Table 1-1
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79 -20%	5 5% CDEFG	-5 -12% dg	-18 -43%	-17 -25%	-23 -26%	-20 -35%	-20 -11% I	-59 -28%	-26 -17%	-15 -14% m	-17 -24%	-21 -29%	-8 -9% QS	-9 -15% s	-3 -9% qS	-24 -29%	-18 -21%	-17 -40%	17 16% UV	-57 -48%	-35 -21% U	-49 -20%	-30 -20%
RIGHT DIRECTION																								
AUG 10-11, 2015	117 29%	38 38% E	18 40% E	9 22%	14 20%	22 25%	16 29%	70 36% I	47 23%	41 28%	33 31%	22 31%	20 28%	33 35%	23 37% qs	13 37% q	17 21%	21 25%	9 21%	53 48% UV	19 16%	44 27% u	73 31%	40 27%
AUG 23-25, 2014	75 19%	20 22% E	20 31% E	8 21%	4 7%	12 13%	11 19%	49 26% I	25 12%	23 18%	22 19%	12 17%	17 22%	20 23%	18 27% R	11 31% qRs	9 13%	8 10%	7 15%	26 28% U	13 10%	36 20%	53 19%	21 19%
AUG 19-20, 2013	121 30%	29 27%	15 33%	12 37%	26 41% bfg	24 27%	15 24%	64 34%	56 27%	57 31%	29 27%	13 24%	23 37% l	32 33%	19 31%	14 41% R	31 28%	15 23%	10 32%	50 51% UV	27 21%	44 26%	86 29%	33 32%
AUG 20-21, 2012	124 31%	23 26%	21 38% De	7 17%	14 22%	38 46% BDE	20 32%	55 29%	69 33%	44 30%	41 33%	22 33%	17 27%	29 30%	20 28%	6 25%	31 34%	25 33%	13 30%	28 22%	55 46% TV	41 28%	94 32%	28 29%
AUG 14-18, 2011	102 25%	24 25%	12 22%	10 25%	11 20%	32 35% Eg	13 20%	56 29%	46 22%	48 31% kL	22 20%	12 17%	20 33% KL	33 39% OQR	13 16%	10 34% or	25 23%	10 16%	11 32% or	31 29%	33 28%	36 24%	81 28% X	16 16%
AUG 15-18, 2010	117 29%	34 37% C	7 16%	12 33% c	18 29% c	24 30% c	22 26%	60 31%	57 27%	22 33%	39 30%	32 35% m	24 22%	20 37% ps	29 34% ps	11 21%	18 33%	27 28%	13 21%	19 14%	53 55% TV	43 27% T	86 34% X	30 21%
WRONG TRACK																								
AUG 10-11, 2015	196 49%	33 33%	23 52% b	27 65% B	31 46%	45 50% B	36 64% Be	90 47%	106 51%	67 45%	48 45%	39 55%	41 56%	42 44%	31 51%	17 47%	41 50%	39 47%	26 61%	36 33%	76 63% TV	79 48% T	122 51%	70 47%
AUG 23-25, 2014	272 68%	52 59%	27 42%	24 64%	46 83% BC	78 83% BCd	44 74% C	120 62%	152 73%	88 68%	84 72%	50 69%	50 62%	54 62%	45 66%	21 56%	57 77% p	61 73%	34 68%	47 51%	108 86% TV	114 65% t	185 66%	80 71%
AUG 19-20, 2013	224 56%	66 61% e	25 56%	19 57%	29 46%	53 58%	32 52%	101 53%	123 59%	98 54%	62 60%	32 61%	31 51%	49 50%	36 60%	16 49%	65 59%	41 61%	16 52%	38 38%	88 69% Tv	97 56% T	161 55%	62 59%
AUG 20-21, 2012	224 56%	57 63% F	29 52%	29 71% cF	41 62% F	33 40%	34 54%	111 58%	113 54%	80 54%	69 56%	39 60%	35 55%	52 53%	46 65%	14 56%	48 53%	41 56%	23 53%	85 66% U	46 38%	87 61% U	161 55%	56 59%

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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Table 1-1
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	243 61%	66 68%	29 56%	23 62%	38 65%	50 55%	37 58%	113 59%	130 63%	88 57%	77 67% m	47 66% m	31 53%	43 52%	55 69% Np	15 51%	70 62%	42 68% n	19 55%	59 54%	72 60%	97 64%	161 57%	77 74% W
AUG 15-18, 2010	213 53%	44 48%	34 77% BDEFG	16 46%	35 55%	39 48%	45 54%	101 52%	113 54%	32 48%	72 54%	51 55%	58 54%	27 49%	43 50%	31 59%	25 46%	57 60%	31 52%	98 73% UV	25 26%	88 54% U	112 44%	97 68% W
DON'T KNOW/UNSURE	85 21%	27 27% CdG	3 7%	5 13%	23 34% CDG	22 25% CG	4 7%	32 17%	53 26% h	38 26% l	26 24% l	10 14%	12 16%	19 20%	7 12%	6 16%	23 28% O	23 28% O	8 18%	20 19%	25 21%	39 24%	42 18%	40 27% w
REFUSED	2 1%	2 2%	- -	- -	- -	- -	- -	1 -	2 1%	2 2%	- -	- -	- -	1 1%	- -	- -	2 2%	- -	- -	- -	- -	2 1%	2 1%	- -

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

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Table 1-2
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60% O	88 22%	30 8%	123 31%	186 46%	75 19%	76 19% Tu	303 76%	16 4%	133 33%	153 38%	90 22% w
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79 -20%	13 22% cDEFG	4 8% DEFG	-23 -46%	-34 -48%	-7 -9% DEG	-28 -33%	-46 -55%	-37 -23% H	6 4% HI	-33 -15%	-40 -24%	-49 -20%	-23 -26%	-3 -9% n	-33 -27%	-31 -17%	-12 -16%	-21 -27%	-53 -18%	-1 -7%	23 17% WX	-78 -51%	-17 -19% W
RIGHT DIRECTION																								
AUG 10-11, 2015	117 29%	32 55% DEFG	21 41% DEG	10 19%	9 14%	28 35% Eg	16 19%	15 18%	35 22%	66 44% HI	67 31%	44 27%	69 28%	26 30%	9 30%	26 21%	62 34% P	23 31%	13 17%	98 32% S	5 32%	66 50% WX	21 14%	23 26%
AUG 23-25, 2014	75 19%	16 34% Eg	9 21%	8 14%	5 7%	25 29% EG	11 12%	8 9%	23 13%	42 32% HI	36 19%	34 17%	46 20%	21 22% o	2 6%	- -	- -	- -	5 8%	64 21% s	4 30%	38 31% Wx	13 7%	12 17%
AUG 19-20, 2013	121 30%	23 57% DEFG	27 46% DEfG	13 22%	14 20%	28 31% g	16 19%	15 17%	41 23%	61 49% HI	79 39% L	39 22%	64 27%	30 37%	20 36%	- -	- -	- -	19 30%	90 30%	10 37%	- -	- -	- -
AUG 20-21, 2012	124 31%	14 21%	14 23%	21 47% BCF	35 45% BCF	20 27%	20 31%	29 39% J	65 38% J	27 19%	63 29%	56 35%	65 30%	27 31%	22 34%	- -	- -	- -	27 42%	91 28%	4 33%	30 21%	68 42% V	23 35% v
AUG 14-18, 2011	102 25%	17 31%	14 27%	18 35%	16 23%	21 26%	15 20%	19 27%	50 29%	29 22%	43 21%	52 32% K	58 25%	16 23%	21 42% mN	- -	- -	- -	11 27%	83 26%	7 21%	40 29%	46 29%	12 20%
AUG 15-18, 2010	117 29%	13 18%	6 10%	26 70% BCEFG	26 46% BCFG	21 26% C	22 28% C	34 60% IJ	61 37% J	17 10%	45 21%	68 40% K	69 33% n	31 24%	8 41%	- -	- -	- -	10 71% T	100 27%	5 52%	- -	- -	- -
WRONG TRACK																								
AUG 10-11, 2015	196 49%	19 33%	17 33%	33 66% BCF	43 62% BCf	35 44%	44 53% BC	61 73% IJ	73 44%	60 40%	100 46%	85 51%	117 49%	49 56%	12 39%	59 48%	93 50%	35 47%	34 45%	151 50%	7 40%	43 33%	99 65% VX	40 45%
AUG 23-25, 2014	272 68%	20 43%	27 60%	46 83% Bcf	61 89% BCFG	52 61%	63 70% B	70 82% J	133 76% J	66 50%	115 62%	146 75% K	161 69%	66 67%	24 69%	- -	- -	- -	55 86% TU	206 66% u	5 36%	58 46%	159 88% VX	47 66% V
AUG 19-20, 2013	224 56%	11 26%	27 47% B	42 71% BCF	46 67% BCf	47 52% B	50 61% B	63 73% J	111 63% J	47 38%	94 46%	116 66% K	138 59%	44 54%	26 47%	- -	- -	- -	41 63%	170 56%	12 44%	- -	- -	- -
AUG 20-21, 2012	224 56%	45 66% DE	41 66% DE	17 40%	29 37%	46 60% DE	41 61% DE	34 47%	85 50%	94 68% HI	126 58%	89 55%	129 59%	47 54%	34 52%	- -	- -	- -	28 44%	187 58% s	7 67%	96 67% Wx	71 44%	35 54%
AUG 14-18, 2011	243 61%	30 54%	29 55%	29 57%	43 63%	48 61%	49 67%	42 60%	98 56%	85 66%	133 64%	93 57%	146 63%	42 60%	25 51%	- -	- -	- -	26 66%	189 60%	21 63%	78 57%	91 58%	39 62%

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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Table 1-2
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	213	50	48	5	20	45	43	6	74	129	140	64	101	77	10	-	-	-	2	207	3	-	-	-
	53%	71% DEFG	75% DEFG	15%	34% D	54% DE	53% DE	10%	45% H	78% HI	66% L	38%	49%	58%	55%	-	-	-	13%	56% Su	28%	-	-	-
DON'T KNOW/UNSURE	85	7	14	8	17	17	22	8	54	23	48	34	53	13	9	38	29	16	27	52	5	24	30	26
	21%	11%	27% b	15%	24% b	21%	26% b	9%	33% HJ	15%	22%	21%	22%	15%	31%	31% Q	15%	21%	36% T	17%	28%	18%	20%	30%
REFUSED	2	-	-	-	-	1	2	1	2	-	-	2	2	-	-	-	2	1	2	1	-	-	2	-
	1%	-	-	-	-	1%	2%	1%	1%	-	-	1%	1%	-	-	-	1%	1%	2%	-	-	-	1%	-

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

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Table 1-3
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79	-3	-32	-14	-14	-2	-3	-11	-57	-79	-71	-1	-28	-50	-21	-71	13	-48	-22	-4	-59	-5	-2	-3
	-20%	-2% CDEh	-29%	-22%	-37%	-9% ce	-13%	-71%	-27%	-22%	-23%	-1% IJKMN	-22%	-27%	-45%	-40%	8% OP	-37%	-19% r	-3% RS	-41%	-5% U	-7% U	-11% U
RIGHT DIRECTION																								
AUG 10-11, 2015	117	44	25	14	11	12	9	2	59	104	85	32	29	52	9	30	76	30	30	57	28	37	9	11
	29%	36% cd	22%	22%	29%	42%	41%	14%	28%	28%	28%	37% m	23%	29%	19%	17%	46% OP	23%	25%	40% RS	20%	37% U	27%	44% u
AUG 23-25, 2014	75	29	17	4	6	5	9	4	43	66	-	2	26	39	4	18	52	27	11	36	7	24	3	9
	19%	24% D	15%	6%	17%	17%	43% CDf	29%	17%	18%	-	100% IJMN	20%	17%	7%	12%	29% OP	18%	13%	23%	6%	25% U	10%	23% U
AUG 19-20, 2013	121	33	28	27	8	8	10	7	-	-	-	39	24	52	9	29	77	28	38	52	21	42	13	8
	30%	27%	25%	42% bCE	21%	28%	45% ce	53% e	-	-	-	31%	26%	31%	18%	18%	45% OP	18%	35% R	45% R	17%	33% U	43% U	52% U
AUG 20-21, 2012	124	29	48	14	10	7	12	3	-	-	-	-	-	-	20	59	41	46	40	36	33	51	7	2
	31%	24%	43% BD	23%	27%	27%	54% BDefh	20%	-	-	-	-	-	-	37%	39% Q	24%	36%	36%	26%	42% vX	28% x	35%	11%
AUG 14-18, 2011	102	31	39	14	6	5	6	3	-	-	-	-	-	-	16	41	43	43	25	28	18	44	9	3
	25%	25%	34% dE	21%	16%	18%	26%	18%	-	-	-	-	-	-	35%	26%	25%	31% t	27%	20%	28%	24%	43%	34%
AUG 15-18, 2010	117	41	28	18	17	6	3	3	-	-	-	-	-	-	25	45	43	55	31	29	27	47	11	4
	29%	36% cG	25%	30% g	33% G	26%	13%	23%	-	-	-	-	-	-	57% pQ	40% Q	19%	45% sT	33% T	17%	46% VX	28% x	40% X	15%
WRONG TRACK																								
AUG 10-11, 2015	196	47	57	28	24	14	12	13	116	182	156	33	58	102	30	101	63	77	52	61	87	42	11	14
	49%	38%	51% b	44%	66% Bd	51%	55%	86% BCDFg	55% L	50%	51%	39%	45%	56% L	64% Q	57% Q	38%	59% sT	44%	43%	61% VW	42%	34%	55%
AUG 23-25, 2014	272	68	90	51	28	18	8	7	170	247	-	-	89	160	40	120	102	113	65	90	103	62	22	21
	68%	56%	79% BGh	83% BGh	76% G	64%	38%	48%	68% L	68% L	-	-	70% L	68% L	78% Q	78% Q	56%	75% T	77% T	57%	80% X	67%	83% X	53%
AUG 19-20, 2013	224	77	63	29	21	19	9	6	-	-	-	64	55	102	38	112	64	114	54	46	93	68	14	5
	56%	62% Dg	57%	44%	58%	68% dg	41%	40%	-	-	-	50%	60%	60%	75% Q	72% Q	38%	72% ST	50%	40%	72% VWX	53%	44%	34%
AUG 20-21, 2012	224	77	51	39	20	17	8	11	-	-	-	-	-	-	29	68	111	68	58	86	33	106	7	12
	56%	63% Cg	45%	61% Cg	53%	62%	39%	80% CeG	-	-	-	-	-	-	53%	45%	65% P	53%	51%	62%	43%	59% Uw	37%	81% UVW
AUG 14-18, 2011	243	81	66	40	18	18	12	7	-	-	-	-	-	-	21	98	104	80	50	97	39	112	8	6
	61%	67%	57%	62%	50%	71%	57%	50%	-	-	-	-	-	-	47%	62%	60%	57%	53%	69% rS	62% w	62% W	35%	66%

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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Table 1-3
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	213	57	60	33	25	16	16	6	-	-	-	-	-	-	7	41	161	30	52	121	20	86	12	20
	53%	50%	55%	53%	46%	69% beh	77% BCDEH	38%	-	-	-	-	-	-	16%	36% O	70% OP	25%	55% R	72% RS	33%	52% U	45%	77% UVW
DON'T KNOW/UNSURE	85	32	29	20	2	2	1	-	35	77	64	20	38	27	7	47	26	21	36	24	28	21	11	-
	21%	26% EFGH	26% EFGH	31% EFGH	5%	8%	4%	-	17%	21%	21%	24%	30% IN	15%	15%	27% oQ	16%	16%	30% RT	17%	19% X	21% X	34% X	1%
REFUSED	2	1	-	2	-	-	-	-	1	2	2	-	2	1	1	-	2	2	-	-	1	-	2	-
	1%	1%	-	3%	-	-	-	-	-	1%	1%	-	1%	-	1%	-	1%	2%	-	-	-	-	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/X

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Table 1-4
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79	-22	-32	-4	-8	-49	-15	-10	1	-21	-37	-23	-56	117	-196	18	-61	-16	-47	-9	15	-14	1
	-20%	-52%	-33%	-7% BCF	-19% B	-32%	-20%	-23%	13% GHJK	-25%	-21%	-19%	-20%	100% O	-100%	16% QR	-51%	-15% Q	-45%	-10% S	25% STVW	-29%	4% STV
RIGHT DIRECTION																							
AUG 10-11, 2015	117	8	13	25	9	36	24	14	5	23	44	37	80	117	-	55	18	32	22	26	32	10	14
	29%	18%	14%	39% BCeF	20%	23%	32%	33%	46%	26%	26%	31%	29%	100% O	-	49% QR	15%	29% Q	21%	29%	53% STV	20%	44% Sv
AUG 23-25, 2014	75	4	4	18	2	21	20	6	7	12	26	13	61	75	-	29	11	25	-	-	-	-	-
	19%	8%	4%	27% BCEf	5%	13% C	19%	15%	38%	16%	18%	13%	20%	100% O	-	25% Q	8%	26% Q	-	-	-	-	-
AUG 19-20, 2013	121	3	22	27	8	45	32	9	6	22	48	29	92	121	-	61	26	16	14	40	17	20	17
	30%	7%	25% B	42% BCF	30% b	27% B	37%	30%	22%	29%	29%	29%	31%	100% O	-	52% QR	16%	26%	15%	27% S	51% ST	47% ST	39% S
AUG 20-21, 2012	124	21	31	14	16	49	36	14	4	28	3	-	-	124	-	28	66	23	-	-	-	-	-
	31%	50% DF	37% D	21%	52% Df	29%	35% i	35%	18%	34%	34%	-	-	100% O	-	19%	51% PR	24%	-	-	-	-	-
AUG 14-18, 2011	102	9	23	15	8	35	21	12	6	27	1	-	-	102	-	30	43	21	19	53	4	8	15
	25%	27%	24%	22%	40%	21%	26%	28%	30%	31%	11%	-	-	100% O	-	24%	37% PR	21%	30%	26%	26%	25%	28%
AUG 15-18, 2010	117	16	26	11	7	49	34	18	6	33	2	-	-	117	-	18	64	24	40	37	10	3	18
	29%	49% DF	34% D	12%	84% BCDF	25% D	34%	31%	55%	35%	31%	-	-	100% O	-	12%	59% PR	32% P	52% TUVW	26% V	25% V	8%	25% V
WRONG TRACK																							
AUG 10-11, 2015	196	30	45	30	17	85	39	24	4	44	81	60	136	-	196	37	79	48	69	35	17	24	13
	49%	70% CDEf	46%	45%	39%	56%	52%	56%	33%	51%	47%	50%	49%	-	100% N	33%	66% PR	44%	66% TUvW	39%	29%	49% u	40%
AUG 23-25, 2014	272	41	74	36	32	116	73	22	10	53	100	75	197	-	272	57	114	65	-	-	-	-	-
	68%	81% D	82% D	56%	86% D	73% D	70%	54%	56%	69%	71%	75%	66%	-	100% N	51%	86% PR	66%	-	-	-	-	-
AUG 19-20, 2013	224	36	56	29	15	100	43	14	15	45	97	52	172	-	224	39	115	36	70	82	11	19	19
	56%	77% DF	63% D	45%	55%	59% d	49%	47%	55%	58%	59%	52%	57%	-	100% N	34%	73% Pr	59% P	76% TUVW	56% U	35%	43%	46%
AUG 20-21, 2012	224	15	42	47	9	101	58	18	12	39	5	-	-	-	224	104	45	57	-	-	-	-	-
	56%	36%	51% e	68% BCE	28%	59% BE	57%	46%	61%	47%	66%	-	-	-	100% N	71% Q	35%	60% Q	-	-	-	-	-
AUG 14-18, 2011	243	21	55	41	11	104	49	24	13	48	4	-	-	-	243	80	61	61	32	131	11	15	29
	61%	68%	58%	62%	54%	63%	59%	55%	66%	55%	64%	-	-	-	100% N	64%	52%	62%	53%	64%	69%	48%	55%

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

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Table 1-4
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	213	5	35	71	-	112	49	25	2	44	5	-	-	-	213	119	25	35	18	85	23	27	41
	53%	14% E	46% BE	79% BCEF	-	57% BE	49% I	45% I	15%	47% I	69% I	-	-	-	100% N	77% QR	23%	47% Q	24%	59% S	58% S	72% S	59% S
DON'T KNOW/UNSURE	85	5	38	10	16	32	12	5	2	18	46	22	63	-	-	21	21	30	11	29	11	16	5
	21%	12%	39% BDF	16%	37% Bd	21%	16%	11%	21%	21%	27% gH	18%	23%	-	-	18%	18%	28%	10%	32% Su	18%	32% S	16%
REFUSED	2	-	2	-	2	-	1	-	-	2	-	2	1	-	-	-	1	-	2	-	-	-	-
	1%	-	2%	-	4%	-	1%	-	-	2%	-	1%	-	-	-	-	1%	-	2%	-	-	-	-

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

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Table 1-5
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79	-80	3	42	-100	20	-61	-36	-6	-56	-5	27	-105	-70	7	-81	4	-20	-23	-27	-35	-35	13	-83
	-20%	-43%	2% B	30% E	-58%	20% G	-54%	-35%	-11% H	-42%	-3% J	22% M	-58%	-35%	6% N	-41%	2% P	-10% ST	-29%	-36%	-14% V	-33%	6% X	-49%
RIGHT DIRECTION																								
AUG 10-11, 2015	117	33	73	79	21	50	18	26	21	31	59	62	27	42	61	39	78	69	20	18	79	25	85	28
	29%	18%	41% B	55% E	12%	51% G	16%	25%	39%	23%	38% J	49% M	15%	21%	45% N	19%	41% P	33%	26%	24%	33%	23%	42% X	16%
AUG 23-25, 2014	75	20	54	47	15	-	-	-	-	-	-	-	-	-	-	28	46	52	10	2	-	-	53	17
	19%	10%	29% B	33% E	9%	-	-	-	-	-	-	-	-	-	-	15%	25% p	28% sT	14%	3%	-	-	23% x	13%
AUG 19-20, 2013	121	36	76	88	9	-	-	-	-	32	67	69	27	-	-	38	77	83	12	20	-	-	91	19
	30%	20%	41% B	57% E	6%	-	-	-	-	21%	45% J	57% M	14%	-	-	19%	43% P	41% ST	18%	21%	-	-	40% X	14%
AUG 20-21, 2012	124	84	32	53	39	-	-	-	-	-	-	-	-	-	-	86	34	49	27	35	-	-	71	36
	31%	43% C	18%	29%	40%	-	-	-	-	-	-	-	-	-	-	43% Q	18%	25%	43% R	35%	-	-	28%	35%
AUG 14-18, 2011	102	61	38	-	-	-	-	-	-	-	-	-	-	-	-	63	36	36	25	29	-	-	58	33
	25%	33% C	20%	-	-	-	-	-	-	-	-	-	-	-	-	36% Q	18%	21%	36% R	27%	-	-	24%	26%
AUG 15-18, 2010	117	89	23	-	-	34	49	-	-	-	-	-	-	-	-	88	24	37	61	-	-	-	39	71
	29%	53% C	12%	-	-	23%	39% F	-	-	-	-	-	-	-	-	50% Q	11%	17%	54% R	-	-	-	19%	47% W
WRONG TRACK																								
AUG 10-11, 2015	196	113	70	37	121	31	79	62	27	87	64	35	131	112	54	120	75	89	43	44	114	60	73	111
	49%	61% C	39%	26%	70% D	31%	70% F	60%	49%	65% K	41%	28%	73% L	56% O	40%	60% Q	39%	43%	56% r	60% R	47%	56%	36%	65% W
AUG 23-25, 2014	272	158	96	68	142	-	-	-	-	-	-	-	-	-	-	150	104	105	58	70	-	-	143	105
	68%	82% C	51%	48%	86% D	-	-	-	-	-	-	-	-	-	-	77% Q	57%	56%	77% R	90% R	-	-	62%	78% W
AUG 19-20, 2013	224	121	85	47	141	-	-	-	-	104	63	36	147	-	-	144	76	87	45	69	-	-	105	107
	56%	69% C	46%	31%	90% D	-	-	-	-	70% K	42%	30%	78% L	-	-	70% Q	43%	43%	68% R	70% R	-	-	46%	75% W
AUG 20-21, 2012	224	81	131	113	50	-	-	-	-	-	-	-	-	-	-	82	133	133	23	48	-	-	152	57
	56%	42%	73% B	62%	52%	-	-	-	-	-	-	-	-	-	-	41%	71% P	67% ST	38%	48%	-	-	60%	55%

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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Table 1-5
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	243	98	126	-	-	-	-	-	-	-	-	-	-	-	-	88	144	109	36	67	-	-	147	81
	61%	53%	66% B	-	-	-	-	-	-	-	-	-	-	-	-	50%	69% P	63%	52%	63%	-	-	61%	63%
AUG 15-18, 2010	213	40	155	-	-	94	53	-	-	-	-	-	-	-	-	43	166	158	31	-	-	-	146	51
	53%	23%	78% B	-	-	64% G	42%	-	-	-	-	-	-	-	-	24%	79% P	71% S	28%	-	-	-	71% X	34%
DON'T KNOW/UNSURE	85	39	35	27	30	19	16	16	7	16	34	29	21	42	21	40	38	52	12	12	47	22	42	32
	21%	21%	20%	19%	17%	19%	14%	15%	12%	12%	22% j	23% M	12%	21%	15%	20%	20%	25%	16%	17%	20%	21%	21%	19%
REFUSED	2	1	-	-	-	-	-	-	-	-	-	-	1	2	-	1	-	-	2	-	2	-	2	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	2%	-	1%	-	1%	-

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

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Table 1-6
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-79	-35	-32	-51	-21	-52	-5	-5	-25	-51	-12	-50	-16	-59	-20	-49	-75	1	29	-67	-37	-61	-18
	-20%	-22%	-16%	-18%	-31%	-21%	-9% f	-14%	-10% J	-41%	-7% L	-33%	-8% N	-31%	-8% P	-42%	-40%	1% Q	23% TU	-49%	-28% t	-23%	-13%
RIGHT DIRECTION																							
AUG 10-11, 2015	117	47	63	85	19	73	18	13	81	26	65	36	65	49	89	23	34	76	66	22	29	74	43
	29%	30%	31%	30%	28%	29%	35%	36%	34% J	21%	36% L	24%	33%	25%	36% P	20%	18%	41% Q	51% TU	16%	22%	28%	32%
AUG 23-25, 2014	75	-	-	-	-	-	-	-	51	18	40	27	42	26	61	9	21	51	-	-	-	-	-
	19%	-	-	-	-	-	-	-	22%	14%	19%	22%	21%	14%	25% P	8%	11%	27% Q	-	-	-	-	-
AUG 19-20, 2013	121	-	-	-	-	-	-	-	90	24	-	-	-	-	87	32	33	82	-	-	-	-	-
	30%	-	-	-	-	-	-	-	39% J	17%	-	-	-	-	36% P	24%	19%	43% Q	-	-	-	-	-
AUG 20-21, 2012	124	-	-	-	-	-	-	-	85	33	-	-	43	74	72	39	76	35	43	38	26	-	-
	31%	-	-	-	-	-	-	-	31%	32%	-	-	23%	38% M	29%	34%	42% R	18%	24%	36% s	40% S	-	-
AUG 14-18, 2011	102	-	-	-	-	-	-	-	62	31	-	-	-	-	58	35	57	37	-	-	-	-	-
	25%	-	-	-	-	-	-	-	26%	28%	-	-	-	-	24%	29%	34% R	20%	-	-	-	-	-
AUG 15-18, 2010	117	-	-	-	-	-	-	-	-	-	-	-	-	-	64	43	84	25	-	-	-	-	-
	29%	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	40% O	53% R	12%	-	-	-	-	-
WRONG TRACK																							
AUG 10-11, 2015	196	82	95	136	41	125	22	18	106	76	77	87	81	108	109	72	109	75	37	89	66	135	61
	49%	52%	47%	48%	59%	49%	44%	49%	44%	61% I	43%	57% K	42%	56% M	44%	61% O	58% R	41%	29%	66% SU	50% S	51%	45%
AUG 23-25, 2014	272	-	-	-	-	-	-	-	139	99	135	88	118	144	146	102	161	96	-	-	-	-	-
	68%	-	-	-	-	-	-	-	61%	80% I	65%	72%	60%	79% M	59%	85% O	84% R	51%	-	-	-	-	-
AUG 19-20, 2013	224	-	-	-	-	-	-	-	104	98	-	-	-	-	119	90	125	77	-	-	-	-	-
	56%	-	-	-	-	-	-	-	45%	70% I	-	-	-	-	49%	68% O	72% R	40%	-	-	-	-	-
AUG 20-21, 2012	224	-	-	-	-	-	-	-	150	56	-	-	125	89	148	57	78	136	118	50	30	-	-
	56%	-	-	-	-	-	-	-	56%	54%	-	-	66% N	46%	60%	51%	43%	71% Q	66% TU	47%	46%	-	-

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

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Table 1-6
QUESTION 2:
Do you feel things in North Carolina are generally headed in the right direction or have gotten off on the wrong track?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	243	-	-	-	-	-	-	-	143	69	-	-	-	-	155	70	94	122	-	-	-	-	-
	61%	-	-	-	-	-	-	-	59%	62%	-	-	-	-	63%	57%	56%	64%	-	-	-	-	-
AUG 15-18, 2010	213	-	-	-	-	-	-	-	-	-	-	-	-	-	158	39	36	159	-	-	-	-	-
	53%	-	-	-	-	-	-	-	-	-	-	-	-	-	62% P	36%	23%	77% Q	-	-	-	-	-
DON'T KNOW/UNSURE	85	28	44	64	7	55	11	6	52	22	38	29	48	34	50	21	42	34	26	24	35	54	31
	21%	18%	22%	22% E	11%	22%	21%	15%	22%	18%	21%	19%	25%	18%	20%	18%	22%	18%	20%	17%	26%	20%	23%
REFUSED	2	1	2	1	2	2	1	-	2	-	1	2	-	2	-	2	2	-	-	1	2	2	-
	1%	-	1%	-	2%	1%	1%	-	1%	-	-	1%	-	1%	-	1%	1%	-	-	-	1%	1%	-

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

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Table 2-1
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37% W
**D/S (REPUBLICAN - DEMOCRATIC)	-7	-15	3	4	-	4	-1	9	-16	-1	-	-7	1	-	-1	10	5	-15	-7	80	-78	-8	-18	14
	-2%	-15%	6% BG	9% BG	- B	4% BeG	-2% B	5% I	-8%	-1% L	- L	-10%	2% JL	- RS	-2% RS	29% NOQRS	6% nORS	-18%	-16%	73% UV	-66%	-5% U	-8%	9% W
REPUBLICAN CANDIDATE																								
AUG 10-11, 2015	112	24	13	12	20	29	14	62	50	37	32	17	26	27	17	18	23	16	11	84	4	24	58	52
	28%	24%	30%	29%	30%	32%	24%	32%	24%	25%	30%	24%	35%	28%	28%	50% NOQRS	28%	20%	26%	77% UV	3%	15% U	24%	34% w
AUG 23-25, 2014	112	18	22	18	13	29	13	65	47	31	30	26	25	21	27	17	17	20	10	77	1	33	58	53
	28%	20%	34%	46% Beg	23%	31%	22%	34%	23%	24%	26%	36%	31%	25%	39% rS	46% qRS	24%	24%	19%	83% UV	1%	19% U	21%	47% W
AUG 19-20, 2013	117	25	17	14	15	21	25	57	59	49	30	18	19	26	21	10	26	22	11	76	5	35	80	36
	29%	23%	38% bf	43% bf	24%	23%	41% BeF	30%	28%	27%	29%	34%	32%	26%	35%	31%	24%	33%	35%	76% UV	4%	21% U	27%	34%
AUG 20-21, 2012	147	33	12	19	27	30	25	77	70	44	47	31	25	34	33	10	23	30	17	106	6	34	101	40
	37%	36% c	22%	45% C	41% C	37% c	40% c	40%	34%	30%	38%	47% J	40%	35%	47% Q	42%	26%	41% q	39%	82% UV	5%	24% U	34%	42%
AUG 14-18, 2011	126	26	15	19	17	22	26	63	63	45	31	25	25	16	33	14	36	16	11	84	7	31	83	39
	32%	27%	29%	52% BceF	30%	25%	41% f	33%	30%	29%	27%	35%	42% jK	20%	41% NR	49% NR	32%	25%	33%	78% UV	6%	21% U	29%	38%
AUG 15-18, 2010	155	34	25	14	21	28	33	74	81	25	52	39	39	21	31	22	23	38	20	100	6	47	90	64
	39%	37%	56% BEFg	39%	34%	34%	40%	39%	39%	38%	39%	41%	37%	39%	36%	42%	42%	40%	34%	75% UV	7%	29% U	35%	45% w
DEMOCRATIC CANDIDATE																								
AUG 10-11, 2015	119	39	10	8	21	25	15	52	67	38	32	24	25	27	18	7	18	31	18	4	82	32	76	38
	30%	39% d	24%	20%	30%	28%	27%	27%	32%	26%	30%	34%	34%	28%	30%	21%	22%	37% pq	42% PQ	4%	69% TV	19% T	32%	25%
AUG 23-25, 2014	132	31	19	5	8	40	30	54	78	44	29	29	29	28	12	13	29	29	20	4	97	30	97	32
	33%	35% DE	29%	13%	15%	42% DE	50% DE	28%	38%	34%	25%	41% k	36%	33%	18%	35% o	40% O	34% o	40% O	4%	78% TV	17% T	35%	29%
AUG 19-20, 2013	157	49	13	9	23	37	27	72	85	91	36	15	15	49	16	6	53	24	9	1	102	54	130	27
	39%	46% cd	30%	27%	36%	40%	44%	38%	41%	50% KLM	35%	29%	25%	50% OPrS	27%	20%	48% OPrS	35% p	28%	1%	79% TV	32% T	44% X	25%
AUG 20-21, 2012	130	35	19	5	20	26	24	53	76	43	44	19	23	29	17	7	30	28	18	4	90	36	95	31
	32%	39% D	33% D	13%	30% D	31% D	39% D	28%	37% h	29%	36%	29%	37%	30%	25%	30%	33%	38% o	41% o	3%	75% TV	25% T	32%	33%

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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Table 2-1
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	117 29%	39 40% EG	14 28%	9 25%	12 22%	26 28%	16 24%	56 29%	61 29%	47 30%	39 34% L	14 20%	17 28%	33 40% OPr	17 22%	5 18%	33 30%	14 23%	14 41% OPr	5 4%	81 68% TV	29 19% T	91 32%	24 24%
AUG 15-18, 2010	109 27%	33 36% Cd	6 13%	7 19%	17 27% c	23 28% C	23 27% C	54 28%	55 26%	17 26%	35 26%	30 32%	26 25%	11 21%	31 36% n	12 23%	16 29%	24 26%	15 24%	6 4%	67 71% TV	36 22% T	80 32% X	29 20%
NEITHER	56 14%	13 13%	9 20% f	11 25% ef	5 8%	7 8%	12 21% ef	35 18% i	21 10%	34 23% kLM	12 11%	5 7%	4 6%	23 25% PRS	10 17% Pr	1 3%	13 16% Pr	5 6%	3 8%	4 3%	6 5%	45 28% TU	40 17%	15 10%
DON'T KNOW	110 27%	25 24%	11 24%	11 26%	22 32%	27 30%	15 27%	42 22%	68 33% H	39 27%	30 29%	23 32%	17 23%	18 19%	15 25%	9 25%	28 34% n	30 36% N	10 23%	18 17%	27 23%	61 37% TU	64 27%	44 29%
REFUSED	3 1%	- -	1 2%	- -	- -	1 2%	- 1%	1 -	2 1%	- -	- -	1 2%	1 2%	- -	- -	1 2%	- -	1 2%	- 1%	- -	- -	3 2%	1 1%	1 1%

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

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Table 2-2
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60% O	22%	8%	31%	46%	19%	19% Tu	76%	4%	33%	38%	22% w
**D/S (REPUBLICAN - DEMOCRATIC)	-7	47	33	-35	-44	-3	-5	-54	-27	74	51	-50	-20	3	3	-14	14	-5	-34	29	-	93	-103	4
	-2%	81% CDEFG	63% DEFG	-70%	-63%	-3% DE	-6% DE	-64%	-16% H	50% HI	24% L	-30%	-8%	3% M	9% M	-11%	7% PR	-7%	-44%	10% SU	-3% S	69% WX	-68%	5% W
REPUBLICAN CANDIDATE																								
AUG 10-11, 2015	112	48	37	2	2	12	11	4	20	87	92	18	54	31	13	30	57	21	3	105	4	96	3	12
	28%	82% DEFG	70% DEFG	4%	3%	15% dE	14% de	5%	12% h	59% HI	42% L	11%	22%	35% M	44% m	24%	31%	29%	4%	35% S	25% s	72% WX	2%	13% W
AUG 23-25, 2014	112	41	36	1	1	23	10	1	28	82	80	28	50	33	18	-	-	-	7	98	2	93	4	13
	28%	85% DEFG	81% DEFG	1%	1%	27% DEg	11% DE	2%	16% H	61% HI	43% L	14%	21%	34% m	53% m	-	-	-	11%	31% S	14%	74% WX	2%	19% W
AUG 19-20, 2013	117	32	44	5	1	21	14	12	23	81	80	33	70	30	10	-	-	-	6	104	5	-	-	-
	29%	77% DEFG	76% DEFG	8%	1%	24% DE	18% E	13%	13%	65% HI	39% L	19%	30% o	37% O	18%	-	-	-	10%	34% Su	19%	-	-	-
AUG 20-21, 2012	147	56	50	2	3	17	17	3	44	94	101	37	87	33	11	-	-	-	3	135	8	112	9	17
	37%	83% DEFG	81% DEFG	6%	4%	22% DE	26% DE	4%	26% H	69% HI	46% L	23%	40% O	37% O	17%	-	-	-	4%	42% S	74% ST	79% WX	5%	26% W
AUG 14-18, 2011	126	43	42	3	4	17	14	5	36	77	88	31	67	29	14	-	-	-	4	111	8	99	10	10
	32%	76% DEFG	80% DEFG	6%	6%	22% DE	19% DE	7%	21% H	59% HI	42% L	19%	29%	41% m	28%	-	-	-	11%	35% S	24%	71% WX	7%	15% w
AUG 15-18, 2010	155	48	52	3	3	23	24	-	39	112	115	37	74	54	4	-	-	-	-	151	2	-	-	-
	39%	68% DEFG	82% BDEFG	8%	6%	27% DE	30% DE	-	24% H	68% HI	54% L	22%	36%	41% o	23%	-	-	-	-	41% S	20%	-	-	-
DEMOCRATIC CANDIDATE																								
AUG 10-11, 2015	119	-	4	37	46	15	17	58	47	14	40	68	74	28	11	44	43	27	37	76	5	4	107	7
	30%	1%	7%	74% BCFG	66% BCFG	19% Bc	20% Bc	69% IJ	29% J	9%	19%	41% K	31%	32%	36%	36% q	23%	36%	48% T	25%	28%	3%	70% VX	8%
AUG 23-25, 2014	132	1	3	40	57	12	18	66	52	14	36	92	77	36	8	-	-	-	25	103	4	2	123	6
	33%	2%	6%	73% BCFG	83% BCFG	14% b	20% BC	77% IJ	30% J	10%	19%	48% K	33%	37%	22%	-	-	-	39%	33%	27%	2%	68% VX	8%
AUG 19-20, 2013	157	1	-	45	57	26	28	60	80	11	58	92	90	18	42	-	-	-	40	104	12	-	-	-
	39%	2%	1%	76% BCFG	82% BCFG	29% BC	35% BC	70% IJ	45% J	9%	28%	52% K	38% N	22%	75% MN	-	-	-	62% T	34%	44%	-	-	-
AUG 20-21, 2012	130	3	1	31	59	19	16	56	57	14	55	71	76	30	18	-	-	-	38	90	1	2	108	19
	32%	4%	2%	73% BCFG	76% BCFG	25% BC	25% BC	78% IJ	33% J	10%	25%	44% K	35%	35%	27%	-	-	-	59% TU	28% U	8%	1%	67% VX	29% V
AUG 14-18, 2011	117	4	1	37	44	13	15	44	58	14	30	81	78	17	16	-	-	-	23	80	12	7	98	10
	29%	7%	2%	72% BCFG	65% BCFG	17% bC	21% BC	63% IJ	33% J	11%	14%	49% K	33%	24%	32%	-	-	-	57% T	25%	38%	5%	63% VX	17% 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

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Table 2-2
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	109	4	1	28	39	21	14	42	61	5	28	77	61	34	7	-	-	-	7	96	4	-	-	-
	27%	6%	2%	76% BCFG	68% BCFG	26% BC	18% BC	74% IJ	37% J	3%	13%	45% K	29%	26%	38%	-	-	-	51% t	26%	38%	-	-	-
NEITHER	56	3	1	3	3	28	17	6	36	13	29	25	40	8	2	23	26	6	6	48	1	11	11	30
	14%	5%	1%	6%	4%	35% BCDE	21% BCDE	7%	22% HJ	9%	13%	15%	17% n	9%	8%	18% r	14%	8%	7%	16% su	5%	9%	7%	33% VW
DON'T KNOW	110	7	11	8	19	24	36	15	59	33	55	51	71	21	4	26	59	18	31	71	7	22	31	40
	27%	12%	21%	17%	27% b	30% B	43% BCDe	18%	36% HJ	22%	25%	31%	29% O	24%	12%	21%	32% p	25%	41% T	23%	42%	17%	21%	45% VW
REFUSED	3	-	-	-	-	1	2	-	1	1	-	3	2	-	-	-	-	2	-	3	-	-	-	1
	1%	-	-	-	-	1%	2%	-	1%	1%	-	2%	1%	-	-	-	-	3%	-	1%	-	-	-	1%

Civitas

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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Table 2-3
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (REPUBLICAN - DEMOCRATIC)	-7	-12	5	3	-8	9	-1	-3	-4	-16	-9	-1	-2	-8	-26	-51	70	-65	1	55	-52	10	-7	13
	-2%	-10%	5% BEg	4% BEg	-21%	32% BCDEGH	-5%	-18%	-2%	-4%	-3%	-1% j	-1%	-5%	-57%	-28% o	42% OP	-50%	- R	38% RS	-36%	10% UW	-23%	49% UVW
REPUBLICAN CANDIDATE																								
AUG 10-11, 2015	112	31	37	21	4	12	4	4	59	96	89	21	37	50	3	22	87	7	28	75	19	28	8	16
	28%	25%	33% E	33% E	11%	42% E	19%	25%	28%	26%	29%	25%	29%	27%	7%	12%	52% OP	5%	23% R	53% RS	13%	28% U	24%	60% UVW
AUG 23-25, 2014	112	32	35	11	6	13	7	8	82	102	-	-	24	78	-	23	87	7	23	79	19	26	5	22
	28%	26%	31%	18%	17%	43% d	30%	55% de	33% LM	28% L	-	-	19% L	33% LM	-	15% O	48% OP	4%	27% R	50% RS	14%	28%	20%	55% UVW
AUG 19-20, 2013	117	33	33	15	11	13	7	4	-	-	-	40	20	52	9	15	93	20	24	67	27	41	3	7
	29%	27%	29%	24%	30%	46% d	33%	29%	-	-	-	31%	21%	31%	18%	9%	54% OP	13%	22% r	58% RS	21% w	32% uW	8%	48% UW
AUG 20-21, 2012	147	43	43	25	12	11	5	7	-	-	-	-	-	-	6	28	105	16	41	85	14	55	4	10
	37%	35%	38%	39%	34%	39%	22%	50%	-	-	-	-	-	-	11%	18%	62% OP	12%	36% R	61% RS	18%	31% U	21%	66% UVW
AUG 14-18, 2011	126	40	38	18	8	13	4	5	-	-	-	-	-	-	4	30	87	23	24	73	11	54	2	4
	32%	33%	33% g	28%	23%	50% deG	17%	36%	-	-	-	-	-	-	9%	19%	51% OP	16%	26%	52% RS	18%	30% uW	8%	47% w
AUG 15-18, 2010	155	45	41	21	20	10	13	6	-	-	-	-	-	-	1	15	136	15	29	109	12	55	8	17
	39%	38%	37%	33%	38%	44%	61% BCDe	39%	-	-	-	-	-	-	2%	13% O	59% OP	12%	30% R	65% RS	21%	33% u	30%	63% UVW
DEMOCRATIC CANDIDATE																								
AUG 10-11, 2015	119	43	32	18	12	3	5	7	63	112	98	22	39	58	29	72	17	72	27	20	70	18	15	3
	30%	34% F	29% F	29% F	32% f	10%	24%	43% f	30%	31%	32%	25%	31%	32%	64% PQ	40% Q	10%	55% ST	23%	14%	49% VX	18%	46% VX	11%
AUG 23-25, 2014	132	38	47	14	19	4	7	2	78	116	-	2	40	74	40	53	37	85	23	23	66	38	5	4
	33%	31% f	42% Fh	23%	52% Fh	12%	33%	17%	31%	32%	-	100% IJMN	31%	32%	76% PQ	34% Q	20%	56% ST	28% t	14%	51% WX	41% X	19%	10%
AUG 19-20, 2013	157	55	42	23	19	5	9	4	-	-	-	56	43	57	30	85	25	98	41	12	61	49	20	5
	39%	45% F	38% f	35%	51% F	19%	40%	30%	-	-	-	44%	47% n	34%	59% Q	54% Q	15%	62% ST	38% T	10%	48%	39%	65% VX	31%
AUG 20-21, 2012	130	44	36	20	14	6	7	2	-	-	-	-	-	-	38	64	24	74	30	24	41	57	11	1
	32%	36% f	32%	32%	38%	21%	31%	17%	-	-	-	-	-	-	70% PQ	43% Q	14%	58% ST	26%	17%	52% VX	31% X	55% vX	6%
AUG 14-18, 2011	117	46	28	16	13	4	6	4	-	-	-	-	-	-	27	59	26	67	27	18	25	56	13	2
	29%	37% cdF	25%	24%	37% f	16%	29%	26%	-	-	-	-	-	-	61% PQ	37% Q	15%	48% ST	29% T	13%	40%	31%	57% VX	18%

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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Table 2-3
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	109	37	28	17	16	4	3	2	-	-	-	-	-	-	35	51	20	67	27	13	22	55	11	2
	27%	32% G	26%	28%	31% g	19%	13%	16%	-	-	-	-	-	-	82% PQ	45% Q	9%	55% ST	28% T	8%	38% X	33% X	40% X	7%
NEITHER	56	17	8	4	10	8	6	2	26	51	35	19	19	19	6	26	24	19	26	10	15	17	3	6
	14%	14%	8%	6%	28% CD	27% cd	29% cD	16%	12%	14%	11%	22% kn	15%	10%	12%	15%	15%	15% t	22% T	7%	10%	17%	9%	22%
DON'T KNOW	110	34	32	20	10	5	6	2	60	103	83	23	32	53	8	56	38	31	37	36	37	37	7	2
	27%	27%	29%	32%	27%	19%	27%	16%	28%	28%	27%	28%	25%	29%	18%	32% o	23%	24%	31%	26%	26% X	37% X	21%	7%
REFUSED	3	-	1	-	-	1	-	-	3	3	3	-	-	3	-	2	1	1	-	1	2	-	-	-
	1%	-	1%	-	1%	3%	-	-	1%	1%	1%	-	-	2%	-	1%	1%	1%	-	1%	1%	-	-	-

