%	52%	58%	59%	50%	48%	60%	51%	54%	72%	57%	46%	64%	58%	49%	55%	60%	53%
		C		c	Gh				g	g			kL			n	R		r	u				
DON'T KNOW/REFUSED	12	5	4	3	2	3	-	4	1	2	3	3	5	3	9	-	5	5	-	5	4	3	-	12
	2%	2%	2%	2%	2%	3%	-	3%	1%	4%	2%	2%	2%	2%	2%	-	1%	3%	-	2%	2%	2%	-	3%
								g							P		s	S						W

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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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

Do you find the ad to be credible or believable?

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=YES IN Q.20	262	61	32	31	51	55	33	127	135	2	28	84	80	68	26	67	35	22	69	43	170	36	24	27
	100%	23%	12%	12%	19%	21%	13%	49%	51%	1%	11%	32%	30%	26%	10%	26%	13%	8%	26%	16%	65%	14%	9%	10%
**D/S (YES - NO)	-125	-34	-9	-16	-24	-28	-14	-66	-58	-1	-12	-41	-45	-26	-14	-36	-16	-13	-30	-16	-73	-23	-14	-13
	-48%	-55%	-27% b	-52%	-47%	-52%	-44%	-52%	-43%	-36%	-44%	-48%	-57%	-38%	-54%	-54%	-47%	-58%	-43%	-37%	-43%	-63%	-56%	-48%
YES	31	7	6	3	6	4	5	12	19	1	1	11	10	9	2	7	3	1	11	7	24	3	2	1
	12%	12%	19%	10%	13%	7%	14%	9%	14%	32%	4%	13%	12%	13%	7%	10%	9%	5%	16%	16%	14% X	9%	10%	4%
NO	156	41	15	19	30	32	19	78	77	1	13	51	55	35	16	43	20	14	41	23	98	26	16	14
	59%	67% c	47%	61%	59%	59%	58%	61%	57%	68%	48%	61%	69% N	51%	61%	64%	56%	63%	59%	53%	57%	72%	66%	52%
DON'T KNOW/REFUSED	75	13	11	9	14	19	9	37	38	-	13	23	15	24	8	17	12	7	18	14	48	7	6	12
	29%	22%	34%	29%	28%	34%	28%	29%	28%	-	48% JM	27% J	19% J	36% JM	33%	25%	34%	32%	25%	31%	28%	19%	24%	44% v

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

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE / MAY 20-22, 2014

Do you find the ad to be credible or believable?

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=YES IN Q.20	262	81	134	47	42	38	60	74	24	22	56	103	94	62	189	9	129	102	12	84	114	62	61	202
	100%	31%	51%	18%	16%	15%	23%	28%	9%	9%	21%	39%	36%	24%	72%	3%	49%	39%	5%	32%	43%	24%	23%	77%
**D/S (YES - NO)	-125	-26	-77	-21	-13	-13	-36	-41	-17	-4	-34	-60	-28	-25	-94	-5	-68	-50	-1	-29	-66	-29	-29	-96
	-48%	-32% C	-58%	-45%	-30% g	-34%	-60%	-56%	-71%	-17% GHI	-60%	-59%	-30% kL	-39%	-50%	-63%	-53%	-49%	-6% QR	-34% u	-58%	-47%	-48%	-47%
YES	31	18	9	4	8	10	3	6	1	3	5	11	15	8	22	1	14	10	3	17	9	4	6	25
	12%	22% CD	7%	9%	18% g	27% GHI	5%	8%	6%	13%	8%	10%	16%	13%	12%	9%	11%	10%	25%	20% UV	8%	7%	10%	13%
NO	156	44	86	26	20	23	39	47	19	7	38	71	43	33	116	6	82	60	4	45	75	33	35	121
	59%	54%	64%	55%	48%	61% J	64% J	64% J	77% EJ	30%	68% M	69% M	46%	53%	61%	71%	64% S	59% s	31%	54%	66%	54%	57%	60%
DON'T KNOW/REFUSED	75	19	39	17	14	5	19	21	4	13	13	21	36	21	51	2	33	32	5	22	29	24	20	55
	29%	24%	29%	36%	34% F	12%	31% F	28% f	17%	57% eFGHI	23%	21%	38% kL	34%	27%	20%	25%	31%	44%	26%	26%	39% u	33%	27%

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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