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Table 2-4
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (REPUBLICAN - DEMOCRATIC)	-7	-26	-20	30	-19	3	-23	-9	-	1	22	-1	-6	37	-42	112	-119	-	-46	3	24	12	1
	-2%	-62%	-20% B	46% BCEF	-43%	2% BCE	-31%	-21%	-2% Gh	1% GH	13% GHIJ	-1%	-2%	31% O	-22%	100% QR	-100%	- Q	-44%	3% S	40% STW	25% STW	4% S
REPUBLICAN CANDIDATE																							
AUG 10-11, 2015	112	3	10	37	3	45	10	8	3	25	60	32	80	55	37	112	-	-	8	24	32	22	12
	28%	6%	11%	57% BCEF	6%	29% BCE	14%	19%	31%	29% g	35% Gh	27%	29%	47% O	19%	100% QR	-	-	7%	26% S	53% ST	44% St	36% S
AUG 23-25, 2014	112	1	10	35	5	41	22	18	3	23	44	18	94	29	57	112	-	-	-	-	-	-	-
	28%	3%	11%	54% BCEF	13%	26% BC	21%	43% i	14%	30%	31%	18%	31%	38% O	21%	100% QR	-	-	-	-	-	-	-
AUG 19-20, 2013	117	4	15	40	3	54	26	10	7	22	49	28	88	61	39	117	-	-	15	29	15	17	23
	29%	9%	17%	62% BCEF	10%	32% BCE	29%	34%	28%	29%	30%	28%	29%	50% O	17%	100% QR	-	-	17%	20%	48% ST	40% ST	55% ST
AUG 20-21, 2012	147	2	21	43	-	66	41	13	6	36	3	-	-	28	104	147	-	-	-	-	-	-	-
	37%	5%	25% BE	62% BCEF	-	39% BCE	41%	32%	30%	44%	37%	-	-	23%	47% N	100% QR	-	-	-	-	-	-	-
AUG 14-18, 2011	126	3	18	36	4	54	18	12	3	30	5	-	-	30	80	126	-	-	9	63	6	12	25
	32%	11%	19%	55% BCEF	22%	33% BC	22%	29%	17%	34% gi	74% GHIJ	-	-	29%	33%	100% QR	-	-	15%	31% S	37%	39% S	47% St
AUG 15-18, 2010	155	-	19	60	-	80	35	19	5	32	4	-	-	18	119	155	-	-	12	47	17	28	39
	39%	-	24% BE	67% BCEF	-	41% BCE	34%	34%	45%	34%	51%	-	-	16%	56% N	100% QR	-	-	15%	33% S	44% S	72% STU	57% ST
DEMOCRATIC CANDIDATE																							
AUG 10-11, 2015	119	29	30	8	21	42	34	17	4	24	38	33	86	18	79	-	119	-	54	21	8	9	10
	30%	69% CDF	31% D	12%	49% Df	28% D	45% JK	40% k	33%	27%	22%	28%	31%	16%	40% N	-	100% PR	-	52% TUVw	23%	14%	19%	32% u
AUG 23-25, 2014	132	40	29	8	14	60	38	10	6	36	37	37	95	11	114	-	132	-	-	-	-	-	-
	33%	80% CDEF	32% D	13%	38% d	38% D	36%	24%	34%	47% K	26%	37%	32%	15%	42% N	-	100% PR	-	-	-	-	-	-
AUG 19-20, 2013	157	32	42	7	18	61	35	9	12	33	64	48	110	26	115	-	157	-	54	63	12	15	5
	39%	69% CDF	47% D	11%	69% cDF	36% D	40%	31%	43%	42%	39%	48% m	37%	21%	51% N	-	100% PR	-	59% TUVW	43% W	36% W	35% W	13%
AUG 20-21, 2012	130	38	27	10	22	53	36	14	5	28	3	-	-	66	45	-	130	-	-	-	-	-	-
	32%	88% CDF	33% D	14%	72% CDF	31% D	36%	36%	27%	34%	39%	-	-	54% O	20%	-	100% PR	-	-	-	-	-	-
AUG 14-18, 2011	117	21	31	8	12	39	35	13	8	31	1	-	-	43	61	-	117	-	30	60	1	9	11
	29%	67% CDF	33% D	12%	60% cDF	24% D	42% K	29%	39%	35%	12%	-	-	42% O	25%	-	100% PR	-	49% TUvW	29% U	8%	27%	21%

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

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Table 2-4
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	109	22	30	3	5	49	37	15	2	32	-	-	-	64	25	-	109	-	35	47	6	-	11
	27%	67% CDF	39% DF	3%	69% DF	25% D	36% K	28% K	18%	35% K	-	-	-	55% O	12%	-	100% PR	-	45% tUVW	33% UVW	14% V	-	17% V
NEITHER	56	2	16	4	4	17	9	4	2	10	28	22	34	12	31	-	-	-	15	17	-	5	5
	14%	4%	16% Bd	6%	10%	11% b	12%	9%	20%	12%	16%	18%	12%	11%	16%	-	-	-	14% U	19% U	1%	11% u	15% U
DON'T KNOW	110	9	40	16	15	47	20	14	1	28	45	33	77	32	48	-	-	110	27	27	18	13	5
	27%	20%	41% Bd	25%	34%	31%	27%	32%	13%	32% i	26%	27%	28%	27%	24%	-	-	100% PQ	26%	31%	30%	27%	16%
REFUSED	3	-	1	-	-	2	1	-	-	-	1	-	3	-	1	-	-	-	-	-	1	-	-
	1%	1%	2%	-	-	1%	1%	-	4%	-	1%	-	1%	-	-	-	-	-	-	-	2%	-	-

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

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Table 2-5
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (REPUBLICAN - DEMOCRATIC)	-7	-99	90	55	-63	33	-50	-25	15	-80	73	72	-84	-63	58	-95	89	39	-15	-29	15	-26	48	-51
	-2%	-53%	50% B	39% E	-37%	33% G	-45%	-24%	27% H	-59%	46% J	58% M	-47%	-32%	43% N	-48%	46% P	19% ST	-20%	-39%	6% V	-24%	24% X	-30%
REPUBLICAN CANDIDATE																								
AUG 10-11, 2015	112	7	97	74	18	47	7	22	25	5	87	78	11	23	74	10	102	76	16	10	78	18	86	21
	28%	4%	55% B	52% E	10%	47% G	6%	21%	46% H	4%	55% J	63% M	6%	12%	55% N	5%	53% P	36% ST	21%	14%	32% V	16%	42% X	13%
AUG 23-25, 2014	112	7	101	73	14	-	-	-	-	-	-	-	-	-	-	8	99	79	10	8	-	-	98	8
	28%	4%	54% B	51% E	9%	-	-	-	-	-	-	-	-	-	-	4%	54% P	43% ST	14%	10%	-	-	42% X	6%
AUG 19-20, 2013	117	9	101	84	10	-	-	-	-	11	87	85	16	-	-	14	100	88	9	13	-	-	90	18
	29%	5%	55% B	55% E	7%	-	-	-	-	7%	59% J	70% M	9%	-	-	7%	56% P	44% ST	14%	13%	-	-	40% X	13%
AUG 20-21, 2012	147	9	131	102	11	-	-	-	-	-	-	-	-	-	-	14	131	102	10	25	-	-	124	13
	37%	5%	72% B	57% E	11%	-	-	-	-	-	-	-	-	-	-	7%	70% P	52% ST	16%	25%	-	-	49% X	13%
AUG 14-18, 2011	126	14	110	-	-	-	-	-	-	-	-	-	-	-	-	12	114	87	14	16	-	-	95	25
	32%	7%	58% B	-	-	-	-	-	-	-	-	-	-	-	-	7%	55% P	50% ST	20%	15%	-	-	39% X	20%
AUG 15-18, 2010	155	15	133	-	-	82	27	-	-	-	-	-	-	-	-	9	139	124	22	-	-	-	111	26
	39%	9%	67% B	-	-	55% G	22%	-	-	-	-	-	-	-	-	5%	66% P	56% S	19%	-	-	-	54% X	17%
DEMOCRATIC CANDIDATE																								
AUG 10-11, 2015	119	106	7	18	81	14	57	47	11	85	14	6	95	86	16	105	14	37	32	39	64	44	37	73
	30%	57% C	4%	13%	47% D	14%	51% F	46% I	19%	63% K	9%	5%	53% L	43% O	12%	53% Q	7%	18%	41% R	53% R	26%	41% U	19%	43% W
AUG 23-25, 2014	132	116	13	9	92	-	-	-	-	-	-	-	-	-	-	113	16	37	28	46	-	-	56	67
	33%	60% C	7%	6%	56% D	-	-	-	-	-	-	-	-	-	-	59% Q	9%	20%	37% r	59% Rs	-	-	24%	50% W
AUG 19-20, 2013	157	130	17	27	103	-	-	-	-	112	13	10	121	-	-	144	11	46	34	66	-	-	61	86
	39%	74% C	9%	18%	66% D	-	-	-	-	75% K	9%	9%	64% L	-	-	70% Q	6%	23%	52% R	67% Rs	-	-	27%	60% W
AUG 20-21, 2012	130	126	4	38	48	-	-	-	-	-	-	-	-	-	-	123	6	31	26	57	-	-	47	61
	32%	65% C	2%	21%	49% D	-	-	-	-	-	-	-	-	-	-	62% Q	3%	16%	42% R	57% Rs	-	-	19%	59% 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

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Table 2-5
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	117	99	11	-	-	-	-	-	-	-	-	-	-	-	-	97	16	19	29	53	-	-	45	61
	29%	54% C	6%	-	-	-	-	-	-	-	-	-	-	-	-	55% Q	8%	11%	42% R	50% R	-	-	19%	48% W
AUG 15-18, 2010	109	95	8	-	-	20	62	-	-	-	-	-	-	-	-	101	8	26	52	-	-	-	28	71
	27%	56% C	4%	-	-	13%	49% F	-	-	-	-	-	-	-	-	57% Q	4%	12%	46% R	-	-	-	13%	47% W
NEITHER	56	19	25	11	28	14	15	6	7	13	25	10	32	33	16	25	26	37	10	5	43	8	28	24
	14%	10%	14%	8%	16% d	14%	13%	5%	13%	9%	16%	8%	18% L	17%	12%	13%	13%	18% T	13%	6%	18% V	8%	14%	14%
DON'T KNOW	110	52	47	39	44	24	32	28	12	31	32	31	41	54	28	57	48	60	17	20	57	35	50	51
	27%	28%	26%	27%	26%	24%	28%	27%	22%	23%	20%	25%	23%	27%	21%	28%	25%	28%	22%	27%	23%	33%	25%	30%
REFUSED	3	1	1	1	1	-	1	1	-	-	-	-	1	1	1	1	1	-	2	-	-	2	1	1
	1%	1%	1%	1%	1%	-	1%	1%	-	-	-	-	1%	1%	1%	1%	1%	-	3%	-	-	2%	1%	1%

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

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Table 2-6
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (REPUBLICAN - DEMOCRATIC)	-7	-24	20	-20	10	1	7	-12	21	-26	15	-13	41	-50	40	-39	-98	94	69	-72	-4	-5	-2
	-2%	-15%	10% B	-7%	14% D	- H	14% FH	-33%	9% J	-21%	8% L	-9%	21% N	-26%	16% P	-33%	-52%	51% Q	54% TU	-53%	-3% T	-2%	-1%
REPUBLICAN CANDIDATE																							
AUG 10-11, 2015	112	34	67	71	24	70	19	7	76	28	62	36	83	25	93	13	7	105	81	9	22	82	30
	28%	22%	33% B	25%	35%	28%	36%	18%	32%	22%	34% l	23%	43% N	13%	38% P	12%	3%	57% Q	63% TU	7%	17% T	31%	23%
AUG 23-25, 2014	112	-	-	-	-	-	-	-	76	21	72	21	90	18	91	13	11	99	-	-	-	-	-
	28%	-	-	-	-	-	-	-	33% J	17%	34% L	17%	46% N	10%	37% P	11%	6%	53% Q	-	-	-	-	-
AUG 19-20, 2013	117	-	-	-	-	-	-	-	73	39	-	-	-	-	97	15	7	105	-	-	-	-	-
	29%	-	-	-	-	-	-	-	32%	28%	-	-	-	-	40% P	11%	4%	55% Q	-	-	-	-	-
AUG 20-21, 2012	147	-	-	-	-	-	-	-	111	27	-	-	104	34	120	13	10	131	121	5	11	-	-
	37%	-	-	-	-	-	-	-	41% J	26%	-	-	54% N	18%	49% P	12%	6%	68% Q	68% TU	5%	17% T	-	-
AUG 14-18, 2011	126	-	-	-	-	-	-	-	89	27	-	-	-	-	94	25	16	108	-	-	-	-	-
	32%	-	-	-	-	-	-	-	37% J	24%	-	-	-	-	38% P	21%	9%	57% Q	-	-	-	-	-
AUG 15-18, 2010	155	-	-	-	-	-	-	-	-	-	-	-	-	-	125	21	12	136	-	-	-	-	-
	39%	-	-	-	-	-	-	-	-	-	-	-	-	-	49% P	19%	8%	66% Q	-	-	-	-	-
DEMOCRATIC CANDIDATE																							
AUG 10-11, 2015	119	58	47	91	14	69	11	19	55	53	46	49	42	74	53	52	104	11	12	81	26	87	32
	30%	37% C	23%	32% e	21%	27%	22%	51% FG	23%	43% I	26%	32%	22%	38% M	21%	45% O	56% R	6%	9%	60% SU	20% S	33%	24%
AUG 23-25, 2014	132	-	-	-	-	-	-	-	47	70	59	52	38	92	60	59	117	11	-	-	-	-	-
	33%	-	-	-	-	-	-	-	21%	57% I	28%	42% k	19%	50% M	25%	49% O	61% R	6%	-	-	-	-	-
AUG 19-20, 2013	157	-	-	-	-	-	-	-	79	66	-	-	-	-	72	80	128	20	-	-	-	-	-
	39%	-	-	-	-	-	-	-	34%	47% I	-	-	-	-	30%	60% O	73% R	10%	-	-	-	-	-
AUG 20-21, 2012	130	-	-	-	-	-	-	-	69	53	-	-	35	92	60	59	116	9	18	74	25	-	-
	32%	-	-	-	-	-	-	-	26%	51% I	-	-	18%	48% M	24%	52% O	65% R	5%	10%	69% SU	39% S	-	-

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

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Table 2-6
QUESTION 3:
And if the election for State Legislature were held today, would you be voting for the Republican Candidate or the Democratic Candidate?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT				NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	117	-	-	-	-	-	-	-	55	49	-	-	-	-	57	47	94	12	-	-	-	-	-
	29%	-	-	-	-	-	-	-	23%	44% I	-	-	-	-	23%	39% O	56% R	6%	-	-	-	-	-
AUG 15-18, 2010	109	-	-	-	-	-	-	-	-	-	-	-	-	-	48	47	100	5	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	44% O	63% R	2%	-	-	-	-	-
NEITHER	56	22	30	43	11	39	11	1	47	9	24	25	13	41	38	12	23	25	7	18	31	31	25
	14%	14%	15%	15%	16%	15% H	22% H	3%	20% J	7%	14%	16%	7%	21% M	15%	10%	12%	14%	5%	14% s	24% St	12%	19%
DON'T KNOW	110	43	56	78	18	75	9	10	62	33	48	42	54	52	61	40	52	44	29	25	52	65	45
	27%	27%	28%	27%	27%	29%	17%	27%	26%	26%	27%	27%	28%	27%	25%	34%	28%	24%	23%	19%	39% ST	24%	34%
REFUSED	3	1	2	2	1	1	1	-	-	2	-	1	2	1	3	-	3	-	-	1	1	1	1
	1%	1%	1%	1%	1%	1%	2%	-	-	2%	-	1%	1%	-	1%	-	1%	-	-	1%	1%	-	1%

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

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Table 3-1
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
IMPROVING PUBLIC EDUCATION																								
AUG 10-11, 2015	143 36% (1)	33 33% (1)	15 33% (1)	19 45% (1)	21 31% (1)	40 44% (1) g	16 28% (1)	58 30% (1)	85 41% (1) h	66 44% (1) KM	30 28% (1)	25 36% (1)	21 29% (1)	37 39% (1) P	17 28% (1) P	4 11% (3)	39 47% (1) OP	27 33% (1) P	19 43% (1) P	12 11% (3)	63 53% (1) Tv	66 40% (1) T	90 38% (1)	50 33% (1)
AUG 23-25, 2014	128 32%	31 36% D	17 27% d	3 7%	19 34% D	35 37% D	24 39% D	55 29%	73 35%	50 39%	39 34%	20 27%	19 23%	37 43% OP	12 17%	6 17%	31 42% OP	28 33% op	15 30%	15 16%	67 54% TV	44 25%	107 38% X	20 18%
AUG 19-20, 2013	129 32%	41 38%	20 45% efG	9 27%	16 26%	27 29%	16 25%	60 31%	69 33%	69 38% kM	28 27%	17 32%	15 24%	36 36%	15 25%	9 26%	41 38%	19 29%	8 27%	26 26%	48 38% t	54 32%	93 32%	34 32%
AUG 20-21, 2012	78 19%	15 17%	15 26%	7 16%	12 18%	20 24%	9 15%	29 15%	48 23% h	39 26% LM	22 18%	9 13%	8 13%	19 20% p	8 12%	2 7%	27 30% OPs	15 20% p	7 15%	16 12%	38 32% TV	24 17%	65 22% X	12 13%
AUG 14-18, 2011	63 16%	14 14% d	6 12%	2 5%	12 21% D	16 18% D	13 19% D	35 18%	28 13%	35 23% KLM	14 12%	7 10%	6 11%	23 28% OPRS	10 12%	2 8%	19 17% r	4 7%	4 12%	9 9%	29 25% Tv	21 14%	51 18% x	11 11%
AUG 15-18, 2010	59 15%	15 16% C	2 5%	8 24% C	10 16% C	11 13% c	12 14% c	27 14%	32 15%	13 20% m	23 17% m	12 13%	11 10%	9 17%	14 17% p	4 7%	9 17%	16 16% p	7 12%	8 6%	27 29% TV	21 13% T	44 17% X	13 9%
ECONOMY AND JOBS																								
AUG 10-11, 2015	99 25% (2)	27 27% (2)	9 22% (2)	10 23% (2)	21 31% (2)	19 22% (2)	13 22% (2)	41 22% (2)	58 28% (2)	36 24% (2)	28 26% (2)	18 26% (2)	17 23% (2)	14 15% (2)	17 28% (2)	10 28% (1)	23 28% (2)	25 30% (2) n	10 24% (2)	27 25% (1)	25 21% (2)	46 28% (2)	60 25% (2)	39 26% (2)
AUG 23-25, 2014	93 23%	13 15%	24 38% B	11 29%	15 27%	19 20%	11 18%	43 22%	50 24%	29 22%	30 26%	17 24%	17 21%	15 18%	20 29%	7 20%	16 22%	23 27%	11 22%	27 30%	30 24%	35 20%	65 23%	24 21%
AUG 19-20, 2013	127 32%	31 28%	9 21%	12 37%	14 23%	34 37% ce	27 44% bCE	66 34%	61 30%	46 25%	44 42% J	16 31%	20 34%	29 29%	26 43% Q	11 35%	28 26%	24 36%	9 29%	35 36%	41 32%	50 29%	88 30%	38 36%
AUG 20-21, 2012	181 45%	38 43%	23 41%	18 45%	32 47%	37 45%	32 51%	93 48%	88 42%	67 46%	53 43%	31 48%	29 46%	51 52%	30 43%	12 47%	35 39%	33 45%	20 45%	55 43%	53 44%	68 48%	137 46%	41 43%
AUG 14-18, 2011	180 45%	50 51%	22 43%	16 43%	23 39%	41 45%	29 44%	82 43%	98 47%	63 40%	53 46%	31 44%	34 56% J	33 40%	35 44%	14 48%	48 43%	29 47%	21 62% NoQ	46 43%	51 43%	74 49%	123 43%	52 50%

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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Table 3-1
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 15-18, 2010	166	31	19	8	31	43	34	69	97	25	52	49	40	12	37	20	25	50	21	48	41	74	101	63
	41%	33%	43% d	24%	48% bD	53% BD	41% d	36%	46% H	38%	39%	52% jkM	37%	23%	43% N	39% n	46% N	53% NpS	36%	36%	43%	45% t	40%	44%
REDUCING HEALTHCARE COSTS																								
AUG 10-11, 2015	32	12	4	-	4	6	5	10	21	8	11	7	6	7	2	1	6	11	4	8	13	10	17	13
	8%	12%	9%	-	6%	7%	9%	5%	10%	5%	10%	11%	8%	7%	4%	3%	7%	14%	10%	7%	11%	6%	7%	9%
	(3)	(3) D	(4) d		(4) d	(3) D	(5) d	(7)	(3)	(6)	(3)	(3)	(4)	(5)	(7)	(8)	(3)	(3) Op	(3)	(8)	(3)	(3)	(3)	(3)
AUG 23-25, 2014	27	4	1	4	8	4	5	18	9	12	5	3	7	13	3	2	2	2	5	5	4	15	16	10
	7%	4%	2%	11%	14%	4%	9%	9%	4%	10%	4%	4%	8%	15%	4%	5%	3%	2%	10%	6%	3%	9%	6%	9%
AUG 19-20, 2013	31	3	1	5	9	7	6	11	20	20	3	2	6	10	-	1	10	5	4	2	17	12	27	4
	8%	3%	2%	15%	14% BC	8%	10%	6%	10%	11% Kl	3%	4%	9% k	10% O	-	4%	10% O	8% O	14% Op	2%	14% T	7% T	9% x	4%
AUG 20-21, 2012	20	8	2	3	3	2	2	6	14	7	6	3	3	2	2	2	7	5	2	6	7	6	14	5
	5%	9% f	4%	7%	5%	2%	3%	3%	7% h	5%	5%	5%	5%	2%	2%	9%	8% n	7%	4%	4%	6%	4%	5%	5%
AUG 14-18, 2011	22	6	2	4	1	3	6	11	11	12	5	4	1	7	3	1	6	4	1	3	13	7	16	5
	5%	6%	3%	11%	2%	3%	9% e	6%	5%	8% M	5%	6%	1%	8%	4%	3%	5%	7%	2%	2%	11% T	4%	6%	5%
AUG 15-18, 2010	27	8	3	4	4	2	6	8	19	10	5	2	10	4	1	3	8	4	7	8	9	10	17	10
	7%	9% f	6%	12%	6%	2%	8%	4%	9% h	15% KL	4%	2%	9% L	8% o	1%	5%	15% OpR	4%	12% Or	6%	9%	6%	7%	7%
ILLEGAL IMMIGRATION																								
AUG 10-11, 2015	26	6	1	4	2	4	9	18	8	7	4	5	10	5	5	8	3	2	3	17	3	6	15	11
	7%	6%	3%	9%	3%	4%	16%	9%	4%	5%	4%	7%	14%	6%	7%	22%	3%	3%	7%	15%	2%	4%	6%	7%
	(4)	(4)	(8)	(4)	(7)	(6)	(3) cef	(3) i	(6)	(7)	(8)	(4)	(3) jK	(6)	(4)	(2) NoQRs	(6)	(6)	(4)	(2) UV	(6)	(7)	(5)	(4)
AUG 23-25, 2014	40	10	5	8	3	12	2	18	22	6	10	8	16	3	10	6	6	6	10	13	2	24	22	17
	10%	11%	7%	22% g	6%	12%	4%	10%	10%	5%	8%	11%	20% Jk	3%	14% n	16% n	8%	7%	20% Nr	14% U	1%	14% U	8%	15%
AUG 19-20, 2013	16	1	5	1	6	2	1	7	9	6	3	2	4	1	4	1	4	2	3	6	4	6	8	8
	4%	1%	11% Bfg	2%	10% Bfg	2%	2%	3%	4%	3%	3%	5%	7%	1%	7%	4%	4%	2%	10% n	6%	3%	3%	3%	8% w
AUG 20-21, 2012	15	-	2	2	5	4	2	8	7	3	6	4	2	3	4	1	1	5	1	8	3	4	9	6
	4%	-	3%	4%	8% B	5% B	3%	4%	3%	2%	5%	6%	3%	3%	6%	3%	1%	7% q	2%	6%	2%	3%	3%	6%
AUG 14-18, 2011	9	3	2	2	1	2	-	2	7	4	2	2	2	-	1	2	4	2	1	2	3	4	5	3
	2%	3%	3%	5%	2%	3%	-	1%	3%	2%	2%	2%	4%	-	1%	5%	4% n	3%	2%	2%	3%	3%	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

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Table 3-1
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 15-18, 2010	27 7% 	4 4% 	4 10% 	5 14% 	5 8% 	5 6% 	4 5% 	12 6% 	14 7% 	1 1% 	5 4% 	9 10% Jk	11 10% JK	3 5% 	3 4% 	6 12% oQ	1 2% 	8 8% q	6 10% Q	18 13% UV	2 2% 	7 4% 	13 5% 	14 10%
HOLDING DOWN TAXES																								
AUG 10-11, 2015	22 5% (5)	3 3% (6)	3 8% (6) d	- - 	4 5% (6) d	6 7% (4) D	6 10% (4) D	14 7% (4)	8 4% (7)	9 6% (3)	6 5% (5)	4 5% (5)	4 5% (6)	7 8% (4)	5 8% (3)	2 5% (6)	4 5% (5)	2 2% (8)	2 5% (6)	12 11% (4) UV	4 4% (5)	5 3% (8)	16 7% (4)	4 3% (8)
AUG 23-25, 2014	17 4% 	3 4% 	5 8% 	3 8% 	- 1% 	4 4% 	2 3% 	16 8% I	2 1% 	8 6% 	3 3% 	5 7% 	2 2% 	7 8% 	7 11% qRS	2 4% 	1 2% 	- 1% 	- - 	7 7% u	- - 	11 6% U	8 3% 	9 8% w
AUG 19-20, 2013	16 4% 	6 6% 	1 2% 	3 8% 	1 2% 	4 4% 	1 2% 	4 2% 	12 6% h	3 1% 	8 7% J	2 3% 	4 6% j	1 1% 	2 3% 	1 4% 	4 3% 	6 8% N	2 8% 	7 8% 	3 2% 	5 3% 	14 5% X	1 1%
AUG 20-21, 2012	10 3% 	3 3% 	1 2% 	1 1% 	1 1% 	5 6% eG	- - 	5 2% 	6 3% 	3 2% 	3 3% 	1 2% 	2 4% 	1 1% 	1 2% 	2 10% 	2 3% 	2 3% 	1 2% 	5 4% 	2 2% 	2 2% 	8 3% 	2 2%
AUG 14-18, 2011	16 4% 	- - 	1 2% 	3 8% 	4 7% B	7 7% B	2 3% 	10 5% 	7 3% 	8 5% 	4 4% 	3 5% 	1 1% 	5 6% p	5 6% P	- - 	4 4% p	2 3% 	1 2% 	8 7% u	2 2% 	5 3% 	10 4% 	6 5%
AUG 15-18, 2010	17 4% 	4 5% 	5 10% f	3 9% 	2 3% 	1 1% 	2 3% 	9 5% 	8 4% 	3 5% 	6 5% l	1 1% 	6 6% L	5 9% o	1 1% 	4 7% 	1 2% 	4 4% 	3 5% 	10 8% U	1 1% 	6 4% 	11 5% 	5 3%
BUDGET/SPENDING																								
AUG 10-11, 2015	20 5% (6)	5 5% (5)	4 8% (5)	3 7% (5)	2 3% (8)	5 6% (5)	2 4% (7)	11 6% (6)	9 4% (5)	3 2% (8)	8 8% (4)	3 5% (7)	5 7% (5)	5 5% (7) q	4 7% (5) Q	2 6% (5)	- - 	6 7% (4) Q	3 7% (5) q	8 8% (7)	4 4% (4)	7 4% (4)	11 5% (7)	9 6% (6)
AUG 23-25, 2014	26 6% 	10 11% G	4 6% 	2 6% 	5 9% 	4 5% 	1 1% 	12 6% 	13 6% 	8 6% 	10 9% 	3 4% 	5 6% 	4 4% 	5 8% 	3 9% 	7 10% 	5 6% 	1 3% 	6 7% 	4 4% 	15 8% 	20 7% 	5 5%
AUG 19-20, 2013	35 9% 	10 10% 	2 4% 	4 11% 	7 11% 	8 9% 	4 6% 	23 12% I	11 6% 	14 8% 	12 11% 	5 9% 	4 6% 	12 13% 	9 14% r	2 7% 	6 6% 	3 5% 	2 6% 	10 11% U	2 2% 	22 13% U	26 9% 	9 9%
AUG 20-21, 2012	54 14% 	15 17% 	9 16% 	10 23% f	6 9% 	7 8% 	7 12% 	32 17% i	22 11% 	17 11% 	19 15% 	9 14% 	9 14% 	14 14% 	15 21% qR	3 13% 	10 11% 	7 9% 	6 14% 	28 22% Uv	8 7% 	18 13% 	37 13% 	16 17%
AUG 14-18, 2011	54 14% 	12 13% 	10 18% g	6 17% 	10 17% g	13 14% 	4 6% 	31 16% 	23 11% 	21 13% 	14 12% 	13 19% 	7 11% 	10 12% s	15 19% S	7 23% S	16 14% S	7 11% S	1 2% 	23 21% Uv	10 9% 	17 12% 	47 17% X	7 7%

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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Table 3-1
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 15-18, 2010	67 17%	20 21% e	8 17%	5 14%	7 11%	16 19%	13 15%	46 24% I	21 10%	9 14%	28 21% M	18 19%	12 11%	15 28% qRS	23 27% qRS	8 16%	7 14%	9 10%	5 8%	33 25% UV	8 8%	24 15% u	48 19%	19 13%
MORAL ISSUES																								
AUG 10-11, 2015	19 5% (7)	2 2% (8)	1 3% (7)	4 10% (3)	4 6% (5)	4 4% (7)	4 8% (6)	9 5% (8)	10 5% (4)	8 5% (5)	6 5% (6)	4 5% (6)	2 3% (8)	5 5% (8)	3 4% (6)	2 5% (7)	5 6% (4)	5 6% (5)	1 2% (7)	11 10% (5) U	2 2% (8)	6 4% (6)	10 4% (8)	9 6% (5)
AUG 23-25, 2014	29 7%	9 11% C	1 1%	4 10%	1 2%	8 9%	5 9%	15 8%	14 7%	4 3%	10 8%	8 11%	7 8%	1 1%	8 11% n	6 16% Ns	4 6%	8 10% n	2 3%	13 14% u	4 3%	12 7%	18 6%	11 10%
AUG 19-20, 2013	15 4%	5 4% CD	- -	- -	1 1%	7 8% CDe	2 3%	4 2%	10 5%	11 6% KM	- -	4 8% KM	- -	3 3%	1 1%	- -	7 7% PS	3 5% ps	- -	5 5%	3 2%	7 4%	11 4%	3 3%
AUG 20-21, 2012	12 3%	1 1%	1 1%	1 2%	2 3%	4 5%	3 5%	7 3%	5 2%	7 4%	3 2%	1 1%	2 3%	7 7% OPq	- -	- -	1 1%	2 3%	2 4%	4 3%	2 2%	6 4%	9 3%	3 3%
AUG 14-18, 2011	8 2%	1 1%	2 3%	1 2%	1 2%	- -	4 6% f	1 -	7 4% H	4 2%	4 3% l	- -	1 2%	- -	- -	1 3%	5 4% nos	3 4% nos	- -	8 8% UV	- -	- -	6 2%	3 3%
AUG 15-18, 2010	6 2%	2 2%	1 2%	- -	- -	1 1%	2 3%	3 2%	3 2%	- -	4 3% JL	- -	2 2%	1 2%	1 1%	1 2%	- -	2 2%	1 2%	3 2% u	- -	2 1%	3 1%	3 2%
GOVERNMENT CORRUPTION																								
AUG 10-11, 2015	18 5% (8)	3 3% (7)	5 10% (3) g	1 4% (6)	7 10% (3) fG	2 2% (8)	- 1% (8)	14 7% (5) i	5 2% (8)	8 5% (4)	5 5% (7)	1 2% (8)	4 5% (7)	10 10% (3) OS	- 1% (8)	4 10% (4) oS	2 3% (7)	2 3% (7)	- -	9 8% (6) u	2 2% (7)	7 4% (5)	11 5% (6)	7 5% (7)
AUG 23-25, 2014	22 6%	4 5%	5 9%	2 5%	1 2%	4 4%	5 9%	11 6%	11 5%	11 8%	4 4%	3 5%	4 5%	7 9%	2 3%	2 5%	4 5%	4 5%	3 5%	4 4%	6 5%	12 7%	14 5%	8 7%
AUG 19-20, 2013	19 5%	7 6% D	4 10% D	- -	3 4%	3 3%	2 4%	8 4%	10 5%	7 4%	3 3%	3 5%	6 9% k	3 3%	2 3%	4 11%	4 4%	4 6%	2 6%	5 5%	5 4%	9 5%	16 5%	3 3%
AUG 20-21, 2012	16 4%	4 5% D	3 5%	- -	1 1%	3 3%	6 9% De	7 4%	10 5%	2 2%	6 4%	6 9% J	3 4%	1 1%	6 8% NP	- -	2 3%	4 5% P	4 8% nP	4 3%	3 3%	10 7%	9 3%	7 7%
AUG 14-18, 2011	15 4%	3 3%	4 7%	1 2%	2 3%	3 4%	2 4%	6 3%	9 4%	3 2%	5 4%	3 4%	4 7%	2 2%	1 1%	3 11% o	4 3%	4 7% o	1 2%	3 2%	2 2%	8 5%	6 2%	9 8% 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

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Table 3-1
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 15-18, 2010	19	6	3	-	3	1	6	11	8	3	6	1	9	6	2	3	-	2	6	4	3	12	8	10
	5%	6% Df	7% d	-	4%	1%	8% Df	5%	4%	5%	4%	1%	8% L	11% oQr	2%	5% q	-	2%	10% oQr	3%	3%	8% tu	3%	7%
OTHER	10	6	1	1	-	2	-	7	3	4	6	-	-	4	3	-	-	3	-	4	2	5	7	3
	3%	6% EG	1%	2%	-	3%	-	4%	1%	3%	5% Lm	-	1%	4%	5%	1%	-	4%	-	3%	1%	3%	3%	2%
ALL OF THEM	5	2	1	-	2	1	-	4	1	-	2	-	3	-	2	3	-	-	1	1	1	2	1	2
	1%	2%	2%	-	2%	1%	-	2%	-	-	1%	-	5% jl	-	3%	8% nqr	-	-	2%	1%	1%	1%	-	1%
NOT SURE	4	1	-	-	1	-	2	4	-	1	-	3	1	1	3	1	-	-	-	2	-	2	1	3
	1%	1%	-	-	2%	1%	3%	2%	-	1%	-	4%	1%	1%	4%	2%	-	-	1%	2%	-	1%	-	2%
REFUSED	1	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	1	1	-
	-	1%	-	-	-	-	-	1%	-	-	1%	-	-	-	2%	-	-	-	-	-	-	1%	-	-

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

civitas

Table 3-2
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60% O	88 22%	30 8%	123 31%	186 46%	75 19%	76 19% Tu	303 76%	16 4%	133 33%	153 38%	90 22% w
IMPROVING PUBLIC EDUCATION																								
AUG 10-11, 2015	143 36% (1)	6 11% (4)	6 11% (4)	24 48% (1) BC	40 57% (1) BCF	27 34% (1) BC	39 47% (1) BC	48 57% (1) iJ	72 44% (1) J	22 15% (2)	60 28% (1)	75 45% (1) K	87 36% (1)	27 31% (1)	15 48% (1)	38 31% (1)	70 38% (1)	28 38% (1)	31 41% (1)	107 35% (1)	4 24% (1)	20 15% (2)	87 57% (1) VX	30 33% (1) V
AUG 23-25, 2014	128 32%	11 22%	4 9%	30 53% bCF	37 54% BCFg	14 17%	29 33% Cf	51 59% IJ	56 32% J	21 16%	38 20%	84 43% K	83 36% n	24 24%	13 37%	- -	- -	- -	20 32%	105 34%	2 13%	17 13%	88 49% Vx	22 31% V
AUG 19-20, 2013	129 32%	7 16%	19 33% b	22 37% B	26 38% B	31 34% B	23 29%	35 40% J	62 35% J	30 24%	62 30%	65 37%	82 35% n	20 25%	17 31%	- -	- -	- -	16 25%	102 33%	9 35%	- -	- -	- -
AUG 20-21, 2012	78 19%	5 8%	10 16%	13 30% Bf	25 33% BCF	11 14%	13 20% b	16 22%	43 25% J	19 14%	40 18%	33 21%	53 24% N	7 8%	13 19% n	- -	- -	- -	24 37% T	51 16%	2 17%	15 11%	46 29% V	15 22% v
AUG 14-18, 2011	63 16%	5 10%	4 8%	12 23% cg	18 26% BCG	15 20% cg	6 8%	21 30% iJ	29 17% j	13 10%	22 11%	38 23% K	43 18% N	6 8%	12 25% N	- -	- -	- -	7 19%	49 16%	4 12%	12 8%	38 24% Vx	9 14%
AUG 15-18, 2010	59 15%	3 4%	5 8%	13 34% BCFG	14 25% BCg	11 14% B	10 12% b	16 28% J	30 18% J	10 6%	21 10%	37 22% K	39 19% NO	13 10% O	- -	- -	- -	- -	1 6%	56 15% U	- -	- -	- -	- -
ECONOMY AND JOBS																								
AUG 10-11, 2015	99 25% (2)	14 23% (1)	14 26% (1)	9 18% (2)	16 23% (2)	19 23% (2)	27 32% (2)	14 17% (2)	47 29% (2) h	37 25% (1)	48 22% (2)	45 27% (2)	63 26% (2)	19 21% (2)	8 27% (2)	35 28% (2)	43 23% (2)	18 24% (2)	25 33% (2)	70 23% (2)	4 23% (2)	34 26% (1)	26 17% (2)	29 32% (2) w
AUG 23-25, 2014	93 23%	11 23%	17 38% f	16 28%	15 21%	17 19%	19 21%	17 20%	40 23%	35 27%	46 25%	39 20%	48 21%	24 25%	9 27%	- -	- -	- -	23 37%	65 21%	3 24%	29 23%	46 26%	10 14%
AUG 19-20, 2013	127 32%	17 41%	18 31%	18 31%	22 32%	29 32%	21 26%	21 25%	59 33%	41 33%	62 30%	54 31%	73 31%	26 32%	20 35%	- -	- -	- -	23 36%	96 31%	8 30%	- -	- -	- -
AUG 20-21, 2012	181 45%	28 41%	27 44%	18 41%	35 45%	44 58% bG	24 36%	38 52%	76 45%	55 40%	99 45%	75 46%	89 41%	44 51%	39 60% M	- -	- -	- -	29 46%	145 45%	3 32%	62 44%	76 47%	33 50%
AUG 14-18, 2011	180 45%	21 37%	25 48%	25 49%	25 37%	35 44%	39 54% be	27 38%	87 50%	57 44%	95 46%	74 45%	107 46%	36 51% O	16 32%	- -	- -	- -	19 47%	143 45%	16 50%	61 44%	66 43%	34 54%

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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When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	166 41%	23 32%	26 40%	12 33%	28 49% b	34 42%	40 49% Bd	27 47%	73 44%	62 37%	75 35%	82 48% K	80 39%	55 42%	10 51%	- -	- -	- -	6 43%	153 41%	5 51%	- -	- -	- -
REDUCING HEALTHCARE COSTS																								
AUG 10-11, 2015	32 8% (3)	2 4% (7)	5 10% (6)	6 11% (3)	7 10% (3)	2 3% (8)	8 10% (3)	7 8% (3)	15 9% (3)	10 7% (7)	18 8% (4)	14 8% (3)	18 8% (3)	8 9% (4)	1 5% (6)	9 7% (5)	17 9% (3)	5 7% (5)	7 9% (3)	23 8% (4)	1 7% (5)	7 5% (8)	17 11% (3)	7 7% (3)
AUG 23-25, 2014	27 7%	3 6%	2 5%	3 5%	1 1%	11 12% E	4 5%	5 5%	19 11% J	3 3%	9 5%	17 9%	16 7%	7 7%	4 11%	- -	- -	- -	4 6%	23 7% U	- -	6 5%	14 8%	5 7%
AUG 19-20, 2013	31 8%	2 4%	- -	9 16% bCF	8 12% CF	- -	12 15% bCF	13 15% iJ	11 6%	4 4%	8 4%	22 13% K	19 8%	6 8%	5 9%	- -	- -	- -	12 18% tU	19 6% U	- -	- -	- -	- -
AUG 20-21, 2012	20 5%	2 2%	4 6%	2 6%	5 7%	2 2%	4 6%	7 9% j	7 4%	3 2%	7 3%	12 8% k	11 5%	4 5%	4 6%	- -	- -	- -	1 2%	17 5%	1 8%	6 4%	9 6% x	1 1%
AUG 14-18, 2011	22 5%	3 5%	- -	6 12% C	6 9% C	2 3%	5 7% C	6 9%	8 4%	5 4%	6 3%	12 7%	12 5%	2 3%	5 9%	- -	- -	- -	3 7%	15 5%	4 12%	3 2%	15 10% V	4 6%
AUG 15-18, 2010	27 7%	4 5%	5 8%	2 5%	7 12% f	2 3%	7 9%	6 11%	7 5%	12 7%	18 8%	9 5%	12 6%	9 7%	2 12%	- -	- -	- -	1 9%	25 7% U	- -	- -	- -	- -
ILLEGAL IMMIGRATION																								
AUG 10-11, 2015	26 7% (4)	11 18% (2) DEfG	6 12% (3) EG	2 4% (6)	1 1% (7)	5 6% (5)	1 1% (6)	1 1% (7)	6 4% (4)	18 12% (3) HI	20 9% (3) l	6 4% (5)	13 5% (4) O	11 12% (3) mO	- -	4 3% (8)	15 8% (4)	6 7% (3)	- -	26 9% (3) SU	- -	16 12% (3) W	3 2% (8)	6 6% (4)
AUG 23-25, 2014	40 10%	7 15% d	6 14% De	- -	2 3%	11 13% De	13 15% DE	2 2%	12 7%	24 18% HI	28 15% L	10 5%	11 5%	17 17% M	5 16%	- -	- -	- -	2 3%	32 10% s	1 8%	20 16% W	5 3%	12 18% W
AUG 19-20, 2013	16 4%	5 11% cdf	1 2%	1 1%	3 5%	1 1%	4 5%	4 4%	5 3%	7 6%	12 6% l	4 2%	5 2%	6 7% m	4 8%	- -	- -	- -	3 5%	12 4% U	- -	- -	- -	- -
AUG 20-21, 2012	15 4%	5 7%	4 6%	1 2%	2 2%	2 3%	2 2%	- -	3 2% h	11 8% HI	7 3%	6 4%	8 4%	5 6%	2 2%	- -	- -	- -	- -	15 5% SU	- -	7 5% w	2 1%	3 5%
AUG 14-18, 2011	9 2%	- -	2 4%	1 2%	2 4%	2 2%	3 4%	1 1%	3 2%	4 3%	3 1%	4 3%	4 2%	2 3%	3 5%	- -	- -	- -	2 5%	7 2%	1 2%	4 3%	2 1%	3 4%
AUG 15-18, 2010	27 7%	8 11% dE	10 16% DEFG	1 3%	1 2%	4 4%	3 4%	- -	8 5% H	18 11% Hi	23 11% L	3 2%	7 3%	15 11% M	2 9%	- -	- -	- -	- -	25 7% S	2 18%	- -	- -	- -

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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QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
HOLDING DOWN TAXES																								
AUG 10-11, 2015	22	6	6	3	1	5	1	4	4	13	12	8	13	4	2	6	9	5	3	16	2	12	4	3
	5%	10%	11%	6%	1%	6%	1%	5%	3%	9%	6%	5%	5%	4%	7%	5%	5%	7%	4%	5%	14%	9%	2%	4%
	(5)	(5)	(5)	(5)	(6)	(6)	(7)	(4)	(7)	(6)	(8)	(4)	(5)	(7)	(3)	(6)	(6)	(4)	(4)	(5)	(4)	(5)	(5)	(6)
		eG	EG							I												W		
AUG 23-25, 2014	17	5	1	-	-	10	-	-	9	8	8	9	15	2	-	-	-	-	7	9	1	12	-	2
	4%	11%	3%	-	-	12%	1%	-	5%	6%	4%	5%	6%	2%	-	-	-	-	11%	3%	4%	10%	-	3%
						DEG			H	H			O									W		
AUG 19-20, 2013	16	1	7	1	2	3	3	1	8	6	12	4	7	3	-	-	-	-	-	11	4	-	-	-
	4%	2%	12%	1%	3%	3%	3%	1%	5%	5%	6%	2%	3%	4%	-	-	-	-	-	4%	16%	-	-	-
			BDfg						h	h			O	O						S	S			
AUG 20-21, 2012	10	4	1	-	2	-	2	1	2	7	6	5	2	5	-	-	-	-	2	9	-	7	2	-
	3%	6%	1%	-	3%	-	4%	2%	1%	5%	3%	3%	1%	5%	-	-	-	-	2%	3%	-	5%	1%	-
		df								i				mO						U		X		
AUG 14-18, 2011	16	6	2	1	1	2	3	1	5	7	13	3	9	2	1	-	-	-	1	11	2	7	3	4
	4%	11%	4%	2%	1%	2%	4%	1%	3%	5%	6%	2%	4%	2%	2%	-	-	-	3%	4%	6%	5%	2%	6%
		dEf									L													
AUG 15-18, 2010	17	7	3	1	-	2	4	-	5	12	13	2	10	6	1	-	-	-	1	15	1	-	-	-
	4%	10%	5%	2%	-	2%	5%	-	3%	7%	6%	1%	5%	5%	4%	-	-	-	6%	4%	12%	-	-	-
		Ef	e				E		H	H	L													
BUDGET/SPENDING																								
AUG 10-11, 2015	20	2	6	4	1	5	2	1	6	13	17	3	12	7	-	4	11	4	2	16	3	11	3	5
	5%	4%	12%	8%	1%	7%	2%	1%	3%	9%	8%	2%	5%	8%	-	4%	6%	5%	2%	5%	18%	8%	2%	6%
	(6)	(8)	(2)	(4)	(8)	(4)	(5)	(8)	(5)	(5)	(5)	(6)	(7)	(5)		(7)	(5)	(6)	(7)	(6)	(3)	(7)	(6)	(5)
			Eg							Hi	L		O	O								W		
AUG 23-25, 2014	26	2	4	1	4	9	6	1	10	14	13	12	20	5	-	-	-	-	1	24	-	14	5	5
	6%	5%	9%	1%	5%	11%	6%	2%	6%	11%	7%	6%	9%	5%	-	-	-	-	2%	8%	3%	12%	3%	7%
						d				H			O	O								w		
AUG 19-20, 2013	35	5	5	1	1	17	5	4	13	17	21	13	23	10	-	-	-	-	3	27	3	-	-	-
	9%	13%	9%	1%	2%	19%	6%	4%	7%	13%	10%	7%	10%	12%	-	-	-	-	5%	9%	13%	-	-	-
		De				cDEG				Hi			O	O										
AUG 20-21, 2012	54	21	7	3	5	8	10	4	20	31	36	14	37	11	-	-	-	-	3	49	3	31	10	5
	14%	31%	12%	7%	7%	11%	15%	5%	11%	23%	16%	8%	17%	12%	-	-	-	-	5%	15%	24%	22%	6%	8%
		CDEFG								HI	L		O	O						S		WX		
AUG 14-18, 2011	54	15	8	3	7	13	5	3	27	22	35	18	31	12	5	-	-	-	4	48	2	33	16	2
	14%	27%	15%	6%	11%	16%	6%	5%	15%	17%	17%	11%	13%	17%	10%	-	-	-	10%	15%	6%	24%	10%	3%
		DEG				dg			H	H										u		WX	X	
AUG 15-18, 2010	67	21	12	6	2	18	7	4	30	32	35	26	44	13	3	-	-	-	2	64	1	-	-	-
	17%	30%	19%	15%	4%	21%	8%	6%	18%	19%	16%	16%	21%	10%	15%	-	-	-	13%	17%	11%	-	-	-
		dEG	Eg	e		EG			H	H			N											

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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Table 3-2
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
MORAL ISSUES																								
AUG 10-11, 2015	19 5% (7)	6 10% (6) D	5 9% (7) D	- -	2 3% (4)	3 4% (7)	3 4% (4)	3 3% (6)	2 1% (8)	15 10% (4) HI	17 8% (6) L	2 1% (8)	12 5% (6)	3 3% (8)	2 7% (4)	10 8% (3) R	7 4% (7)	1 1% (8)	3 4% (5)	15 5% (8)	1 3% (6)	14 10% (4) WX	4 3% (4)	1 1% (8)
AUG 23-25, 2014	29 7%	6 12%	7 16% de	1 2%	3 4%	7 8%	4 5%	3 3%	11 6%	14 11%	20 11% l	8 4%	15 7%	10 10%	1 2%	- -	- -	- -	2 3%	21 7%	5 40% St	17 13% W	5 3%	6 8%
AUG 19-20, 2013	15 4%	2 4%	3 6% d	- -	3 4%	3 3%	5 6% D	4 4%	4 2%	6 5%	10 5% l	2 1%	11 4% n	1 1%	3 6%	- -	- -	- -	3 5%	11 4% U	- -	- -	- -	- -
AUG 20-21, 2012	12 3%	2 3%	2 3%	2 5%	- -	2 3%	3 5% e	2 3%	2 1%	5 4%	7 3%	4 3%	6 3% N	- -	5 8% n	- -	- -	- -	- -	11 3% S	1 10%	5 3%	4 3%	1 2%
AUG 14-18, 2011	8 2%	1 2%	7 14% BDEFG	- -	- -	- -	- -	- -	1 1%	7 6% HI	7 4% L	1 -	4 2%	1 1%	1 2%	- -	- -	- -	- -	8 3% SU	- -	8 6% WX	- -	- -
AUG 15-18, 2010	6 2%	3 4% cdef	- -	- -	- -	- -	2 3%	- -	- -	6 4% HI	6 3% L	- -	2 1%	3 2% o	- -	- -	- -	- -	- -	6 2% SU	- -	- -	- -	- -
GOVERNMENT CORRUPTION																								
AUG 10-11, 2015	18 5% (8)	6 11% (3) DG	3 5% (8)	- 1% (7)	2 3% (5)	7 9% (3) dG	- -	3 4% (5)	5 3% (6)	10 7% (8)	15 7% (7) L	3 2% (7)	11 5% (8)	4 5% (6)	2 5% (5)	10 8% (4)	4 2% (8)	3 5% (7)	2 2% (6)	15 5% (7) U	- -	12 9% (6) W	3 2% (7)	3 3% (7)
AUG 23-25, 2014	22 6%	3 6%	1 3%	4 7%	3 4%	5 6%	7 8%	6 6%	11 6%	5 4%	12 6%	11 5%	12 5%	5 5%	2 7%	- -	- -	- -	1 2%	21 7% U	- -	6 5%	7 4%	4 6%
AUG 19-20, 2013	19 5%	2 6%	2 4%	3 6%	2 3%	2 3%	6 8%	3 3%	7 4%	9 7%	11 5%	8 4%	8 3%	5 6%	4 8%	- -	- -	- -	- -	18 6% S	1 4%	- -	- -	- -
AUG 20-21, 2012	16 4%	- -	4 6% b	2 5%	1 1%	5 6% B	5 8% Be	3 4%	9 5%	5 3%	9 4%	8 5%	7 3%	6 7%	2 3%	- -	- -	- -	3 4%	13 4%	1 8%	6 4%	8 5%	2 3%
AUG 14-18, 2011	15 4%	2 3%	1 2%	2 5%	- -	2 2%	6 9% E	2 4%	3 2%	9 7% I	10 5%	3 2%	8 4%	4 6%	2 3%	- -	- -	- -	2 4%	11 4%	1 3%	4 3%	5 3%	2 3%
AUG 15-18, 2010	19 5%	3 4%	1 2%	1 2%	2 3%	7 9% C	5 6%	1 2%	8 5%	7 5%	12 6%	7 4%	7 4%	10 7%	2 9%	- -	- -	- -	1 8%	17 5% 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/X

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Table 3-2
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
OTHER	10	2	1	1	1	4	1	2	5	3	3	6	6	-	-	5	5	-	-	9	1	2	2	5
	3%	4%	2%	2%	1%	5%	1%	2%	3%	2%	1%	4%	2% o	1%	-	4% r	3% r	-	-	3% S	6%	2%	1%	5%
ALL OF THEM	5	1	-	1	-	1	1	1	2	2	2	3	2	3	-	-	1	4	3	2	-	1	3	1
	1%	1%	-	2%	-	1%	1%	1%	1%	2%	1%	2%	1%	3%	-	-	1%	5%	4%	1%	-	1%	2%	1%
NOT SURE	4	2	-	-	-	2	-	1	-	3	3	-	3	2	-	2	2	1	1	2	1	2	-	1
	1%	3%	-	-	-	2%	1%	1%	-	2% i	1%	-	1%	2%	-	1%	1%	1%	1%	1%	4%	1%	-	2%
REFUSED	1	-	-	-	-	1	-	-	-	1	1	-	1	-	-	-	1	-	-	1	-	1	-	-
	-	-	-	-	-	1%	-	-	-	1%	1%	-	-	-	-	-	1%	-	-	-	-	1%	-	-

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

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Table 3-3
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
IMPROVING PUBLIC EDUCATION																								
AUG 10-11, 2015	143	43	45	19	13	12	7	3	73	131	110	29	46	64	28	87	24	71	35	31	143	-	-	-
	36%	35%	41%	30%	35%	44%	31%	21%	34%	36%	36%	34%	37%	35%	60%	49%	15%	55%	30%	22%	100%	-	-	-
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(1)	(1) Q	(1) Q	(2)	(1) ST	(2)	(1)	VWX			
AUG 23-25, 2014	128	43	36	24	16	4	4	-	72	111	-	-	47	66	33	50	40	82	24	22	128	-	-	-
	32%	36% fH	32% H	39% fH	44% H	15% h	19% h	-	29% L	31% L	-	-	37% L	28% L	63% PQ	32%	22%	54% ST	28% t	14%	100% VWX	-	-	-
AUG 19-20, 2013	129	46	29	20	12	10	8	3	-	-	-	41	30	58	25	56	42	59	35	30	129	-	-	-
	32%	38% c	26%	31%	32%	37%	34%	23%	-	-	-	32%	33%	34%	49% Q	35% Q	25%	37% T	32%	26%	100% VWX	-	-	-
AUG 20-21, 2012	78	23	27	13	5	5	4	1	-	-	-	-	-	-	13	40	24	31	21	25	78	-	-	-
	19%	19%	24%	20%	13%	16%	19%	8%	-	-	-	-	-	-	24%	26% Q	14%	24%	19%	18%	100% VWX	-	-	-
AUG 14-18, 2011	63	18	17	14	10	2	2	1	-	-	-	-	-	-	15	30	16	30	18	12	63	-	-	-
	16%	14%	15%	21% f	28% fg	7%	8%	7%	-	-	-	-	-	-	33% Q	19% Q	9%	21% T	20% T	9%	100% VWX	-	-	-
AUG 15-18, 2010	59	20	13	9	9	3	-	4	-	-	-	-	-	-	11	25	20	36	11	12	59	-	-	-
	15%	17% G	12% G	15% G	17% G	13% g	-	26% g	-	-	-	-	-	-	25% Q	22% Q	9%	29% ST	12%	7%	100% VWX	-	-	-
ECONOMY AND JOBS																								
AUG 10-11, 2015	99	33	24	16	7	5	7	8	56	89	76	23	26	49	5	49	44	22	43	31	-	99	-	-
	25%	26%	22%	24%	18%	18%	31%	54%	27%	24%	25%	27%	20%	27%	11%	27%	26%	17%	36%	22%	-	100%	-	-
	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(1) cef	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2) O	(1) O	(2)	(1) RT	(2)		UWX		
AUG 23-25, 2014	93	26	26	15	8	3	10	6	51	85	-	-	36	49	5	42	45	24	27	42	-	93	-	-
	23%	22%	23%	23%	21%	11%	44% F	39%	20% L	23% L	-	-	28% L	21% L	10%	27% o	25% o	16%	32% r	27%	-	100% UWX	-	-
AUG 19-20, 2013	127	39	45	14	13	9	6	2	-	-	-	37	27	59	10	47	59	50	31	38	-	127	-	-
	32%	32%	40% DH	21%	34%	33%	26%	14%	-	-	-	29%	30%	35%	20%	30%	35% o	32%	28%	33%	-	100% UWX	-	-
AUG 20-21, 2012	181	45	52	32	19	13	12	8	-	-	-	-	-	-	26	72	69	64	55	53	-	181	-	-
	45%	37%	46%	49%	52%	48%	53%	58%	-	-	-	-	-	-	47%	48%	41%	50% t	49% t	38%	-	100% UWX	-	-
AUG 14-18, 2011	180	56	58	24	11	15	11	6	-	-	-	-	-	-	15	74	82	62	48	60	-	180	-	-
	45%	46%	50% e	38%	30%	56% e	48%	41%	-	-	-	-	-	-	34%	47%	48%	44%	51%	43%	-	100% UWX	-	-

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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Table 3-3
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	166	40	59	31	17	7	8	4	-	-	-	-	-	-	22	53	86	53	41	67	-	166	-	-
	41%	34%	54% BEFh	50% BE	31%	32%	39%	27%	-	-	-	-	-	-	51%	46%	37%	43%	43%	40%	-	100% UWX	-	-
REDUCING HEALTHCARE COSTS																								
AUG 10-11, 2015	32	11	8	6	3	1	3	-	15	30	28	5	12	14	3	18	10	12	10	9	-	-	32	-
	8%	9%	7%	10%	9%	3%	12%	-	7%	8%	9%	6%	10%	8%	5%	10%	6%	9%	9%	7%	-	-	100%	-
	(3)	(3) H	(4) H	(4) H	(4)	(7)	(4)		(4)	(3)	(3)	(4)	(3)	(4)	(3)	(3)	(8)	(3)	(3)	(8)			UVX	
AUG 23-25, 2014	27	4	7	8	2	4	-	1	20	26	-	-	7	19	4	12	10	12	5	10	-	-	27	-
	7%	4%	6% g	13% g	6%	13%	-	9%	8% L	7% L	-	-	6% l	8% L	8%	8%	6%	8%	6%	6%	-	-	100% UVX	-
AUG 19-20, 2013	31	3	8	10	5	1	-	4	-	-	-	14	7	8	5	19	4	14	12	4	-	-	31	-
	8%	3% g	7% G	15% BFG	14% bfG	3%	-	30% bfg	-	-	-	11%	8%	5%	9%	12% Q	3%	9% t	11% t	4%	-	-	100% UVX	-
AUG 20-21, 2012	20	11	3	1	1	1	1	2	-	-	-	-	-	-	3	9	5	8	5	5	-	-	20	-
	5%	9% CD	2%	1%	3%	3%	7%	15%	-	-	-	-	-	-	5%	6%	3%	6%	4%	3%	-	-	100% UVX	-
AUG 14-18, 2011	22	9	3	3	6	-	1	-	-	-	-	-	-	-	4	9	7	9	5	7	-	-	22	-
	5%	8% FH	3%	4%	17% cFH	-	4%	-	-	-	-	-	-	-	9%	6%	4%	7%	5%	5%	-	-	100% UVX	-
AUG 15-18, 2010	27	11	3	4	5	4	-	-	-	-	-	-	-	-	4	7	15	6	10	9	-	-	27	-
	7%	9% CGH	2%	6% gh	10% cGH	18% cGH	-	-	-	-	-	-	-	-	10%	6%	7%	5%	10%	5%	-	-	100% UVX	-
ILLEGAL IMMIGRATION																								
AUG 10-11, 2015	26	7	7	2	6	2	1	1	16	26	22	2	9	15	1	8	17	3	6	16	-	-	-	26
	7%	6%	6%	3%	15%	8%	2%	7%	7%	7%	7%	3%	7%	8%	3%	4%	10%	3%	5%	11%	-	-	-	100%
	(4)	(5)	(5)	(7)	(3)	(5)	(7)	(4)	(3)	(4)	(4)	(7)	(5)	(3)	(5)	(4)	(4) op	(6)	(5)	(3) R				UVW
AUG 23-25, 2014	40	9	12	4	1	6	3	4	30	37	-	-	7	29	3	9	25	3	8	27	-	-	-	40
	10%	8%	10%	6%	4%	22%	13%	29%	12% L	10% L	-	-	6% l	12% L	7%	6%	14% p	2%	10%	17% R	-	-	-	100% UVW
AUG 19-20, 2013	16	2	2	6	1	-	4	-	-	-	-	6	4	7	1	2	11	3	3	8	-	-	-	16
	4%	2%	2%	10% bceFH	2%	-	19% BceFH	-	-	-	-	4%	4%	4%	3%	1%	7% P	2%	3%	7% r	-	-	-	100% UVW
AUG 20-21, 2012	15	3	4	4	1	1	-	1	-	-	-	-	-	-	1	4	9	2	4	7	-	-	-	15
	4%	3% g	4% g	7% G	3%	3%	-	7%	-	-	-	-	-	-	2%	3%	5%	2%	4%	5%	-	-	-	100% UVW
AUG 14-18, 2011	9	3	2	2	-	1	-	2	-	-	-	-	-	-	1	3	3	2	1	5	-	-	-	9
	2%	2%	2%	3%	-	3%	-	13%	-	-	-	-	-	-	2%	2%	2%	1%	1%	4%	-	-	-	100% UVW

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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Table 3-3
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	27	5	6	5	2	2	3	4	-	-	-	-	-	-	-	4	22	1	7	19	-	-	-	27
	7%	4%	6%	8%	4%	9%	12%	25%	-	-	-	-	-	-	-	3%	9%	1%	8%	11%	-	-	-	100%
																o	OP		R	R				UVW
HOLDING DOWN TAXES																								
AUG 10-11, 2015	22	4	9	4	3	-	3	-	8	19	19	5	10	7	1	4	16	5	7	10	-	-	-	-
	5%	3%	8%	6%	8%	-	12%	-	4%	5%	6%	6%	8%	4%	3%	2%	9%	3%	6%	7%	-	-	-	-
	(5)	(7)	(3)	(6)	(6)		(3)		(7)	(5)	(5)	(5)	(4)	(7)	(6)	(6)	(5)	(5)	(4)	(7)				
		fh	FH	fh													oP							
AUG 23-25, 2014	17	7	6	-	-	3	-	1	11	17	-	-	10	7	-	6	11	7	4	7	-	-	-	-
	4%	6%	5%	1%	-	10%	-	9%	4%	5%	-	-	8%	3%	-	4%	6%	5%	5%	4%	-	-	-	-
		eg	eg						L	L			L	1		o	O							
AUG 19-20, 2013	16	7	5	1	-	-	-	3	-	-	-	2	5	9	1	6	9	4	6	6	-	-	-	-
	4%	6%	4%	2%	-	-	-	18%	-	-	-	2%	5%	5%	2%	4%	5%	2%	5%	6%	-	-	-	-
		EFG	EFG																					
AUG 20-21, 2012	10	4	5	1	-	1	-	-	-	-	-	-	-	-	-	1	9	1	1	7	-	-	-	-
	3%	3%	5%	1%	-	2%	-	-	-	-	-	-	-	-	-	1%	5%	1%	1%	5%	-	-	-	-
		egh	EGH														OP			rs				
AUG 14-18, 2011	16	2	5	4	3	-	1	2	-	-	-	-	-	-	-	4	10	4	4	7	-	-	-	-
	4%	2%	4%	6%	8%	-	4%	16%	-	-	-	-	-	-	-	2%	6%	3%	5%	5%	-	-	-	-
			f	f												o	O							
AUG 15-18, 2010	17	8	2	2	1	-	3	1	-	-	-	-	-	-	1	2	14	-	7	10	-	-	-	-
	4%	7%	2%	3%	2%	-	12%	9%	-	-	-	-	-	-	2%	2%	6%	-	8%	6%	-	-	-	-
		cF					f										p		R	R				
BUDGET/SPENDING																								
AUG 10-11, 2015	20	8	5	2	2	3	1	-	6	19	14	6	9	5	2	3	15	5	3	12	-	-	-	-
	5%	7%	5%	3%	5%	9%	3%	-	3%	5%	5%	8%	7%	3%	4%	2%	9%	4%	3%	9%	-	-	-	-
	(6)	(4)	(6)	(8)	(7)	(4)	(6)		(8)	(6)	(7)	(3)	(6)	(8)	(4)	(7)	(6)	(4)	(7)	(5)				
		H	h														P			s				
AUG 23-25, 2014	26	11	5	5	-	4	1	-	22	25	-	-	3	22	2	9	15	5	6	12	-	-	-	-
	6%	9%	4%	8%	-	14%	3%	-	9%	7%	-	-	3%	9%	4%	6%	8%	4%	7%	7%	-	-	-	-
		EH				eh			Lm	L				LM										
AUG 19-20, 2013	35	10	8	7	3	5	1	1	-	-	-	10	6	18	6	7	22	12	11	12	-	-	-	-
	9%	8%	7%	11%	8%	17%	4%	7%	-	-	-	8%	7%	11%	12%	4%	13%	7%	10%	11%	-	-	-	-
																	P							
AUG 20-21, 2012	54	23	13	5	3	6	2	2	-	-	-	-	-	-	5	10	39	12	16	26	-	-	-	-
	14%	19%	12%	8%	9%	21%	11%	12%	-	-	-	-	-	-	10%	6%	23%	9%	14%	18%	-	-	-	-
		D															OP			R				
AUG 14-18, 2011	54	18	14	12	1	3	5	1	-	-	-	-	-	-	-	24	30	17	12	24	-	-	-	-
	14%	15%	13%	18%	3%	12%	23%	8%	-	-	-	-	-	-	-	15%	17%	12%	13%	17%	-	-	-	-
		E	E	E			E									O	O							

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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Table 3-3
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	67	21	18	7	10	5	6	1	-	-	-	-	-	-	1	12	52	19	13	33	-	-	-	-
	17%	18%	16%	11%	20%	23%	27%	7%	-	-	-	-	-	-	3%	11% O	23% OP	15%	13%	19%	-	-	-	-
MORAL ISSUES																								
AUG 10-11, 2015	19	4	5	4	3	3	-	-	13	18	14	2	8	9	-	1	18	3	3	13	-	-	-	-
	5%	4%	4%	6%	8%	11%	-	-	6%	5%	5%	3%	6%	5%	-	1%	11%	2%	2%	9%	-	-	-	-
	(7)	(6) gh	(7) gh	(5) gh	(5)	(3)			(5)	(7)	(6)	(8)	(7)	(6)		(8)	(3) OP	(7)	(8)	(4) RS				
AUG 23-25, 2014	29	9	9	1	5	1	1	2	23	29	-	2	4	23	2	10	16	6	5	18	-	-	-	-
	7%	8%	8%	2%	12%	5%	3%	15%	9% m	8%	-	100% IJMN	3%	10% m	4%	7%	9%	4%	6%	11%	-	-	-	-
AUG 19-20, 2013	15	2	7	-	2	2	1	-	-	-	-	9	3	3	-	7	8	5	-	7	-	-	-	-
	4%	2%	7% DH	-	5%	7%	5%	-	-	-	-	7% N	3%	2%	-	4% O	5% O	3% S	-	6% S	-	-	-	-
AUG 20-21, 2012	12	2	6	2	1	1	-	-	-	-	-	-	-	-	2	2	5	-	3	8	-	-	-	-
	3%	2%	5% GH	3%	4%	3%	-	-	-	-	-	-	-	-	4%	2%	3%	-	3%	6% R	-	-	-	-
AUG 14-18, 2011	8	2	3	1	1	2	-	-	-	-	-	-	-	-	-	1	7	-	-	8	-	-	-	-
	2%	2%	2%	1%	3%	6%	-	-	-	-	-	-	-	-	-	1%	4% Op	-	-	6% RS	-	-	-	-
AUG 15-18, 2010	6	2	2	-	1	-	1	-	-	-	-	-	-	-	1	-	5	-	-	5	-	-	-	-
	2%	2%	2%	-	2%	-	5%	-	-	-	-	-	-	-	2%	-	2% P	-	-	3% RS	-	-	-	-
GOVERNMENT CORRUPTION																								
AUG 10-11, 2015	18	4	2	7	-	1	2	2	10	17	14	3	4	10	1	4	13	2	5	11	-	-	-	-
	5%	3%	2%	11%	1%	5%	9%	11%	5%	5%	4%	4%	3%	5%	2%	2%	8%	1%	4%	8%	-	-	-	-
	(8)	(8)	(8)	(3) bce	(8)	(6)	(5)	(3)	(6)	(8)	(8)	(6)	(8)	(5)	(7)	(5)	(7) oP	(8)	(6)	(6) R				
AUG 23-25, 2014	22	5	8	2	2	2	4	-	9	14	-	-	7	7	1	10	9	7	1	13	-	-	-	-
	6%	4%	7% H	3%	5%	7%	18% h	-	4% L	4% L	-	-	6% l	3% L	2%	6%	5%	5%	1%	8% S	-	-	-	-
AUG 19-20, 2013	19	8	4	3	1	-	2	1	-	-	-	6	5	3	2	6	9	7	5	7	-	-	-	-
	5%	7% F	4% f	4%	2%	-	8%	7%	-	-	-	4%	6%	2%	3%	4%	5%	4%	4%	6%	-	-	-	-
AUG 20-21, 2012	16	6	3	1	6	1	1	-	-	-	-	-	-	-	1	7	7	5	4	6	-	-	-	-
	4%	5% H	2%	1%	15% cDfH	3%	4%	-	-	-	-	-	-	-	2%	4%	4%	4%	3%	4%	-	-	-	-
AUG 14-18, 2011	15	5	6	2	-	1	1	-	-	-	-	-	-	-	2	3	8	2	2	9	-	-	-	-
	4%	4% EH	5% EH	3%	-	3%	5%	-	-	-	-	-	-	-	3%	2%	4%	2%	2%	6% rs	-	-	-	-

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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Table 3-3
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	19	8	2	3	4	-	1	1	-	-	-	-	-	-	1	6	11	5	4	9	-	-	-	-
	5%	7% cF	2%	4%	8% F	-	5%	7%	-	-	-	-	-	-	2%	5%	5%	4%	4%	5%	-	-	-	-
OTHER	10	6	2	2	-	-	-	-	6	6	3	8	-	2	4	1	5	6	-	5	-	-	-	-
	3%	5% EFGH	2%	3%	-	-	-	-	3% M	2% M	1%	9% jKMN	-	1%	9% p	1%	3%	4% S	-	3% S	-	-	-	-
ALL OF THEM	5	2	1	2	-	1	-	-	5	5	4	-	1	4	1	2	2	2	2	1	-	-	-	-
	1%	1%	1%	2%	-	3%	-	-	2% 1	1% 1	1% 1	-	1%	2% 1	2%	1%	1%	1%	2%	1%	-	-	-	-
NOT SURE	4	-	2	1	-	-	-	1	3	4	3	1	2	2	-	2	3	-	2	2	-	-	-	-
	1%	-	2%	2%	-	-	-	7%	2%	1%	1%	1%	1%	1%	-	1%	2%	-	2%	1%	-	-	-	-
REFUSED	1	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	1	-	-	-	-	-
	-	1%	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	1%	-	1%	-	-	-	-	-

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

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Table 3-4
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400 100%	42 11%	97 24%	65 16%	44 11% bDF	152 38%	75 19%	43 11%	11 3%	86 22% i	171 43% GHIJ	120 30%	280 70%	117 29% o	196 49%	112 28%	119 30%	110 27% Pq	104 26% TW	90 22%	60 15% sTvW	49 12% TW	32 8%
IMPROVING PUBLIC EDUCATION																							
AUG 10-11, 2015	143 36% (1)	25 60% (1) DF	47 48% (1) D	12 18% (2)	20 45% (1) D	61 40% (1) D	26 35% (1) i	15 35% (1)	1 14% (5)	31 36% (1) i	63 37% (1) I	47 39% (1)	96 34% (1)	28 24% (2)	87 44% (1) N	19 17% (2)	70 59% (1) PR	37 34% (1) P	59 57% (1) TUVW	25 28% (2)	11 19% (2)	15 30% (1)	10 31% (1)
AUG 23-25, 2014	128 32%	28 56% DF	34 38% D	11 16%	20 52% D	51 32% D	44 42% iK	23 56% IK	3 17%	24 31%	27 19%	47 47% m	81 27%	7 10%	103 38% N	19 17%	66 50% PR	24 24%	- - -	- - -	- - -	- - -	- - -
AUG 19-20, 2013	129 32%	19 41% e	31 35%	19 29%	5 19%	61 36%	25 29%	12 39%	8 32%	19 24%	58 35%	30 30%	99 33%	21 18%	93 41% N	27 23%	61 39% P	22 36% p	51 55% TUVW	40 27%	6 19%	9 22%	11 25%
AUG 20-21, 2012	78 19%	12 28%	24 29% f	12 18%	17 56% BCDF	29 17%	21 20% i	8 20%	2 8%	14 17%	2 24%	- -	- -	33 27% O	33 15%	14 9%	41 31% P	21 22% P	- - -	- - -	- - -	- - -	- - -
AUG 14-18, 2011	63 16%	9 30% De	14 14%	4 7%	1 7%	25 15% d	18 22% K	5 12% K	2 8%	14 15% K	- -	- -	- -	18 18%	39 16%	11 9%	25 22% P	17 17%	18 30% Tuw	26 13%	2 10%	6 20%	7 14%
AUG 15-18, 2010	59 15%	5 14% E	17 22% DE	8 9% E	- - -	30 15% E	11 11%	15 26% G	4 37% g	18 19%	1 18%	- -	- -	27 23% O	20 9%	12 8%	22 21% Pr	8 11%	30 39% TUVW	13 9%	4 10%	6 15%	5 8%
ECONOMY AND JOBS																							
AUG 10-11, 2015	99 25% (2)	7 18% (2)	30 31% (2)	19 29% (1)	16 36% (2)	42 28% (2)	24 32% (2)	12 28% (2)	3 28% (1)	23 27% (2)	34 20% (2)	32 26% (2)	67 24% (2)	37 31% (1) o	42 21% (2)	28 25% (1) q	18 15% (2)	37 33% (2) Q	11 11% (3)	40 44% (1) SVW	19 32% (1) SW	10 20% (2)	4 13% (3)
AUG 23-25, 2014	93 23%	10 21%	19 21%	20 31%	10 27%	39 25%	17 16%	8 19%	10 52% Ghk	23 30%	32 22%	23 23%	70 23%	24 32%	62 23%	26 23%	38 29%	22 22%	- - -	- - -	- - -	- - -	- - -
AUG 19-20, 2013	127 32%	10 21%	27 30%	22 33%	9 35%	48 28%	26 29%	7 22%	7 24%	32 42% H	51 31%	38 38%	89 30%	42 35%	68 30%	41 35%	49 31%	17 27%	15 16%	72 49% SuVW	10 30%	8 19%	11 26%
AUG 20-21, 2012	181 45%	20 48%	31 37%	29 43%	11 35%	75 44%	45 44%	15 39%	13 66% gHj	36 44%	4 50%	- -	- -	51 41%	106 47%	55 38%	57 44%	57 61% PQ	- - -	- - -	- - -	- - -	- - -
AUG 14-18, 2011	180 45%	12 36%	49 52%	31 47%	9 46%	78 47%	32 38%	21 47%	11 56%	40 45%	4 63%	- -	- -	44 43%	112 46%	54 43%	56 48%	48 49%	13 21%	126 61% SVW	7 41% v	4 14%	21 40% sV

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

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Table 3-4
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	166 41%	20 61%	34 45%	41 45%	4 55%	91 47%	61 60% HIJ	15 28%	2 22%	35 38%	3 43%	- -	- -	47 40%	86 40%	55 35%	55 51% P	30 41%	17 23%	91 64% SUVW	12 31%	12 31%	21 30%
REDUCING HEALTHCARE COSTS																							
AUG 10-11, 2015	32 8% (3)	3 7% (3)	12 12% (3)	7 10% (5)	5 12% (3)	15 10% (3)	4 6% (5)	7 17% (3)	2 15% (3)	7 9% (3)	11 6% (4)	8 7% (4)	24 8% (3)	9 7% (5)	11 5% (5)	8 7% (7)	15 12% (3)	7 6% (4)	12 11% (2)	5 6% (4)	4 6% (7)	2 4% (7)	4 12% (5)
AUG 23-25, 2014	27 7%	1 3%	5 6%	2 3%	2 5%	7 5%	4 4%	- -	- -	2 2%	21 15% GHIJ	6 6%	21 7%	3 4%	22 8%	5 5%	5 4%	12 12%	- -	- -	- -	- -	- -
AUG 19-20, 2013	31 8%	8 17% D	6 7%	3 4%	6 23% d	14 8%	12 14% HK	- -	4 14% h	6 7% H	8 5% H	8 8%	23 8%	13 11%	14 6%	3 2%	20 13% P	5 8%	8 9%	11 8%	3 10%	3 7%	2 5%
AUG 20-21, 2012	20 5%	4 10%	5 6%	2 2%	1 4%	13 7% d	6 6% K	3 7% k	1 4%	5 6% K	- -	- -	- -	7 6%	7 3%	4 3%	11 8% p	3 3%	- -	- -	- -	- -	- -
AUG 14-18, 2011	22 5%	2 7%	5 5%	2 3%	3 13%	5 3%	7 8% K	1 2%	1 4%	4 4% k	- -	- -	- -	9 9% o	8 3%	2 1%	13 11% PR	3 3%	11 19% TW	3 1%	2 10%	4 12%	1 2%
AUG 15-18, 2010	27 7%	3 10%	5 7%	9 10%	1 17%	17 8%	5 5% K	2 3%	1 9%	7 7% K	- -	- -	- -	11 9%	12 6%	8 5%	11 10%	6 8%	12 16% TvW	3 2%	4 10%	2 6%	2 3%
ILLEGAL IMMIGRATION																							
AUG 10-11, 2015	26 7% (4)	- -	- -	8 13% (3) BCE	- -	8 5% (4) BCE	- 1% (8)	2 4% (5)	2 15% (2)	6 7% (4) g	16 10% (3) G	6 5% (6)	20 7% (4)	11 10% (3)	14 7% (3)	16 14% (3) QR	3 2% (5)	2 2% (8)	7 7% (4)	2 3% (7)	7 12% (3) t	5 9% (4)	1 3% (6)
AUG 23-25, 2014	40 10%	2 3%	8 9%	10 16% b	2 5%	18 11%	9 8% I	2 6%	- -	11 15% I	17 12% I	7 7%	33 11%	9 13%	21 8%	22 20% Qr	4 3%	7 7%	- -	- -	- -	- -	- -
AUG 19-20, 2013	16 4%	1 3%	4 5%	3 5%	3 13%	6 3%	1 2%	3 10%	2 8%	2 3%	7 4%	2 2%	14 5%	8 7%	5 2%	7 6%	5 3%	1 2%	1 2%	3 2%	6 18% STW	4 9% w	-
AUG 20-21, 2012	15 4%	- -	2 2%	4 6% BE	- -	7 4% BE	4 4% K	1 2%	1 6%	3 3%	- -	- -	- -	2 1%	12 5% N	10 7% Qr	1 1%	2 2%	- -	- -	- -	- -	- -
AUG 14-18, 2011	9 2%	- -	3 3%	3 4%	2 9%	5 3% B	2 2%	- -	- -	4 5% hik	- -	- -	- -	3 3%	6 3%	4 3%	2 1%	2 2%	- -	6 3% S	1 5%	2 5%	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

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QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	27	-	5	10	-	14	5	3	-	2	-	-	-	4	20	17	2	5	-	5	10	4	4
	7%	-	6%	11%	-	7%	5%	6%	-	2%	-	-	-	3%	10%	11%	2%	7%	-	4%	25%	10%	5%
			BE	BE		BE	IK	ik							N	Q				S	STvW	s	s
HOLDING DOWN TAXES																							
AUG 10-11, 2015	22	1	4	2	1	5	4	3	2	3	10	11	11	11	7	10	3	4	1	6	4	-	8
	5%	2%	4%	4%	1%	3%	5%	7%	14%	4%	6%	9%	4%	9%	4%	9%	2%	4%	1%	6%	6%	1%	26%
	(5)	(7)	(4)	(7)	(6)	(7)	(6)	(4)	(4)	(7)	(5)	(3)	(8)	(4)	(7)	(6)	(7)	(7)	(8)	(3)	(8)	(8)	(2)
																q							STUV
AUG 23-25, 2014	17	-	-	1	1	-	4	1	-	1	12	6	11	8	9	9	1	8	-	-	-	-	-
	4%	-	-	2%	4%	-	4%	2%	-	1%	9%	6%	4%	11%	3%	8%	-	8%	-	-	-	-	-
											IJ					Q		q					
AUG 19-20, 2013	16	1	7	4	-	7	6	2	-	7	1	2	14	7	7	6	2	5	1	3	1	4	3
	4%	2%	8%	6%	-	4%	7%	5%	-	9%	1%	2%	5%	6%	3%	5%	1%	8%	1%	2%	2%	10%	7%
			E	e		E	IK			IK						q		q				s	
AUG 20-21, 2012	10	1	-	4	2	4	4	1	-	4	-	-	-	3	7	7	4	-	-	-	-	-	-
	3%	3%	-	5%	5%	2%	4%	2%	-	4%	-	-	-	2%	3%	5%	3%	-	-	-	-	-	-
				c		c	IK			ik						R	r						
AUG 14-18, 2011	16	-	4	2	-	6	4	2	1	2	1	-	-	-	11	8	1	2	3	6	2	2	3
	4%	-	4%	3%	-	3%	4%	4%	5%	2%	11%	-	-	-	5%	7%	1%	2%	5%	3%	11%	6%	6%
			be			BE									N	Q							
AUG 15-18, 2010	17	-	2	5	-	8	2	5	1	4	-	-	-	1	15	10	-	5	-	2	3	1	9
	4%	-	3%	6%	-	4%	2%	8%	8%	4%	-	-	-	1%	7%	6%	-	7%	-	1%	8%	3%	13%
				BE		BE		K		k					N	Q		Q			s		STv
BUDGET/SPENDING																							
AUG 10-11, 2015	20	1	2	6	1	7	5	1	-	5	6	5	16	8	7	11	3	5	2	2	6	4	4
	5%	2%	2%	9%	1%	4%	7%	3%	-	6%	4%	4%	6%	7%	4%	10%	3%	5%	2%	3%	10%	9%	13%
	(6)	(6)	(6)	(6)	(5)	(6)	(3)	(7)		(5)	(8)	(7)	(5)	(6)	(8)	(4)	(4)	(5)	(7)	(6)	(4)	(5)	(4)
				ce			i			I	I					Q					s		
AUG 23-25, 2014	26	1	6	6	1	11	4	1	2	8	11	-	26	8	13	10	1	12	-	-	-	-	-
	6%	3%	7%	9%	4%	7%	4%	2%	9%	10%	8%	-	9%	11%	5%	9%	1%	12%	-	-	-	-	-
													L			Q		Q					
AUG 19-20, 2013	35	1	3	6	1	9	7	2	3	7	15	8	27	15	13	18	3	8	7	5	2	1	14
	9%	2%	4%	9%	5%	5%	8%	8%	13%	9%	9%	8%	9%	13%	6%	15%	2%	12%	8%	4%	5%	3%	32%
														o		Q		Q					STUV
AUG 20-21, 2012	54	4	9	10	-	20	13	6	1	10	1	-	-	16	32	39	6	5	-	-	-	-	-
	14%	9%	10%	14%	-	12%	13%	14%	4%	12%	16%	-	-	13%	14%	26%	4%	6%	-	-	-	-	-
		e	E	E		E										QR							
AUG 14-18, 2011	54	3	10	9	4	17	12	10	2	14	2	-	-	15	32	28	9	12	6	20	1	5	17
	14%	10%	10%	14%	19%	10%	14%	22%	13%	15%	26%	-	-	14%	13%	22%	8%	13%	10%	10%	8%	16%	32%
																Qr							STU

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

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Table 3-4
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	67	1	10	9	1	20	9	12	1	19	2	-	-	18	40	41	11	8	8	21	4	6	24
	17%	3%	13%	10%	13%	10%	9%	21%	9%	20%	25%	-	-	16%	19%	26%	10%	11%	10%	14%	10%	15%	35%
			B	b		B		g		G						QR							STUV
MORAL ISSUES																							
AUG 10-11, 2015	19	2	2	7	2	8	5	1	1	3	9	6	14	7	8	11	3	5	3	-	4	9	-
	5%	4%	2%	11%	4%	5%	7%	3%	6%	4%	5%	5%	5%	6%	4%	9%	2%	4%	2%	-	6%	19%	-
	(7)	(4)	(5)	(4)	(4)	(5)	(4)	(6)	(6)	(8)	(7)	(5)	(7)	(7)	(6)	(5)	(8)	(6)	(6)		(6)	(3)	
				C												Q					tw	STW	
AUG 23-25, 2014	29	3	4	7	-	9	12	5	1	4	5	10	19	7	16	12	4	8	-	-	-	-	-
	7%	5%	5%	11%	-	5%	11%	11%	6%	5%	4%	10%	6%	10%	6%	11%	3%	8%	-	-	-	-	-
				E		E										q							
AUG 19-20, 2013	15	4	3	4	1	9	2	2	1	-	10	5	10	2	11	6	5	-	3	2	-	4	2
	4%	8%	3%	6%	5%	5%	2%	5%	4%	-	6%	5%	3%	2%	5%	5%	3%	-	3%	1%	-	10%	4%
											gJ					R	r					tU	
AUG 20-21, 2012	12	-	1	3	-	5	1	-	2	4	-	-	-	4	6	6	3	-	-	-	-	-	-
	3%	-	1%	5%	-	3%	1%	-	8%	5%	-	-	-	4%	3%	4%	3%	-	-	-	-	-	-
				be		BE				Hk						R	r						
AUG 14-18, 2011	8	-	1	6	-	7	2	-	-	1	-	-	-	3	2	8	-	-	-	2	-	6	-
	2%	-	1%	10%	-	4%	2%	-	-	1%	-	-	-	3%	1%	7%	-	-	-	1%	-	17%	-
				BCE		BcE										QR						STUW	
AUG 15-18, 2010	6	-	-	3	-	3	2	-	-	2	-	-	-	-	4	4	-	2	-	1	1	3	-
	2%	-	-	4%	-	2%	2%	-	-	2%	-	-	-	-	2%	3%	-	3%	-	1%	3%	8%	-
				bce		bce									N	Q						sw	
GOVERNMENT CORRUPTION																							
AUG 10-11, 2015	18	1	2	2	-	4	3	-	-	5	9	3	15	2	11	6	3	8	6	2	4	3	-
	5%	3%	2%	3%	-	2%	5%	-	4%	5%	6%	3%	5%	1%	6%	6%	2%	7%	6%	3%	7%	5%	-
	(8)	(5)	(7)	(8)		(8)	(7)		(7)	(6)	(6)	(8)	(6)	(8)	(4)	(8)	(6)	(3)	(5)	(5)	(5)	(6)	
						e				h	H				n				W		w		
AUG 23-25, 2014	22	2	4	5	-	11	8	1	2	2	8	-	22	6	15	5	6	3	-	-	-	-	-
	6%	4%	4%	7%	-	7%	8%	2%	11%	2%	6%	-	7%	8%	5%	5%	5%	3%	-	-	-	-	-
				e		E							L										
AUG 19-20, 2013	19	1	5	5	-	10	7	3	1	1	7	2	16	8	5	6	6	3	3	6	1	6	1
	5%	1%	6%	7%	-	6%	7%	11%	3%	1%	5%	2%	5%	7%	2%	5%	4%	5%	3%	4%	4%	15%	2%
			E	E		bE	J				j											stW	
AUG 20-21, 2012	16	-	7	3	-	10	3	5	1	5	-	-	-	5	11	6	6	1	-	-	-	-	-
	4%	-	8%	4%	-	6%	3%	12%	4%	6%	-	-	-	4%	5%	4%	5%	1%	-	-	-	-	-
			BE			BE	k	K		K													
AUG 14-18, 2011	15	1	2	5	-	7	3	2	-	2	-	-	-	2	13	4	2	4	1	6	3	2	1
	4%	3%	2%	8%	-	4%	4%	4%	-	2%	-	-	-	2%	5%	3%	2%	4%	2%	3%	16%	8%	1%
				E		E	ik								n								

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

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Table 3-4
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	19	1	2	3	1	7	3	3	1	4	1	-	-	5	11	7	3	5	6	3	1	4	3
	5%	3%	3%	3%	16%	3%	3%	6%	7%	4%	14%	-	-	4%	5%	4%	3%	6%	8% t	2%	3%	10%	4%
OTHER	10	1	-	2	-	2	1	-	-	2	7	1	9	2	3	2	2	2	3	4	-	2	1
	3%	2%	-	3%	-	1%	2%	-	-	2%	4% HI	1%	3% l	2%	2%	2%	1%	2%	3%	4%	-	3%	2%
ALL OF THEM	5	-	-	1	-	1	1	-	-	-	3	1	4	1	4	1	1	2	-	-	-	-	-
	1%	-	-	1%	-	-	1%	-	-	-	2%	1%	2%	1%	2%	1%	1%	2%	-	-	-	-	-
NOT SURE	4	-	-	-	-	-	-	-	-	1	2	2	3	1	2	2	-	1	-	2	-	-	-
	1%	1%	-	-	-	-	-	-	4%	1%	1%	1%	1%	1%	1%	2%	-	1%	-	2%	1%	-	-
REFUSED	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	-	-	1	-	1	-	-	-
	-	-	-	-	-	-	-	3%	-	-	-	-	-	1%	-	-	-	1%	-	1%	-	-	-

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

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Table 3-5
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
IMPROVING PUBLIC EDUCATION																								
AUG 10-11, 2015	143	93	30	31	85	20	62	48	18	77	31	16	93	94	25	105	35	48	34	44	79	50	48	87
	36%	50%	17%	21%	49%	20%	56%	46%	32%	57%	20%	12%	52%	47%	18%	53%	18%	23%	44%	59%	33%	47%	24%	51%
	(1)	(1) C	(2)	(2)	(1) D	(2)	(1) F	(1)	(1)	(1) K	(2)	(2)	(1) L	(1) O	(2)	(1) Q	(2)	(2)	(1) R	(1) R	(1)	(1) U	(2)	(1) W
AUG 23-25, 2014	128	87	32	25	68	-	-	-	-	-	-	-	-	-	-	88	35	39	25	41	-	-	65	46
	32%	45% C	17%	17%	41% D	-	-	-	-	-	-	-	-	-	-	46% Q	19%	21%	33%	53% Rs	-	-	28%	35%
AUG 19-20, 2013	129	63	50	34	69	-	-	-	-	59	36	30	72	-	-	77	46	51	25	41	-	-	66	56
	32%	36%	27%	22%	44% D	-	-	-	-	39% K	25%	25%	38% L	-	-	37% Q	26%	25%	39% r	42% R	-	-	29%	39% w
AUG 20-21, 2012	78	58	16	24	16	-	-	-	-	-	-	-	-	-	-	58	17	28	14	27	-	-	37	33
	19%	30% C	9%	13%	17%	-	-	-	-	-	-	-	-	-	-	29% Q	9%	14%	23%	27% R	-	-	14%	32% W
AUG 14-18, 2011	63	40	15	-	-	-	-	-	-	-	-	-	-	-	-	41	18	19	21	17	-	-	28	31
	16%	22% C	8%	-	-	-	-	-	-	-	-	-	-	-	-	24% Q	9%	11%	31% Rt	16%	-	-	12%	24% W
AUG 15-18, 2010	59	36	19	-	-	17	21	-	-	-	-	-	-	-	-	39	19	24	25	-	-	-	17	38
	15%	21% C	9%	-	-	12%	17%	-	-	-	-	-	-	-	-	22% Q	9%	11%	22% R	-	-	-	8%	25% W
ECONOMY AND JOBS																								
AUG 10-11, 2015	99	47	45	46	30	29	14	26	7	25	40	35	40	48	33	48	46	61	16	13	64	16	55	35
	25%	25%	25%	33%	18%	30%	12%	25%	12%	19%	25%	28%	22%	24%	24%	24%	24%	29%	20%	17%	26%	15%	27%	21%
	(2)	(2)	(1)	(1) E	(2)	(1) G	(2)	(2) i	(3)	(2)	(1)	(1)	(2)	(2)	(1)	(2)	(1)	(1) t	(2)	(2)	(2) V	(2)	(1)	(2)
AUG 23-25, 2014	93	44	44	37	31	-	-	-	-	-	-	-	-	-	-	44	37	48	18	11	-	-	53	37
	23%	23%	24%	26%	19%	-	-	-	-	-	-	-	-	-	-	23%	20%	26% t	24%	14%	-	-	23%	28%
AUG 19-20, 2013	127	58	59	61	45	-	-	-	-	44	48	39	52	-	-	65	57	70	21	26	-	-	76	41
	32%	33%	32%	39% e	29%	-	-	-	-	29%	32%	32%	28%	-	-	32%	32%	35%	32%	27%	-	-	34%	29%
AUG 20-21, 2012	181	88	77	83	53	-	-	-	-	-	-	-	-	-	-	96	79	91	33	42	-	-	124	41
	45%	45%	43%	46%	55%	-	-	-	-	-	-	-	-	-	-	48%	42%	46%	53%	42%	-	-	49%	40%
AUG 14-18, 2011	180	84	89	-	-	-	-	-	-	-	-	-	-	-	-	69	101	84	26	45	-	-	120	50
	45%	46%	47%	-	-	-	-	-	-	-	-	-	-	-	-	39%	49%	49%	38%	42%	-	-	50% x	39%

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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Table 3-5
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 15-18, 2010	166	75	76	-	-	61	60	-	-	-	-	-	-	-	-	80	80	91	47	-	-	-	84	66
	41%	45%	38%	-	-	41%	48%	-	-	-	-	-	-	-	-	46%	38%	41%	41%	-	-	-	41%	44%
REDUCING HEALTHCARE COSTS																								
AUG 10-11, 2015	32	19	11	10	16	6	6	4	3	12	9	12	10	16	10	18	11	12	10	7	19	10	18	12
	8%	10%	6%	7%	9%	6%	6%	4%	5%	9%	5%	9%	5%	8%	7%	9%	6%	6%	14%	9%	8%	9%	9%	7%
	(3)	(3)	(8)	(5)	(3)	(7)	(4)	(6)	(7)	(3)	(8)	(5)	(3)	(3)	(7)	(3)	(8)	(7)	(3)	(3)	(4)	(3)	(4)	(3)
AUG 23-25, 2014	27	14	10	6	17	-	-	-	-	-	-	-	-	-	-	13	13	11	8	6	-	-	17	6
	7%	7%	5%	4%	10%	-	-	-	-	-	-	-	-	-	-	7%	7%	6%	11%	7%	-	-	7%	4%
AUG 19-20, 2013	31	19	7	10	12	-	-	-	-	18	7	6	20	-	-	21	7	13	2	12	-	-	19	10
	8%	11% C	4%	7%	8%	-	-	-	-	12% K	4%	5%	11% l	-	-	10% Q	4%	6%	3%	12% s	-	-	8%	7%
AUG 20-21, 2012	20	13	5	6	5	-	-	-	-	-	-	-	-	-	-	13	6	6	2	10	-	-	9	5
	5%	7%	3%	3%	5%	-	-	-	-	-	-	-	-	-	-	6%	3%	3%	3%	10% rs	-	-	3%	4%
AUG 14-18, 2011	22	17	3	-	-	-	-	-	-	-	-	-	-	-	-	16	4	4	4	12	-	-	7	14
	5%	9% C	2%	-	-	-	-	-	-	-	-	-	-	-	-	9% Q	2%	2%	6%	11% R	-	-	3%	11% W
AUG 15-18, 2010	27	16	10	-	-	7	9	-	-	-	-	-	-	-	-	15	10	9	13	-	-	-	11	12
	7%	10%	5%	-	-	5%	7%	-	-	-	-	-	-	-	-	9%	5%	4%	12% R	-	-	-	6%	8%
ILLEGAL IMMIGRATION																								
AUG 10-11, 2015	26	3	23	15	8	16	4	5	7	3	22	15	8	9	14	3	23	20	3	3	21	1	19	7
	7%	1%	13%	11%	5%	16%	4%	4%	12%	2%	14%	12%	4%	5%	10%	1%	12%	9%	4%	4%	9%	1%	9%	4%
	(4)	(7)	(3) B	(3) e	(4)	(3) G	(6)	(4)	(2)	(8)	(3) J	(3) M	(4)	(4)	(4)	(7)	(3) P	(3)	(5)	(4)	(3) V	(8)	(3) x	(5)
AUG 23-25, 2014	40	4	35	15	11	-	-	-	-	-	-	-	-	-	-	4	35	29	6	1	-	-	27	11
	10%	2%	19% B	11%	7%	-	-	-	-	-	-	-	-	-	-	2%	19% P	16% T	8%	1%	-	-	12%	8%
AUG 19-20, 2013	16	6	9	9	3	-	-	-	-	5	7	8	6	-	-	6	9	10	3	2	-	-	9	6
	4%	4%	5%	6%	2%	-	-	-	-	3%	5%	7%	3%	-	-	3%	5%	5%	4%	2%	-	-	4%	4%
AUG 20-21, 2012	15	2	13	9	3	-	-	-	-	-	-	-	-	-	-	2	12	8	2	4	-	-	11	3
	4%	1%	7% B	5%	3%	-	-	-	-	-	-	-	-	-	-	1%	7% P	4%	4%	4%	-	-	4%	3%
AUG 14-18, 2011	9	2	8	-	-	-	-	-	-	-	-	-	-	-	-	3	6	4	1	3	-	-	5	2
	2%	1%	4% b	-	-	-	-	-	-	-	-	-	-	-	-	2%	3%	3%	1%	2%	-	-	2%	1%
AUG 15-18, 2010	27	4	22	-	-	13	3	-	-	-	-	-	-	-	-	4	22	18	3	-	-	-	20	2
	7%	2%	11% B	-	-	9% G	2%	-	-	-	-	-	-	-	-	2%	11% P	8% S	3%	-	-	-	10% X	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

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Table 3-5
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
HOLDING DOWN TAXES																								
AUG 10-11, 2015	22	7	13	9	7	7	3	3	5	3	10	13	4	6	10	7	15	18	2	1	13	8	13	7
	5%	4%	7%	6%	4%	7%	3%	3%	9%	2%	6%	10%	2%	3%	7%	3%	8%	9%	2%	1%	5%	8%	6%	4%
	(5)	(4)	(7)	(6)	(6)	(5)	(8)	(7)	(5)	(6)	(6)	(4) M	(8)	(6)	(8)	(4)	(6) p	(4) ST	(6)	(7)	(6)	(4)	(6)	(4)
AUG 23-25, 2014	17	7	10	17	1	-	-	-	-	-	-	-	-	-	-	7	10	11	3	-	-	-	13	4
	4%	4%	6%	12%	-	-	-	-	-	-	-	-	-	-	-	4%	6%	6%	4%	-	-	-	6%	3%
				E														T						
AUG 19-20, 2013	16	4	12	11	2	-	-	-	-	4	9	9	3	-	-	4	12	14	-	1	-	-	12	3
	4%	2%	6%	7%	1%	-	-	-	-	3%	6%	7%	1%	-	-	2%	7%	7%	-	1%	-	-	5%	2%
			b	E								M					P	ST					x	
AUG 20-21, 2012	10	2	8	4	4	-	-	-	-	-	-	-	-	-	-	2	8	9	1	-	-	-	8	1
	3%	1%	4%	2%	4%	-	-	-	-	-	-	-	-	-	-	1%	4%	5%	1%	-	-	-	3%	1%
			b														p	T						
AUG 14-18, 2011	16	1	13	-	-	-	-	-	-	-	-	-	-	-	-	5	11	7	5	2	-	-	12	3
	4%	1%	7%	-	-	-	-	-	-	-	-	-	-	-	-	3%	5%	4%	7%	2%	-	-	5%	2%
			B																					
AUG 15-18, 2010	17	4	10	-	-	9	2	-	-	-	-	-	-	-	-	2	14	14	3	-	-	-	11	4
	4%	3%	5%	-	-	6%	2%	-	-	-	-	-	-	-	-	1%	7%	7%	2%	-	-	-	5%	2%
						g											P	s						
BUDGET/SPENDING																								
AUG 10-11, 2015	20	2	15	9	5	6	6	6	3	3	12	10	5	4	13	3	17	12	6	2	13	6	14	4
	5%	1%	8%	6%	3%	6%	5%	6%	6%	2%	7%	8%	3%	2%	10%	2%	9%	6%	8%	2%	5%	5%	7%	3%
	(6)	(8)	(5)	(7)	(7)	(6)	(5)	(3)	(6)	(7)	(5) j	(6) m	(7)	(7)	(5) N	(6)	(4) P	(8)	(4)	(5)	(5)	(5)	(5) x	(8)
			B																					
AUG 23-25, 2014	26	6	19	13	9	-	-	-	-	-	-	-	-	-	-	7	17	13	5	3	-	-	17	5
	6%	3%	10%	9%	5%	-	-	-	-	-	-	-	-	-	-	4%	9%	7%	7%	4%	-	-	8%	4%
			B																					
AUG 19-20, 2013	35	5	26	15	8	-	-	-	-	7	22	17	11	-	-	7	25	25	2	7	-	-	21	8
	9%	3%	14%	10%	5%	-	-	-	-	5%	15%	14%	6%	-	-	3%	14%	12%	3%	7%	-	-	9%	5%
			B								J	M					P	S						
AUG 20-21, 2012	54	11	42	32	10	-	-	-	-	-	-	-	-	-	-	9	45	38	3	9	-	-	42	7
	14%	6%	23%	18%	10%	-	-	-	-	-	-	-	-	-	-	5%	24%	19%	6%	9%	-	-	16%	7%
			B														P	ST					X	
AUG 14-18, 2011	54	17	36	-	-	-	-	-	-	-	-	-	-	-	-	17	37	26	9	15	-	-	37	11
	14%	9%	19%	-	-	-	-	-	-	-	-	-	-	-	-	10%	18%	15%	14%	14%	-	-	15%	8%
			B														P						x	
AUG 15-18, 2010	67	20	42	-	-	27	19	-	-	-	-	-	-	-	-	20	44	43	17	-	-	-	42	18
	17%	12%	21%	-	-	18%	15%	-	-	-	-	-	-	-	-	11%	21%	19%	16%	-	-	-	20%	12%
			B														P						X	

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

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Table 3-5
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
MORAL ISSUES																								
AUG 10-11, 2015	19	4	14	10	4	7	3	1	2	6	9	9	7	2	15	7	13	13	2	1	10	5	13	5
	5%	2%	8%	7%	2%	7%	3%	1%	5%	5%	6%	7%	4%	1%	11%	3%	7%	6%	2%	2%	4%	5%	6%	3%
	(7)	(5)	(6) B	(4)	(8)	(4)	(7)	(8)	(8)	(4)	(7)	(7)	(6)	(8)	(3) N	(5)	(7)	(6)	(7)	(6)	(8)	(6)	(7)	(7)
AUG 23-25, 2014	29	13	16	11	13	-	-	-	-	-	-	-	-	-	-	13	16	14	6	8	-	-	16	12
	7%	7%	9%	8%	8%	-	-	-	-	-	-	-	-	-	-	7%	8%	8%	8%	10%	-	-	7%	9%
AUG 19-20, 2013	15	5	6	4	5	-	-	-	-	4	6	4	9	-	-	8	6	4	3	3	-	-	9	6
	4%	3%	4%	3%	3%	-	-	-	-	3%	4%	3%	5%	-	-	4%	4%	2%	5%	3%	-	-	4%	4%
AUG 20-21, 2012	12	4	6	7	1	-	-	-	-	-	-	-	-	-	-	6	6	5	-	4	-	-	7	4
	3%	2%	4%	4% e	1%	-	-	-	-	-	-	-	-	-	-	3%	3%	3% S	-	4% s	-	-	3%	4%
AUG 14-18, 2011	8	-	8	-	-	-	-	-	-	-	-	-	-	-	-	-	8	7	1	-	-	-	4	2
	2%	-	4% B	-	-	-	-	-	-	-	-	-	-	-	-	-	4% P	4% T	2%	-	-	-	2%	2%
AUG 15-18, 2010	6	-	5	-	-	3	-	-	-	-	-	-	-	-	-	-	6	5	-	-	-	-	5	-
	2%	-	3% B	-	-	2% g	-	-	-	-	-	-	-	-	-	-	3% P	2% S	-	-	-	-	3% X	-
GOVERNMENT CORRUPTION																								
AUG 10-11, 2015	18	3	15	8	8	4	7	4	7	3	13	8	8	7	10	3	16	17	1	-	11	4	12	6
	5%	2%	9%	5%	4%	4%	7%	4%	12%	3%	8%	7%	4%	4%	7%	1%	8%	8%	2%	1%	5%	4%	6%	4%
	(8)	(6)	(4) B	(8)	(5)	(8)	(3)	(5)	(4)	(5)	(4) j	(8)	(5)	(5)	(6)	(8)	(5) P	(5) ST	(8)	(8)	(7)	(7)	(8)	(6)
AUG 23-25, 2014	22	11	11	10	9	-	-	-	-	-	-	-	-	-	-	9	11	9	3	4	-	-	11	6
	6%	6%	6%	7%	6%	-	-	-	-	-	-	-	-	-	-	5%	6%	5%	4%	5%	-	-	5%	5%
AUG 19-20, 2013	19	7	10	7	5	-	-	-	-	5	7	4	9	-	-	8	10	10	5	4	-	-	9	7
	5%	4%	5%	5%	3%	-	-	-	-	3%	5%	3%	5%	-	-	4%	6%	5%	7%	4%	-	-	4%	5%
AUG 20-21, 2012	16	9	7	7	4	-	-	-	-	-	-	-	-	-	-	9	7	7	1	4	-	-	10	6
	4%	5%	4%	4%	4%	-	-	-	-	-	-	-	-	-	-	5%	4%	3%	2%	4%	-	-	4%	5%
AUG 14-18, 2011	15	5	8	-	-	-	-	-	-	-	-	-	-	-	-	4	9	9	-	3	-	-	9	5
	4%	3%	4%	-	-	-	-	-	-	-	-	-	-	-	-	3%	4%	5% S	-	3% s	-	-	4%	4%
AUG 15-18, 2010	19	6	10	-	-	6	7	-	-	-	-	-	-	-	-	6	11	11	3	-	-	-	10	8
	5%	3%	5%	-	-	4%	5%	-	-	-	-	-	-	-	-	4%	5%	5%	3%	-	-	-	5%	5%
OTHER	10	2	8	2	8	-	2	4	1	1	7	2	3	7	1	2	8	6	-	3	9	1	4	4
	3%	1%	4%	2%	5%	-	2%	4%	1%	1%	4%	2%	2%	4%	1%	1%	4%	3% s	-	4%	4%	1%	2%	2%
ALL OF THEM	5	4	1	2	1	1	3	2	1	1	1	2	3	4	1	4	1	1	2	1	2	1	2	1
	1%	2%	1%	2%	-	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	1%	-	2%	1%	1%	1%	1%	1%

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

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Table 3-5
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
NOT SURE	4	2	2	1	1	2	1	-	2	-	3	3	1	-	3	1	3	2	2	-	2	3	2	1
	1%	1%	1%	1%	-	2%	1%	-	3%	-	2%	2%	1%	-	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%
REFUSED	1	-	1	-	-	-	1	1	-	-	1	1	-	-	1	-	1	1	-	-	-	1	1	-
	-	-	1%	-	-	-	1%	1%	-	-	1%	1%	-	-	1%	-	1%	1%	-	-	-	1%	1%	-

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

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Table 3-6
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
IMPROVING PUBLIC EDUCATION																							
AUG 10-11, 2015	143	54	77	103	21	89	14	20	66	63	49	73	47	93	73	58	107	29	22	74	45	96	47
	36% (1)	35% (1)	38% (1)	36% (1)	31% (1)	35% (1)	28% (2)	53% (1) fG	27% (1)	50% (1) I	27% (1)	47% (1) K	24% (1)	48% (1) M	30% (1)	50% (1) O	57% (1) R	16% (2)	17% (2)	55% (1) SU	35% (1) S	36% (1)	35% (1)
AUG 23-25, 2014	128	-	-	-	-	-	-	-	62	54	64	43	36	91	69	51	90	31	-	-	-	-	-
	32%	-	-	-	-	-	-	-	27%	43% i	31%	35%	18%	49% M	28%	43% o	47% R	17%	-	-	-	-	-
AUG 19-20, 2013	129	-	-	-	-	-	-	-	60	65	-	-	-	-	80	45	68	53	-	-	-	-	-
	32%	-	-	-	-	-	-	-	26%	46% I	-	-	-	-	33%	34%	39% R	27%	-	-	-	-	-
AUG 20-21, 2012	78	-	-	-	-	-	-	-	46	30	-	-	29	47	35	34	53	24	20	26	24	-	-
	19%	-	-	-	-	-	-	-	17%	29% I	-	-	15%	24% M	14%	30% O	30% R	12%	11%	24% S	38% St	-	-
AUG 14-18, 2011	63	-	-	-	-	-	-	-	24	30	-	-	-	-	34	24	43	15	-	-	-	-	-
	16%	-	-	-	-	-	-	-	10%	27% I	-	-	-	-	14%	19%	25% R	8%	-	-	-	-	-
AUG 15-18, 2010	59	-	-	-	-	-	-	-	-	-	-	-	-	-	29	26	39	18	-	-	-	-	-
	15%	-	-	-	-	-	-	-	-	-	-	-	-	-	11%	24% O	24% R	9%	-	-	-	-	-
ECONOMY AND JOBS																							
AUG 10-11, 2015	99	45	37	82	11	67	15	6	63	30	48	33	47	48	64	23	40	46	36	28	33	60	39
	25% (2)	29% (2) C	18% (2)	29% (2) E	16% (2)	26% (2)	29% (1)	17% (2)	26% (2)	24% (2)	26% (2)	22% (2)	24% (2)	25% (2)	26% (2)	19% (2)	21% (2)	25% (1)	28% (1)	20% (2)	25% (2)	23% (2)	29% (2)
AUG 23-25, 2014	93	-	-	-	-	-	-	-	56	30	55	29	54	31	55	24	45	43	-	-	-	-	-
	23%	-	-	-	-	-	-	-	24%	24%	26%	24%	27% n	17%	22%	20%	24%	23%	-	-	-	-	-
AUG 19-20, 2013	127	-	-	-	-	-	-	-	74	43	-	-	-	-	76	43	51	65	-	-	-	-	-
	32%	-	-	-	-	-	-	-	32%	31%	-	-	-	-	31%	32%	29%	34%	-	-	-	-	-
AUG 20-21, 2012	181	-	-	-	-	-	-	-	121	47	-	-	85	91	112	52	82	85	77	61	22	-	-
	45%	-	-	-	-	-	-	-	45%	45%	-	-	44%	47%	45%	46%	45%	44%	43%	57% SU	34%	-	-
AUG 14-18, 2011	180	-	-	-	-	-	-	-	112	47	-	-	-	-	113	53	76	90	-	-	-	-	-
	45%	-	-	-	-	-	-	-	46%	42%	-	-	-	-	46%	44%	45%	47%	-	-	-	-	-

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

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Table 3-6
QUESTION 4:
When you think about voting for North Carolina offices like the state legislature, what issue or problem should be their highest priority?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 15-18, 2010	166	-	-	-	-	-	-	-	-	-	-	-	-	-	100	46	75	75	-	-	-	-	-
	41%	-	-	-	-	-	-	-	-	-	-	-	-	-	39%	43%	47% R	37%	-	-	-	-	-
REDUCING HEALTHCARE COSTS																							
AUG 10-11, 2015	32	15	14	22	5	17	4	4	22	6	11	12	12	18	18	10	20	9	8	9	13	21	11
	8%	10%	7%	8%	8%	7%	9%	10%	9%	5%	6%	8%	6%	9%	7%	8%	11% r	5%	6%	7%	10%	8%	8%
	(3)	(3)	(5)	(3)	(6)	(4)	(3)	(3)	(3)	(4)	(7)	(3)	(7)	(3)	(4)	(3)	(3)	(8)	(7)	(3)	(3)	(3)	(3)
AUG 23-25, 2014	27	-	-	-	-	-	-	-	17	5	11	7	14	13	11	13	14	11	-	-	-	-	-
	7%	-	-	-	-	-	-	-	7%	4%	5%	6%	7%	7%	4%	11%	7%	6%	-	-	-	-	-
AUG 19-20, 2013	31	-	-	-	-	-	-	-	17	9	-	-	-	-	17	14	20	5	-	-	-	-	-
	8%	-	-	-	-	-	-	-	7%	6%	-	-	-	-	7%	10%	12% R	3%	-	-	-	-	-
AUG 20-21, 2012	20	-	-	-	-	-	-	-	12	6	-	-	9	10	13	5	11	8	5	7	4	-	-
	5%	-	-	-	-	-	-	-	4%	6%	-	-	5%	5%	5%	4%	6%	4%	3%	7%	6%	-	-
AUG 14-18, 2011	22	-	-	-	-	-	-	-	10	10	-	-	-	-	9	8	12	6	-	-	-	-	-
	5%	-	-	-	-	-	-	-	4%	9%	-	-	-	-	4%	6%	7%	3%	-	-	-	-	-
AUG 15-18, 2010	27	-	-	-	-	-	-	-	-	-	-	-	-	-	16	7	9	11	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	7%	6%	5%	-	-	-	-	-
ILLEGAL IMMIGRATION																							
AUG 10-11, 2015	26	12	13	18	5	21	2	1	19	5	14	10	20	5	25	1	3	23	16	4	6	19	7
	7%	7%	6%	6%	8%	8%	4%	2%	8%	4%	8%	7%	10%	3%	10%	1%	1%	12%	12%	3%	5%	7%	5%
	(4)	(4)	(6)	(4)	(7)	(3) h	(7)	(8)	(4)	(6)	(4)	(4)	(3) N	(5)	(3) P	(8)	(7)	(3) Q	(3) Tu	(6)	(6)	(4)	(6)
AUG 23-25, 2014	40	-	-	-	-	-	-	-	28	9	19	8	29	9	36	4	4	33	-	-	-	-	-
	10%	-	-	-	-	-	-	-	12%	8%	9%	6%	15% N	5%	15% P	3%	2%	17% Q	-	-	-	-	-
AUG 19-20, 2013	16	-	-	-	-	-	-	-	8	7	-	-	-	-	10	5	4	9	-	-	-	-	-
	4%	-	-	-	-	-	-	-	3%	5%	-	-	-	-	4%	4%	2%	5%	-	-	-	-	-
AUG 20-21, 2012	15	-	-	-	-	-	-	-	8	7	-	-	13	2	12	2	1	13	11	1	1	-	-
	4%	-	-	-	-	-	-	-	3%	6%	-	-	7% N	1%	5% p	1%	-	7% Q	6% TU	1%	1%	-	-
AUG 14-18, 2011	9	-	-	-	-	-	-	-	6	2	-	-	-	-	5	4	2	5	-	-	-	-	-
	2%	-	-	-	-	-	-	-	3%	2%	-	-	-	-	2%	3%	1%	3%	-	-	-	-	-
AUG 15-18, 2010	27	-	-	-	-	-	-	-	-	-	-	-	-	-	23	2	3	22	-	-	-	-	-
	7%	-	-	-	-	-	-	-	-	-	-	-	-	-	9% P	2%	2%	11% Q	-	-	-	-	-

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	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
HOLDING DOWN TAXES																							
AUG 10-11, 2015	22	6	15	13	6	13	3	2	13	7	11	6	12	9	17	3	3	18	12	5	5	11	11
	5%	4%	7%	5%	9%	5%	7%	4%	6%	5%	6%	4%	6%	5%	7%	3%	2%	10%	9%	4%	4%	4%	8%
	(5)	(5)	(4)	(7)	(5)	(7)	(5)	(4)	(7)	(3)	(6)	(5)	(8)	(4)	(5)	(7)	(4)	(4) Q	(5)	(4)	(7)	(7)	(4)
AUG 23-25, 2014	17	-	-	-	-	-	-	-	2	9	11	6	7	10	9	5	7	10	-	-	-	-	-
	4%	-	-	-	-	-	-	-	1%	8%	5%	5%	4%	6%	4%	4%	4%	5%	-	-	-	-	-
AUG 19-20, 2013	16	-	-	-	-	-	-	-	11	3	-	-	-	-	11	3	3	12	-	-	-	-	-
	4%	-	-	-	-	-	-	-	5%	2%	-	-	-	-	5%	2%	2%	6% Q	-	-	-	-	-
AUG 20-21, 2012	10	-	-	-	-	-	-	-	8	2	-	-	5	6	9	-	4	7	7	2	-	-	-
	3%	-	-	-	-	-	-	-	3%	1%	-	-	3%	3%	4% P	-	2%	4%	4% U	2%	-	-	-
AUG 14-18, 2011	16	-	-	-	-	-	-	-	13	2	-	-	-	-	12	3	1	11	-	-	-	-	-
	4%	-	-	-	-	-	-	-	5% J	2%	-	-	-	-	5%	2%	1%	6% Q	-	-	-	-	-
AUG 15-18, 2010	17	-	-	-	-	-	-	-	-	-	-	-	-	-	14	3	4	12	-	-	-	-	-
	4%	-	-	-	-	-	-	-	-	-	-	-	-	-	6%	3%	2%	6% q	-	-	-	-	-
BUDGET/SPENDING																							
AUG 10-11, 2015	20	6	12	13	6	14	-	1	12	6	15	3	16	4	12	5	3	16	10	2	8	15	6
	5%	4%	6%	5%	9%	5%	-	3%	5%	4%	8%	2%	8%	2%	5%	4%	1%	9%	8%	2%	6%	6%	4%
	(6)	(6)	(7)	(6)	(4)	(5) G	(8)	(7)	(8)	(5)	(3) L	(8)	(5) N	(6)	(8)	(5)	(8)	(5) Q	(6) T	(8)	(5)	(6)	(7)
AUG 23-25, 2014	26	-	-	-	-	-	-	-	21	1	17	5	16	7	23	3	5	19	-	-	-	-	-
	6%	-	-	-	-	-	-	-	9% J	1%	8%	4%	8%	4%	9% P	2%	3%	10% Q	-	-	-	-	-
AUG 19-20, 2013	35	-	-	-	-	-	-	-	29	6	-	-	-	-	24	7	7	27	-	-	-	-	-
	9%	-	-	-	-	-	-	-	12% J	4%	-	-	-	-	10% p	5%	4%	14% Q	-	-	-	-	-
AUG 20-21, 2012	54	-	-	-	-	-	-	-	45	5	-	-	32	19	37	14	13	38	38	4	4	-	-
	14%	-	-	-	-	-	-	-	17% J	5%	-	-	17% n	10%	15%	12%	7%	20% Q	21% TU	4%	7%	-	-
AUG 14-18, 2011	54	-	-	-	-	-	-	-	41	8	-	-	-	-	40	12	19	35	-	-	-	-	-
	14%	-	-	-	-	-	-	-	17% J	7%	-	-	-	-	16%	10%	12%	18% q	-	-	-	-	-
AUG 15-18, 2010	67	-	-	-	-	-	-	-	-	-	-	-	-	-	47	15	17	44	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	18%	14%	11%	22% Q	-	-	-	-	-

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	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
MORAL ISSUES																							
AUG 10-11, 2015	19	1	17	14	4	13	2	1	19	1	9	5	17	2	13	5	3	14	12	4	3	17	3
	5%	1%	8%	5%	5%	5%	5%	4%	8%	1%	5%	3%	9%	1%	5%	5%	2%	8%	9%	3%	2%	6%	2%
	(7)	(8)	(3) B	(5)	(8)	(6)	(6)	(6)	(5) J	(8)	(8)	(6)	(4) N	(8)	(6)	(4)	(6)	(7) Q	(4) tU	(5)	(8)	(5) w	(8)
AUG 23-25, 2014	29	-	-	-	-	-	-	-	17	7	20	3	19	10	14	15	11	18	-	-	-	-	-
	7%	-	-	-	-	-	-	-	7%	6%	9% l	3%	10%	5%	6%	12%	6%	10%	-	-	-	-	-
AUG 19-20, 2013	15	-	-	-	-	-	-	-	10	-	-	-	-	-	4	8	6	5	-	-	-	-	-
	4%	-	-	-	-	-	-	-	4% J	-	-	-	-	-	2%	6% o	4%	3%	-	-	-	-	-
AUG 20-21, 2012	12	-	-	-	-	-	-	-	11	-	-	-	8	3	8	2	3	6	5	-	3	-	-
	3%	-	-	-	-	-	-	-	4% J	-	-	-	4%	2%	3%	2%	2%	3%	3% T	-	5%	-	-
AUG 14-18, 2011	8	-	-	-	-	-	-	-	7	1	-	-	-	-	5	3	1	7	-	-	-	-	-
	2%	-	-	-	-	-	-	-	3%	1%	-	-	-	-	2%	3%	-	4% Q	-	-	-	-	-
AUG 15-18, 2010	6	-	-	-	-	-	-	-	-	-	-	-	-	-	5	-	-	5	-	-	-	-	-
	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	2% P	-	-	3% Q	-	-	-	-	-
GOVERNMENT CORRUPTION																							
AUG 10-11, 2015	18	4	12	9	7	10	4	1	14	4	13	4	12	4	12	5	3	15	7	3	9	11	8
	5%	3%	6%	3%	11%	4%	7%	4%	6%	4%	7%	3%	6%	2%	5%	4%	2%	8%	5%	2%	7%	4%	6%
	(8)	(7)	(8)	(8)	(3) d	(8)	(4)	(5)	(6)	(7)	(5)	(7)	(6) n	(7)	(7)	(6)	(5)	(6) Q	(8)	(7)	(4)	(8)	(5)
AUG 23-25, 2014	22	-	-	-	-	-	-	-	17	2	6	14	10	8	18	2	5	16	-	-	-	-	-
	6%	-	-	-	-	-	-	-	8% j	2%	3%	11% K	5%	5%	7% P	1%	3%	8%	-	-	-	-	-
AUG 19-20, 2013	19	-	-	-	-	-	-	-	15	3	-	-	-	-	13	5	6	12	-	-	-	-	-
	5%	-	-	-	-	-	-	-	7% j	2%	-	-	-	-	5%	4%	4%	6%	-	-	-	-	-
AUG 20-21, 2012	16	-	-	-	-	-	-	-	10	6	-	-	7	9	13	2	8	7	8	3	4	-	-
	4%	-	-	-	-	-	-	-	4%	6%	-	-	4%	5%	5% p	2%	4%	3%	4%	3%	6%	-	-
AUG 14-18, 2011	15	-	-	-	-	-	-	-	9	4	-	-	-	-	9	4	3	8	-	-	-	-	-
	4%	-	-	-	-	-	-	-	4%	4%	-	-	-	-	4%	4%	2%	4%	-	-	-	-	-
AUG 15-18, 2010	19	-	-	-	-	-	-	-	-	-	-	-	-	-	14	5	5	13	-	-	-	-	-
	5%	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	4%	3%	6%	-	-	-	-	-

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OTHER	10	7	4	8	-	3	5	1	8	2	6	3	5	6	6	4	2	8	2	5	3	9	1
	3%	4%	2%	3% E	-	1%	11% f	4%	3%	2%	3%	2%	2%	3%	2%	3%	1%	4%	2%	4%	2%	3%	1%
ALL OF THEM	5	5	-	2	3	4	1	-	2	1	1	2	4	1	2	3	3	2	1	1	3	5	-
	1%	3% c	-	1%	4%	2%	2%	-	1%	1%	-	2%	2%	-	1%	2%	1%	1%	1%	1%	2%	2% w	-
NOT SURE	4	1	2	2	1	3	-	-	3	1	3	1	1	3	3	1	-	4	2	-	2	3	1
	1%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	1%	-	2%	1%	1%	-	2%	1%	-	2%	1%	1%
REFUSED	1	-	1	-	-	1	-	-	-	-	1	-	1	-	1	-	-	1	1	-	-	-	1
	-	-	1%	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	1%	1%	-	-	-	1%

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Table 4-1
Summary of Images: % Favorable

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
PLANNED PARENTHOOD	198	61	15	21	32	45	24	83	115	86	46	30	36	51	20	11	42	47	26	24	92	77	128	62
	49%	60%	34%	51%	47%	51%	42%	43%	55%	58%	43%	42%	49%	54%	33%	32%	51%	56%	60%	22%	77%	47%	53%	41%
	(1)	(1)	(4)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(2)	(2)	(1)	(1)	(5)	(6)	(1)	(1)	(1)	(4)	(2)	(1)	(1)	(1)
		Cg							H	kl				OP			op	OP	OP		TV	T	X	
BARACK OBAMA	186	51	18	20	33	41	22	82	104	67	51	34	33	41	29	12	35	46	23	7	109	65	123	55
	46%	51%	42%	48%	49%	46%	39%	43%	50%	45%	48%	49%	45%	43%	47%	33%	43%	55%	52%	6%	91%	40%	51%	37%
	(2)	(2)	(1)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(1)	(1)	(3)	(2)	(1)	(5)	(2)	(2)	(2)	(6)	(1)	(2)	(2)	(4)
																		P	p		TV	T	X	
PAT MCCRORY	143	37	17	13	25	35	16	80	63	40	39	27	36	31	24	25	17	30	15	72	16	53	79	60
	36%	36%	39%	32%	37%	39%	28%	42%	30%	27%	37%	39%	49%	33%	39%	70%	21%	36%	35%	66%	14%	32%	33%	40%
	(3)	(4)	(2)	(4)	(5)	(3)	(5)	(3)	(4)	(4)	(3)	(4)	(2)	(3)	(3)	(1)	(5)	(5)	(3)	(2)	(5)	(3)	(4)	(2)
								I					J		q	NOQRS		q		UV		U		
THE NORTH CAROLINA DEMOCRATIC PARTY	134	34	14	17	26	25	18	58	77	48	37	29	21	27	24	6	28	33	15	5	87	42	90	41
	34%	34%	33%	41%	38%	28%	33%	30%	37%	32%	35%	41%	28%	28%	40%	17%	35%	40%	35%	5%	73%	26%	38%	28%
	(4)	(5)	(6)	(3)	(4)	(4)	(3)	(5)	(3)	(3)	(5)	(3)	(6)	(5)	(2)	(7)	(3)	(3)	(4)	(7)	(3)	(5)	(3)	(6)
															P		p	P	p		TV	T	x	
THE NORTH CAROLINA REPUBLICAN PARTY	125	29	16	12	30	24	14	68	57	38	39	25	24	31	20	17	17	30	10	79	9	38	67	56
	31%	29%	36%	29%	44%	27%	24%	35%	28%	26%	36%	35%	32%	33%	33%	48%	21%	36%	23%	71%	7%	23%	28%	37%
	(5)	(6)	(3)	(5)	(3)	(5)	(6)	(4)	(5)	(5)	(4)	(5)	(5)	(4)	(6)	(2)	(6)	(4)	(6)	(1)	(7)	(6)	(5)	(3)
					bfG											QS		q		UV		U		
ROY COOPER	104	39	6	9	20	20	10	56	48	36	23	21	24	20	21	14	19	16	13	20	40	44	67	34
	26%	39%	14%	21%	30%	23%	17%	29%	23%	24%	21%	30%	33%	21%	35%	40%	23%	20%	29%	18%	34%	27%	28%	23%
	(6)	(3)	(7)	(6)	(6)	(7)	(7)	(6)	(6)	(6)	(7)	(7)	(4)	(7)	(4)	(4)	(4)	(7)	(5)	(5)	(4)	(4)	(6)	(7)
		CdFG			c										r	nR					T			
RICHARD BURR	100	21	15	8	16	22	18	56	43	26	32	23	19	22	18	16	11	26	6	52	10	37	57	42
	25%	21%	34%	19%	24%	25%	31%	29%	21%	17%	30%	32%	26%	24%	30%	43%	14%	32%	14%	47%	9%	22%	24%	28%
	(7)	(7)	(5)	(7)	(7)	(6)	(4)	(7)	(7)	(7)	(6)	(6)	(7)	(6)	(7)	(3)	(7)	(6)	(7)	(3)	(6)	(7)	(7)	(5)
											j	J			qs	NQS		QS		UV		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/X

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Table 4-2
Summary of Images: % Favorable

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60%	22%	8%	31%	46%	19%	19%	76%	4%	33%	38%	22%
PLANNED PARENTHOOD	198	11	14	38	55	33	45	65	98	34	73	116	129	36	15	69	81	42	44	145	6	27	111	49
	49%	18%	26%	75%	79%	41%	53%	77%	59%	23%	34%	70%	53%	41%	50%	56%	43%	57%	57%	48%	38%	20%	73%	54%
	(1)	(5)	(4)	(3)	(2)	(2)	(1)	(2)	(1)	(4)	(3)	(1)	(1)	(3)	(1)	(1)	(1)	(1)	(3)	(1)	(2)	(4)	(2)	(1)
				BCFG	BCFG	B	BC	IJ	J			K	n			q							VX	V
BARACK OBAMA	186	2	5	43	67	35	30	71	84	30	60	111	124	38	12	62	79	40	65	111	7	9	137	31
	46%	4%	9%	86%	96%	43%	36%	84%	51%	20%	28%	67%	51%	43%	41%	50%	43%	53%	86%	37%	43%	7%	90%	34%
	(2)	(7)	(6)	(1)	(1)	(1)	(2)	(1)	(2)	(5)	(5)	(2)	(2)	(2)	(3)	(2)	(2)	(2)	(1)	(2)	(1)	(6)	(1)	(2)
				BCFG	BCFG	BC	BC	IJ	J			K							TU				VX	V
PAT MCCRORY	143	43	30	6	11	32	21	9	44	89	98	38	82	40	7	39	73	26	27	111	5	86	18	29
	36%	74%	57%	11%	16%	39%	25%	11%	27%	60%	46%	23%	34%	46%	25%	32%	39%	35%	36%	36%	30%	65%	12%	32%
	(3)	(2)	(2)	(5)	(5)	(3)	(4)	(5)	(5)	(1)	(1)	(5)	(4)	(1)	(5)	(4)	(3)	(3)	(4)	(3)	(3)	(2)	(5)	(3)
		cDEFG	DEfG			DE	d		H	HI	L			mo								WX		W
THE NORTH CAROLINA DEMOCRATIC PARTY	134	2	3	38	49	17	25	57	60	17	55	71	89	24	13	42	67	22	46	83	4	8	100	21
	34%	4%	6%	76%	70%	21%	30%	67%	36%	12%	26%	43%	37%	27%	43%	34%	36%	29%	61%	27%	22%	6%	65%	23%
	(4)	(6)	(7)	(2)	(3)	(7)	(3)	(3)	(3)	(7)	(6)	(3)	(3)	(7)	(2)	(3)	(4)	(7)	(2)	(7)	(5)	(7)	(3)	(5)
				BCFG	BCFG	BC	BC	IJ	J			K							TU				VX	V
THE NORTH CAROLINA REPUBLICAN PARTY	125	44	34	5	4	19	19	7	30	88	94	29	74	29	10	34	62	25	17	103	5	88	8	23
	31%	77%	65%	10%	6%	23%	23%	8%	18%	59%	43%	17%	31%	34%	35%	27%	33%	33%	22%	34%	30%	66%	5%	25%
	(5)	(1)	(1)	(6)	(7)	(6)	(5)	(6)	(7)	(2)	(2)	(6)	(5)	(5)	(4)	(5)	(5)	(4)	(6)	(4)	(4)	(1)	(7)	(4)
		DEFG	DEFG			dE	dE		h	HI	L									s		WX		W
ROY COOPER	104	14	5	17	24	25	19	29	51	24	45	53	58	30	5	27	51	22	18	84	1	25	56	19
	26%	24%	10%	33%	34%	31%	22%	34%	31%	16%	21%	32%	24%	35%	16%	22%	27%	30%	24%	28%	9%	19%	37%	22%
	(6)	(4)	(5)	(4)	(4)	(4)	(6)	(4)	(4)	(6)	(7)	(4)	(6)	(4)	(7)	(6)	(6)	(6)	(5)	(6)	(6)	(5)	(4)	(6)
		c		C	C	C		J	J			K		mo						U			VX	
RICHARD BURR	100	30	22	4	6	22	15	5	32	61	69	27	57	27	7	23	50	24	10	87	1	59	17	17
	25%	52%	43%	9%	8%	27%	18%	6%	20%	41%	32%	17%	23%	31%	22%	18%	27%	32%	13%	29%	8%	44%	11%	19%
	(7)	(3)	(3)	(7)	(6)	(5)	(7)	(7)	(6)	(3)	(4)	(7)	(7)	(6)	(6)	(7)	(7)	(5)	(7)	(5)	(7)	(3)	(6)	(7)
		DEFG	DEG			DE			H	HI	L							p		SU		WX		

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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Table 4-3
Summary of Images: % Favorable

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53%	91%	77%	21%	32%	45%	12%	45%	42%	32%	29%	36%	36%	25%	8%	7%
PLANNED PARENTHOOD	198	72	52	28	20	7	9	10	92	181	143	52	69	75	41	104	52	107	53	35	94	48	16	9
	49%	58%	47%	43%	54%	26%	40%	68%	43%	50%	46%	62%	54%	41%	88%	58%	31%	83%	45%	24%	66%	49%	49%	36%
	(1)	(1)	(1)	(3)	(1)	(6)	(2)	(1)	(2)	(1)	(2)	(1)	(1)	(2)	(1)	(2)	(4)	(1)	(2)	(4)	(1)	(1)	(2)	(4)
		dF	f		f			F				IjKN	n		PQ	Q		ST	T		VX			
BARACK OBAMA	186	63	49	30	19	8	10	6	98	174	147	38	59	88	31	120	34	96	55	33	93	47	19	3
	46%	51%	45%	47%	50%	30%	47%	40%	46%	48%	48%	45%	46%	48%	67%	67%	20%	74%	47%	23%	65%	47%	59%	11%
	(2)	(2)	(2)	(2)	(2)	(4)	(1)	(2)	(1)	(2)	(1)	(2)	(2)	(1)	(2)	(1)	(5)	(2)	(1)	(5)	(2)	(2)	(1)	(6)
		f													Q	Q		ST	T		VX	X	X	
PAT MCCRORY	143	44	42	27	9	12	5	4	74	134	115	26	50	66	8	45	89	19	42	78	31	46	10	15
	36%	36%	38%	43%	23%	45%	22%	25%	35%	37%	37%	31%	39%	36%	18%	25%	53%	14%	36%	55%	21%	47%	30%	59%
	(3)	(4)	(3)	(4)	(5)	(1)	(4)	(5)	(3)	(3)	(3)	(4)	(3)	(3)	(5)	(5)	(1)	(5)	(3)	(1)	(5)	(3)	(5)	(2)
				e													OP		R	RS		U		Uw
THE NORTH CAROLINA DEMOCRATIC PARTY	134	47	28	23	18	8	7	4	69	124	104	30	42	61	29	79	26	72	34	27	77	25	12	3
	34%	38%	25%	37%	49%	27%	33%	26%	33%	34%	34%	35%	33%	34%	63%	44%	15%	56%	29%	19%	54%	25%	38%	10%
	(4)	(3)	(6)	(5)	(3)	(5)	(3)	(4)	(5)	(4)	(4)	(3)	(5)	(4)	(3)	(3)	(7)	(3)	(5)	(7)	(3)	(7)	(3)	(7)
		c			C										PQ	Q		ST			VX		X	
THE NORTH CAROLINA REPUBLICAN PARTY	125	38	32	30	7	11	4	5	60	117	103	21	49	54	8	36	81	11	35	76	16	35	12	15
	31%	30%	29%	47%	18%	38%	18%	31%	28%	32%	34%	25%	38%	30%	17%	20%	49%	8%	30%	54%	11%	36%	37%	57%
	(5)	(6)	(4)	(1)	(7)	(2)	(5)	(3)	(7)	(5)	(5)	(5)	(4)	(7)	(6)	(6)	(2)	(7)	(4)	(2)	(7)	(4)	(4)	(3)
				bCEG									l				OP		R	RS		U	U	U
ROY COOPER	104	42	26	19	7	6	2	1	71	95	83	19	24	60	21	54	29	49	23	29	48	26	4	5
	26%	34%	23%	30%	20%	21%	11%	7%	34%	26%	27%	22%	19%	33%	46%	31%	17%	38%	20%	20%	34%	26%	12%	18%
	(6)	(5)	(7)	(6)	(6)	(7)	(7)	(7)	(4)	(7)	(7)	(6)	(7)	(5)	(4)	(4)	(6)	(4)	(7)	(6)	(4)	(6)	(7)	(5)
		GH		gH					jlM					M	pQ	Q		ST			W	w		
RICHARD BURR	100	25	31	17	12	9	4	2	61	96	83	12	33	54	4	35	58	12	30	53	20	29	6	16
	25%	21%	28%	26%	32%	31%	16%	14%	29%	26%	27%	14%	26%	30%	10%	20%	35%	10%	25%	37%	14%	30%	19%	61%
	(7)	(7)	(5)	(7)	(4)	(3)	(6)	(6)	(6)	(6)	(6)	(7)	(6)	(6)	(7)	(7)	(3)	(6)	(6)	(3)	(6)	(5)	(6)	(1)
									L	L	L		l	L		o	OP		R	Rs		U		UVW

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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Table 4-4
Summary of Images: % Favorable

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11%	38%	19%	11%	3%	22%	43%	30%	70%	29%	49%	28%	30%	27%	26%	22%	15%	12%	8%
PLANNED PARENTHOOD	198	35	61	18	30	79	37	22	4	50	78	53	144	42	112	23	86	54	77	37	15	20	12
	49%	82%	63%	28%	69%	52%	50%	51%	41%	58%	45%	44%	52%	36%	57%	21%	72%	49%	74%	41%	25%	40%	38%
	(1)	(2)	(1)	(4)	(2)	(1)	(2)	(1)	(3)	(1)	(1)	(2)	(1)	(4)	(2)	(4)	(2)	(1)	(1)	(3)	(5)	(2)	(1)
		CDF	D		D	D									N		PR	P	TUVW	u			
BARACK OBAMA	186	36	52	16	36	63	48	21	4	46	60	57	129	33	113	7	106	52	73	40	14	21	9
	46%	84%	53%	25%	82%	41%	64%	48%	40%	54%	35%	47%	46%	28%	58%	6%	89%	47%	70%	45%	23%	42%	27%
	(2)	(1)	(2)	(5)	(1)	(2)	(1)	(2)	(4)	(2)	(2)	(1)	(2)	(5)	(1)	(6)	(1)	(2)	(2)	(1)	(6)	(1)	(5)
		CDF	D		CDF	D	K			K					N		PR	P	TUVW	U		u	
PAT MCCRORY	143	6	22	35	16	45	36	13	4	25	56	39	103	79	37	74	18	39	22	39	40	14	11
	36%	14%	23%	53%	37%	30%	48%	31%	40%	29%	33%	33%	37%	68%	19%	66%	15%	35%	22%	44%	67%	27%	36%
	(3)	(5)	(5)	(1)	(4)	(3)	(3)	(4)	(5)	(6)	(3)	(3)	(3)	(1)	(5)	(2)	(5)	(3)	(5)	(2)	(1)	(6)	(3)
				BCF	B	B	Jk							O		QR		Q		S	STVW		
THE NORTH CAROLINA DEMOCRATIC PARTY	134	29	35	11	29	45	36	14	5	37	39	36	98	31	87	5	85	31	56	27	8	13	11
	34%	69%	36%	17%	68%	29%	48%	33%	43%	43%	23%	30%	35%	27%	44%	5%	72%	28%	54%	31%	14%	26%	33%
	(4)	(3)	(3)	(6)	(3)	(4)	(4)	(3)	(1)	(3)	(6)	(5)	(4)	(6)	(3)	(7)	(3)	(5)	(3)	(6)	(7)	(7)	(4)
		CDF	D		CDF	d	K			K					N		PR	P	TUVw	U			u
THE NORTH CAROLINA REPUBLICAN PARTY	125	4	19	35	11	44	22	9	4	26	56	36	90	62	35	78	6	31	14	31	30	19	11
	31%	9%	19%	53%	25%	29%	30%	20%	41%	30%	33%	30%	32%	53%	18%	70%	5%	28%	14%	35%	51%	39%	36%
	(5)	(7)	(6)	(2)	(5)	(5)	(6)	(6)	(2)	(5)	(4)	(6)	(5)	(2)	(6)	(1)	(7)	(4)	(7)	(4)	(2)	(3)	(2)
				BCEF		B								O		QR		Q		S	S	S	S
ROY COOPER	104	16	24	7	10	38	25	8	1	28	37	37	67	26	62	22	47	28	36	20	16	15	4
	26%	39%	25%	11%	22%	25%	34%	20%	13%	33%	21%	31%	24%	22%	32%	20%	40%	26%	34%	23%	27%	30%	13%
	(6)	(4)	(4)	(7)	(6)	(6)	(5)	(7)	(7)	(4)	(7)	(4)	(7)	(7)	(4)	(5)	(4)	(6)	(4)	(7)	(4)	(4)	(7)
		Df	d			D	i			i							Pr		W				
RICHARD BURR	100	4	15	23	8	34	18	9	2	20	44	20	79	50	31	47	14	24	16	29	21	14	4
	25%	10%	16%	35%	19%	23%	24%	21%	20%	23%	26%	17%	28%	43%	16%	42%	12%	22%	15%	33%	35%	28%	14%
	(7)	(6)	(7)	(3)	(7)	(7)	(7)	(5)	(6)	(7)	(5)	(7)	(6)	(3)	(7)	(3)	(6)	(7)	(6)	(5)	(3)	(5)	(6)
				BCf		B							L	O		QR		q		SW	SW		

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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

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Table 4-5
Summary of Images: % Favorable

BANNER 5

	TOTAL (A)	OBAMA IMAGE FAV (B)	OBAMA IMAGE UNFAV (C)	MCCRORY IMAGE FAV (D)	MCCRORY IMAGE UNFAV (E)	BURR IMAGE FAV (F)	BURR IMAGE UNFAV (G)	COOPER IMAGE FAV (H)	COOPER IMAGE UNFAV (I)	NC DEM PARTY IMAGE FAV (J)	NC DEM PARTY IMAGE UNFAV (K)	NC REP PARTY IMAGE FAV (L)	NC REP PARTY IMAGE UNFAV (M)	PLANNED PARENTHOOD IMAGE FAV (N)	PLANNED PARENTHOOD IMAGE UNFAV (O)	OBAMA JOB APPROVAL APP (P)	OBAMA JOB APPROVAL DISAP (Q)	IMPACT OF TAXES HARM (R)	IMPACT OF TAXES NO EFFECT (S)	IMPACT OF TAXES IM-PROVE (T)	2/3 MAJORITY AMENDMENT SPPRT (U)	2/3 MAJORITY AMENDMENT OPPOSE (V)	OIL AND GAS EXPLORATION SPPRT (W)	OIL AND GAS EXPLORATION OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43%	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43%
PLANNED PARENTHOOD	198	135	47	48	111	33	74	66	19	99	44	35	119	198	-	142	50	76	46	54	110	58	75	108
	49%	72%	26%	34%	64%	33%	66%	64%	35%	74%	28%	28%	66%	100%	-	72%	26%	36%	60%	73%	45%	55%	37%	63%
	(1)	(2)	(4)	(4)	(1)	(4)	(2)	(2)	(4)	(3)	(4)	(4)	(2)	(1)		(2)	(4)	(3)	(1)	(1)	(1)	(2)	(3)	(1)
		C			D		F	I		K			L	O		Q			R	R				W
BARACK OBAMA	186	186	-	40	109	28	77	62	11	117	25	27	128	135	21	174	10	64	45	53	103	62	67	105
	46%	100%	-	28%	64%	28%	69%	59%	21%	87%	16%	22%	71%	68%	16%	88%	5%	31%	58%	71%	42%	58%	33%	61%
	(2)	(1)		(5)	(2)	(5)	(1)	(3)	(5)	(2)	(6)	(5)	(1)	(2)	(5)	(1)	(7)	(5)	(2)	(2)	(2)	(1)	(4)	(2)
		C			D		F	I		K			L	O		Q			R	R		U		W
PAT MCCRORY	143	40	95	143	-	68	15	36	29	28	87	89	26	48	71	42	101	95	22	19	100	26	107	27
	36%	22%	54%	100%	-	68%	13%	35%	52%	21%	55%	71%	14%	24%	52%	21%	53%	45%	28%	26%	41%	24%	53%	16%
	(3)	(5)	(1)	(1)		(2)	(5)	(5)	(1)	(5)	(1)	(2)	(5)	(5)	(1)	(5)	(1)	(1)	(5)	(5)	(3)	(5)	(1)	(6)
			B	E		G			h		J	M			N		P	ST			V		X	
THE NORTH CAROLINA DEMOCRATIC PARTY	134	117	12	28	88	24	61	49	9	134	-	26	94	99	21	118	16	52	30	41	75	48	44	82
	34%	63%	7%	20%	51%	24%	54%	47%	16%	100%	-	21%	52%	50%	15%	59%	8%	25%	39%	55%	31%	45%	22%	48%
	(4)	(3)	(6)	(7)	(3)	(6)	(3)	(4)	(6)	(1)		(6)	(3)	(3)	(6)	(3)	(6)	(6)	(3)	(3)	(5)	(3)	(7)	(3)
		C			D		F	I		K			L	O		Q			R	Rs		U		W
THE NORTH CAROLINA REPUBLICAN PARTY	125	27	90	89	15	61	15	25	27	26	83	125	-	35	71	30	95	86	18	9	84	24	90	23
	31%	15%	51%	63%	9%	62%	13%	24%	48%	19%	53%	100%	-	18%	52%	15%	50%	41%	23%	13%	35%	23%	45%	14%
	(5)	(7)	(2)	(2)	(6)	(3)	(6)	(6)	(2)	(6)	(2)	(1)		(6)	(2)	(6)	(2)	(2)	(6)	(7)	(4)	(6)	(2)	(7)
			B	E		G			H		J	M			N		P	ST			V		X	
ROY COOPER	104	62	38	36	53	23	48	104	-	49	34	25	64	66	24	66	38	41	25	29	51	40	51	49
	26%	33%	21%	25%	31%	23%	43%	100%	-	36%	21%	20%	35%	34%	18%	33%	20%	20%	32%	39%	21%	37%	25%	29%
	(6)	(4)	(5)	(6)	(4)	(7)	(4)	(1)		(4)	(5)	(7)	(4)	(4)	(4)	(4)	(5)	(7)	(4)	(4)	(7)	(4)	(6)	(4)
		C					F	I		K			L	O		Q			r	R		U		
RICHARD BURR	100	28	66	68	22	100	-	23	21	24	64	61	25	33	51	30	70	69	14	10	65	19	64	29
	25%	15%	37%	47%	13%	100%	-	22%	39%	18%	41%	49%	14%	16%	38%	15%	37%	33%	18%	13%	27%	18%	32%	17%
	(7)	(6)	(3)	(3)	(5)	(1)		(7)	(3)	(7)	(3)	(3)	(6)	(7)	(3)	(7)	(3)	(4)	(7)	(6)	(6)	(7)	(5)	(5)
			B	E		G			h		J	M			N		P	ST			v		X	

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

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Table 4-6
Summary of Images: % Favorable

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38%	48%	48%	62%	29%	47%	46%	32%	34%	33%	66%	34%
PLANNED PARENTHOOD	198	99	82	150	29	122	27	25	111	74	77	92	58	135	101	82	125	59	24	95	77	134	64
	49%	63%	41%	53%	42%	48%	53%	67%	46%	59%	43%	60%	30%	70%	41%	70%	67%	32%	19%	70%	59%	50%	47%
	(1)	(1) C	(2)	(1)	(1)	(1)	(1)	(2) f	(1)	(1) I	(2)	(1) K	(4)	(1) M	(3)	(2) O	(2) R	(4)	(5)	(2) S	(1) S	(1)	(1)
BARACK OBAMA	186	89	79	148	24	122	16	25	102	71	66	84	58	121	85	85	155	19	26	104	54	124	61
	46%	56%	39%	52%	35%	48%	32%	68%	42%	57%	36%	55%	30%	63%	34%	72%	82%	10%	20%	77%	41%	47%	46%
	(2)	(2) C	(3)	(2) E	(3)	(2) g	(4)	(1) FG	(2)	(2) I	(3)	(2) K	(5)	(2) M	(4)	(1) O	(1) R	(6)	(4)	(1) SU	(2) S	(2)	(2)
PAT MCCRORY	143	49	83	105	23	95	21	7	97	35	79	45	93	41	114	23	38	100	94	16	32	92	50
	36%	31%	41%	37%	34%	37%	41%	19%	40%	28%	44%	29%	48%	21%	46%	19%	20%	54%	73%	12%	24%	35%	38%
	(3)	(5)	(1)	(4)	(4)	(3) H	(2) H	(5)	(3) J	(5)	(1) L	(4)	(1) N	(5)	(1) P	(5)	(5)	(1) Q	(1) TU	(5)	(4) T	(3)	(3)
THE NORTH CAROLINA DEMOCRATIC PARTY	134	65	59	110	16	93	9	15	77	51	49	70	48	84	60	65	110	18	18	90	25	87	48
	34%	41%	29%	38%	23%	37%	18%	39%	32%	41%	27%	45%	25%	43%	24%	55%	59%	10%	14%	67%	19%	33%	36%
	(4)	(3) C	(5)	(3) E	(6)	(4) G	(6)	(3) g	(5)	(3)	(6)	(3) K	(6)	(3) M	(6)	(3) O	(3) R	(7)	(7)	(3) SU	(5)	(4)	(4)
THE NORTH CAROLINA REPUBLICAN PARTY	125	44	69	84	26	79	18	6	85	32	65	42	88	34	105	15	24	98	86	15	23	83	43
	31%	28%	34%	29%	38%	31%	36%	17%	35%	25%	36%	28%	45%	18%	42%	12%	13%	53%	67%	11%	18%	31%	32%
	(5)	(6)	(4)	(5)	(2)	(5) h	(3) h	(6)	(4) j	(6)	(4)	(5)	(2) N	(6)	(2) P	(7)	(7)	(2) Q	(2) TU	(6)	(7)	(5)	(5)
ROY COOPER	104	53	39	77	17	65	14	12	51	42	47	42	43	56	54	44	56	37	22	56	24	78	26
	26%	34%	19%	27%	25%	26%	27%	33%	21%	34%	26%	27%	22%	29%	22%	38%	30%	20%	17%	41%	18%	30%	19%
	(6)	(4) C	(7)	(6)	(5)	(7)	(5)	(4)	(7)	(4) I	(7)	(6)	(7)	(4)	(7)	(4) O	(4) r	(5)	(6)	(4) SU	(6)	(6) w	(7)
RICHARD BURR	100	40	56	70	15	68	9	6	66	24	54	29	65	33	77	17	28	68	57	10	32	64	36
	25%	25%	27%	25%	22%	27%	17%	15%	27%	19%	30%	19%	33%	17%	31%	15%	15%	37%	44%	7%	24%	24%	26%
	(7)	(7)	(6)	(7)	(7)	(6)	(7)	(7)	(6)	(7)	(5) l	(7)	(3) N	(7)	(5) P	(6)	(6)	(3) Q	(3) TU	(7)	(3) T	(7)	(6)

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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

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Table 13-1
QUESTION 13:
In general, are you MOST concerned with...

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																								
AUG 10-11, 2015	104 26% (1)	25 25% (2)	8 19% (1)	8 20% (2)	23 34% (1)	20 23% (2)	19 35% (1)	44 23% (2)	60 29% (1)	50 34% (1) M	25 23% (2)	15 22% (2)	13 18% (1)	26 27% (2)	13 22% (2)	5 14% (3)	30 36% (1) P	22 26% (1)	9 21% (1)	7 6% (5)	51 43% (1) TV	46 28% (1) T	80 33% (1) X	19 13% (4)
AUG 19-20, 2013	92 23%	30 28% f	9 20%	11 32%	17 26%	15 16%	12 19%	39 21%	53 25%	65 36% KLM	15 15% L	3 5%	9 15% L	30 30% OPR	6 11%	3 9%	37 34% OPR	8 12%	7 24% op	13 13%	36 28% T	43 25% T	75 26% X	17 16%
AUG 14-18, 2011	61 15%	14 14%	14 27% bDEF	3 7%	7 11%	9 10%	15 23% Df	25 13%	36 17%	31 20% L	15 13%	6 9%	8 14%	16 20% P	7 9%	2 6%	22 19% oP	7 12%	7 20% p	5 5%	27 23% T	27 18% T	51 18% X	10 9%
AUG 15-18, 2010	76 19%	24 26% CF	2 5%	8 24% C	11 18% C	9 11%	21 26% CF	33 17%	43 21%	23 35% KLM	26 19%	12 13%	15 14%	15 28% oPR	13 15%	5 9%	19 36% OPRS	13 14%	11 18%	11 8%	37 39% TV	27 16% T	57 22% X	18 13%
ECONOMIC ISSUES, JOBS AND THE ECONOMY																								
AUG 10-11, 2015	90 22% (2)	27 26% (1)	7 17% (4)	9 21% (1)	11 16% (3)	23 26% (1)	13 23% (2)	54 28% (1) I	35 17% (2)	28 19% (2)	30 28% (1)	18 26% (1)	13 18% (2)	26 28% (1) Q	20 33% (1) Qs	8 22% (1)	9 11% (4)	19 23% (2) q	7 16% (3)	25 23% (2)	27 22% (2)	37 23% (2)	54 23% (2)	36 24% (1)
AUG 19-20, 2013	146 36%	33 30%	15 35%	12 36%	24 39%	40 44% b	21 34%	79 41% i	67 32%	59 33%	45 43%	18 35%	24 39%	42 43%	23 37%	15 44%	35 32%	22 32%	10 31%	31 31%	55 43%	60 35%	105 36%	39 37%
AUG 14-18, 2011	205 51%	52 54% c	20 39%	25 66% Cg	35 60% Cg	44 49%	28 44%	94 49%	110 53%	72 47%	69 60% jl	33 47%	30 51%	42 50%	38 48%	15 49%	55 49%	37 60%	18 54%	49 46%	64 54%	80 53%	139 49%	60 58% w
AUG 15-18, 2010	143 36%	30 33%	13 29%	7 21%	23 37% d	44 54% BCDEG	25 30%	65 34%	78 37%	18 27%	45 34%	47 50% JKM	33 31%	15 27%	35 41%	16 30%	15 29%	43 46% NpQ	19 32%	47 35%	36 38%	58 35%	101 40% X	42 29%
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																								

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Continued

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Table 13-1
QUESTION 13:
In general, are you MOST concerned with...

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 10-11, 2015	60	15	8	7	12	10	8	25	35	18	14	15	13	13	6	6	9	17	9	33	6	20	32	26
	15%	15%	17%	16%	18%	11%	14%	13%	17%	12%	13%	21%	17%	14%	10%	17%	11%	20%	21%	30%	5%	12%	13%	17%
	(3)	(3)	(2)	(3)	(2)	(4)	(4)	(3)	(3)	(4)	(3)	(3)	(3)	(3)	(4)	(2)	(3)	(3)	(2)	(1) UV	(5)	(3) u	(3)	(3)
AUG 19-20, 2013	33	7	6	-	5	7	7	22	11	13	10	4	5	10	9	3	3	5	2	12	11	9	19	14
	8%	7% D	15% D	-	8% D	7% D	11% D	11% I	5%	7%	10%	8%	7%	10%	15% Q	8%	3%	8%	6%	12% v	9%	5%	6%	13% w
AUG 14-18, 2011	16	4	2	2	-	5	4	7	9	6	2	4	3	3	3	1	3	4	2	6	2	4	14	3
	4%	4% e	4%	4%	-	6% E	5% e	4%	5%	4%	2%	6%	5%	4%	4%	3%	3%	6%	7%	6%	2%	3%	5%	3%
AUG 15-18, 2010	39	8	5	6	10	5	7	18	22	1	10	8	21	2	5	11	2	10	10	20	5	13	16	24
	10%	9%	10%	16%	15% f	6%	8%	9%	10%	1%	7% J	9% J	19% JKL	3%	6%	21% NOQ	3%	11% nq	17% NoQ	15% Uv	5%	8%	6%	17% W
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																								
AUG 10-11, 2015	49	11	4	6	6	12	9	19	30	20	13	6	10	9	6	5	18	5	6	20	12	17	23	26
	12%	11%	10%	15%	9%	14%	17%	10%	14%	14%	12%	8%	14%	9%	10%	14%	23%	6%	15%	18%	10%	10%	10%	18%
	(4)	(4)	(5)	(4)	(4)	(3)	(3)	(5)	(4)	(3)	(4)	(5)	(4)	(5)	(5)	(4)	(2) noR	(4)	(4)	(3)	(3)	(4)	(4)	(2) w
AUG 19-20, 2013	43	11	4	3	7	10	9	14	29	20	8	7	9	4	5	5	16	10	3	11	14	18	30	13
	11%	10%	8%	11%	11%	11%	14%	7%	14% h	11%	8%	13%	14%	4%	9%	16% N	15% N	14% N	10%	11%	11%	11%	10%	12%
AUG 14-18, 2011	32	4	8	3	4	6	7	15	17	15	8	7	2	8	5	2	12	5	1	14	11	6	23	9
	8%	5%	16% b	8%	7%	6%	10%	8%	8%	10%	7%	9%	4%	10%	6%	6%	11% S	8%	2%	13% V	9%	4%	8%	9%
AUG 15-18, 2010	38	4	9	2	4	6	12	16	22	8	16	5	9	6	7	4	8	9	5	19	3	15	12	26
	10%	5%	21% BdEf	6%	6%	8%	15% Be	8%	10%	13%	12%	6%	8%	11%	8%	7%	14%	10%	8%	14% U	3%	9% u	5%	18% W
FISCAL ISSUES, LIKE TAXES AND SPENDING																								
AUG 10-11, 2015	32	6	7	2	4	8	5	21	11	16	7	6	3	12	8	1	6	3	2	10	8	13	20	10
	8%	6%	17%	5%	6%	9%	8%	11%	5%	11%	6%	8%	4%	12%	13%	4%	7%	3%	5%	9%	7%	8%	8%	7%
	(5)	(5)	(3) b	(5)	(5)	(5)	(5)	(4) i	(5)	(5)	(5)	(4)	(5)	(4) r	(3) pr	(5)	(5)	(5)	(5)	(4)	(4)	(5)	(5)	(5)
AUG 19-20, 2013	42	13	5	2	4	12	6	20	22	16	15	7	4	10	8	2	10	9	2	19	6	17	37	6
	11%	12%	12%	7%	7%	13%	9%	11%	11%	9%	14% m	14%	7%	11%	12%	7%	10%	14%	7%	19% Uv	5%	10%	13% X	5%
AUG 14-18, 2011	54	14	5	4	6	19	6	32	21	22	12	12	8	9	15	8	14	5	2	23	11	18	44	9
	13%	15%	10%	10%	11%	21% cg	9%	17% i	10%	14%	10%	17%	14%	11%	19% RS	26% nRS	13%	8%	6%	22% Uv	9%	12%	15% x	8%

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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Table 13-1
QUESTION 13:
In general, are you MOST concerned with...

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 15-18, 2010	69 17%	22 24% G	9 21% g	8 23% g	9 14%	14 18% g	7 9%	43 22% I	26 13%	11 16%	27 20%	15 16%	17 16%	14 26% qrS	18 21%	11 21%	6 12%	13 14%	7 11%	26 19% U	6 6%	35 22% U	45 18%	21 15%
ALL/COMBO	60 15%	16 16% G	8 19% G	9 22% G	11 16% G	14 16% G	1 2%	26 14%	34 17%	16 11%	16 15%	10 14%	19 25% Jl	9 9%	8 12%	10 27% Noq	10 12%	16 19%	9 21%	14 13%	14 12%	31 19%	29 12%	29 19%
OTHER	1 -	- -	1 2%	- -	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 -	1 -	- -
NONE/DON'T KNOW/REFUSED	4 1%	2 2%	- -	- -	1 1%	1 1%	1 1%	2 1%	2 1%	- -	2 2%	- -	2 3%	1 1%	- -	1 4%	- -	1 2%	1 2%	2 2%	2 1%	- -	- -	4 3% 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

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Table 13-2
QUESTION 13:
In general, are you MOST concerned with...

BANNER 2

	TOTAL (A)	PARTY ID/GENDER: GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	IDEOLOGY: LIB (H)	MOD (I)	CONS (J)	ABORTION STAND: PRO-LIFE (K)	PRO-CHOICE (L)	EMPLOYMENT STATUS: FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	ECONOMIC STATUS: LOW/LOW-MID (P)	MID (Q)	UP-MID/HIGH (R)	RACE: BLACK (S)	WHITE (T)	OTHER (U)	TYPICALLY VOTE FOR...: GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60%	22%	8%	31%	46%	19%	19%	76%	4%	33%	38%	22%
													O						Tu					w
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																								
AUG 10-11, 2015	104	1	6	20	31	22	24	40	49	14	39	59	69	19	3	29	47	25	22	76	4	8	65	27
	26%	2%	11%	41%	44%	28%	29%	48%	30%	10%	18%	36%	29%	21%	9%	23%	25%	33%	29%	25%	27%	6%	43%	30%
	(1)	(5)	(4)	(1)	(1)	(2)	(1)	(1)	(1)	(5)	(3)	(1)	(1)	(1)	(4)	(1)	(1)	(1)	(1)	(1)	(2)	(5)	(1)	(1)
			b	BC	BCf	BC	BC	IJ	J			K	O										V	V
AUG 19-20, 2013	92	3	9	15	21	21	22	37	40	11	35	51	63	7	14	-	-	-	17	72	3	-	-	-
	23%	8%	16%	25%	31%	23%	27%	43%	23%	9%	17%	29%	27%	9%	24%	-	-	-	27%	24%	12%	-	-	-
				B	Bc	B	B	IJ	J			K	N		N									
AUG 14-18, 2011	61	3	3	10	17	13	14	22	33	4	20	37	42	9	6	-	-	-	9	46	5	9	44	5
	15%	5%	5%	19%	26%	16%	19%	31%	19%	3%	10%	23%	18%	13%	11%	-	-	-	23%	14%	15%	6%	28%	9%
				bc	BC	bc	BC	iJ	J			K											VX	
AUG 15-18, 2010	76	5	6	15	22	12	15	27	33	13	27	47	50	20	3	-	-	-	4	70	1	-	-	-
	19%	8%	9%	41%	38%	15%	18%	47%	20%	8%	13%	28%	24%	15%	15%	-	-	-	30%	19%	9%	-	-	-
				BCFG	BCFG		b	IJ	J			K	N											
ECONOMIC ISSUES, JOBS AND THE ECONOMY																								
AUG 10-11, 2015	90	14	11	12	14	27	10	15	43	31	49	37	56	16	10	25	46	16	18	63	8	33	29	22
	22%	24%	22%	25%	21%	34%	12%	18%	26%	21%	23%	22%	23%	18%	34%	20%	25%	21%	23%	21%	47%	25%	19%	25%
	(2)	(2)	(2)	(2)	(2)	(1)	(4)	(2)	(2)	(2)	(1)	(2)	(2)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(1)	(2)	(2)	(2)
						G															t			
AUG 19-20, 2013	146	15	16	31	24	34	26	27	78	36	67	72	85	27	28	-	-	-	27	105	12	-	-	-
	36%	36%	28%	51%	35%	38%	33%	31%	44%	29%	33%	41%	37%	34%	50%	-	-	-	42%	34%	45%	-	-	-
				Cg					hJ						n									
AUG 14-18, 2011	205	21	29	33	31	38	42	31	104	61	102	92	127	33	22	-	-	-	18	164	18	67	81	37
	51%	37%	55%	64%	45%	48%	58%	45%	60%	47%	49%	56%	55%	47%	45%	-	-	-	46%	52%	55%	48%	52%	59%
			b	Be			B		hJ															
AUG 15-18, 2010	143	23	24	11	25	30	27	22	68	48	62	74	71	51	9	-	-	-	4	133	5	-	-	-
	36%	33%	38%	28%	44%	37%	34%	38%	41%	29%	29%	44%	34%	38%	49%	-	-	-	29%	36%	44%	-	-	-
									J			K												
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																								

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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Table 13-2
QUESTION 13:
In general, are you MOST concerned with...

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 10-11, 2015	60	15	17	4	2	5	14	7	17	36	40	19	32	16	6	17	28	14	8	50	2	37	8	9
	15%	26%	33%	9%	2%	7%	17%	8%	10%	24%	19%	11%	13%	18%	18%	14%	15%	19%	10%	17%	12%	28%	5%	10%
	(3)	(1) DEF	(1) DEFg	(4)	(4)	(5)	(2) E	(3)	(4)	(1) HI	(2) l	(3)	(3)	(3)	(2)	(4)	(3)	(3)	(4)	(3)	(3)	(1) WX	(5)	(4)
AUG 19-20, 2013	33	9	3	8	4	5	4	8	12	13	25	6	17	8	6	-	-	-	10	21	1	-	-	-
	8%	22% CEFG	5%	13%	5%	6%	5%	9%	7%	10%	12% L	4%	7%	10%	10%	-	-	-	15% u	7%	3%	-	-	-
AUG 14-18, 2011	16	4	1	-	2	1	3	2	4	10	16	1	5	4	2	-	-	-	1	14	1	6	3	2
	4%	8% Df	3%	-	3%	1%	5% d	2%	2%	8% i	8% L	-	2%	6%	5%	-	-	-	3%	4%	3%	4%	2%	2%
AUG 15-18, 2010	39	10	10	3	2	5	8	3	12	23	26	13	13	19	2	-	-	-	1	37	1	-	-	-
	10%	15% Ef	15% Ef	7%	3%	6%	10%	5%	7%	14% Hi	12%	8%	6%	15% M	11%	-	-	-	8%	10%	9%	-	-	-
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																								
AUG 10-11, 2015	49	11	9	1	11	7	10	4	18	26	36	11	28	11	5	18	23	7	9	40	-	21	18	10
	12%	19%	17%	3%	15%	9%	12%	5%	11%	18%	17%	7%	12%	12%	18%	15%	13%	9%	12%	13%	-	16%	11%	11%
	(4)	(3) D	(3) D	(5)	(3) D	(3)	(3) d	(5)	(3)	(3) H	(4) L	(5)	(4)	(4)	(3)	(3)	(4)	(4)	(3) U	(4) U		(3)	(3)	(3)
AUG 19-20, 2013	43	2	8	1	13	10	8	7	14	22	32	11	23	13	4	-	-	-	2	37	3	-	-	-
	11%	6%	14% D	2%	18% bD	12% D	10% d	8%	8%	18% HI	16% L	6%	10%	16% o	7%	-	-	-	4%	12% S	9%	-	-	-
AUG 14-18, 2011	32	3	12	6	5	6	-	6	5	18	22	6	8	4	10	-	-	-	4	26	-	19	9	2
	8%	5%	22% BEFG	11% G	7% G	8% G	-	9%	3%	14% I	11% L	4%	4%	6%	21% MN	-	-	-	11%	8% U	-	14% WX	6%	3%
AUG 15-18, 2010	38	9	10	1	2	7	8	-	7	31	37	1	18	11	1	-	-	-	-	36	1	-	-	-
	10%	12% De	16% DE	2%	4%	8%	10% d	-	4% H	19% HI	17% L	-	9%	8%	4%	-	-	-	-	10% S	9%	-	-	-
FISCAL ISSUES, LIKE TAXES AND SPENDING																								
AUG 10-11, 2015	32	6	3	8	-	6	7	7	8	16	13	16	20	5	2	7	14	5	6	24	1	12	11	6
	8%	11%	7%	16%	-	8%	8%	8%	5%	11%	6%	10%	8%	6%	6%	6%	8%	6%	8%	8%	6%	9%	7%	6%
	(5)	(4) E	(5) e	(3) E		(4) e	(5) E	(4)	(5)	(4) i	(5)	(4)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(4)	(4)	(4)	(5)
AUG 19-20, 2013	42	5	14	3	3	12	5	2	16	25	21	19	27	8	3	-	-	-	3	34	6	-	-	-
	11%	13%	23% DEG	5%	4%	13% e	7%	2%	9% H	20% HI	10%	11%	11%	10%	5%	-	-	-	4%	11% s	22% s	-	-	-
AUG 14-18, 2011	54	19	4	1	10	12	6	6	18	28	32	20	40	12	2	-	-	-	5	42	5	26	13	11
	13%	34% CDEFG	8%	2%	14% D	15% D	9%	8%	10%	21% HI	15%	12%	17% O	18% O	3%	-	-	-	13%	13%	16%	19% W	9%	17%

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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Table 13-2
QUESTION 13:
In general, are you MOST concerned with...

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	69	17	9	5	1	20	15	2	32	35	44	18	41	18	1	-	-	-	4	61	3	-	-	-
	17%	24% E	14% E	13% e	2%	25% E	19% E	3%	19% H	21% H	21% L	11%	20% O	14%	5%	-	-	-	25%	16%	30%	-	-	-
ALL/COMBO	60	11	3	2	12	12	19	9	29	22	35	22	32	19	4	25	25	9	12	46	1	21	20	15
	15%	18% cD	7%	4%	17% D	14% d	23% CD	11%	18%	15%	16%	13%	13%	22% m	15%	20%	13%	12%	16%	15%	8%	15%	13%	17%
OTHER	1	-	-	-	-	1	-	-	-	1	1	-	1	-	-	1	-	-	-	1	-	1	-	-
	-	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-	-	-
NONE/DON'T KNOW/REFUSED	4	-	2	1	-	-	-	2	-	2	3	1	2	2	-	2	2	-	1	3	-	1	2	1
	1%	-	4%	3%	-	-	-	3% i	-	1%	1%	1%	1%	3%	-	2%	1%	-	2%	1%	-	-	1%	1%

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

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Table 13-3
QUESTION 13:
In general, are you MOST concerned with...

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																								
AUG 10-11, 2015	104	30	19	23	19	4	8	1	48	96	81	26	33	44	21	62	20	54	35	13	59	11	12	7
	26%	24%	18%	36%	50%	16%	36%	5%	23%	26%	26%	31%	26%	24%	46%	35%	12%	41%	30%	9%	42%	11%	38%	28%
	(1)	(1) H	(3)	(1) CfH	(1) BCFH	(2)	(1) H	(4)	(1)	(1)	(1)	(1)	(1)	(1)	(1) Q	(1) Q	(4)	(1) T	(2) T	(5)	(1) V	(3)	(1) V	(1)
AUG 19-20, 2013	92	31	20	16	9	8	4	3	-	-	-	31	24	37	22	49	16	50	26	10	51	15	8	1
	23%	26%	18%	24%	25%	28%	20%	23%	-	-	-	24%	27%	22%	43% Q	31% Q	10%	32% T	24% T	8%	40% VX	12%	26%	9%
AUG 14-18, 2011	61	19	9	7	15	2	7	1	-	-	-	-	-	-	14	31	12	34	17	9	18	13	11	-
	15%	15%	8%	12%	42% BCDFH	9%	31% Cdfh	7%	-	-	-	-	-	-	31% Q	19% Q	7%	24% T	19% T	7%	29% VX	7% X	53% VX	-
AUG 15-18, 2010	76	28	15	10	16	5	-	3	-	-	-	-	-	-	16	31	25	47	17	12	30	17	12	-
	19%	24% CG	13% G	17% G	30% CG	21% G	-	18%	-	-	-	-	-	-	36% Q	28% Q	11%	39% ST	18% T	7%	51% VX	10% X	45% VX	-
ECONOMIC ISSUES, JOBS AND THE ECONOMY																								
AUG 10-11, 2015	90	29	29	10	7	3	6	5	48	77	66	21	27	38	10	43	35	24	44	19	25	40	5	2
	22%	23%	26%	15%	20%	12%	29%	36%	22%	21%	21%	25%	22%	21%	22%	24%	21%	18%	37%	13%	17%	40%	17%	9%
	(2)	(2)	(1)	(3)	(2)	(4)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(2)	(1) RT	(3)	(2)	(1) UWX	(2)	(4)
AUG 19-20, 2013	146	38	43	26	15	11	10	3	-	-	-	45	36	60	12	60	61	58	45	35	40	72	11	3
	36%	31%	38%	40%	41%	41%	43%	22%	-	-	-	35%	39%	35%	23%	39% o	36%	37%	41%	31%	31%	57% UwX	37%	18%
AUG 14-18, 2011	205	64	58	36	11	14	10	11	-	-	-	-	-	-	17	90	88	68	52	75	26	126	3	6
	51%	53% E	51% e	56% E	31%	53%	44%	78% bcEg	-	-	-	-	-	-	38%	56% o	51%	48%	56%	54%	41% W	70% UW	13%	65% W
AUG 15-18, 2010	143	37	54	24	16	4	7	1	-	-	-	-	-	-	17	47	74	48	39	52	13	91	3	5
	36%	32% H	49% BEFH	38% fH	30% H	19%	33% H	7%	-	-	-	-	-	-	39%	42% q	32%	39%	41%	31%	22%	55% UWX	11%	19%
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																								

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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Table 13-3
QUESTION 13:
In general, are you MOST concerned with...

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 10-11, 2015	60	18	12	12	4	7	2	3	33	56	46	10	22	27	4	16	39	8	14	38	11	19	4	7
	15%	15%	11%	19%	11%	26%	10%	23%	16%	15%	15%	12%	17%	15%	9%	9%	23%	6%	12%	26%	8%	20%	12%	28%
	(3)	(3)	(4)	(2)	(3)	(1)	(3)	(2)	(3)	(3)	(3)	(5)	(3)	(3)	(4)	(4)	(1) OP	(5)	(3)	(1) RS	(4)	(2) U	(3)	(2) u
AUG 19-20, 2013	33	10	8	6	4	1	3	1	-	-	-	16	6	10	4	9	19	10	11	12	6	10	3	6
	8%	8%	7%	9%	12%	3%	12%	7%	-	-	-	12% n	7%	6%	8%	6%	11% p	6%	10%	10%	5%	8%	11%	37% UVw
AUG 14-18, 2011	16	8	6	-	1	-	1	1	-	-	-	-	-	-	2	4	9	3	-	12	2	7	2	1
	4%	6% DF	5% DF	-	3%	-	4%	7%	-	-	-	-	-	-	4%	2%	5%	2%	-	8% RS	3%	4%	8%	8%
AUG 15-18, 2010	39	8	7	10	3	5	3	5	-	-	-	-	-	-	7	9	23	6	12	19	4	12	4	10
	10%	7%	6%	16% bce	5%	21% ce	12%	32% bce	-	-	-	-	-	-	15%	8%	10%	5%	13% R	11% R	7%	7%	15%	37% UVw
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																								
AUG 10-11, 2015	49	9	22	8	4	4	1	2	28	46	38	10	11	27	5	18	25	11	6	31	15	10	2	5
	12%	8%	20%	12%	11%	14%	4%	11%	13%	13%	12%	12%	8%	15%	10%	10%	15%	9%	5%	22%	10%	10%	6%	17%
	(4)	(5)	(2) BG	(4)	(4)	(3)	(5)	(3)	(4)	(4)	(4)	(4)	(4)	(4)	(3)	(3)	(3)	(4)	(4)	(2) RS	(3)	(4)	(5)	(3)
AUG 19-20, 2013	43	12	15	6	2	3	2	2	-	-	-	15	5	19	7	12	23	15	2	26	9	8	3	4
	11%	10%	14%	9%	5%	12%	10%	15%	-	-	-	12%	6%	11%	14%	8%	14%	9% S	2%	23% RS	7%	7%	10%	24%
AUG 14-18, 2011	32	6	7	8	6	4	1	-	-	-	-	-	-	-	8	7	18	13	2	16	6	4	4	2
	8%	5% H	6% H	12% H	15% H	17% H	5%	-	-	-	-	-	-	-	17% p	4%	10% P	9% S	2%	12% S	10% v	2%	17%	18%
AUG 15-18, 2010	38	8	11	4	8	2	1	3	-	-	-	-	-	-	-	1	37	-	2	34	6	12	2	4
	10%	7%	10%	6%	16%	11%	6%	21%	-	-	-	-	-	-	-	1%	16% OP	-	2%	20% RS	10%	7%	8%	14%
FISCAL ISSUES, LIKE TAXES AND SPENDING																								
AUG 10-11, 2015	32	11	10	4	2	3	2	-	12	27	24	10	10	11	2	10	18	17	2	13	10	4	4	1
	8%	8%	9%	6%	7%	11%	7%	-	6%	8%	8%	12%	8%	6%	5%	6%	11%	13%	2%	9%	7%	4%	12%	3%
	(5)	(4) H	(5) H	(5) h	(5)	(5)	(4)		(5)	(5)	(5)	(3)	(5)	(5)	(5)	(5)	(5)	(3) S	(5)	(4) S	(5)	(5)	(4)	(5)
AUG 19-20, 2013	42	15	15	6	2	1	1	1	-	-	-	13	9	20	4	8	29	10	15	17	11	11	2	-
	11%	12%	14%	10%	6%	4%	5%	8%	-	-	-	10%	10%	12%	7%	5%	17% oP	7%	14% r	15% R	8% X	9% X	6%	-
AUG 14-18, 2011	54	16	23	6	1	3	3	1	-	-	-	-	-	-	1	19	31	15	17	17	7	21	1	1
	13%	13% e	20% dE	9%	3%	13%	12%	8%	-	-	-	-	-	-	2%	12% O	18% O	10%	18%	12%	12%	12%	4%	8%

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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Table 13-3
QUESTION 13:
In general, are you MOST concerned with...

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	69	28	18	9	4	3	7	1	-	-	-	-	-	-	1	16	52	12	17	40	5	21	2	4
	17%	24% dEH	16% e	14%	8%	14%	34% cdEH	7%	-	-	-	-	-	-	2%	14% O	22% OP	9%	18% r	23% R	9%	13%	8%	13%
ALL/COMBO	60	24	15	8	-	6	3	4	41	58	49	4	24	32	4	27	27	15	17	24	21	15	4	4
	15%	19% E	14% E	12% E	1%	22% E	14%	25%	19% L	16% L	16% L	5%	19% L	17% L	8%	15%	16% o	12%	15%	17%	15%	15%	13%	14%
OTHER	1	1	-	-	-	-	-	-	1	1	1	-	-	1	-	-	1	-	-	1	-	-	-	-
	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NONE/DON'T KNOW/REFUSED	4	2	2	1	-	-	-	-	2	3	2	3	-	2	-	2	2	1	-	3	1	-	1	-
	1%	1%	2%	1%	-	-	-	-	1%	1%	1%	3%	-	1%	-	1%	1%	1%	-	2% s	-	-	3%	-

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Table 13-4
QUESTION 13:
In general, are you MOST concerned with...

BANNER 4

	TOTAL (A)	WOMEN: LIB (B)	WOMEN: MOD (C)	WOMEN: CONS (D)	WOMEN: BLACK (E)	WOMEN: WHITE (F)	REGION LIVED IN BEFORE NC: NORTH-EAST (G)	REGION LIVED IN BEFORE NC: MID-WEST (H)	REGION LIVED IN BEFORE NC: WEST COAST (I)	REGION LIVED IN BEFORE NC: SOUTH (J)	REGION LIVED IN BEFORE NC: ALWAYS NC (K)	PHONE TYPE: CELL (L)	PHONE TYPE: LAND (M)	DIRECTION OF NC: RIGHT DIR (N)	DIRECTION OF NC: WRNG TRK (O)	GENERIC BALLOT: GOP (P)	GENERIC BALLOT: DEM (Q)	GENERIC BALLOT: UND (R)	ISSUE CLUSTER: SOCIAL (S)	ISSUE CLUSTER: ECON (T)	ISSUE CLUSTER: FOREIGN (U)	ISSUE CLUSTER: MORAL (V)	ISSUE CLUSTER: FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																							
AUG 10-11, 2015	104	22	28	9	13	43	27	7	1	27	38	32	72	22	69	8	54	27	104	-	-	-	-
	26%	53%	29%	14%	30%	28%	36%	17%	14%	31%	22%	27%	26%	19%	35%	7%	45%	25%	100%	-	-	-	-
	(1)	(1) CDeF	(1) d	(3)	(1)	(1) D	(1) Hik	(3)	(3)	(1)	(1)	(2)	(1)	(3)	(1) N	(5)	(1) PR	(2) P	TUVW				
AUG 19-20, 2013	92	19	23	7	8	44	21	9	10	11	38	32	60	14	70	15	54	10	92	-	-	-	-
	23%	41% cDf	26% D	10%	29%	26% D	24%	29%	38% J	14%	23%	32% m	20%	11%	31% N	13%	35% PR	17%	100% TUVW	-	-	-	-
AUG 14-18, 2011	61	11	19	3	2	28	20	10	3	11	-	-	-	19	32	9	30	10	61	-	-	-	-
	15%	35% Def	20% D	4%	12%	17% D	25% JK	22% K	17% k	12% K	-	-	-	18%	13%	7%	26% PR	10%	100% TUVW	-	-	-	-
AUG 15-18, 2010	76	13	17	10	3	40	18	14	4	22	1	-	-	40	18	12	35	12	76	-	-	-	-
	19%	41% cDF	23% d	11%	33%	20% D	17%	26%	41%	24%	18%	-	-	34% O	8%	8%	32% PR	16% p	100% TUVW	-	-	-	-
ECONOMIC ISSUES, JOBS AND THE ECONOMY																							
AUG 10-11, 2015	90	6	21	9	9	21	18	8	3	21	38	33	57	26	35	24	21	27	-	90	-	-	-
	22%	13%	21%	14%	22%	14%	24%	19%	32%	24%	22%	27%	20%	22%	18%	21%	18%	25%	-	100%	-	-	-
	(2)	(2)	(2)	(4)	(2)	(4)	(2)	(2)	(1)	(2)	(2)	(1)	(2)	(2)	(2)	(2)	(2)	(1)		SUVW			
AUG 19-20, 2013	146	13	34	18	9	52	29	5	6	37	61	33	113	40	82	29	63	26	-	146	-	-	-
	36%	29%	38%	28%	34%	31%	34% h	16%	23%	49% gHI	37% H	33%	38%	33%	37%	25%	40% P	42% P	-	100% SUVW	-	-	-
AUG 14-18, 2011	205	11	59	32	10	89	40	20	12	53	3	-	-	53	131	63	60	54	-	205	-	-	-
	51%	35%	62% B	48%	49%	54% b	48%	45%	62%	59%	50%	-	-	52%	54%	50%	52%	55%	-	100% SUVW	-	-	-
AUG 15-18, 2010	143	16	33	25	3	74	48	18	3	37	4	-	-	37	85	47	47	28	-	143	-	-	-
	36%	49% D	44% D	28%	39%	38%	47% h	33%	31%	40%	56%	-	-	32%	40%	30%	43% P	38%	-	100% SUVW	-	-	-
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																							

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

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Table 13-4
QUESTION 13:
In general, are you MOST concerned with...

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 10-11, 2015	60	2	12	21	5	30	11	2	-	10	31	18	42	32	17	32	8	18	-	-	60	-	-
	15%	4%	12%	32%	12%	19%	14%	4%	4%	12%	18%	15%	15%	27%	9%	28%	7%	16%	-	-	100%	-	-
	(3)	(5)	(3)	(1)	(4)	(2)	(3)	(5)	(5)	(4)	(3)	(3)	(3)	(1)	(4)	(1)	(5)	(3)					
				BCEf		B	h				HI			O		Qr		q			STVW		
AUG 19-20, 2013	33	2	4	5	2	8	2	4	3	4	17	13	20	17	11	15	12	2	-	-	33	-	-
	8%	5%	5%	7%	7%	5%	2%	14%	11%	6%	11%	13%	7%	14%	5%	13%	7%	4%	-	-	100%	-	-
								g			G			O		R					STVW		
AUG 14-18, 2011	16	-	4	5	1	7	3	2	-	3	-	-	-	4	11	6	1	7	-	-	16	-	-
	4%	-	4%	7%	6%	4%	4%	5%	-	3%	-	-	-	4%	5%	5%	1%	7%	-	-	100%	-	-
			b	B		B	i											q			STVW		
AUG 15-18, 2010	39	1	7	13	1	21	8	2	2	5	-	-	-	10	23	17	6	10	-	-	39	-	-
	10%	3%	9%	14%	16%	10%	8%	4%	20%	5%	-	-	-	8%	11%	11%	5%	14%	-	-	100%	-	-
				B		b	K			K						q		q			STVW		
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																							
AUG 10-11, 2015	49	3	12	14	8	22	5	6	1	13	25	15	34	10	24	22	9	13	-	-	-	49	-
	12%	8%	12%	21%	19%	14%	6%	13%	12%	15%	14%	12%	12%	8%	12%	19%	8%	12%	-	-	-	100%	-
	(4)	(3)	(4)	(2)	(3)	(3)	(4)	(4)	(4)	(3)	(4)	(4)	(4)	(5)	(3)	(3)	(4)	(4)					
				B							g					Q						STUW	
AUG 19-20, 2013	43	6	10	13	1	26	13	5	1	5	19	12	31	20	19	17	15	6	-	-	-	43	-
	11%	13%	11%	20%	5%	15%	15%	16%	5%	6%	11%	12%	10%	17%	8%	15%	10%	11%	-	-	-	100%	-
				e			j							O								STUW	
AUG 14-18, 2011	32	3	2	13	1	16	3	2	-	6	1	-	-	8	15	12	9	6	-	-	-	32	-
	8%	10%	2%	19%	6%	10%	4%	5%	-	7%	14%	-	-	8%	6%	10%	7%	6%	-	-	-	100%	-
				Cf		C	i			I												STUW	
AUG 15-18, 2010	38	-	2	20	-	21	3	5	-	6	-	-	-	3	27	28	-	5	-	-	-	38	-
	10%	-	3%	22%	-	11%	3%	9%	-	7%	-	-	-	3%	13%	18%	-	7%	-	-	-	100%	-
				BCEF		BCE		IK		IK					N	QR		Q				STUW	
FISCAL ISSUES, LIKE TAXES AND SPENDING																							
AUG 10-11, 2015	32	3	4	3	1	8	4	9	3	5	9	11	21	14	13	12	10	5	-	-	-	-	32
	8%	6%	4%	5%	2%	5%	5%	20%	28%	6%	5%	9%	8%	12%	6%	10%	8%	5%	-	-	-	-	100%
	(5)	(4)	(5)	(5)	(5)	(5)	(5)	(1)	(2)	(5)	(5)	(5)	(5)	(4)	(5)	(4)	(3)	(5)					
								gjK	gk														STUV
AUG 19-20, 2013	42	1	6	15	3	17	13	5	5	8	11	5	38	17	19	23	5	7	-	-	-	-	42
	11%	2%	7%	23%	10%	10%	15%	17%	20%	10%	7%	5%	13%	14%	9%	20%	3%	12%	-	-	-	-	100%
				BCF		B	k						L			Q		q					STUV
AUG 14-18, 2011	54	5	7	9	4	15	12	9	2	8	2	-	-	15	29	25	11	12	-	-	-	-	54
	13%	15%	7%	13%	19%	9%	15%	21%	13%	9%	25%	-	-	15%	12%	20%	10%	12%	-	-	-	-	100%
																Q							STUV

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

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Table 13-4
QUESTION 13:
In general, are you MOST concerned with...

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	69	-	10	16	1	24	14	13	1	16	2	-	-	18	41	39	11	11	-	-	-	-	69
	17%	-	13% B	18% B	13%	12% B	14%	23%	8%	18%	26%	-	-	15%	19%	25% Qr	11%	15%	-	-	-	-	100% STUV
ALL/COMBO	60	6	21	7	7	26	10	11	1	9	27	12	49	12	36	14	15	17	-	-	-	-	-
	15%	15%	21%	11%	16%	17%	14%	25% j	10%	10%	16%	10%	17% l	11%	18% n	13%	12%	15%	-	-	-	-	-
OTHER	1	-	-	-	-	-	-	1	-	-	-	-	1	1	-	1	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	2%	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-
NONE/DON'T KNOW/REFUSED	4	-	-	2	-	2	-	-	-	1	3	-	4	1	2	1	2	2	-	-	-	-	-
	1%	1%	-	3%	-	1%	-	-	-	1%	2%	-	2% l	1%	1%	1%	1%	2%	-	-	-	-	-

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

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Table 13-5
QUESTION 13:
In general, are you MOST concerned with...

BANNER 5

	TOTAL (A)	OBAMA IMAGE FAV (B)	OBAMA IMAGE UNFAV (C)	MCCRORY IMAGE FAV (D)	MCCRORY IMAGE UNFAV (E)	BURR IMAGE FAV (F)	BURR IMAGE UNFAV (G)	COOPER IMAGE FAV (H)	COOPER IMAGE UNFAV (I)	NC DEM PARTY IMAGE FAV (J)	NC DEM PARTY IMAGE UNFAV (K)	NC REP PARTY IMAGE FAV (L)	NC REP PARTY IMAGE UNFAV (M)	PLANNED PARENTHOOD IMAGE FAV (N)	PLANNED PARENTHOOD IMAGE UNFAV (O)	OBAMA JOB APPROVAL APP (P)	OBAMA JOB APPROVAL DISAP (Q)	IMPACT OF TAXES HARM (R)	IMPACT OF TAXES NO EFFECT (S)	IMPACT OF TAXES IM-PROVE (T)	2/3 MAJORITY AMENDMENT SPPRT (U)	2/3 MAJORITY AMENDMENT OPPOSE (V)	OIL AND GAS EXPLORATION SPPRT (W)	OIL AND GAS EXPLORATION OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																								
AUG 10-11, 2015	104	73	20	22	62	16	42	36	10	56	16	14	68	77	14	77	25	44	21	26	65	28	33	66
	26%	39%	11%	16%	36%	16%	37%	34%	19%	42%	10%	11%	38%	39%	10%	39%	13%	21%	28%	36%	27%	27%	16%	39%
	(1)	(1) C	(4)	(3)	(1) D	(3)	(1) F	(1) i	(2)	(1) K	(4)	(4)	(1) L	(1) O	(5)	(1) Q	(4)	(2)	(1)	(1) R	(1)	(1)	(3)	(1) W
AUG 19-20, 2013	92	54	26	18	64	-	-	-	-	47	20	21	61	-	-	69	21	28	21	36	-	-	37	49
	23%	31% C	14%	12%	41% D	-	-	-	-	31% K	14%	17%	32% L	-	-	33% Q	12%	14%	32% R	37% R	-	-	16%	34% W
AUG 14-18, 2011	61	45	13	-	-	-	-	-	-	-	-	-	-	-	-	42	14	12	17	23	-	-	21	37
	15%	24% C	7%	-	-	-	-	-	-	-	-	-	-	-	-	24% Q	7%	7%	24% R	21% R	-	-	9%	29% W
AUG 15-18, 2010	76	53	17	-	-	16	36	-	-	-	-	-	-	-	-	53	21	20	39	-	-	-	18	52
	19%	31% C	9%	-	-	11%	29% F	-	-	-	-	-	-	-	-	30% Q	10%	9%	35% R	-	-	-	9%	34% W
ECONOMIC ISSUES, JOBS AND THE ECONOMY																								
AUG 10-11, 2015	90	40	45	39	35	29	13	20	7	27	41	31	36	37	33	40	49	55	15	13	59	16	51	36
	22%	22%	26%	27%	20%	29%	11%	19%	12%	20%	26%	25%	20%	19%	24%	20%	26%	26%	19%	18%	24%	15%	25%	21%
	(2)	(2)	(1)	(2)	(2)	(1) G	(3)	(2)	(3)	(2)	(1)	(1)	(2)	(2)	(2)	(2)	(1)	(1)	(2)	(2)	(2) v	(3)	(1)	(2)
AUG 19-20, 2013	146	77	57	55	57	-	-	-	-	55	48	38	68	-	-	83	58	71	26	36	-	-	84	48
	36%	44% C	31%	36%	36%	-	-	-	-	37%	32%	31%	36%	-	-	40%	32%	35%	39%	36%	-	-	37%	34%
AUG 14-18, 2011	205	97	95	-	-	-	-	-	-	-	-	-	-	-	-	90	108	88	33	57	-	-	132	56
	51%	53%	50%	-	-	-	-	-	-	-	-	-	-	-	-	51%	52%	51%	48%	54%	-	-	55% x	44%
AUG 15-18, 2010	143	64	68	-	-	44	54	-	-	-	-	-	-	-	-	76	63	78	40	-	-	-	74	61
	36%	38%	34%	-	-	30%	43% F	-	-	-	-	-	-	-	-	43% Q	30%	35%	36%	-	-	-	36%	40%
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																								

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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Table 13-5
QUESTION 13:
In general, are you MOST concerned with...

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 10-11, 2015	60	14	45	40	10	21	13	16	13	8	35	30	12	15	33	13	46	35	13	7	29	21	47	10
	15%	7%	25%	28%	6%	21%	11%	15%	23%	6%	22%	24%	7%	8%	24%	7%	24%	17%	17%	9%	12%	20%	23%	6%
	(3)	(4)	(2) B	(1) E	(5)	(2)	(2)	(3)	(1)	(5)	(2) J	(2) M	(5)	(4)	(1) N	(4)	(2) P	(3)	(3)	(4)	(4)	(2)	(2) X	(5)
AUG 19-20, 2013	33	13	19	19	7	-	-	-	-	13	17	12	13	-	-	12	19	21	5	5	-	-	24	8
	8%	7%	11%	12% E	4%	-	-	-	-	9%	11%	10%	7%	-	-	6%	11%	10%	8%	5%	-	-	11% x	5%
AUG 14-18, 2011	16	3	12	-	-	-	-	-	-	-	-	-	-	-	-	3	12	7	2	5	-	-	11	5
	4%	2%	6% B	-	-	-	-	-	-	-	-	-	-	-	-	2%	6% p	4%	3%	5%	-	-	5%	4%
AUG 15-18, 2010	39	13	24	-	-	18	9	-	-	-	-	-	-	-	-	11	26	26	8	-	-	-	25	10
	10%	8%	12%	-	-	12%	7%	-	-	-	-	-	-	-	-	6%	13% P	12%	7%	-	-	-	12% x	7%
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																								
AUG 10-11, 2015	49	21	25	14	22	14	13	15	7	13	27	19	20	20	24	23	25	29	7	11	31	15	24	20
	12%	11%	14%	9%	13%	14%	11%	14%	12%	10%	17%	15%	11%	10%	18%	12%	13%	14%	9%	15%	13%	14%	12%	11%
	(4)	(3)	(3)	(4)	(3)	(4)	(4)	(4)	(4)	(3)	(3)	(3)	(3)	(3)	(3) n	(3)	(3)	(4)	(4)	(3)	(3)	(4)	(4)	(3)
AUG 19-20, 2013	43	16	23	25	7	-	-	-	-	17	20	19	18	-	-	19	23	31	5	6	-	-	26	14
	11%	9%	13%	16% E	5%	-	-	-	-	11%	13%	16%	10%	-	-	9%	13%	15% sT	8%	6%	-	-	12%	10%
AUG 14-18, 2011	32	12	16	-	-	-	-	-	-	-	-	-	-	-	-	12	17	20	7	4	-	-	18	9
	8%	6%	9%	-	-	-	-	-	-	-	-	-	-	-	-	7%	8%	11% T	11%	4%	-	-	7%	7%
AUG 15-18, 2010	38	4	30	-	-	18	8	-	-	-	-	-	-	-	-	4	34	28	4	-	-	-	24	8
	10%	3%	15% B	-	-	12%	7%	-	-	-	-	-	-	-	-	2%	16% P	13% S	3%	-	-	-	12% X	6%
FISCAL ISSUES, LIKE TAXES AND SPENDING																								
AUG 10-11, 2015	32	9	20	11	15	4	12	4	6	11	14	11	13	12	16	11	21	16	7	5	19	12	20	12
	8%	5%	11%	8%	9%	4%	10%	4%	10%	8%	9%	9%	7%	6%	12%	5%	11%	8%	9%	7%	8%	11%	10%	7%
	(5)	(5)	(5) B	(5)	(4)	(5)	(5)	(5)	(5)	(4)	(5)	(5)	(4)	(5)	(4)	(5)	(5) p	(5)	(5)	(5)	(5)	(5)	(5)	(4)
AUG 19-20, 2013	42	3	35	21	8	-	-	-	-	4	26	15	14	-	-	6	34	30	2	7	-	-	26	14
	11%	2%	19% B	14% E	5%	-	-	-	-	3%	18% J	12%	7%	-	-	3%	19% P	15% ST	4%	7%	-	-	11%	10%
AUG 14-18, 2011	54	17	35	-	-	-	-	-	-	-	-	-	-	-	-	17	36	34	5	13	-	-	37	14
	13%	9%	18% B	-	-	-	-	-	-	-	-	-	-	-	-	9%	17% P	20% St	8%	12%	-	-	15%	11%

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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Table 13-5
QUESTION 13:
In general, are you MOST concerned with...

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 15-18, 2010	69	19	44	-	-	40	11	-	-	-	-	-	-	-	-	17	49	50	14	-	-	-	49	12
	17%	11%	22%	-	-	27%	9%	-	-	-	-	-	-	-	-	9%	23%	23%	12%	-	-	-	24%	8%
			B			G											P	S					X	
ALL/COMBO	60	27	19	16	26	15	19	13	12	18	23	19	30	35	14	32	22	29	14	9	38	12	25	25
	15%	15%	11%	11%	15%	15%	17%	12%	22%	13%	15%	15%	17%	18%	10%	16%	11%	14%	18%	12%	15%	11%	12%	15%
														o										
OTHER	1	-	1	1	-	1	-	-	1	-	1	-	-	-	1	-	1	1	-	-	-	1	1	-
	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-
NONE/DON'T KNOW/REFUSED	4	2	2	-	2	-	1	-	-	1	1	-	2	2	1	2	2	1	-	2	2	1	1	2
	1%	1%	1%	-	1%	-	1%	-	-	-	1%	-	1%	1%	1%	1%	1%	-	-	3%	1%	1%	1%	1%

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

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Table 13-6
QUESTION 13:
In general, are you MOST concerned with...

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
SOCIAL ISSUES, LIKE EDUCATION, HEALTH CARE AND THE ENVIRONMENT																							
AUG 10-11, 2015	104	47	52	85	9	66	14	18	55	41	41	47	29	71	57	39	77	20	6	54	40	67	37
	26%	30%	25%	30%	13%	26%	28%	48%	23%	33%	23%	31%	15%	37%	23%	33%	41%	11%	5%	40%	31%	25%	28%
	(1)	(1)	(1)	(1) E	(4)	(1)	(1)	(1) F	(2)	(1)	(2)	(1)	(4)	(1) M	(2)	(1) o	(1) R	(4)	(5)	(1) S	(1) S	(1)	(2)
AUG 19-20, 2013	92	-	-	-	-	-	-	-	36	46	-	-	-	-	50	38	60	29	-	-	-	-	-
	23%	-	-	-	-	-	-	-	16%	33% I	-	-	-	-	21%	28%	34% R	15%	-	-	-	-	-
AUG 14-18, 2011	61	-	-	-	-	-	-	-	32	26	-	-	-	-	27	27	41	13	-	-	-	-	-
	15%	-	-	-	-	-	-	-	13%	23% i	-	-	-	-	11%	22% O	24% R	7%	-	-	-	-	-
AUG 15-18, 2010	76	-	-	-	-	-	-	-	-	-	-	-	-	-	37	34	52	19	-	-	-	-	-
	19%	-	-	-	-	-	-	-	-	-	-	-	-	-	14%	31% O	33% R	9%	-	-	-	-	-
ECONOMIC ISSUES, JOBS AND THE ECONOMY																							
AUG 10-11, 2015	90	33	49	61	15	56	14	6	61	22	49	27	32	54	61	20	42	45	34	22	33	51	39
	22%	21%	24%	21%	21%	22%	27%	15%	25%	18%	27%	18%	16%	28%	25%	17%	22%	24%	27%	16%	25%	19%	29%
	(2)	(2)	(2)	(2)	(1)	(2)	(2)	(2)	(1)	(2)	(1) l	(2)	(3)	(2) M	(1)	(2)	(2)	(2)	(1) t	(2)	(2)	(2)	(1) v
AUG 19-20, 2013	146	-	-	-	-	-	-	-	79	60	-	-	-	-	79	60	66	63	-	-	-	-	-
	36%	-	-	-	-	-	-	-	34%	43%	-	-	-	-	32%	45% O	38%	33%	-	-	-	-	-
AUG 14-18, 2011	205	-	-	-	-	-	-	-	129	53	-	-	-	-	131	57	88	95	-	-	-	-	-
	51%	-	-	-	-	-	-	-	53%	47%	-	-	-	-	53%	47%	52%	50%	-	-	-	-	-
AUG 15-18, 2010	143	-	-	-	-	-	-	-	-	-	-	-	-	-	92	39	60	69	-	-	-	-	-
	36%	-	-	-	-	-	-	-	-	-	-	-	-	-	36%	36%	38%	34%	-	-	-	-	-
FOREIGN AFFAIRS AND NATIONAL SECURITY ISSUES, LIKE TERRORISM, THE WARS OVERSEAS AND BORDER SECURITY																							

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

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Table 13-6
QUESTION 13:
In general, are you MOST concerned with...

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 10-11, 2015	60	17	36	47	10	42	5	4	43	12	32	16	48	10	45	11	12	45	31	16	11	43	17
	15%	11%	18%	17%	15%	17%	10%	11%	18%	10%	18%	10%	25%	5%	18%	10%	6%	24%	24%	12%	9%	16%	12%
	(3)	(4)	(3)	(3)	(3)	(3)	(4)	(3)	(3)	(5)	(3)	(4)	(1)	(5)	(3)	(4)	(4)	(1)	(2)	(4)	(3)	(3)	(3)
									j				N		P			Q	TU				
AUG 19-20, 2013	33	-	-	-	-	-	-	-	23	8	-	-	-	-	26	5	13	18	-	-	-	-	-
	8%	-	-	-	-	-	-	-	10%	6%	-	-	-	-	11%	4%	7%	9%	-	-	-	-	-
															P								
AUG 14-18, 2011	16	-	-	-	-	-	-	-	9	5	-	-	-	-	7	8	1	12	-	-	-	-	-
	4%	-	-	-	-	-	-	-	4%	4%	-	-	-	-	3%	7%	1%	6%	-	-	-	-	-
																		Q					
AUG 15-18, 2010	39	-	-	-	-	-	-	-	-	-	-	-	-	-	30	7	10	24	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	7%	6%	12%	-	-	-	-	-
																		q					
MORAL ISSUES, LIKE RIGHT TO LIFE, FAMILY VALUES AND SAME SEX MARRIAGES																							
AUG 10-11, 2015	49	23	21	35	11	32	5	4	28	20	21	22	35	15	29	16	16	29	21	17	11	37	13
	12%	14%	11%	12%	16%	13%	11%	11%	12%	16%	11%	14%	18%	8%	12%	13%	8%	16%	16%	13%	8%	14%	10%
	(4)	(3)	(4)	(4)	(2)	(4)	(3)	(4)	(4)	(3)	(4)	(3)	(2)	(3)	(4)	(3)	(3)	(3)	(3)	(3)	(4)	(4)	(4)
													N					q	u				
AUG 19-20, 2013	43	-	-	-	-	-	-	-	34	8	-	-	-	-	31	11	14	25	-	-	-	-	-
	11%	-	-	-	-	-	-	-	15%	6%	-	-	-	-	13%	8%	8%	13%	-	-	-	-	-
									J														
AUG 14-18, 2011	32	-	-	-	-	-	-	-	19	10	-	-	-	-	17	12	12	16	-	-	-	-	-
	8%	-	-	-	-	-	-	-	8%	9%	-	-	-	-	7%	10%	7%	9%	-	-	-	-	-
AUG 15-18, 2010	38	-	-	-	-	-	-	-	-	-	-	-	-	-	30	5	5	29	-	-	-	-	-
	10%	-	-	-	-	-	-	-	-	-	-	-	-	-	12%	5%	3%	14%	-	-	-	-	-
															P			Q					
FISCAL ISSUES, LIKE TAXES AND SPENDING																							
AUG 10-11, 2015	32	15	14	23	8	19	3	2	17	13	13	14	16	15	18	9	11	20	14	11	7	19	12
	8%	9%	7%	8%	12%	8%	5%	7%	7%	11%	7%	9%	8%	8%	7%	8%	6%	11%	11%	8%	5%	7%	9%
	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(5)
AUG 19-20, 2013	42	-	-	-	-	-	-	-	31	11	-	-	-	-	31	9	8	34	-	-	-	-	-
	11%	-	-	-	-	-	-	-	13%	8%	-	-	-	-	13%	7%	5%	17%	-	-	-	-	-
									j						p			Q					
AUG 14-18, 2011	54	-	-	-	-	-	-	-	36	12	-	-	-	-	43	11	18	34	-	-	-	-	-
	13%	-	-	-	-	-	-	-	15%	11%	-	-	-	-	17%	9%	11%	18%	-	-	-	-	-
															P			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

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Table 13-6
QUESTION 13:
In general, are you MOST concerned with...

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 15-18, 2010	69	-	-	-	-	-	-	-	-	-	-	-	-	-	51	15	20	45	-	-	-	-	-
	17%	-	-	-	-	-	-	-	-	-	-	-	-	-	20%	14%	12%	22% Q	-	-	-	-	-
ALL/COMBO	60	22	28	32	16	35	9	3	34	15	21	27	32	27	34	19	30	24	21	13	26	45	15
	15%	14%	14%	11%	23% d	14%	18%	9%	14%	12%	12%	18%	16%	14%	14%	16%	16%	13%	16%	10%	20% t	17%	12%
OTHER	1	-	1	1	-	1	-	-	1	-	1	-	1	-	1	-	-	1	1	-	-	1	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-
NONE/DON'T KNOW/REFUSED	4	1	3	2	-	2	1	-	2	1	2	1	3	1	2	2	1	2	-	1	3	4	1
	1%	1%	1%	1%	-	1%	2%	-	1%	-	1%	-	1%	-	1%	2%	1%	1%	-	1%	2%	1%	-

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

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Table 14-1
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94 23% (1)	12 12% (3)	11 26% (2) b	10 25% (1)	29 43% (1) BcFG	21 24% (1) b	10 18% (2)	36 19% (2)	58 28% (1) h	35 24% (3)	22 20% (2)	19 27% (1)	18 24% (2)	15 16% (3)	13 22% (1)	7 20% (2)	22 27% (2)	25 30% (1) n	11 25% (2)	22 20% (1)	30 25% (1)	42 25% (2)	57 24% (2)	34 23% (1)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94 23% (2)	29 29% (1) D	10 24% (3)	4 10% (4)	16 23% (3)	19 21% (2)	15 27% (1) d	43 23% (1)	50 24% (2)	38 26% (2)	22 21% (1)	15 21% (2)	18 24% (1)	24 25% (1)	11 18% (3)	8 23% (1)	19 23% (3)	20 24% (2)	11 26% (1)	18 16% (3)	18 15% (3)	54 33% (1) TU	62 26% (1)	29 19% (2)
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78 20% (3)	20 20% (2)	12 28% (1)	7 18% (3)	17 25% (2)	13 14% (4)	9 15% (3)	30 15% (3)	48 23% (3) h	39 26% (1) m	17 16% (3)	12 17% (3)	11 15% (3)	17 18% (2)	8 14% (4)	4 12% (3)	31 38% (1) NOPRS	10 13% (3)	7 17% (4)	18 16% (2)	24 20% (2)	36 22% (3)	48 20% (3)	28 19% (3)
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45 11% (4)	12 12% (4)	2 6% (6)	8 19% (2)	4 5% (4)	14 16% (3) ce	5 9% (4)	27 14% (4)	18 9% (4)	17 12% (4)	12 11% (4)	7 10% (4)	9 12% (4)	12 13% (4)	12 19% (2) pqR	2 7% (4)	5 7% (4)	5 5% (5)	8 20% (3) pqR	9 8% (5)	12 10% (4)	23 14% (4)	30 13% (4)	15 10% (4)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19 5% (5)	3 3% (6)	6 14% (4) bef	2 6% (6)	2 3% (6)	3 3% (5)	2 4% (5)	8 4% (5)	11 5% (5)	7 5% (5)	9 8% (5) l	1 2% (8)	2 3% (7)	6 7% (5) p	2 3% (8)	- - 	3 4% (6)	5 6% (4) P	2 5% (5)	6 5% (7)	4 3% (5)	9 6% (5)	10 4% (5)	9 6% (5)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13 3% (6)	6 5% (5) CE	- - 	2 5% (7)	- - 	3 3% (6)	2 4% (6)	5 3% (7)	7 3% (6)	4 3% (6)	5 5% (6)	2 3% (5)	1 2% (8)	2 2% (9)	2 4% (6)	1 3% (6)	4 4% (5)	4 4% (6) s	- - 	9 8% (4) UV	2 2% (7)	2 1% (9)	10 4% (6)	3 2% (8)
I LEAN REPUBLICAN	9 2% (7)	2 2% (7)	3 7% (5)	1 2% (10)	2 4% (5)	1 1% (10)	- - 	8 4% (6) I	1 - (10)	3 2% (7)	3 3% (7)	1 2% (6)	1 1% (10)	3 4% (6)	4 6% (5) rs	1 2% (9)	1 1% (8)	- - 	- - 	7 6% (6) Uv	- - 	2 1% (8)	7 3% (7)	2 1% (9)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8 2% (8)	- - (9)	2 5% (7)	2 4% (8)	1 1% (8)	1 2% (8)	2 3% (7)	5 3% (8)	3 1% (8)	2 1% (9)	2 2% (8)	1 2% (7)	3 4% (6)	2 2% (8)	2 3% (7)	1 2% *(7)	1 1% (7)	- - 	2 4% (7)	3 3% (8)	4 3% (6)	1 1% (10)	1 1% (10)	7 4% (6) w
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6 1% (9)	1 1% (8)	- - (8)	2 6% (5)	1 1% (7)	1 1% (11)	1 1% (8)	2 1% (10)	3 2% (7)	- - 	1 1% (9)	1 1% (9)	4 5% (5) J	- - 	1 1% (9)	2 4% (5)	- - 	1 1% (7)	2 5% (6)	2 2% (9)	- - (11)	3 2% (6)	2 1% (9)	4 2% (7)

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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Table 14-1
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
PERSONAL CHOICE/PERSONAL REASONS	3 1% (10)	- - (10)	-	-	-	3 3% (7)	- - (10)	3 1% (9)	- - (12)	3 2% (8)	- - (11)	-	-	3 3% (7)	-	-	-	- - (9)	-	- - (11)	- - (10)	3 2% (7)	3 1% (8)	- -
I LEAN DEMOCRAT	1 - (11)	-	-	-	-	1 1% (9)	-	-	1 1% (9)	-	1 1% (10)	- 1% (10)	-	-	-	-	-	1 1% (8)	-	-	1 1% (8)	-	1 - (11)	- - (12)
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	1 - (12)	-	-	1 2% (9)	-	-	-	1 - (11)	-	-	-	-	1 1% (9)	-	-	1 2% *(7)	-	-	-	1 1% (10)	-	-	-	1 1% (10)
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	1 - (13)	-	-	-	-	-	1 1% (9)	-	1 - (11)	-	-	-	1 1% (11)	-	-	-	-	-	1 2% (8)	-	1 1% (9)	-	-	1 - (11)
OTHER	7 2%	1 1%	1 2%	1 1%	1 1%	1 2%	3 5%	6 3% i	1 -	3 2%	2 2%	2 3%	1 1%	4 5%	1 2%	1 2%	1 1%	-	-	2 2%	3 2%	3 2%	4 2%	3 2%
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	61 15%	22 22% ce	4 9%	7 17%	7 10%	12 13%	8 15%	31 16%	30 15%	13 9%	20 19% j	15 21% J	13 18% j	11 11%	11 19% q	9 24% Q	6 7%	19 23% nQ	5 13%	23 21% V	33 27% V	4 2%	31 13%	27 18%
DON'T KNOW	7 2%	2 2%	- -	1 3%	- 1%	2 2%	2 4%	4 2%	3 2%	3 2%	3 3%	- -	1 2%	2 2%	1 2%	1 3%	3 4%	- -	- -	3 3% v	4 3% v	- -	4 2%	2 1%

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Table 14-2
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94 23% (1)	10 17% (3)	13 24% (1)	6 11% (4)	24 35% (1) BD	21 26% (2) d	21 25% (3) d	22 26% (1)	39 24% (2)	32 21% (1)	44 20% (2)	47 29% (2)	58 24% (1)	20 23% (2)	9 30% (1)	25 20% (3)	50 27% (1)	15 19% (2)	16 21% (2)	74 24% (1)	3 17% (4)	23 17% (2)	42 28% (1) v	20 22% (2)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94 23% (2)	11 19% (1)	7 13% (3)	7 13% (3)	12 17% (3)	24 30% (1) cd	30 36% (1) BCDE	17 20% (2)	48 30% (1) j	28 19% (2)	42 19% (3)	50 30% (1) k	53 22% (2)	21 24% (1)	5 17% (3)	28 22% (1)	38 21% (3)	23 30% (1)	22 29% (1)	66 22% (2)	4 24% (2)	20 15% (3)	32 21% (2)	34 38% (1) VW
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78 20% (3)	10 18% (2)	8 15% (2)	9 19% (1)	14 21% (2)	10 12% (4)	26 32% (2) CF	15 17% (3)	38 23% (3)	23 16% (3)	48 22% (1)	25 15% (3)	48 20% (3)	16 18% (3)	5 17% (2)	27 22% (2) r	41 22% (2) R	8 10% (3)	13 17% (3)	58 19% (3)	8 46% (1) st	25 19% (1)	32 21% (3)	18 20% (3)
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45 11% (4)	5 9% (5)	4 7% (5)	7 14% (2)	5 7% (4)	13 17% (3)	10 12% (4)	7 9% (4)	21 13% (4)	17 12% (4)	30 14% (4)	14 8% (4)	28 12% (4)	10 11% (4)	4 14% (4)	19 15% (4)	19 10% (4)	7 9% (4)	8 11% (4) U	36 12% (4) U	- - 	13 10% (4)	15 10% (4)	12 14% (4)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19 5% (5)	4 6% (6)	2 4% (7)	1 3% (7)	2 3% (5)	3 4% (5)	6 8% (5)	1 2% (5)	9 5% (5)	9 6% (6) h	14 7% (5)	5 3% (5)	14 6% (5)	2 3% (7)	2 7% (6)	5 4% (5)	10 6% (5)	4 5% (5)	3 3% (5)	17 5% (5) U	- - 	8 6% (7)	3 2% (6)	7 8% (5)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13 3% (6)	3 5% (7) e	6 12% (4) EFG	2 4% (6)	- - 	1 1% (10)	1 1% (7)	- - (9)	6 3% (6)	6 4% (7) H	8 4% (6)	4 3% (6)	7 3% (7)	1 1% (8)	2 7% (5)	5 4% (6)	5 3% (8)	3 4% (6)	- - 	9 3% (6) S	3 20% (3) s	10 7% (5) WX	2 1% (7)	1 1% (8)
I LEAN REPUBLICAN	9 2% (7)	6 10% (4) cDEG	1 2% (9)	- - 	- - 	2 3% (8)	- - 	- - 	- - 	9 6% (5) HI	6 3% (7)	2 1% (9)	7 3% (6) O	1 1% (10)	- - 	1 1% (10)	5 3% (7)	3 4% (8)	- - 	9 3% (7) SU	- - 	9 7% (6) WX	- - 	- -
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8 2% (8)	1 1% *(8)	2 4% (6)	3 6% (5)	1 1% *(7)	1 2% (9)	- - 	1 1% (7)	2 1% (8)	5 3% (8)	4 2% (9)	3 2% (7)	5 2% (8) o	4 4% (6) o	- - 	2 1% (7)	7 4% (6) R	- - 	1 1% (6)	7 2% (8) U	- - 	3 2% (9)	4 2% (5)	1 2% (7)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6 1% (9)	- - 	2 4% (8)	- 1% (8)	- - 	2 3% (7)	1 2% (6)	- - (10)	1 1% (9)	4 3% (9)	5 2% (8)	- - (11)	- - 	5 5% (5) MO	- - 	1 1% (8)	4 2% (9)	- - (9)	- - 	5 2% (9) su	- - 	3 2% (8)	- - (11)	2 2% (6)

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

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Table 14-2
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
PERSONAL CHOICE/PERSONAL	3	-	-	-	-	3	-	-	3	-	-	3	-	-	-	-	-	3	-	3	-	3	-	-
REASONS	1%	-	-	-	1%	3%	-	1%	2%	-	-	2%	-	-	-	-	-	4%	-	1%	-	2%	-	-
	(10)	(10)		(9)	(9)	(6)		(8)	(7)	(12)		(8)	(10)					(7)		(10)		(10)	(10)	
I LEAN DEMOCRAT	1	-	-	-	1	-	-	1	-	-	-	1	1	-	-	-	1	-	-	1	-	-	1	-
	-	-	-	-	2%	-	-	1%	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	1%	-
	(11)				(6)			(6)				(10)	(9)	(12)		(11)	(11)			(11)			(8)	
DISAGREE WITH PRESIDENT	1	1	-	-	-	-	-	-	-	1	1	-	-	1	-	-	1	-	-	1	-	1	-	-
OBAMA/PRESIDENT MADE ME	-	1%	-	-	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-
CHANGE MY MIND	(12)	*(8)								(10)	(10)			(9)			(10)			(12)		(11)		
DO NOT WANT TO BE BOTHERED	1	-	-	-	1	-	-	-	-	1	1	-	-	1	-	1	-	-	-	1	-	-	1	-
WITH MAIL/E-MAIL/DOOR-STEP	-	-	-	-	1%	-	-	-	-	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-
VISITS/PHONE CALLS	(13)				*(7)					(11)	(11)			(11)		(9)				(13)			(9)	
OTHER	7	2	-	2	1	3	-	2	2	4	3	4	6	1	-	3	1	3	-	7	-	2	4	1
	2%	3%	-	4%	1%	3%	-	2%	1%	3%	1%	3%	2%	1%	-	2%	1%	4%	-	2%	2%	2%	2%	2%
													o							S				
NONE/NOTHING/NOT REGISTERED	61	14	9	13	20	3	1	20	18	23	32	24	38	17	5	17	28	14	16	45	-	22	33	5
UNAFFILIATED/AM A	15%	24%	18%	26%	28%	4%	1%	24%	11%	16%	15%	15%	16%	20%	16%	14%	15%	19%	21%	15%	1%	17%	22%	5%
REPUBLICAN/DEMOCRAT		FG	FG	FG	FG			I											U	U		X	X	
DON'T KNOW	7	2	1	2	2	-	-	4	-	3	5	2	4	1	-	1	2	3	4	4	-	5	2	-
	2%	3%	2%	4%	3%	-	-	4%	-	2%	2%	1%	2%	1%	-	1%	1%	4%	5%	1%	-	3%	2%	-
								I		i														

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Table 14-3
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53%	91%	77%	21%	32%	45%	12%	45%	42%	32%	29%	36%	36%	25%	8%	7%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94	19	24	26	7	9	6	1	51	89	75	16	31	46	11	51	31	31	31	29	36	23	10	4
	23%	16%	22%	41%	20%	31%	29%	6%	24%	24%	24%	19%	24%	25%	23%	29%	19%	24%	26%	20%	25%	23%	33%	14%
	(1)	(3)	(2)	(1)	(2)	(1)	(1)	(5)	(1)	(1)	(2)	(3)	(1)	(2)	(1)	(2)	(2)	(2)	(1)	(3)	(2)	(1)	(1)	(5)
			h	BCeH		h	h									q								
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94	36	26	12	9	1	4	5	51	83	77	19	27	46	9	54	29	36	29	29	35	20	10	5
	23%	29%	24%	20%	25%	5%	16%	34%	24%	23%	25%	22%	21%	25%	20%	30%	17%	27%	24%	20%	24%	21%	31%	19%
	(2)	(1)	(1)	(3)	(1)	(6)	(3)	(1)	(2)	(2)	(1)	(2)	(2)	(1)	(2)	(1)	(3)	(1)	(2)	(2)	(3)	(2)	(2)	(2)
		F	F	F	f			f								Q								
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78	30	15	16	7	6	4	1	44	72	63	19	16	43	7	37	33	25	23	29	39	19	4	6
	20%	25%	13%	24%	19%	20%	17%	7%	21%	20%	21%	23%	12%	23%	14%	21%	20%	19%	20%	21%	27%	19%	11%	22%
	(3)	(2)	(4)	(2)	(3)	(2)	(2)	(4)	(3)	(3)	(3)	(1)	(4)	(3)	(3)	(3)	(1)	(3)	(3)	(1)	(1)	(3)	(4)	(1)
		ch							m		m			M							W			
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45	13	16	2	6	3	1	5	27	42	34	4	18	21	5	21	16	12	14	14	17	14	4	5
	11%	11%	14%	3%	15%	11%	4%	32%	13%	11%	11%	5%	14%	12%	11%	12%	10%	10%	12%	10%	12%	14%	12%	17%
	(4)	(4)	(3)	(6)	(4)	(3)	(7)	(2)	(4)	(4)	(4)	(5)	(3)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(3)	(3)
		d	Dg					d	L	L	l		L	l										
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19	4	3	4	2	-	3	2	12	19	13	4	6	9	1	2	15	4	7	8	4	4	3	1
	5%	4%	3%	6%	6%	-	15%	16%	5%	5%	4%	5%	5%	5%	3%	1%	9%	3%	6%	6%	3%	4%	9%	2%
	(5)	(6)	(7)	(4)	(5)		(4)	(3)	(5)	(5)	(5)	(4)	(5)	(5)	(5)	(6)	(5)	(5)	(5)	(5)	(5)	(5)	(5)	(8)
		f		f			f										P							
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13	7	5	-	-	1	-	-	5	11	13	2	6	5	1	6	5	3	3	7	1	2	-	4
	3%	5%	5%	-	-	4%	-	-	2%	3%	4%	2%	4%	3%	3%	4%	3%	2%	3%	5%	1%	2%	-	15%
	(6)	(5)	(5)			(7)			(7)	(6)	(6)	(7)	(6)	(6)	(6)	(5)	(7)	(8)	(7)	(6)	(8)	(7)		(4)
		DEGH	degh																					uw
I LEAN REPUBLICAN	9	4	1	2	-	-	1	-	5	8	9	1	3	5	-	-	9	-	6	3	1	2	-	1
	2%	3%	1%	4%	-	-	6%	-	2%	2%	3%	1%	3%	3%	-	-	5%	-	5%	2%	1%	2%	-	4%
	(7)	(7)	(10)	(5)			(6)		(8)	(8)	(7)	(8)	(8)	(7)			(6)		(6)	(8)	(11)	(8)		(7)
		efh															OP		r	r				
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8	1	3	1	-	3	-	-	4	8	8	1	3	4	1	2	5	3	1	4	2	1	1	1
	2%	1%	3%	1%	-	11%	-	-	2%	2%	2%	1%	3%	2%	2%	1%	3%	2%	1%	3%	2%	1%	3%	5%
	(8)	(8)	(6)	(8)		(4)			(9)	(7)	(8)	(9)	(7)	(8)	(8)	(7)	(8)	(6)	(9)	(7)	(7)	(9)	(6)	(6)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6	1	2	1	-	2	-	-	6	4	5	-	2	4	-	1	4	2	1	3	1	2	1	-
	1%	1%	2%	1%	-	9%	-	-	3%	1%	2%	-	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%
	(9)	(9)	(8)	(7)		(5)			(6)	(9)	(9)		(9)	(9)	(10)	(8)	(9)	(9)	(8)	(9)	(9)	(6)	(7)	(9)
									L	l	l			l										

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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Table 14-3
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
PERSONAL CHOICE/PERSONAL REASONS	3 1% (10)	- - (10)	- - (12)	-	-	-	3 12% (5)	-	-	-	3 1% (10)	3 3% (6)	-	-	-	-	3 2% (10)	3 2% (7)	-	-	3 2% (6)	-	-	-
I LEAN DEMOCRAT	1 - (11)	-	1 1% (9)	-	-	-	-	-	1 1% (10)	1 - (10)	1 - (11)	-	-	1 1% (10)	1 3% (7)	-	-	1 1% (10)	-	-	1 1% (10)	-	-	-
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	1 - (12)	-	-	-	-	1 3% (8)	-	-	1 - (11)	1 - (11)	1 - (12)	-	-	1 - (11)	-	-	1 1% (11)	-	-	1 1% (10)	-	-	-	-
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	1 - (13)	-	1 1% (11)	-	-	-	-	-	1 - (12)	1 - (12)	1 - (13)	-	-	1 - (12)	-	1 - (9)	-	-	1 1% (10)	-	1 - (12)	-	-	-
OTHER	7 2%	2 1%	4 4% fh	1 1%	- 1%	-	1 3%	-	5 2%	6 2%	5 2%	2 3%	2 2%	3 2%	2 4%	2 1%	3 2%	4 3%	1 1%	3 2%	2 1%	2 2%	-	2 6%
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	61 15%	25 20%	14 12%	8 12%	7 18%	3 9%	2 11%	3 22%	27 13%	58 16% n	35 11%	18 22% kn	25 20% kn	17 10%	11 24% p	19 11%	30 18%	19 15%	17 14%	25 17%	20 14%	17 18%	4 11%	2 9%
DON'T KNOW	7 2%	2 1%	2 2%	- 1%	2 4%	1 4%	-	-	2 1%	7 2%	6 2%	2 2%	3 3%	2 1%	- -	2 1%	4 3% o	3 2%	2 2%	2 2%	- -	2 2%	-	-

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

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Table 14-4
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400 100%	42 11%	97 24%	65 16%	44 11%	152 38%	75 19%	43 11%	11 3%	86 22%	171 43%	120 30%	280 70%	117 29%	196 49%	112 28%	119 30%	110 27%	104 26%	90 22%	60 15%	49 12%	32 8%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94 23% (1)	13 30% (1)	26 27% (3)	18 27% (1)	8 19% (3)	48 31% (1)	14 18% (3)	5 12% (4)	2 19% (2)	27 31% (1) H	43 25% (1) h	27 22% (1)	67 24% (2)	20 17% (3)	45 23% (1)	24 22% (1)	27 23% (2)	31 28% (2)	28 27% (1)	20 22% (1)	12 19% (3)	14 28% (1)	4 14% (3)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94 23% (2)	9 21% (2)	31 31% (1) d	11 17% (3)	12 27% (1)	34 22% (3)	18 24% (1)	14 32% (1)	3 24% (1)	21 25% (2)	36 21% (2)	23 19% (3)	70 25% (1)	27 23% (1)	39 20% (3)	14 13% (3)	30 26% (1) P	33 30% (1) P	26 25% (3)	17 19% (2)	19 32% (1)	13 25% (2)	7 21% (1)
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78 20% (3)	7 16% (3)	28 29% (2)	12 18% (2)	10 22% (2)	35 23% (2)	15 20% (2)	8 18% (3)	1 12% (4)	15 17% (3)	35 20% (3)	24 20% (2)	54 19% (3)	26 22% (2)	40 20% (2)	20 18% (2)	20 17% (3)	25 22% (3)	27 26% (2) W	16 18% (3)	13 21% (2) w	9 18% (3)	2 7% (5)
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45 11% (4)	2 5% (4)	10 10% (4)	6 10% (4)	1 2% (5)	17 11% (4) E	6 9% (4)	12 29% (2) GIJk	- 4% (5)	3 4% (5)	21 12% (4) J	14 12% (4)	31 11% (4)	11 9% (4)	28 15% (4)	9 8% (5)	11 9% (4)	16 14% (4)	8 8% (4)	12 14% (4)	7 11% (4)	5 10% (4)	5 15% (2)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19 5% (5)	1 2% (6)	5 6% (5)	5 7% (5)	3 6% (4)	8 6% (5)	4 5% (5) i	3 7% (5)	- - 	5 6% (4) i	5 3% (7) i	6 5% (5)	13 5% (5)	6 6% (6)	10 5% (5)	6 5% (7)	2 2% (5)	4 4% (5)	4 4% (5)	3 4% (6)	4 6% (5)	2 4% (6)	2 5% (8)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13 3% (6)	- - 	4 4% (6)	4 5% (6) be	- - 	4 3% (6) be	1 2% (8)	1 2% (8)	2 15% (3)	2 2% (6)	7 4% (5)	4 4% (6)	8 3% (6)	3 2% (10)	5 3% (6)	10 9% (4) QR	2 2% (6)	1 1% (8)	3 3% (6)	4 5% (5)	1 2% (6)	1 3% (7)	2 6% (7)
I LEAN REPUBLICAN	9 2% (7)	- - 	- - 	1 1% (9)	- - 	1 1% (10)	3 5% (6)	2 5% (6)	- - 	1 1% (7)	2 1% (9)	3 2% (8)	6 2% (8)	7 6% (5) O	2 1% (9)	7 6% (6) Q	- - 	2 2% (6)	- - 	3 3% (7)	1 2% (7)	1 2% (8)	2 7% (6)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8 2% (8)	- - 	- - 	3 5% (7) bce	- - 	3 2% (8)	1 1% (9)	1 2% (9)	- - 	- - 	7 4% (6) IJ	1 1% (9)	7 2% (7)	4 4% (7)	4 2% (7)	3 3% (9)	1 1% (8)	2 2% (7)	- - 	3 3% (8)	- - 	2 4% (5)	3 10% (4)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6 1% (9)	- - 	1 1% (7)	2 3% (8)	- - 	3 2% (7)	2 2% (7)	1 3% (7)	- - 	1 1% (8)	2 1% (10)	- - 	6 2% (9) L	3 2% (8)	2 1% (8)	3 3% (8) r	2 1% (7)	- - 	2 2% (8)	1 1% (9)	- - (9)	- - 	1 2% (9)

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

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Table 14-4
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
PERSONAL CHOICE/PERSONAL REASONS	3 1% (10)	- 1% (7)	- -	- -	- -	- - (12)	- 1% (11)	- -	- -	- -	3 2% (8)	3 3% (7)	- - (13)	3 2% (9)	- - (13)	3 2% (10)	- - (10)	- -	3 3% (7)	- -	- - (8)	- -	-
I LEAN DEMOCRAT	1 - (11)	1 3% (5)	- -	- -	- -	1 1% (9)	1 1% (10)	- -	- -	- -	- - (13)	- -	1 - (10)	- -	1 1% (10)	- -	1 1% (9)	- -	1 1% (9)	- -	- -	- -	-
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	1 - (12)	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1% (11)	- -	1 - (11)	- -	1 - (11)	1 1% (11)	- -	- -	- -	- -	- -	1 2% (9)	-
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	1 - (13)	- -	- -	1 1% (10)	- -	1 - (11)	- -	- -	- -	- -	1 - (12)	- -	1 - (12)	- -	1 - (12)	- -	- -	1 1% (9)	1 1% (10)	- -	- -	- -	-
OTHER	7 2%	1 2%	- -	- -	- -	1 -	2 2%	1 1%	- -	2 2%	3 2%	3 2%	5 2%	1 1%	5 3%	3 3%	2 1%	2 2%	1 1%	2 3%	- -	1 2%	2 7%
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	61 15%	11 25% cdF	11 12%	8 13%	13 30% cf	17 11%	15 20%	3 8%	1 11%	17 20% h	22 13%	17 14%	44 16%	17 15%	32 16%	19 17% r	29 25% R	10 9%	14 14%	17 19% w	9 16%	6 11%	2 6%
DON'T KNOW	7 2%	2 4%	- -	1 2%	2 4%	2 1%	1 1%	- -	2 14%	2 2%	2 1%	2 2%	5 2%	- -	5 3%	3 3% r	1 1%	- -	- -	- -	- 1%	2 3%	3 9%

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Table 14-5
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43%	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94	57	30	32	36	20	27	33	5	37	28	33	36	52	29	59	30	48	19	14	59	23	41	40
	23%	31%	17%	22%	21%	20%	24%	32%	9%	27%	18%	26%	20%	27%	22%	29%	16%	23%	24%	18%	24%	22%	21%	24%
	(1)	(1) C	(3)	(2)	(3)	(2)	(1)	(1) I	(6)	(1)	(3)	(1)	(3)	(2)	(1)	(1) Q	(3)	(2)	(3)	(2)	(2)	(1)	(2)	(2)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94	47	34	34	41	19	20	20	10	31	32	24	43	56	24	53	38	49	23	18	66	18	46	39
	23%	25%	19%	24%	24%	19%	18%	20%	19%	23%	21%	19%	24%	28%	18%	27%	20%	23%	29%	25%	27%	17%	23%	23%
	(2)	(2)	(1)	(1)	(1)	(3)	(2)	(3)	(2)	(2)	(1)	(2)	(1)	(1) o	(3)	(2)	(1)	(1)	(1)	(1)	(1) v	(3)	(1)	(3)
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78	35	33	23	40	20	20	22	13	28	29	21	37	29	29	42	36	38	19	12	50	21	32	41
	20%	19%	19%	16%	23%	21%	18%	21%	24%	21%	18%	17%	20%	14%	21%	21%	19%	18%	24%	17%	20%	20%	16%	24%
	(3)	(3)	(2)	(3)	(2)	(1)	(3)	(2)	(1)	(3)	(2)	(3)	(2)	(3)	(2)	(3)	(2)	(3)	(2)	(3)	(3)	(2)	(3)	(1) w
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45	17	25	13	21	15	16	10	6	9	23	10	26	21	19	17	25	32	5	8	24	10	14	29
	11%	9%	14%	9%	12%	15%	15%	10%	10%	7%	15%	8%	15%	10%	14%	8%	13%	15%	6%	11%	10%	10%	7%	17%
	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4)	(4) j	(4)	(4)	(4)	(4)	(4)	(4)	(4) S	(4)	(4)	(4)	(4)	(4)	(4) W
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19	1	15	7	7	4	5	1	8	2	10	4	8	10	9	3	15	13	4	1	11	5	12	7
	5%	1%	8%	5%	4%	4%	4%	1%	14%	2%	6%	3%	4%	5%	7%	1%	8%	6%	6%	2%	5%	5%	6%	4%
	(5)	(7)	(5) B	(6)	(5)	(6)	(5)	(8)	(3) H	(6)	(5) j	(7)	(5)	(5)	(5)	(6)	(5) P	(5) t	(5)	(9)	(5)	(5)	(5)	(5)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13	3	8	5	5	1	3	3	1	2	8	10	3	4	5	4	9	9	1	3	9	3	5	7
	3%	2%	4%	4%	3%	1%	3%	3%	2%	1%	5%	8%	2%	2%	4%	2%	5%	4%	1%	4%	4%	3%	3%	4%
	(6)	(5)	(7)	(7)	(6)	(8)	(6)	(5)	(9)	(7)	(6)	(5) M	(6)	(6)	(7)	(5)	(6)	(6)	(8)	(5)	(6)	(7)	(8)	(6)
I LEAN REPUBLICAN	9	-	9	7	-	5	-	-	5	-	7	7	-	-	8	-	9	7	1	1	8	1	8	1
	2%	-	5%	5%	-	5%	-	-	10%	-	5%	6%	-	-	6%	-	5%	4%	1%	1%	3%	1%	4%	-
	(7)		(6) B	(5) E		(5) g			(5) H		(7) J	(6) M			(6) N		(7) P	(7)	(7)	(10)	(7) v	(11)	(6) X	(10)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8	1	7	4	4	1	2	2	1	3	4	3	2	4	4	1	7	6	-	2	4	5	7	1
	2%	-	4%	3%	2%	1%	2%	2%	3%	2%	3%	3%	1%	2%	3%	-	4%	3%	-	2%	1%	4%	4%	-
	(8)	(8)	(8) B	(9)	(7)	(9)	(8)	(6)	(8)	(5)	(8)	(8)	(8)	(7)	(8)	(9)	(8) P	(8) S		(8)	(9)	(6)	(7) x	(9)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6	2	4	5	1	3	2	2	2	2	4	2	2	2	3	2	4	3	-	2	5	1	3	2
	1%	1%	2%	3%	1%	3%	2%	2%	3%	1%	3%	2%	1%	1%	2%	1%	2%	1%	-	3%	2%	1%	2%	1%
	(9)	(6)	(9)	(8)	(9)	(7)	(7)	(7)	(7)	(8)	(9)	(9)	(7)	(9)	(9)	(7)	(9)	(9)	(10)	(7)	(8)	(9)	(9)	(7)

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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Table 14-5
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
PERSONAL CHOICE/PERSONAL REASONS	3 1% (10)	- - (11)	- - (11)	- - (12)	3 2% (8)	- - (10)	- - (10)	- - (12)	- - 	- - (10)	- - 	- - (11)	- - (11)	3 2% (8)	- - 	- - (11)	3 1% (10)	- - (11)	- - (9)	3 4% (6)	3 1% (10)	- - (13)	3 1% (10)	- - (11)
I LEAN DEMOCRAT	1 - (11)	1 - (10)	- - 	- - 	1 1% (10)	- - 	- - (9)	1 1% (9)	- - 	1 1% (9)	- - 	- - 	1 1% (9)	1 - (11)	- - 	1 1% (8)	- - 	- - 	1 2% (6)	- - 	1 - (11)	- - (12)	- - 	1 1% (8)
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	1 - (12)	- - 	1 - (10)	1 1% (10)	- - 	- - 	- - 	1 1% (10)	- - 	- - 	1 1% (10)	1 1% (10)	- - 	- - 	1 1% (10)	- - 	1 - (11)	1 - (10)	- - 	- - 	- - 	1 1% (8)	1 - (11)	- -
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	1 - (13)	1 - (9)	- - 	1 - (11)	- - 	- - 	- - 	1 1% (11)	- - 	- - 	- - 	- - 	1 - (10)	1 - (10)	- - 	1 - (10)	- - 	- - 	- - 	1 1% (11)	- - 	1 1% (10)	1 - (12)	- -
OTHER	7 2%	3 1%	5 3%	1 -	3 1%	2 2%	2 2%	3 3%	- -	1 1%	4 3%	- -	4 2% 1	3 2%	2 1%	2 1%	5 3%	4 2%	- -	3 4%	2 1%	3 3%	6 3%	1 1%
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	61 15%	35 19%	24 14%	24 17%	28 16%	19 19%	20 18%	18 17%	7 14%	32 24% K	19 12%	22 17%	29 16%	35 17%	14 10%	35 17%	26 14%	25 12%	13 16%	13 18%	30 13%	21 20%	35 17%	22 13%
DON'T KNOW	7 2%	4 2%	3 2%	2 1%	5 3%	2 2%	2 2%	- -	2 3%	2 1%	3 2%	- -	5 3%	4 2%	2 1%	4 2%	3 2%	4 2%	3 3%	- -	3 1%	3 3%	3 2%	3 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

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Table 14-6
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400 100%	157 39%	203 51%	286 71%	69 17%	255 64%	51 13%	37 9%	241 60%	125 31%	181 45%	153 38%	194 48%	193 48%	247 62%	117 29%	188 47%	185 46%	129 32%	135 34%	131 33%	266 66%	134 34%
DO NOT WANT TO BE TOLD TO VOTE FOR A CERTAIN PARTY/TO VOTE FOR WHOEVER I WANT/TO KEEP MY OPTIONS OPEN/TO VOTE IN EITHER PRIMARY/ DON'T WANT TO BE COMMITTED TO ONE PARTY/DON'T LIKE VOTING A STRAIGHT TICKET	94 23% (1)	34 22% (2)	42 21% (2)	67 24% (2)	16 23% (1)	65 25% (2) G	5 10% (4)	8 22% (2)	57 24% (1)	31 25% (1)	37 21% (2)	38 25% (1)	39 20% (3)	52 27% (1)	54 22% (2)	34 29% (1)	53 28% (1) R	31 17% (2)	29 23% (1)	35 26% (2)	29 22% (3)	66 25% (1)	28 21% (3)
VOTE FOR THE PERSON NOT THE PARTY/VOTE ON THE PERSON'S VIEWS ON ISSUES/VOTE FOR WHO I THINK WILL DO THE BEST JOB REPRESENTING ME	94 23% (2)	46 29% (1) C	37 18% (3)	80 28% (1) E	10 15% (4)	65 25% (1)	8 15% (2)	12 31% (1)	56 23% (2)	30 24% (2)	47 26% (1)	32 21% (3)	44 23% (1)	46 24% (2)	66 27% (1)	23 19% (3)	52 28% (2)	37 20% (1)	24 18% (2)	36 27% (1)	33 25% (1)	60 22% (2)	34 25% (1)
DO NOT AGREE WITH EITHER PARTY/DO NOT WANT TO BE ASSOCIATED WITH EITHER PARTY/DON'T THINK ANY ONE PARTY IS RIGHT/PARTIES NEED TO WORK TOGETHER/I'M IN THE MIDDLE/I CAN SEE BOTH SIDES	78 20% (3)	24 15% (4)	53 26% (1) B	55 19% (3)	12 18% (2)	53 21% (3)	8 16% (1)	6 15% (3)	49 20% (3)	21 17% (3)	33 18% (3)	33 22% (2)	43 22% (2)	33 17% (3)	49 20% (3)	23 20% (2)	38 20% (3)	28 15% (3)	19 15% (3)	25 18% (3)	31 24% (2)	50 19% (3)	28 21% (2)
DON'T LIKE POLITICAL PARTIES/DON'T LIKE THE TWO-PARTY SYSTEM (NON-SPECIFIC)	45 11% (4)	24 16% (3) c	17 8% (4)	27 9% (4)	11 17% (3)	24 10% (4) h	7 15% (3) h	1 3% (8)	24 10% (4)	15 12% (4)	21 12% (4)	17 11% (4)	15 8% (4)	30 15% (4) m	19 8% (4)	18 15% (4) o	18 9% (4)	26 14% (4)	15 11% (4)	12 9% (4)	19 14% (4)	30 11% (4)	15 11% (4)
NOT HAPPY WITH POLITICIANS/ CAN'T TRUST THEM	19 5% (5)	6 4% (5)	12 6% (5)	9 3% (5)	8 12% (5) d	11 4% (5)	5 9% (5)	2 6% (5)	16 7% (5) j	3 2% (9)	11 6% (5)	5 4% (5)	8 4% (6)	11 5% (5)	10 4% (6)	5 5% (5)	3 1% (8)	17 9% (5) Q	9 7% (6) t	2 2% (7)	7 6% (5)	12 4% (5)	7 6% (5)
HAVE ALWAYS BEEN UNAFFILIATED/INDEPENDENT	13 3% (6)	5 3% (6)	8 4% (6)	8 3% (6)	2 4% (7)	8 3% (6)	4 7% (6)	1 3% (7)	9 4% (6)	4 3% (6)	8 5% (7)	4 3% (6)	10 5% (5) n	3 1% (9)	12 5% (5) P	1 1% (8)	3 2% (7)	10 5% (6) q	10 8% (5) TU	2 1% (8)	1 1% (7)	6 2% (8)	7 5% (6)
I LEAN REPUBLICAN	9 2% (7)	2 1% (10)	7 4% (7)	3 1% (8)	5 7% (6)	6 2% (7)	1 2% (8)	1 2% (9)	7 3% (7)	1 1% (10)	9 5% (6) L	- -	6 3% (7)	3 2% (8)	9 4% (7) P	- -	- -	9 5% (7) Q	8 6% (7) TU	- -	1 1% (9)	5 2% (9)	4 3% (7)
WAS A DEMOCRAT/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	8 2% (8)	3 2% (7)	5 3% (8)	6 2% (7)	2 2% (9)	5 2% (8)	1 1% (9)	1 3% (6)	5 2% (8)	3 2% (7)	3 2% (8)	4 3% (7)	4 2% (8)	4 2% (6)	4 2% (8)	4 3% (6)	3 2% (5)	5 3% (8)	4 3% (8)	4 3% (5)	1 1% (8)	8 3% (6)	1 1% (9)
WAS A REPUBLICAN/DO NOT AGREE WITH MY PREVIOUS PARTY ANYMORE	6 1% (9)	2 1% (9)	4 2% (9)	3 1% (10)	2 3% (8)	4 1% (9)	1 3% (7)	- -	2 1% (9)	4 3% (5)	2 1% (9)	2 1% (9)	3 2% (9)	2 1% (10)	4 1% (9)	1 1% (7)	2 1% (9)	4 2% (9)	3 2% (9)	2 1% (9)	1 1% (6)	6 2% (7) 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

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Table 14-6
QUESTION 14:
In your own words can you please tell me why you are registered as an Independent or Unaffiliated?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
PERSONAL CHOICE/PERSONAL REASONS	3 1% (10)	3 2% (8)	- - (13)	3 1% (9)	- - (12)	-	- - (11)	3 8% (4)	- -	3 2% (8)	- - (11)	3 2% (8)	- - (12)	3 2% (7)	3 1% (10)	- - (9)	3 2% (6)	- - (11)	- - (11)	3 2% (6)	- -	- - (13)	3 2% (8)
I LEAN DEMOCRAT	1 - (11)	1 - (11)	- - (12)	1 - (12)	- 1% (11)	1 - (12)	- 1% (10)	-	1 - (11)	- - (11)	1 1% (10)	-	-	1 1% (11)	1 - (11)	-	1 1% (10)	-	-	1 1% (10)	-	1 - (10)	- -
DISAGREE WITH PRESIDENT OBAMA/PRESIDENT MADE ME CHANGE MY MIND	1 - (12)	-	1 - (10)	-	1 1% (10)	1 - (10)	-	-	1 - (10)	-	-	1 1% (10)	1 - (10)	-	1 - (12)	-	-	1 - (10)	1 1% (10)	-	-	1 - (11)	-
DO NOT WANT TO BE BOTHERED WITH MAIL/E-MAIL/DOOR-STEP VISITS/PHONE CALLS	1 - (13)	-	1 - (11)	1 - (11)	-	1 - (11)	-	-	-	-	-	-	1 - (11)	-	-	-	-	-	-	-	1 1% (10)	1 - (12)	-
OTHER	7 2%	2 1%	4 2%	5 2%	1 1%	6 2% G	- -	- 1%	6 3%	1 1%	5 3%	2 1%	4 2%	4 2%	6 3%	1 1%	3 1%	5 3%	- -	1 1%	6 5% St	6 2%	2 1%
NONE/NOTHING/NOT REGISTERED UNAFFILIATED/AM A REPUBLICAN/DEMOCRAT	61 15%	23 15%	29 14%	45 16%	6 9%	33 13%	14 26% f	7 17%	32 13%	22 18%	21 12%	28 18%	33 17%	25 13%	36 15%	18 15%	31 17%	26 14%	19 15%	29 21% U	13 10%	44 16%	17 13%
DON'T KNOW	7 2%	- -	4 2%	3 1%	3 5%	5 2% h	- 1%	- -	6 3%	- -	3 2%	4 2%	4 2%	2 1%	4 2%	2 2%	1 1%	5 3%	2 1%	2 1%	3 2%	5 2%	3 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

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Table 15-1
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
**D/S (CONSERVATIVE - LIBERAL)	121 30%	27 27%	19 44% bEg	21 52% BEfG	14 20%	26 29%	14 25%	67 35%	54 26%	27 18%	42 40% J	24 34% J	27 37% J	28 30%	25 40% Q	14 39% Q	13 16%	24 29% q	17 39% Q	82 75% UV	-5 -4%	43 26% U	53 22%	66 44% W
CONSERVATIVE																								
AUG 10-11, 2015	167 42%	39 39%	22 52% e	24 59% bEg	23 33%	38 43%	20 36%	91 47% i	76 37%	50 34%	51 48% j	33 46%	34 46%	42 45% q	31 51% Q	17 48% Q	22 27%	34 41%	20 46% q	88 80% UV	24 20%	53 32% U	85 36%	78 52% W
AUG 23-25, 2014	181 45%	34 38%	36 56%	22 58% be	19 33%	39 42%	31 52%	101 53% i	80 38%	55 42%	56 48% j	28 39%	42 53%	38 45%	39 57% qR	24 65% QRs	27 36%	31 36%	23 45%	71 77% UV	28 23%	78 45% U	111 40%	69 61% W
AUG 19-20, 2013	171 43%	42 39%	19 44%	17 51%	29 47%	32 35%	31 51% f	88 46%	83 40%	58 32%	47 45% j	31 60% Jk	34 56% J	36 37%	31 52% nQ	20 62% NQr	36 33%	31 46%	16 50% q	76 76% UV	21 17%	73 43% U	113 39%	57 54% W
AUG 20-21, 2012	170 42%	27 30%	21 37%	22 53% B	28 42%	38 46% B	33 53% B	86 45%	84 40%	52 35%	59 48% j	33 51% J	26 41%	37 38%	37 53% nQs	12 50%	31 34%	37 50% q	16 38%	93 72% UV	21 17%	50 35% U	114 39%	52 54% W
AUG 14-18, 2011	173 43%	38 39%	24 46%	18 47%	28 48%	37 40%	30 46%	89 46%	84 40%	47 30%	56 48% J	38 54% J	32 54% J	27 33%	42 53% NQ	20 66% NQs	36 32%	33 53% NQ	15 45%	78 72% UV	24 20%	62 41% U	111 39%	58 56% W
AUG 15-18, 2010	231 58%	51 55%	38 85% BDEFG	21 59%	33 51%	44 54%	45 54%	117 61%	114 55%	37 57%	77 58%	53 57%	63 59%	31 58%	53 61%	33 63%	32 59%	48 51%	34 58%	119 89% UV	20 22%	88 54% U	119 47%	107 75% W
LIBERAL																								
AUG 10-11, 2015	46 12%	13 12%	3 8%	3 7%	9 13%	12 14%	6 12%	24 13%	22 11%	23 15%	8 8%	9 12%	6 9%	14 15%	6 10%	3 10%	9 11%	10 12%	3 7%	6 6%	28 24% TV	11 7%	32 13%	13 8%
AUG 23-25, 2014	52 13%	14 16%	5 8%	2 5%	4 8%	16 17% d	10 17%	20 11%	32 15%	18 14%	20 17%	6 9%	7 9%	12 14%	3 5%	5 13%	16 22% Os	11 14%	4 7%	- -	37 30% TV	11 7% T	42 15% x	9 8%
AUG 19-20, 2013	50 13%	11 10%	9 21%	4 12%	6 10%	14 15%	6 10%	26 13%	25 12%	33 18% kLM	11 10%	3 5%	4 6%	20 20% OPS	4 6%	2 7%	15 14% s	8 12%	1 4%	5 5%	28 22% TV	18 10% t	41 14%	9 9%
AUG 20-21, 2012	55 14%	15 16%	6 11%	8 21%	9 14%	8 10%	8 12%	23 12%	32 15%	23 16%	13 11%	6 9%	12 19% l	15 16% o	5 7%	3 13%	15 16% o	8 10%	9 21% O	2 2%	29 24% T	24 17% T	45 15% x	8 8%

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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Table 15-1
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	45 11%	16 16% E	7 13%	2 6%	3 6%	8 9%	8 13%	27 14%	18 9%	24 15% L	10 8%	4 6%	7 12%	19 23% OQR	5 6%	3 11%	10 9%	3 6%	4 12%	3 3%	29 25% TV	9 6%	37 13% X	7 6%
AUG 15-18, 2010	43 11%	11 12%	2 4%	3 9%	8 12%	8 10%	11 14% c	19 10%	25 12%	6 9%	12 9%	13 14%	12 11%	3 6%	10 11%	5 11%	5 9%	13 14%	7 12%	3 2%	31 33% TV	8 5%	35 14% X	8 6%
MODERATE																								
AUG 10-11, 2015	178 45%	49 49%	16 37%	14 34%	36 52%	35 40%	28 49%	73 38%	106 51% H	73 49%	44 41%	29 41%	32 43%	38 40%	21 35%	13 37%	47 57% nOp	38 46%	20 47%	16 14%	67 56% T	93 56% T	120 50% X	53 35%
AUG 23-25, 2014	155 39%	38 43% g	22 35%	14 36%	31 56% G	35 37%	14 23%	68 35%	87 42%	55 43%	36 30%	37 51% KM	27 33%	35 40%	26 37% p	7 20%	29 39% p	38 45% P	21 41% P	20 22%	57 46% T	78 44% T	116 42% X	32 29%
AUG 19-20, 2013	157 39%	49 46%	14 32%	11 33%	21 34%	40 44%	21 34%	66 34%	90 43% h	79 43%	41 39%	16 31%	21 34%	35 35%	22 36%	9 29%	52 48% P	25 38%	13 40%	19 19%	68 53% Tv	70 41% T	118 40%	37 35%
AUG 20-21, 2012	150 38%	42 47% DeG	26 46% Dg	9 23%	22 33%	32 39% d	19 30%	74 39%	76 37%	63 43%	44 36%	21 33%	22 34%	41 42%	25 36%	8 32%	37 41%	24 32%	15 35%	29 22%	65 54% TV	56 39% T	119 40% X	28 29%
AUG 14-18, 2011	159 40%	39 40%	19 36%	15 40%	25 43%	42 47% G	19 29%	69 36%	90 43%	75 48% M	43 37% m	26 37%	15 25%	36 43% P	28 35% p	6 19%	57 51% OPrS	22 36% p	10 31%	25 23%	59 50% T	68 45% T	122 43% X	31 30%
AUG 15-18, 2010	113 28%	30 32% C	4 9%	9 25% c	21 33% C	28 34% C	22 26% C	53 27%	60 29%	22 33%	40 30%	23 24%	28 26%	19 36% p	22 26%	11 21%	16 30%	27 28%	17 29%	11 8%	39 41% T	60 37% T	90 35% X	23 16%
DON'T KNOW/REFUSED	8 2%	- -	2 4%	- -	1 2%	3 4%	2 3%	4 2%	4 2%	3 2%	3 3%	- 1%	2 3%	- -	2 4%	2 5%	3 4%	- -	- -	- -	1 1%	7 5% Tu	2 1%	6 4% 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

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Table 15-2
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60%	22%	8%	31%	46%	19%	19%	76%	4%	33%	38%	22%
													O						Tu					w
**D/S (CONSERVATIVE - LIBERAL)	121	51	31	-5	-	21	21	-24	32	114	101	13	71	35	6	30	69	18	10	104	6	103	-6	16
	30%	88%	60%	-9%	-	26%	25%	-29%	19%	77%	47%	8%	29%	40%	19%	24%	37%	24%	14%	34%	35%	77%	-4%	18%
		CDEFG	DEFG		d	DE	DE		H	HI	L			O			Pr			S		WX		W
CONSERVATIVE																								
AUG 10-11, 2015	167	52	36	8	15	31	23	9	39	119	116	43	96	42	14	48	84	30	20	138	8	107	24	26
	42%	90%	69%	16%	22%	38%	27%	10%	24%	80%	54%	26%	40%	48%	45%	39%	45%	40%	26%	46%	47%	80%	16%	29%
		CDEFG	DEFG			De			H	HI	L									S		WX		w
AUG 23-25, 2014	181	40	31	16	12	43	35	23	45	110	109	66	102	48	19	-	-	-	19	152	5	93	43	31
	45%	85%	69%	29%	18%	50%	39%	26%	26%	83%	59%	34%	44%	49%	56%	-	-	-	30%	48%	36%	74%	24%	43%
		DEFG	DEfG			E	E			HI	L									s		WX		W
AUG 19-20, 2013	171	36	40	9	13	43	30	13	49	107	113	50	91	49	23	-	-	-	12	149	9	-	-	-
	43%	88%	68%	14%	18%	48%	37%	15%	28%	86%	55%	28%	39%	60%	41%	-	-	-	19%	49%	32%	-	-	-
		CDEFG	DEFG			DE	DE		H	HI	L			MO						Su				
AUG 20-21, 2012	170	51	43	7	14	24	27	4	41	123	123	33	102	38	13	-	-	-	15	149	5	105	30	20
	42%	75%	70%	15%	19%	31%	40%	6%	24%	90%	56%	21%	47%	44%	20%	-	-	-	23%	46%	43%	74%	19%	30%
		DEFG	DEFG			d	DE		H	HI	L		O	O						S		WX		w
AUG 14-18, 2011	173	43	35	10	14	35	27	8	55	103	109	52	83	42	21	-	-	-	14	149	9	101	33	30
	43%	77%	67%	19%	21%	44%	37%	12%	32%	79%	52%	32%	36%	60%	43%	-	-	-	34%	47%	27%	73%	21%	47%
		DEFG	DEFG			DE	De		H	HI	L			Mo						U		WX		W
AUG 15-18, 2010	231	66	53	4	17	46	42	7	69	152	154	65	114	80	10	-	-	-	6	217	5	-	-	-
	58%	93%	83%	10%	29%	56%	52%	12%	42%	92%	72%	38%	55%	61%	51%	-	-	-	42%	59%	52%	-	-	-
		cDEFG	DEFG		D	DE	DE		H	HI	L													
LIBERAL																								
AUG 10-11, 2015	46	1	5	13	16	9	2	33	7	6	14	30	25	7	8	19	15	12	9	34	2	4	30	10
	12%	2%	9%	26%	23%	11%	2%	39%	5%	4%	7%	18%	10%	8%	26%	15%	8%	16%	12%	11%	12%	3%	20%	12%
				BCfG	BcG	bg		IJ				K			n								V	
AUG 23-25, 2014	52	-	-	13	24	7	4	41	7	3	13	38	40	7	2	-	-	-	9	40	2	-	42	7
	13%	-	-	24%	35%	8%	5%	48%	4%	3%	7%	19%	17%	7%	6%	-	-	-	14%	13%	14%	-	23%	10%
				BC	BCFG	bc		IJ				K	n										Vx	V
AUG 19-20, 2013	50	1	4	14	14	11	6	35	11	4	22	26	36	5	4	-	-	-	18	28	4	-	-	-
	13%	1%	7%	23%	21%	13%	8%	40%	6%	3%	11%	15%	16%	6%	8%	-	-	-	28%	9%	16%	-	-	-
				BCG	BCG	B	b	IJ					N						T					
AUG 20-21, 2012	55	1	1	9	20	13	11	44	8	2	14	40	28	13	10	-	-	-	11	41	2	4	40	8
	14%	2%	2%	21%	25%	17%	16%	61%	5%	1%	6%	25%	13%	15%	16%	-	-	-	18%	13%	16%	3%	25%	12%
				BC	BC	BC	BC	IJ				K											VX	V
AUG 14-18, 2011	45	2	2	17	12	6	3	37	4	2	13	29	31	5	7	-	-	-	6	34	4	5	34	3
	11%	3%	3%	34%	18%	7%	5%	53%	2%	1%	6%	18%	14%	7%	15%	-	-	-	16%	11%	11%	4%	22%	5%
				BCeFG	BCfG			IJ				K	n										VX	

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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Table 15-2
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	43	-	3	16	15	3	5	33	8	3	11	33	28	12	2	-	-	-	2	41	-	-	-	-
	11%	-	5%	42%	26%	3%	7%	57%	5%	2%	5%	19%	13%	9%	11%	-	-	-	13%	11%	-	-	-	-
			b	BCFG	BCFG	b	B	IJ				K								U				
MODERATE																								
AUG 10-11, 2015	178	4	12	28	38	38	55	40	115	22	80	90	117	37	8	52	84	33	43	127	7	22	97	50
	45%	7%	22%	57%	55%	47%	66%	48%	70%	15%	37%	55%	49%	43%	25%	42%	45%	45%	56%	42%	40%	16%	64%	56%
			B	BC	BC	BC	BCf	J	HJ			K	O						t				V	V
AUG 23-25, 2014	155	7	13	26	31	35	43	20	115	19	58	84	84	39	12	-	-	-	33	113	7	31	90	29
	39%	14%	30%	47%	45%	40%	48%	23%	66%	14%	31%	43%	36%	40%	36%	-	-	-	51%	36%	50%	25%	50%	41%
				B	B	B	Bc		HJ			k											V	v
AUG 19-20, 2013	157	4	14	31	37	30	39	32	111	12	63	88	97	26	18	-	-	-	22	122	10	-	-	-
	39%	11%	25%	52%	54%	34%	48%	37%	63%	10%	31%	50%	41%	32%	32%	-	-	-	35%	40%	37%	-	-	-
			b	BCf	BCF	B	BCf	J	HJ			K	n											
AUG 20-21, 2012	150	16	13	26	39	32	24	23	117	9	65	80	85	30	29	-	-	-	35	109	3	26	86	34
	38%	23%	21%	61%	50%	42%	36%	32%	69%	7%	30%	50%	39%	35%	45%	-	-	-	55%	34%	31%	18%	54%	51%
				BCfG	BC	BC	c	J	HJ			K							T				V	V
AUG 14-18, 2011	159	9	15	24	35	35	33	22	109	20	72	77	104	18	20	-	-	-	17	118	19	32	81	23
	40%	16%	30%	47%	52%	44%	46%	31%	63%	16%	35%	47%	45%	26%	41%	-	-	-	43%	37%	59%	23%	52%	37%
				B	BC	B	Bc	J	HJ			K	N								T		VX	v
AUG 15-18, 2010	113	5	6	18	21	29	30	16	85	9	40	67	60	35	6	-	-	-	6	102	4	-	-	-
	28%	7%	10%	47%	37%	36%	38%	28%	52%	6%	19%	40%	29%	26%	33%	-	-	-	39%	28%	40%	-	-	-
				BC	BC	BC	BC	J	HJ			K												
DON'T KNOW/REFUSED	8	-	-	1	-	4	4	2	2	1	6	2	4	2	1	5	3	-	4	4	-	1	1	3
	2%	-	-	2%	-	4%	5%	2%	2%	1%	3%	1%	2%	2%	3%	4%	2%	-	5%	1%	-	-	1%	3%
																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/X

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Table 15-3
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (CONSERVATIVE - LIBERAL)	121	40	34	19	2	11	8	7	68	108	99	15	44	57	-46	-	167	-7	29	97	-3	39	7	15
	30%	32% E	31% E	30% E	5%	38% E	37% E	48% E	32% L	30% l	32% L	18%	35% L	31% L	-100%	- O	100% OP	-5%	24% R	68% RS	-2%	39% U	22% U	59% UW
CONSERVATIVE																								
AUG 10-11, 2015	167	54	48	26	9	13	10	8	91	149	128	32	57	74	-	-	167	29	36	100	24	44	10	17
	42%	43% e	43% e	40%	24%	48%	47%	53%	43%	41%	42%	38%	45%	41%	-	-	100% OP	22%	30%	71% RS	17%	44% U	30%	65% UW
AUG 23-25, 2014	181	54	50	18	22	16	14	8	117	156	-	-	45	112	-	-	181	43	28	107	40	45	10	25
	45%	45%	44%	29%	59%	54%	62% D	50%	47% L	43% L	-	-	35% L	48% L	-	-	100% OP	28%	34%	67% RS	31%	49% u	39%	63% U
AUG 19-20, 2013	171	45	44	32	16	17	10	6	-	-	-	48	34	84	-	-	171	42	41	82	42	59	4	11
	43%	37%	40%	49%	43%	60% bc	45%	46%	-	-	-	37%	37%	50% Lm	-	-	100% OP	27%	38%	71% RS	33% W	47% UW	14%	72% UVW
AUG 20-21, 2012	170	43	56	27	16	13	6	8	-	-	-	-	-	-	-	-	170	17	39	109	24	69	5	9
	42%	35%	50% Bg	42%	44%	46%	28%	57%	-	-	-	-	-	-	-	-	100% OP	13%	35% R	78% RS	31%	38%	27%	59% Uvw
AUG 14-18, 2011	173	55	50	29	13	13	9	4	-	-	-	-	-	-	-	-	173	37	36	93	16	82	7	3
	43%	45%	43%	44%	37%	50%	39%	29%	-	-	-	-	-	-	-	-	100% OP	27%	39% r	67% RS	26%	46% U	33%	36%
AUG 15-18, 2010	231	68	61	31	29	17	18	8	-	-	-	-	-	-	-	-	231	33	44	145	20	86	15	22
	58%	58%	55%	50%	54%	73% cD	86% BCDEh	52%	-	-	-	-	-	-	-	-	100% OP	27%	47% R	86% RS	34%	52% U	57% u	82% UVW
LIBERAL																								
AUG 10-11, 2015	46	13	13	6	7	3	2	1	23	41	29	17	12	17	46	-	-	36	7	3	28	5	3	1
	12%	11%	12%	10%	19%	10%	10%	5%	11%	11%	10%	20% kn	10%	9%	100% PQ	-	-	27% ST	6%	2%	19% VwX	5%	8%	5%
AUG 23-25, 2014	52	14	16	11	4	5	2	-	32	51	-	2	18	31	52	-	-	46	1	5	33	5	4	3
	13%	11% H	14% H	17% H	11%	18% h	9%	-	13%	14%	-	100% IJMN	14%	13%	100% PQ	-	-	31% ST	2%	3%	26% Vx	6%	15%	9%
AUG 19-20, 2013	50	14	15	6	5	4	5	1	-	-	-	28	6	15	50	-	-	31	7	8	25	10	5	1
	13%	12%	13%	10%	14%	14%	23%	7%	-	-	-	22% MN	6%	9%	100% PQ	-	-	20% ST	6%	7%	19% V	8%	15%	9%
AUG 20-21, 2012	55	16	11	9	5	10	2	1	-	-	-	-	-	-	55	-	-	41	5	9	13	26	3	1
	14%	13%	10%	15%	13%	36% BCDeGH	8%	8%	-	-	-	-	-	-	100% PQ	-	-	31% ST	5%	6%	17%	14%	15%	7%
AUG 14-18, 2011	45	20	8	5	7	2	3	-	-	-	-	-	-	-	45	-	-	37	4	2	15	15	4	1
	11%	16% CdH	7% H	8% H	19% H	9%	13% h	-	-	-	-	-	-	-	100% PQ	-	-	26% ST	4%	1%	23% V	9%	20%	8%

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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Table 15-3
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	43	13	11	8	8	2	-	2	-	-	-	-	-	-	43	-	-	34	7	2	11	22	4	-
	11%	11%	10%	13%	15%	8%	-	16%	-	-	-	-	-	-	100%	-	-	28%	7%	1%	18%	13%	16%	-
		G	G	G	G										PQ			ST	T		X	X	X	
MODERATE																								
AUG 10-11, 2015	178	56	45	30	20	12	9	6	94	169	146	35	54	89	-	178	-	64	75	36	87	49	18	8
	45%	45%	41%	47%	55%	41%	40%	42%	44%	46%	48%	41%	42%	49%	-	100%	-	49%	63%	25%	61%	49%	57%	30%
																OQ		T	rT		X		x	
AUG 23-25, 2014	155	50	43	32	7	8	6	7	97	143	-	-	56	89	-	155	-	60	49	46	50	42	12	9
	39%	42%	38%	51%	20%	28%	28%	49%	39%	39%	-	-	44%	38%	-	100%	-	40%	58%	29%	39%	45%	45%	23%
				e					L	L			L	L		OQ			rT			x		
AUG 19-20, 2013	157	56	46	21	14	6	7	7	-	-	-	43	44	64	-	157	-	77	58	21	56	47	19	2
	39%	45%	41%	33%	38%	22%	32%	47%	-	-	-	34%	48%	38%	-	100%	-	49%	53%	18%	43%	37%	60%	14%
		F	f										1			OQ		T	T		X	X	vX	
AUG 20-21, 2012	150	52	40	23	14	4	14	3	-	-	-	-	-	-	-	150	-	69	62	19	40	72	9	4
	38%	43%	36%	35%	37%	16%	65%	23%	-	-	-	-	-	-	-	100%	-	53%	55%	14%	51%	40%	47%	28%
		F	F	F	f		bCDeF H									OQ		T	T		x			
AUG 14-18, 2011	159	41	48	30	13	10	10	8	-	-	-	-	-	-	-	159	-	64	51	37	30	74	9	3
	40%	33%	42%	46%	36%	37%	44%	58%	-	-	-	-	-	-	-	100%	-	45%	55%	26%	48%	41%	43%	36%
																OQ		T	T					
AUG 15-18, 2010	113	35	36	21	13	4	2	2	-	-	-	-	-	-	-	113	-	50	42	19	25	53	7	4
	28%	30%	32%	34%	24%	18%	9%	16%	-	-	-	-	-	-	-	100%	-	41%	44%	11%	43%	32%	27%	15%
		G	G	G	g											OQ		T	T		X	X		
DON'T KNOW/REFUSED	8	1	4	1	1	-	1	-	4	7	3	2	5	1	-	-	-	1	-	3	3	2	1	-
	2%	1%	4%	2%	2%	-	4%	-	2%	2%	1%	2%	4%	1%	-	-	-	1%	-	2%	2%	2%	5%	-
			fh																					

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Table 15-4
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (CONSERVATIVE - LIBERAL)	121	-13	20	48	10	43	22	13	5	27	48	37	84	67	34	84	-13	30	-1	25	35	21	16
	30%	-31%	20% B	73% BCEF	22% B	28% B	29%	30%	45%	31%	28%	31%	30%	58% O	17%	75% QR	-11%	28% Q	-1%	28% S	58% ST	42% S	50% St
CONSERVATIVE																							
AUG 10-11, 2015	167	4	22	51	13	59	28	16	6	35	72	49	119	76	63	87	17	38	20	35	39	25	18
	42%	9%	22% b	78% BCEF	31% B	39% BC	38%	38%	54%	41%	42%	41%	42%	65% O	32%	78% QR	14%	35% Q	19%	40% S	65% ST	51% S	57% S
AUG 23-25, 2014	181	7	19	53	16	61	33	20	10	39	72	46	135	52	102	87	37	35	-	-	-	-	-
	45%	14%	21%	81% BCEF	42% b	39% BC	31%	50%	52%	50% g	51% G	46%	45%	70% O	37%	78% QR	28%	35%	-	-	-	-	-
AUG 19-20, 2013	171	7	22	53	7	71	28	16	8	36	76	39	131	77	64	93	25	21	16	61	19	23	29
	43%	15%	25%	82% BCEF	25%	42% BC	32%	55% Gi	29%	47% g	46% G	39%	44%	63% O	29%	80% QR	16%	34% Q	18%	42% S	60% S	54% S	69% ST
AUG 20-21, 2012	170	3	18	63	8	73	35	20	10	37	4	-	-	41	111	105	24	26	-	-	-	-	-
	42%	6%	22% B	92% BCEF	27% b	43% BC	34%	50% g	51%	45%	51%	-	-	33%	50% N	72% QR	18%	28%	-	-	-	-	-
AUG 14-18, 2011	173	5	25	50	5	75	26	14	12	36	6	-	-	43	104	87	26	38	12	88	9	18	31
	43%	15%	26%	76% BCEF	26%	45% BC	32%	33%	60% Gh	40%	89% GHiJ	-	-	42%	43%	69% QR	23%	38% Q	20%	43% S	53% S	55% S	58% St
AUG 15-18, 2010	231	5	26	80	4	108	48	28	5	45	7	-	-	43	161	136	20	43	25	74	23	37	52
	58%	14%	35% B	88% BCF	57% B	55% BC	47%	51%	45%	48%	100% GHIJ	-	-	37%	75% N	88% QR	18%	58% Q	32%	51% S	59% S	97% STUW	75% STu
LIBERAL																							
AUG 10-11, 2015	46	17	2	3	4	15	6	4	1	8	25	12	35	9	30	3	29	8	21	10	4	5	2
	12%	39% CDEF	2%	5%	9%	10% C	9%	8%	9%	10%	14%	10%	12%	8%	15% n	3%	25% PR	7%	20% Uw	12%	7%	9%	7%
AUG 23-25, 2014	52	27	1	3	6	23	21	4	2	7	14	14	38	4	40	-	40	6	-	-	-	-	-
	13%	54% CDEF	2%	4%	17%	14% CD	20%	9%	10%	9%	10%	14%	13%	5%	15% N	-	30% PR	6%	-	-	-	-	-
AUG 19-20, 2013	50	17	4	3	8	17	18	2	5	5	21	16	34	9	38	9	30	5	22	12	4	7	4
	13%	36% CDF	4%	4%	31% CDf	10% d	20% hJ	8%	18%	6%	12%	16%	11%	8%	17% N	8%	19% Pr	9%	23% TW	8%	12%	16%	9%
AUG 20-21, 2012	55	27	4	1	4	27	14	4	2	9	-	-	-	20	29	6	38	9	-	-	-	-	-
	14%	63% CDEF	4%	1%	12%	16% CD	14% K	11% K	11%	10% K	-	-	-	16%	13%	4%	29% PR	9%	-	-	-	-	-
AUG 14-18, 2011	45	16	2	-	-	17	14	4	1	13	-	-	-	16	21	4	27	7	14	17	2	8	1
	11%	51% CDEF	2%	-	-	10% CDE	16% iK	8% k	5%	15% K	-	-	-	15%	9%	3%	23% PR	8%	23% TW	8% W	10%	24% tW	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

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Table 15-4
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	43	18	4	3	1	23	13	9	2	14	-	-	-	25	7	1	35	2	16	17	7	-	1
	11%	54% CDEF	5%	3%	12%	12% cD	13% K	15% K	18%	15% K	-	-	-	21% O	3%	1%	33% PR	3%	21% VW	12% VW	17% VW	-	1%
MODERATE																							
AUG 10-11, 2015	178	21	73	11	26	75	40	22	4	41	69	56	122	30	101	22	72	56	62	43	16	18	10
	45%	49% D	75% BDF	17%	59% D	49% D	53%	51%	37%	48%	40%	47%	44%	26%	52% N	19%	61% P	51% P	60% UVW	48% U	26%	37%	32%
AUG 23-25, 2014	155	14	63	9	13	67	44	17	6	31	53	40	115	18	120	23	53	56	-	-	-	-	-
	39%	28%	70% BDEF	14%	34%	43% D	42%	41%	32%	39%	37%	40%	38%	25%	44% N	21%	41% P	57% P	-	-	-	-	-
AUG 19-20, 2013	157	21	62	8	5	78	39	11	9	33	59	37	120	29	112	15	85	31	49	60	9	12	8
	39%	46% DE	69% BDEF	12%	20%	46% DE	45%	37%	32%	44%	36%	37%	40%	24%	50% N	12%	54% P	51% P	53% UVW	41% W	28%	29%	20%
AUG 20-21, 2012	150	13	60	3	19	55	50	15	6	32	2	-	-	59	68	28	64	50	-	-	-	-	-
	38%	31% D	72% BDF	4%	61% BDF	32% D	49% i	37%	30%	38%	26%	-	-	48% O	30%	19%	49% P	53% P	-	-	-	-	-
AUG 14-18, 2011	159	11	65	11	12	63	39	22	6	37	-	-	-	41	98	30	59	44	31	90	4	7	19
	40%	34%	68% BDF	17%	60% D	38% D	48% K	51% K	30% K	41% K	-	-	-	40%	40%	24%	50% P	45% P	50% UV	44% uV	22%	21%	35%
AUG 15-18, 2010	113	8	43	7	2	57	39	16	4	30	-	-	-	45	41	15	51	26	31	47	9	1	16
	28%	25% D	57% BDF	8%	32%	29% D	38% K	28% K	37% K	33% K	-	-	-	39% O	19%	10%	47% P	35% P	41% UVW	33% V	22% V	3%	23% V
DON'T KNOW/REFUSED	8	1	-	-	1	3	-	1	-	1	5	3	5	2	2	1	1	7	1	-	1	1	1
	2%	3%	-	-	2%	2%	1%	3%	-	2%	3% i	3%	2%	1%	1%	-	1%	6% pq	1%	-	2%	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

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Table 15-5
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (CONSERVATIVE - LIBERAL)	121	3	110	81	12	54	3	7	32	-3	89	73	16	12	92	1	118	91	16	4	77	29	104	12
	30%	2%	62% B	57% E	7%	54% G	3%	7%	58% H	-2%	56% J	59% M	9%	6%	68% N	1%	62% P	43% ST	21% T	6%	32%	27%	52% X	7%
CONSERVATIVE																								
AUG 10-11, 2015	167	34	122	89	44	58	27	29	36	26	99	81	45	52	95	36	130	108	27	18	103	43	119	41
	42%	18%	69% B	63% E	26%	59% G	24%	27%	66% H	19%	63% J	65% M	25%	27%	70% N	18%	68% P	52% ST	34%	24%	42%	41%	59% X	24%
AUG 23-25, 2014	181	47	125	83	45	-	-	-	-	-	-	-	-	-	-	53	117	118	13	13	-	-	139	27
	45%	24%	67% B	58% E	27%	-	-	-	-	-	-	-	-	-	-	28%	64% P	63% ST	18%	16%	-	-	60% X	20%
AUG 19-20, 2013	171	32	129	97	34	-	-	-	-	31	99	93	45	-	-	37	129	126	16	19	-	-	122	34
	43%	18%	70% B	63% E	22%	-	-	-	-	21%	67% J	77% M	24%	-	-	18%	73% P	63% ST	24%	19%	-	-	54% X	24%
AUG 20-21, 2012	170	33	129	103	21	-	-	-	-	-	-	-	-	-	-	33	134	118	19	24	-	-	133	22
	42%	17%	71% B	57% E	22%	-	-	-	-	-	-	-	-	-	-	16%	72% P	60% ST	30%	24%	-	-	53% X	21%
AUG 14-18, 2011	173	43	122	-	-	-	-	-	-	-	-	-	-	-	-	40	124	113	22	22	-	-	132	29
	43%	23%	64% B	-	-	-	-	-	-	-	-	-	-	-	-	23%	60% P	66% ST	31%	20%	-	-	55% X	23%
AUG 15-18, 2010	231	45	165	-	-	109	46	-	-	-	-	-	-	-	-	45	175	168	42	-	-	-	159	52
	58%	27%	84% B	-	-	74% G	37%	-	-	-	-	-	-	-	-	26%	83% P	76% S	37%	-	-	-	77% X	34%
LIBERAL																								
AUG 10-11, 2015	46	31	12	8	32	4	24	21	4	29	11	8	29	41	3	35	11	17	10	14	26	14	15	29
	12%	17% C	7%	6%	19% D	4%	22% F	20% I	8%	21% K	7%	6%	16% L	21% O	2%	18% Q	6%	8%	13%	19% r	11%	14%	7%	17% W
AUG 23-25, 2014	52	48	2	6	33	-	-	-	-	-	-	-	-	-	-	48	3	13	15	21	-	-	25	23
	13%	25% C	1%	4%	20% D	-	-	-	-	-	-	-	-	-	-	25% Q	2%	7%	20% r	27% R	-	-	11%	17%
AUG 19-20, 2013	50	37	9	13	27	-	-	-	-	32	11	4	41	-	-	37	12	19	8	23	-	-	20	27
	13%	21% C	5%	8%	17% D	-	-	-	-	22% K	8%	3%	22% L	-	-	18% Q	7%	9%	12%	24% Rs	-	-	9%	19% W
AUG 20-21, 2012	55	49	6	16	23	-	-	-	-	-	-	-	-	-	-	49	4	12	10	27	-	-	17	24
	14%	25% C	3%	9%	23% D	-	-	-	-	-	-	-	-	-	-	25% Q	2%	6%	16% r	27% R	-	-	7%	24% 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

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Table 15-5
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	45	42	3	-	-	-	-	-	-	-	-	-	-	-	-	34	9	9	8	20	-	-	19	25
	11%	23% C	2%	-	-	-	-	-	-	-	-	-	-	-	-	20% Q	4%	5%	11%	19% R	-	-	8%	20% W
AUG 15-18, 2010	43	39	3	-	-	4	26	-	-	-	-	-	-	-	-	39	4	6	23	-	-	-	7	32
	11%	23% C	1%	-	-	3%	21% F	-	-	-	-	-	-	-	-	23% Q	2%	3%	21% R	-	-	-	4%	21% W
MODERATE																								
AUG 10-11, 2015	178	120	39	45	92	35	60	54	13	79	46	36	104	104	35	126	47	81	41	39	110	47	63	98
	45%	65% C	22%	31%	54% D	35%	54% F	52% I	24%	59% K	29%	29%	58% L	53% O	26%	64% Q	24%	39%	52% r	53% r	46%	44%	31%	58% W
AUG 23-25, 2014	155	93	56	51	80	-	-	-	-	-	-	-	-	-	-	86	59	52	43	42	-	-	63	79
	39%	48% C	30%	36%	48%	-	-	-	-	-	-	-	-	-	-	44%	33%	28%	57% R	53% R	-	-	27%	59% W
AUG 19-20, 2013	157	90	44	39	87	-	-	-	-	77	35	20	92	-	-	112	37	44	41	51	-	-	73	73
	39%	51% C	24%	25%	56% D	-	-	-	-	52% K	24%	17%	49% L	-	-	55% Q	21%	22%	63% R	52% R	-	-	32%	51% W
AUG 20-21, 2012	150	105	32	54	46	-	-	-	-	-	-	-	-	-	-	108	37	55	31	43	-	-	89	50
	38%	54% C	18%	30%	47% D	-	-	-	-	-	-	-	-	-	-	54% Q	20%	28%	51% R	43% R	-	-	35%	49% W
AUG 14-18, 2011	159	92	52	-	-	-	-	-	-	-	-	-	-	-	-	95	57	42	35	60	-	-	76	68
	40%	50% C	28%	-	-	-	-	-	-	-	-	-	-	-	-	54% Q	28%	24%	51% R	56% R	-	-	31%	53% W
AUG 15-18, 2010	113	78	24	-	-	33	50	-	-	-	-	-	-	-	-	85	24	42	45	-	-	-	35	63
	28%	46% C	12%	-	-	22%	40% F	-	-	-	-	-	-	-	-	48% Q	12%	19%	40% R	-	-	-	17%	42% W
DON'T KNOW/REFUSED	8	1	4	1	3	2	1	-	1	1	1	1	2	-	2	1	4	3	-	3	4	2	4	2
	2%	1%	2%	-	2%	2%	1%	-	2%	1%	1%	-	1%	-	1%	1%	2%	2%	-	4%	1%	2%	2%	1%

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

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Table 15-6
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (CONSERVATIVE - LIBERAL)	121	29	88	64	39	75	19	10	89	20	64	40	110	6	101	8	-	109	85	-9	45	88	33
	30%	19%	43% B	22%	56% D	29%	38%	27%	37% J	16%	35%	26%	57% N	3%	41% P	7%	-	59% Q	66% TU	-7%	34% T	33%	25%
CONSERVATIVE																							
AUG 10-11, 2015	167	52	103	100	44	100	27	16	116	37	88	56	119	42	120	31	29	125	87	26	54	120	47
	42%	33%	51% B	35%	64% D	39%	54%	42%	48% J	30%	49% l	36%	62% N	22%	49% P	26%	16%	68% Q	68% TU	19%	41% T	45%	35%
AUG 23-25, 2014	181	-	-	-	-	-	-	-	110	50	112	40	116	56	138	30	53	125	-	-	-	-	-
	45%	-	-	-	-	-	-	-	48%	41%	53% L	32%	59% N	31%	56% P	25%	28%	66% Q	-	-	-	-	-
AUG 19-20, 2013	171	-	-	-	-	-	-	-	105	55	-	-	-	-	129	34	31	132	-	-	-	-	-
	43%	-	-	-	-	-	-	-	45%	40%	-	-	-	-	53% P	26%	18%	69% Q	-	-	-	-	-
AUG 20-21, 2012	170	-	-	-	-	-	-	-	127	34	-	-	123	36	129	23	31	131	122	16	13	-	-
	42%	-	-	-	-	-	-	-	47% J	33%	-	-	64% N	18%	52% P	20%	18%	68% Q	69% TU	15%	21%	-	-
AUG 14-18, 2011	173	-	-	-	-	-	-	-	113	41	-	-	-	-	130	30	35	122	-	-	-	-	-
	43%	-	-	-	-	-	-	-	46%	37%	-	-	-	-	53% P	24%	21%	65% Q	-	-	-	-	-
AUG 15-18, 2010	231	-	-	-	-	-	-	-	-	-	-	-	-	-	171	42	43	170	-	-	-	-	-
	58%	-	-	-	-	-	-	-	-	-	-	-	-	-	67% P	39%	27%	83% Q	-	-	-	-	-
LIBERAL																							
AUG 10-11, 2015	46	23	15	35	6	25	8	6	27	17	24	16	9	36	19	23	30	17	2	35	9	32	14
	12%	14% c	8%	12%	8%	10%	16%	15%	11%	14%	13%	10%	5%	19% M	8%	20% O	16% r	9%	2%	26% SU	7%	12%	11%
AUG 23-25, 2014	52	-	-	-	-	-	-	-	27	18	24	16	11	41	13	35	45	6	-	-	-	-	-
	13%	-	-	-	-	-	-	-	12%	14%	11%	13%	5%	23% M	5%	29% O	23% R	3%	-	-	-	-	-
AUG 19-20, 2013	50	-	-	-	-	-	-	-	34	16	-	-	-	-	23	21	35	14	-	-	-	-	-
	13%	-	-	-	-	-	-	-	15%	11%	-	-	-	-	9%	16%	20% R	7%	-	-	-	-	-
AUG 20-21, 2012	55	-	-	-	-	-	-	-	29	24	-	-	9	43	16	34	44	7	5	28	10	-	-
	14%	-	-	-	-	-	-	-	11%	23% I	-	-	5%	22% M	6%	30% O	25% R	4%	3%	26% S	16% S	-	-

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

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Table 15-6
QUESTION 15:
On fiscal issues, like taxes and government spending, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	45	-	-	-	-	-	-	-	16	21	-	-	-	-	18	24	34	3	-	-	-	-	-
	11%	-	-	-	-	-	-	-	7%	19% I	-	-	-	-	7%	19% O	20% R	1%	-	-	-	-	-
AUG 15-18, 2010	43	-	-	-	-	-	-	-	-	-	-	-	-	-	14	24	37	3	-	-	-	-	-
	11%	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	23% O	24% R	1%	-	-	-	-	-
MODERATE																							
AUG 10-11, 2015	178	78	83	147	17	125	15	15	95	68	67	77	60	112	104	63	126	41	39	74	61	109	70
	45%	49%	41%	51% E	25%	49% G	29%	41%	40%	55% I	37%	50% K	31%	58% M	42%	54% o	67% R	22%	31%	54% S	47% S	41%	52% v
AUG 23-25, 2014	155	-	-	-	-	-	-	-	85	54	68	62	67	80	84	55	89	54	-	-	-	-	-
	39%	-	-	-	-	-	-	-	37%	43%	33%	50% K	34%	43%	34%	46%	47% R	29%	-	-	-	-	-
AUG 19-20, 2013	157	-	-	-	-	-	-	-	85	57	-	-	-	-	84	64	96	43	-	-	-	-	-
	39%	-	-	-	-	-	-	-	37%	41%	-	-	-	-	35%	48% O	55% R	23%	-	-	-	-	-
AUG 20-21, 2012	150	-	-	-	-	-	-	-	96	43	-	-	49	100	85	53	97	40	41	56	39	-	-
	38%	-	-	-	-	-	-	-	36%	41%	-	-	25%	52% M	34%	47% O	54% R	21%	23%	52% S	61% S	-	-
AUG 14-18, 2011	159	-	-	-	-	-	-	-	100	43	-	-	-	-	82	64	94	52	-	-	-	-	-
	40%	-	-	-	-	-	-	-	41%	38%	-	-	-	-	33%	52% O	55% R	27%	-	-	-	-	-
AUG 15-18, 2010	113	-	-	-	-	-	-	-	-	-	-	-	-	-	66	36	74	24	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	26%	34%	47% R	12%	-	-	-	-	-
DON'T KNOW/REFUSED	8	5	1	4	1	4	1	1	3	2	2	5	5	3	4	-	3	2	-	1	7	6	3
	2%	3%	1%	1%	2%	1%	1%	3%	1%	2%	1%	3%	3%	2%	2% p	-	2%	1%	-	1%	6% ST	2%	2%

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

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Table 16-1
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
																								W
**D/S (CONSERVATIVE - LIBERAL)	12	-23	3	20	9	1	2	-2	14	-39	11	18	22	-24	10	13	-7	9	12	67	-51	-5	-42	58
	3%	-23%	7%	48%	13%	2%	4%	-1%	7%	-26%	10%	26%	30%	-26%	16%	35%	-8%	11%	28%	61%	-43%	-3%	-18%	38%
			B	BCEFG	BF	B	B		H		J	JK	JK		NQ	NOQR	n	NQ	NQR	UV		U		W
CONSERVATIVE																								
AUG 10-11, 2015	142	22	18	25	28	29	20	67	75	33	37	36	36	24	24	18	21	34	21	74	20	46	58	82
	36%	21%	41%	60%	42%	33%	35%	35%	36%	22%	35%	51%	49%	25%	40%	51%	25%	41%	48%	68%	17%	28%	24%	55%
			B	BFg	B						j	JK	Jk			NQ		nq	NQ	UV		u		W
AUG 23-25, 2014	158	26	32	25	19	34	22	78	80	44	43	28	43	27	27	25	24	33	22	70	18	71	84	71
	40%	29%	51%	67%	34%	36%	36%	41%	38%	34%	37%	40%	53%	31%	39%	67%	33%	40%	44%	76%	14%	41%	30%	63%
			b	BEFG									jk			NOQRS				UV		U		W
AUG 19-20, 2013	115	15	17	8	25	22	28	55	60	41	23	19	31	20	19	16	24	20	16	54	12	49	72	41
	29%	14%	38%	24%	39%	25%	45%	29%	29%	23%	22%	37%	51%	20%	32%	48%	22%	30%	52%	54%	9%	29%	25%	39%
			B		Bf	b	BdF					jk	JK1			NoQR			NOQR	UV		U		W
AUG 20-21, 2012	140	22	17	16	30	32	23	63	76	44	48	26	21	30	27	6	27	32	17	78	23	36	93	45
	35%	25%	30%	38%	44%	39%	37%	33%	37%	30%	39%	39%	33%	31%	38%	27%	30%	43%	38%	60%	19%	25%	31%	47%
					B	B														UV				W
AUG 14-18, 2011	140	26	19	19	24	26	27	62	79	51	39	29	21	22	29	10	38	28	12	63	19	50	85	50
	35%	27%	37%	50%	41%	29%	41%	32%	38%	33%	34%	41%	36%	27%	36%	35%	33%	46%	37%	58%	16%	33%	30%	49%
				BF	b		b											N		UV		U		W
AUG 15-18, 2010	169	30	30	16	24	31	39	78	91	26	45	40	57	16	33	29	22	37	31	94	10	62	81	85
	42%	32%	66%	45%	38%	37%	47%	41%	44%	40%	34%	42%	53%	30%	38%	56%	41%	39%	53%	70%	11%	38%	32%	60%
			BdEFG				B						jK			NOr			No	UV		U		W
LIBERAL																								
AUG 10-11, 2015	130	45	15	5	20	28	18	69	61	71	27	18	14	48	14	6	27	25	9	7	71	50	100	25
	32%	44%	34%	12%	29%	31%	31%	36%	29%	48%	25%	26%	19%	51%	24%	16%	33%	30%	20%	7%	59%	30%	42%	16%
		De	D		d	D	d			KLM				OPqRS			p	p			TV	T	X	
AUG 23-25, 2014	151	39	21	2	26	34	29	77	74	72	42	19	18	51	19	7	36	27	11	5	84	58	131	19
	38%	45%	33%	5%	46%	36%	49%	40%	35%	55%	36%	26%	22%	59%	28%	19%	49%	32%	22%	6%	67%	33%	47%	17%
		D	D		D	D	D			kLM	m			OPRS			oPS				TV	T	X	
AUG 19-20, 2013	158	49	12	7	26	38	26	70	87	79	45	17	17	43	19	8	52	26	10	10	73	74	117	41
	39%	45%	28%	21%	41%	42%	42%	37%	42%	44%	43%	32%	27%	43%	32%	25%	48%	38%	31%	10%	57%	43%	40%	39%
		CD			d	D	d			M	M			P			oPs				TV	T		
AUG 20-21, 2012	129	39	16	11	16	28	19	57	72	51	37	16	25	33	15	9	33	22	17	8	67	54	102	21
	32%	43%	28%	27%	24%	33%	31%	30%	35%	35%	30%	24%	39%	34%	21%	36%	36%	30%	39%	6%	56%	38%	35%	22%
		cE											l	o			o		O		TV	T	X	

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

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Table 16-1
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	141 35%	43 44% DG	19 36% g	9 24%	18 31%	39 43% dG	13 20%	70 37%	70 34%	63 41% M	41 36% M	24 34% m	12 21%	41 49% oPrs	26 33% P	4 13%	40 35% P	20 33% P	10 29% p	16 15%	69 58% TV	50 33% T	111 39% X	27 26%
AUG 15-18, 2010	122 30%	34 37% C	4 8%	8 22%	19 30% C	30 36% C	28 34% C	56 29%	66 32%	18 28%	50 38% M	30 32% m	23 21%	18 33% P	32 37% P	6 12%	19 35% P	31 32% P	16 27% P	13 9%	62 66% TV	43 26% T	96 38% X	25 18%
MODERATE --------																								
AUG 10-11, 2015	118 29%	34 34%	9 21%	12 28%	18 27%	27 30%	18 32%	50 26%	68 33%	42 28%	37 34% l	15 21%	24 33%	22 23%	17 28%	11 31%	30 37%	24 29%	14 31%	28 25%	28 24%	60 36% tu	75 31%	38 26%
AUG 23-25, 2014	84 21%	21 23%	11 17%	11 29%	10 17%	25 27%	7 12%	34 18%	50 24%	12 9%	31 27% J	23 32% J	17 21% j	8 10%	22 32% NPq	4 11%	11 15%	22 27% nP	16 31% NP	17 18%	23 18%	41 23%	59 21%	20 18%
AUG 19-20, 2013	109 27%	41 38% EG	12 28% G	12 36% G	12 20% g	27 29% G	5 8%	59 31%	50 24%	52 29%	35 33% lM	11 20%	12 19%	32 32% S	20 34% S	7 21%	28 25%	18 26%	5 15%	33 33%	34 27%	41 24%	90 31% X	19 18%
AUG 20-21, 2012	112 28%	23 26%	20 36%	14 35%	18 26%	21 25%	16 26%	62 32%	51 24%	45 31%	32 26%	21 33%	14 22%	32 33%	24 34% s	6 23%	24 27%	17 23%	9 20%	38 30%	29 24%	43 30%	85 29%	25 27%
AUG 14-18, 2011	94 23%	25 25%	10 20%	8 20%	16 27%	20 22%	15 23%	49 25%	45 22%	31 20%	29 25%	13 19%	20 33% jL	19 22%	17 22%	13 43% NOqRs	27 24%	10 17%	8 23%	23 21%	25 21%	41 27%	75 26% X	18 17%
AUG 15-18, 2010	94 24%	27 29% cg	7 15%	10 27%	19 30% cg	18 23%	14 17%	52 27%	43 21%	18 28%	34 26%	22 23%	21 19%	20 37% oQS	19 22%	13 25%	9 17%	25 26% s	9 15%	25 19%	20 21%	48 29% T	69 27% X	24 17%
DON'T KNOW/REFUSED	10 3%	- -	2 3%	- -	2 3%	5 6% bd	1 2%	6 3%	4 2%	3 2%	6 5% M	1 2%	- -	- -	5 9% NRS	1 3%	4 5%	- -	- -	1 1%	- -	9 6% tU	5 2%	5 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

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Table 16-2
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60% O	88 22%	30 8%	123 31%	186 46%	75 19%	76 19% Tu	303 76%	16 4%	133 33%	153 38%	90 22% w
**D/S (CONSERVATIVE - LIBERAL)	12 3%	35 60% DEFG	33 62% DEFG	-28 -55%	-23 -33%	-9 -11% DE	4 5% DEF	-62 -73%	-19 -12% H	95 64% HI	103 48% L	-91 -55%	-21 -9%	34 39% MO	-3 -11%	1 1% R	19 10% PR	-8 -10%	5 7% u	10 3%	-2 -10%	70 52% WX	-65 -42%	-3 -4% W
CONSERVATIVE																								
AUG 10-11, 2015	142 36%	40 69% DEFG	35 66% DEFG	6 13%	14 20%	20 25%	26 31% D	6 7%	33 20% H	103 70% HI	119 55% L	17 10%	70 29%	48 54% MO	9 30%	40 32%	77 41% r	20 27%	22 29%	116 38%	4 23%	82 61% WX	25 17%	21 24%
AUG 23-25, 2014	158 40%	36 74% DEFG	34 77% DEFG	12 22%	6 8%	31 36% E	40 45% dE	4 5%	41 23% H	111 83% HI	125 67% L	21 11%	71 30%	48 49% M	22 64% M	-	-	-	29 46%	115 37%	8 61%	90 72% WX	33 18%	26 37% W
AUG 19-20, 2013	115 29%	24 58% DEFG	30 52% DEFG	2 4%	10 14% d	29 32% DE	20 25% D	2 2%	25 14% H	86 69% HI	103 50% L	11 6%	56 24%	39 48% MO	11 20%	-	-	-	12 18%	92 30% s	11 39% s	-	-	-
AUG 20-21, 2012	140 35%	42 62% DEFG	36 58% DEFG	5 11%	18 23%	15 19%	22 33% Df	6 8%	25 15%	106 77% HI	119 55% L	11 7%	80 37%	28 33%	18 27%	-	-	-	20 31%	116 36%	4 41%	77 54% WX	29 18%	22 33% W
AUG 14-18, 2011	140 35%	32 57% DEFg	31 60% DEFG	8 16%	11 17%	21 26%	29 40% DEf	4 6%	34 20% H	93 71% HI	112 54% L	20 12%	65 28%	32 46% M	18 36%	-	-	-	11 27%	114 36%	12 36%	79 57% WX	24 15%	22 35% W
AUG 15-18, 2010	169 42%	47 67% DEFG	47 73% DEFG	3 8%	8 13%	27 33% DE	35 44% DE	2 3%	32 19% H	132 80% HI	141 66% L	22 13%	76 37%	68 51% M	6 32%	-	-	-	3 22%	160 43% s	3 29%	-	-	-
LIBERAL																								
AUG 10-11, 2015	130 32%	5 9%	2 4%	34 68% BCFG	37 53% BCfG	29 35% BC	22 26% BC	67 80% IJ	52 32% J	9 6%	16 7%	108 65% K	91 38% N	14 16%	12 40% N	39 32%	58 31%	28 37%	17 22%	106 35% s	5 33%	12 9%	90 59% VX	25 27% V
AUG 23-25, 2014	151 38%	4 8%	1 3%	37 67% BCfG	46 67% BCFG	35 41% BC	23 25% BC	80 93% IJ	63 36% J	7 5%	30 16%	119 61% K	108 46% N	23 24%	10 29%	-	-	-	20 32%	127 40%	3 21%	11 9%	113 63% VX	15 22% v
AUG 19-20, 2013	158 39%	6 14%	5 8%	30 51% BC	43 62% BCF	34 38% BC	40 49% BC	60 70% IJ	82 46% J	13 10%	38 19%	111 63% K	99 42% N	24 30%	27 48% N	-	-	-	14 22%	132 43% S	10 36%	-	-	-
AUG 20-21, 2012	129 32%	5 8%	3 5%	23 52% BC	44 57% BCFG	29 38% BC	25 38% BC	57 79% IJ	67 39% J	4 3%	28 13%	98 61% K	68 31%	28 32%	25 38%	-	-	-	22 34%	104 32%	3 26%	19 13%	85 53% VX	22 33% V
AUG 14-18, 2011	141 35%	8 14%	8 15%	33 65% BCFG	35 52% BCFG	26 33% BC	24 33% BC	57 81% IJ	68 39% J	10 7%	37 18%	97 59% K	94 41% N	13 19%	21 42% N	-	-	-	16 40%	111 35%	13 39%	23 16%	96 62% VX	10 15%

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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Table 16-2
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	122	6	7	25	37	24	19	50	61	6	14	102	75	30	6	-	-	-	6	113	2	-	-	-
	30%	8%	11%	68% BCFG	64% BCFG	29% BC	24% BC	88% IJ	37% J	3%	7%	60% K	37% N	23%	30%	-	-	-	40%	31%	20%	-	-	-
MODERATE																								
AUG 10-11, 2015	118	12	16	9	19	27	33	11	74	32	75	39	72	25	9	41	46	25	32	76	7	39	37	39
	29%	20%	30%	19%	27%	34%	39% BD	13%	45% HJ	22% h	35% L	24%	30%	29%	30%	33%	25%	33%	42% T	25%	44%	29%	24%	43% vW
AUG 23-25, 2014	84	8	8	6	17	19	22	2	70	12	28	51	51	24	2	-	-	-	15	65	2	22	33	25
	21%	17%	19%	10%	25%	22%	25%	2%	40% HJ	9%	15%	26% k	22%	25% o	7%	-	-	-	23%	21%	18%	18%	18%	36% VW
AUG 19-20, 2013	109	12	21	24	11	22	18	17	68	20	59	46	67	17	15	-	-	-	29	73	6	-	-	-
	27%	28%	36% E	40% Eg	16%	25%	23%	19%	39% HJ	17%	29%	26%	29%	21%	27%	-	-	-	46% Tu	24%	22%	-	-	-
AUG 20-21, 2012	112	18	20	16	13	26	17	9	75	24	58	49	66	24	17	-	-	-	21	84	4	41	44	21
	28%	27%	32% e	36% E	17%	34% E	26%	12%	44% HJ	17%	27%	30%	30%	27%	26%	-	-	-	33%	26%	33%	29%	27%	32%
AUG 14-18, 2011	94	13	10	9	16	25	15	7	64	20	45	42	59	19	8	-	-	-	13	72	6	31	29	22
	23%	24%	19%	17%	24%	32% d	21%	10%	37% HJ	16%	22%	26%	25%	27%	16%	-	-	-	33%	23%	17%	22%	19%	35% vW
AUG 15-18, 2010	94	16	9	9	11	26	21	5	68	21	47	43	52	28	6	-	-	-	5	82	5	-	-	-
	24%	23%	14%	24%	20%	32% C	27% c	9%	41% HJ	13%	22%	26%	25%	21%	31%	-	-	-	38%	22%	51% t	-	-	-
DON'T KNOW/REFUSED	10	1	-	-	-	5	4	-	5	4	6	2	8	1	-	3	5	2	5	4	-	1	-	5
	3%	2%	-	-	-	7% cde	4%	-	3%	3% h	3%	1%	3% O	1%	-	3%	3%	2%	7% u	1% u	-	1%	-	6%

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

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Table 16-3
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (CONSERVATIVE - LIBERAL)	12	-10	10	10	-10	9	-6	9	29	18	19	-16	2	26	-32	-29	71	-130	-	142	-40	9	-2	13
	3%	-8%	9% BEG	16% BEG	-27%	31% BcEG	-29%	61% BCDEG	14% JKLM	5% L	6% Lm	-19%	2% L	14% JKLM	-70%	-16% O	43% OP	-100%	- R	100% RS	-28%	9% UW	-7% U	50% UVW
CONSERVATIVE																								
AUG 10-11, 2015	142	38	42	29	6	15	3	10	88	131	117	22	41	77	3	36	100	-	-	142	31	31	9	16
	36%	30% g	39% EG	46% bEG	16%	52% bEG	12%	66% BEG	42% L	36%	38% l	26%	33%	42% L	7%	20% O	60% OP	-	-	100% RS	22%	31%	30%	62% UVW
AUG 23-25, 2014	158	41	46	20	12	20	11	9	100	145	-	-	49	97	5	46	107	-	-	158	22	42	10	27
	40%	34%	41%	33%	32%	68% BCDe	49%	58%	40% L	40% L	-	-	38% L	41% L	9%	30% O	59% OP	-	-	100% RS	17%	45% U	37%	68% Uvw
AUG 19-20, 2013	115	21	33	25	15	10	6	5	-	-	-	33	22	57	8	21	82	-	-	115	30	38	4	8
	29%	17%	30% B	38% B	41% B	35%	26%	37%	-	-	-	26%	24%	34%	17%	13%	48% OP	-	-	100% RS	23%	30% w	14%	50% UW
AUG 20-21, 2012	140	35	44	31	11	12	2	4	-	-	-	-	-	-	9	19	109	-	-	140	25	53	5	7
	35%	29% G	39% G	48% BG	31% g	43% G	11%	27%	-	-	-	-	-	-	16%	13%	64% OP	-	-	100% RS	32%	29%	23%	44%
AUG 14-18, 2011	140	38	44	26	7	12	5	8	-	-	-	-	-	-	2	37	93	-	-	140	12	60	7	5
	35%	31%	38% E	40% E	19%	48% Eg	21%	59% bEG	-	-	-	-	-	-	3%	23% O	54% OP	-	-	100% RS	19%	33% U	33%	56% u
AUG 15-18, 2010	169	43	46	22	24	12	15	6	-	-	-	-	-	-	2	19	145	-	-	169	12	67	9	19
	42%	37%	42%	36%	45%	51%	73% BCDEh	43%	-	-	-	-	-	-	4%	17% O	63% OP	-	-	100% RS	20%	40% U	33%	70% UVW
LIBERAL																								
AUG 10-11, 2015	130	47	32	19	16	6	9	1	59	113	98	38	39	51	36	64	29	130	-	-	71	22	12	3
	32%	38% H	29% H	30% H	43% H	21%	41% H	5%	28%	31%	32%	45% IjkmN	31%	28%	77% PQ	36% Q	17%	100% ST	-	-	50% VX	22%	37% x	13%
AUG 23-25, 2014	151	52	40	32	17	5	5	-	84	129	-	2	52	76	46	60	43	151	-	-	82	24	12	3
	38%	43% FH	35% fH	51% FgH	45% H	17% h	23% H	-	33%	36%	-	100% IJMN	41%	32%	89% PQ	39% Q	24%	100% ST	-	-	64% VX	26% X	43% X	9%
AUG 19-20, 2013	158	51	43	25	18	8	10	2	-	-	-	50	37	66	31	77	42	158	-	-	59	50	14	3
	39%	42% H	39% h	38% h	48% H	29%	47% h	14%	-	-	-	39%	40%	39%	62% Q	49% Q	25%	100% ST	-	-	46% X	39% x	46% x	20%
AUG 20-21, 2012	129	47	33	16	16	9	7	-	-	-	-	-	-	-	41	69	17	129	-	-	31	64	8	2
	32%	39% dH	29% H	26% H	43% dH	32% H	33% H	-	-	-	-	-	-	-	74% PQ	46% Q	10%	100% ST	-	-	40% X	35% x	40%	16%
AUG 14-18, 2011	141	53	40	21	10	7	8	2	-	-	-	-	-	-	37	64	37	141	-	-	30	62	9	2
	35%	43% fH	35%	32%	28%	25%	36%	16%	-	-	-	-	-	-	81% PQ	40% Q	22%	100% ST	-	-	48% x	34%	44%	18%

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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Table 16-3
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	122	36	37	19	21	5	2	3	-	-	-	-	-	-	34	50	33	122	-	-	36	53	6	1
	30%	31% G	33% G	31% G	40% G	22%	8%	18%	-	-	-	-	-	-	78% PQ	45% Q	14%	100% ST	-	-	61% VWX	32% X	23% X	3%
MODERATE																								
AUG 10-11, 2015	118	38	29	14	15	8	9	4	58	112	87	23	42	50	7	75	36	-	118	-	35	43	10	6
	29%	31%	27%	21%	41% d	27%	43%	28%	28%	31%	28%	27%	33%	28%	16%	42% OQ	21%	-	100% RT	-	24%	43% U	33%	25%
AUG 23-25, 2014	84	26	26	8	7	4	6	6	62	81	-	-	25	58	1	49	28	-	84	-	24	27	5	8
	21%	21%	23%	14%	18%	15%	28%	41%	25% L	22% L	-	-	20% L	25% L	3%	31% OQ	16% O	-	100% RT	-	18%	29%	18%	20%
AUG 19-20, 2013	109	46	30	16	2	5	5	6	-	-	-	32	31	42	7	58	41	-	109	-	35	31	12	3
	27%	38% dEfg	27% E	24% E	4%	20%	21% e	41% E	-	-	-	25%	34%	25%	14%	37% OQ	24%	-	100% RT	-	27%	24%	39%	21%
AUG 20-21, 2012	112	29	33	16	7	7	12	9	-	-	-	-	-	-	5	62	39	-	112	-	21	55	5	4
	28%	23%	29%	25%	20%	23%	53% BcDEF	66% BCDEF	-	-	-	-	-	-	10%	41% OQ	23% O	-	100% RT	-	27%	31%	25%	28%
AUG 14-18, 2011	94	26	21	18	13	4	9	3	-	-	-	-	-	-	4	51	36	-	94	-	18	48	5	1
	23%	21%	19%	27%	36% f	15%	39% cf	25%	-	-	-	-	-	-	9%	32% OQ	21% o	-	100% RT	-	29%	26%	23%	10%
AUG 15-18, 2010	94	33	23	19	7	4	3	5	-	-	-	-	-	-	7	42	44	-	94	-	11	41	10	7
	24%	29% Eg	21%	31% EG	13%	18%	13%	32%	-	-	-	-	-	-	16%	37% OQ	19%	-	100% RT	-	19%	25%	36%	27%
DON'T KNOW/REFUSED	10	1	6	2	-	-	1	-	6	9	6	1	5	3	-	4	2	-	-	-	5	4	-	-
	3%	1%	6% EFH	3%	-	-	4%	-	3%	3%	2%	1%	4%	2%	-	2%	1%	-	-	-	4% wx	4%	-	-

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Table 16-4
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (CONSERVATIVE - LIBERAL)	12	-25	-5	45	5	9	-4	-6	2	-3	23	-18	31	28	-16	68	-52	5	-41	-5	29	20	-3
	3%	-59%	-5% B	70% BCEF	11% BC	6% BC	-5%	-14%	18% GHj	-4%	13% GHJ	-15%	11% L	24% O	-8%	60% QR	-44%	5% Q	-39%	-5% S	49% STW	41% STW	-11% S
CONSERVATIVE																							
AUG 10-11, 2015	142	4	23	48	13	60	22	13	6	29	68	30	112	57	61	75	20	36	13	19	38	31	13
	36%	10%	24% b	74% BCEF	29% b	40% BC	29%	31%	51%	34%	40%	25%	40% L	49% O	31%	67% QR	17%	33% Q	12%	21%	63% STw	64% STw	42% St
AUG 23-25, 2014	158	1	22	56	12	61	31	19	6	25	72	28	130	36	90	79	23	30	-	-	-	-	-
	40%	3%	25% B	85% BCEF	31% B	39% Bc	30%	48%	31%	33%	51% Gj	28%	43%	48% o	33%	71% QR	17%	30%	-	-	-	-	-
AUG 19-20, 2013	115	2	12	44	6	50	24	10	7	16	52	28	87	52	46	67	12	17	10	35	12	26	17
	29%	3%	14% B	68% BCEF	23% b	29% BC	27%	33%	25%	21%	32% j	28%	29%	43% O	21%	57% QR	8%	28% Q	11%	24% S	36% S	61% STUw	40% St
AUG 20-21, 2012	140	6	11	56	12	62	30	11	8	33	2	-	-	36	86	85	24	22	-	-	-	-	-
	35%	14%	14%	82% BCEF	39% BC	36% BC	29%	28%	38%	39%	24%	-	-	29%	38%	58% QR	19%	23%	-	-	-	-	-
AUG 14-18, 2011	140	2	18	51	7	64	23	13	5	29	4	-	-	28	97	73	18	31	9	75	12	16	17
	35%	8%	19% b	77% BCEF	34% b	39% BC	28%	30%	25%	33%	53%	-	-	28%	40% n	58% QR	16%	32% Q	15%	37% S	71% STW	51% S	32% s
AUG 15-18, 2010	169	2	14	74	2	87	38	18	4	27	3	-	-	29	121	109	13	22	12	52	19	34	40
	42%	6%	19% B	82% BCEF	29%	44% BC	37%	32%	38%	29%	39%	-	-	25%	57% N	70% QR	12%	30% Q	16%	36% S	48% S	90% STUW	57% ST
LIBERAL																							
AUG 10-11, 2015	130	29	29	2	8	51	25	19	4	32	45	48	82	30	77	7	72	31	54	24	8	11	17
	32%	69% CDEF	29% D	4%	18% d	33% De	34%	44% k	34%	38%	26%	40% m	29%	25%	39% N	6%	60% PR	28% P	51% TUV	26%	14%	23%	52% TUV
AUG 23-25, 2014	151	48	23	2	15	55	41	18	10	30	45	57	94	27	113	7	85	46	-	-	-	-	-
	38%	96% CDEF	26% D	3%	40% D	35% D	39%	43%	53%	38%	32%	57% M	31%	36%	42%	6%	64% Pr	47% P	-	-	-	-	-
AUG 19-20, 2013	158	37	42	7	7	74	31	10	14	35	64	43	115	28	114	20	98	19	50	58	10	15	10
	39%	79% CDEF	47% D	11%	28%	44% D	35%	33%	52%	45%	39%	43%	38%	23%	51% N	17%	62% PR	32% p	54% tUVW	40% w	31%	35%	25%
AUG 20-21, 2012	129	32	38	2	8	61	35	17	8	28	3	-	-	46	68	16	74	32	-	-	-	-	-
	32%	75% CDEF	45% D	3%	26% D	36% D	35%	42%	39%	34%	41%	-	-	37%	30%	11%	57% PR	35% P	-	-	-	-	-
AUG 14-18, 2011	141	27	37	2	8	56	29	17	10	40	1	-	-	43	80	23	67	31	34	68	3	13	15
	35%	85% CDEF	39% D	3%	39% D	34% D	34%	38% k	52% K	45% K	12%	-	-	43%	33%	18%	58% PR	32% P	55% TUW	33%	20%	40%	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

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Table 16-4
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	122	27	33	3	3	62	37	23	3	37	-	-	-	55	30	15	67	21	47	48	6	-	12
	30%	82% CDEF	43% Df	3%	39% d	32% D	36% K	41% K	26% k	40% K	-	-	-	47% O	14%	10%	62% PR	29% P	62% TUVW	33% UVW	14% V	-	17% V
MODERATE																							
AUG 10-11, 2015	118	9	44	15	22	38	27	9	1	21	55	36	82	30	52	28	27	37	35	44	14	6	2
	29%	21%	45% BDF	23%	51% BDF	25%	37% I	21%	9%	24%	32% I	30%	29%	26%	27%	25%	23%	33%	33% VW	49% sUVW	23% W	12%	6%
AUG 23-25, 2014	84	1	43	6	11	37	30	4	3	22	22	15	69	11	65	23	23	21	-	-	-	-	-
	21%	1%	48% BDF	9%	29% B	23% BD	29% hk	9%	16%	28% h	15%	15%	23%	15%	24%	20%	18%	22%	-	-	-	-	-
AUG 19-20, 2013	109	4	35	11	7	41	28	9	5	24	40	24	85	38	54	24	41	22	26	45	11	2	15
	27%	8%	39% BDF	17%	27%	24% B	31%	32%	19%	31%	24%	24%	28%	31%	24%	20%	26%	36% P	28% V	31% V	32% V	5%	36% V
AUG 20-21, 2012	112	5	34	10	11	38	35	10	4	18	2	-	-	40	58	41	30	31	-	-	-	-	-
	28%	11%	41% BDF	14%	35% Bd	22% b	34% j	26%	19%	22%	24%	-	-	32%	26%	28%	23%	33%	-	-	-	-	-
AUG 14-18, 2011	94	2	34	9	5	36	29	12	3	17	2	-	-	25	50	24	27	27	17	52	-	2	17
	23%	7%	36% BDF	13%	27%	22% B	35% iJ	27%	17%	19%	24%	-	-	25%	20%	19%	23%	28%	28% UV	26% UV	-	6%	31% UV
AUG 15-18, 2010	94	4	28	10	3	39	27	14	4	26	3	-	-	31	52	29	27	23	17	39	12	2	17
	24%	12%	37% BDF	11%	33%	20% D	27%	25%	36%	28%	47%	-	-	27%	24%	18%	24%	32% P	22% V	27% V	31% V	5%	25% V
DON'T KNOW/REFUSED	10	-	2	-	1	3	-	2	1	4	4	6	5	-	5	3	-	6	3	3	-	1	-
	3%	-	2%	-	2%	2%	-	4%	6%	4% g	2%	5%	2%	-	3%	3%	-	6% Q	3%	4%	-	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

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Table 16-5
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (CONSERVATIVE - LIBERAL)	12	-63	77	60	-42	41	-28	-20	20	-45	63	66	-60	-73	71	-65	77	55	-20	-13	18	-8	60	-51
	3%	-34%	43% B	42% E	-24%	41% G	-25%	-19%	36% H	-34%	40% J	52% M	-33%	-37%	52% N	-33%	40% P	26% ST	-26%	-18%	7% V	-8%	30% X	-30%
CONSERVATIVE																								
AUG 10-11, 2015	142	33	100	78	41	53	29	29	29	27	85	76	32	35	84	35	105	93	18	22	89	38	100	34
	36%	18%	56% B	55% E	24%	53% G	26%	28%	54% H	20%	54% J	61% M	18%	17%	62% N	18%	55% P	44% St	23%	30%	37%	35%	50% X	20%
AUG 23-25, 2014	158	37	118	82	37	-	-	-	-	-	-	-	-	-	-	32	117	108	16	13	-	-	117	29
	40%	19%	63% B	57% E	22%	-	-	-	-	-	-	-	-	-	-	16%	64% P	58% ST	22%	16%	-	-	51% X	22%
AUG 19-20, 2013	115	17	88	68	18	-	-	-	-	16	70	66	24	-	-	22	92	79	10	14	-	-	87	19
	29%	10%	48% B	44% E	11%	-	-	-	-	10%	48% J	54% M	13%	-	-	11%	52% P	39% ST	16%	14%	-	-	39% X	13%
AUG 20-21, 2012	140	30	99	76	15	-	-	-	-	-	-	-	-	-	-	38	97	93	13	23	-	-	106	22
	35%	15%	55% B	42% E	16%	-	-	-	-	-	-	-	-	-	-	19%	52% P	47% ST	21%	23%	-	-	42% X	21%
AUG 14-18, 2011	140	35	99	-	-	-	-	-	-	-	-	-	-	-	-	31	107	84	17	20	-	-	99	29
	35%	19%	52% B	-	-	-	-	-	-	-	-	-	-	-	-	18%	52% P	49% ST	24%	19%	-	-	41% X	22%
AUG 15-18, 2010	169	24	135	-	-	84	34	-	-	-	-	-	-	-	-	24	140	131	19	-	-	-	122	34
	42%	14%	68% B	-	-	57% G	27%	-	-	-	-	-	-	-	-	14%	67% P	59% S	17%	-	-	-	59% X	22%
LIBERAL																								
AUG 10-11, 2015	130	96	23	19	83	12	56	49	10	72	22	11	92	107	13	100	28	38	38	36	71	46	40	85
	32%	52% C	13%	13%	48% D	12%	50% F	47% I	18%	54% K	14%	8%	51% L	54% O	10%	50% Q	15%	18%	49% R	48% R	29%	43% U	20%	50% W
AUG 23-25, 2014	151	120	24	31	82	-	-	-	-	-	-	-	-	-	-	125	18	39	39	50	-	-	72	68
	38%	62% C	13%	22%	50% D	-	-	-	-	-	-	-	-	-	-	65% Q	10%	21%	52% R	63% R	-	-	31%	51% W
AUG 19-20, 2013	158	96	45	33	95	-	-	-	-	88	36	22	102	-	-	113	39	57	31	57	-	-	65	82
	39%	55% C	24%	21%	61% D	-	-	-	-	58% K	25%	18%	54% L	-	-	55% Q	22%	29%	47% R	58% R	-	-	29%	57% W
AUG 20-21, 2012	129	104	18	46	47	-	-	-	-	-	-	-	-	-	-	99	25	39	31	47	-	-	47	63
	32%	54% C	10%	26%	48% D	-	-	-	-	-	-	-	-	-	-	49% Q	13%	20%	51% R	46% R	-	-	19%	62% 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

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Table 16-5
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	141	93	37	-	-	-	-	-	-	-	-	-	-	-	-	89	46	36	28	58	-	-	61	70
	35%	51% C	19%	-	-	-	-	-	-	-	-	-	-	-	-	51% Q	22%	21%	40% R	54% R	-	-	25%	55% W
AUG 15-18, 2010	122	97	16	-	-	23	62	-	-	-	-	-	-	-	-	101	16	33	60	-	-	-	25	85
	30%	57% C	8%	-	-	16%	49% F	-	-	-	-	-	-	-	-	58% Q	7%	15%	54% R	-	-	-	12%	56% W
MODERATE																								
AUG 10-11, 2015	118	55	50	42	46	30	26	23	15	34	47	35	51	53	36	62	53	74	22	12	81	20	57	47
	29%	30%	28%	30%	27%	30%	23%	22%	27%	25%	30%	28%	29%	27%	27%	31%	28%	35% T	29% t	16%	33% V	19%	28%	28%
AUG 23-25, 2014	84	35	40	28	44	-	-	-	-	-	-	-	-	-	-	35	45	35	19	15	-	-	38	36
	21%	18%	21%	20%	27%	-	-	-	-	-	-	-	-	-	-	18%	24%	19%	26%	19%	-	-	16%	27%
AUG 19-20, 2013	109	49	47	49	37	-	-	-	-	39	36	29	52	-	-	57	43	52	20	27	-	-	63	35
	27%	28%	25%	32%	24%	-	-	-	-	26%	25%	24%	27%	-	-	28%	24%	26%	31%	27%	-	-	28%	24%
AUG 20-21, 2012	112	54	52	51	29	-	-	-	-	-	-	-	-	-	-	57	55	54	15	27	-	-	88	15
	28%	28%	29%	28%	30%	-	-	-	-	-	-	-	-	-	-	28%	29%	27%	25%	27%	-	-	35% X	14%
AUG 14-18, 2011	94	46	41	-	-	-	-	-	-	-	-	-	-	-	-	46	39	42	21	24	-	-	65	21
	23%	25%	21%	-	-	-	-	-	-	-	-	-	-	-	-	26%	19%	25%	31%	22%	-	-	27% X	17%
AUG 15-18, 2010	94	45	38	-	-	35	28	-	-	-	-	-	-	-	-	46	46	51	30	-	-	-	47	33
	24%	27% c	19%	-	-	24%	22%	-	-	-	-	-	-	-	-	27%	22%	23%	27%	-	-	-	23%	22%
DON'T KNOW/REFUSED	10	2	4	3	2	4	1	3	1	2	3	4	4	3	2	2	5	6	-	4	2	3	5	5
	3%	1%	2%	2%	1%	4%	1%	3%	2%	1%	2%	3%	2%	1%	1%	1%	3%	3% s	-	6% s	1%	3%	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

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Table 16-6
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (CONSERVATIVE - LIBERAL)	12	-19	32	-10	15	2	4	-2	16	-9	7	-3	111	-97	40	-35	-66	70	68	-51	-5	16	-4
	3%	-12%	16% B	-3%	22% D	1%	8% H	-7%	6% J	-7%	4% L	-2%	57% N	-50%	16% P	-29%	-35%	38% Q	52% TU	-38%	-4% T	6% W	-3%
CONSERVATIVE																							
AUG 10-11, 2015	142	46	86	90	32	80	20	15	85	42	65	52	126	15	103	26	31	100	77	26	37	104	38
	36%	29%	42% B	32%	47% D	31%	39%	40%	36%	34%	36%	34%	65% N	8%	42% P	22%	16%	54% Q	60% TU	19%	28%	39% w	29%
AUG 23-25, 2014	158	-	-	-	-	-	-	-	105	35	88	39	135	11	119	26	34	119	-	-	-	-	-
	40%	-	-	-	-	-	-	-	46% J	28%	42%	32%	69% N	6%	49% P	21%	18%	63% Q	-	-	-	-	-
AUG 19-20, 2013	115	-	-	-	-	-	-	-	69	37	-	-	-	-	86	21	16	92	-	-	-	-	-
	29%	-	-	-	-	-	-	-	30%	26%	-	-	-	-	35% P	16%	9%	48% Q	-	-	-	-	-
AUG 20-21, 2012	140	-	-	-	-	-	-	-	103	31	-	-	126	8	105	19	30	100	90	19	18	-	-
	35%	-	-	-	-	-	-	-	38%	30%	-	-	66% N	4%	43% P	17%	17%	52% Q	50% TU	18%	28%	-	-
AUG 14-18, 2011	140	-	-	-	-	-	-	-	99	30	-	-	-	-	95	33	28	101	-	-	-	-	-
	35%	-	-	-	-	-	-	-	41% J	27%	-	-	-	-	38% P	27%	16%	53% Q	-	-	-	-	-
AUG 15-18, 2010	169	-	-	-	-	-	-	-	-	-	-	-	-	-	128	28	26	134	-	-	-	-	-
	42%	-	-	-	-	-	-	-	-	-	-	-	-	-	50% P	26%	16%	66% Q	-	-	-	-	-
LIBERAL																							
AUG 10-11, 2015	130	65	53	100	17	78	16	17	70	51	58	55	15	112	63	61	97	30	10	77	42	87	42
	32%	41% C	26%	35%	25%	31%	31%	46%	29%	41% i	32%	36%	8%	58% M	25%	52% O	52% R	16%	8%	57% SU	32% S	33%	32%
AUG 23-25, 2014	151	-	-	-	-	-	-	-	72	68	77	51	19	132	70	68	117	32	-	-	-	-	-
	38%	-	-	-	-	-	-	-	31%	54% I	37%	41%	10%	72% M	29%	56% O	61% R	17%	-	-	-	-	-
AUG 19-20, 2013	158	-	-	-	-	-	-	-	86	59	-	-	-	-	77	73	100	47	-	-	-	-	-
	39%	-	-	-	-	-	-	-	37%	42%	-	-	-	-	32%	54% O	57% R	24%	-	-	-	-	-
AUG 20-21, 2012	129	-	-	-	-	-	-	-	78	42	-	-	14	112	57	62	97	24	32	53	27	-	-
	32%	-	-	-	-	-	-	-	29%	40% i	-	-	7%	58% M	23%	55% O	54% R	12%	18%	50% S	41% S	-	-

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

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Table 16-6
QUESTION 16:
On social issues, like abortion and marriage, do you generally consider yourself to be a liberal, moderate or a conservative?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	141	-	-	-	-	-	-	-	77	47	-	-	-	-	66	65	93	32	-	-	-	-	-
	35%	-	-	-	-	-	-	-	32%	42%	-	-	-	-	27%	54% O	55% R	17%	-	-	-	-	-
AUG 15-18, 2010	122	-	-	-	-	-	-	-	-	-	-	-	-	-	49	61	94	16	-	-	-	-	-
	30%	-	-	-	-	-	-	-	-	-	-	-	-	-	19%	57% O	60% R	8%	-	-	-	-	-
MODERATE																							
AUG 10-11, 2015	118	41	60	88	19	88	16	5	79	30	55	42	49	62	77	28	55	52	38	31	45	68	50
	29%	26%	30%	31%	28%	34% H	30% h	12%	33%	24%	30%	27%	25%	32%	31%	24%	29%	28%	30%	23%	35% t	26%	37% v
AUG 23-25, 2014	84	-	-	-	-	-	-	-	46	20	42	31	40	41	50	26	39	33	-	-	-	-	-
	21%	-	-	-	-	-	-	-	20%	16%	20%	25%	21%	22%	20%	22%	20%	18%	-	-	-	-	-
AUG 19-20, 2013	109	-	-	-	-	-	-	-	66	37	-	-	-	-	71	32	50	48	-	-	-	-	-
	27%	-	-	-	-	-	-	-	28%	26%	-	-	-	-	29%	24%	29%	25%	-	-	-	-	-
AUG 20-21, 2012	112	-	-	-	-	-	-	-	77	27	-	-	41	65	71	29	50	54	46	30	19	-	-
	28%	-	-	-	-	-	-	-	29%	26%	-	-	21%	34% M	29%	26%	28%	28%	26%	28%	30%	-	-
AUG 14-18, 2011	94	-	-	-	-	-	-	-	56	26	-	-	-	-	68	19	41	43	-	-	-	-	-
	23%	-	-	-	-	-	-	-	23%	23%	-	-	-	-	27% P	16%	24%	23%	-	-	-	-	-
AUG 15-18, 2010	94	-	-	-	-	-	-	-	-	-	-	-	-	-	72	15	36	46	-	-	-	-	-
	24%	-	-	-	-	-	-	-	-	-	-	-	-	-	28% P	14%	23%	23%	-	-	-	-	-
DON'T KNOW/REFUSED	10	6	4	8	-	9	-	1	6	2	3	5	4	5	4	2	5	3	3	1	6	7	4
	3%	4%	2%	3% E	-	3% G	-	2%	2%	1%	2%	3%	2%	3%	2%	2%	3%	2%	2%	1%	5% t	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

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Table 17-1
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19 -5%	-13 -13%	2 5% BEF	- 1% BEF	-8 -11%	-4 -4% b	3 5% BEF	7 4% I	-26 -13%	-15 -10%	- - JM	- - JM	-4 -6%	-1 -1% QRS	2 3% nQRS	6 18% NOQRS	-10 -12%	-8 -9%	-9 -20%	99 89% UV	-103 -86%	-12 -7% U	-39 -16%	22 15% W
TOTAL VOTE REPUBLICAN																								
AUG 10-11, 2015	133 33%	34 33%	17 39%	14 34%	20 29%	30 34%	19 33%	77 40% I	57 27%	42 28%	40 38%	27 38%	25 34%	35 37%	24 40% q	17 48% QS	18 23%	27 32%	11 26%	99 90% UV	3 3%	31 19% U	61 26%	68 45% W
AUG 23-25, 2014	125 31%	27 30%	24 37%	18 48% E	12 21%	27 29%	18 29%	75 39% I	50 24%	35 27%	36 31%	28 38%	26 32%	24 28%	32 47% qRS	19 51% nQRS	20 27%	22 26%	8 17%	78 85% UV	- -	46 26% U	72 26%	51 45% W
AUG 20-21, 2012	142 36%	24 27%	15 27%	19 46% bc	24 35%	35 42% Bc	26 41% b	75 39%	67 32%	47 32%	48 38%	27 42%	20 32%	34 35%	32 46% Qs	10 39%	26 29%	28 37%	13 29%	101 79% UV	4 3%	33 23% U	107 36%	30 32%
AUG 14-18, 2011	138 35%	29 30%	18 34%	19 51% BF	22 38%	26 29%	24 37%	70 36%	69 33%	52 33%	37 32%	28 40%	22 37%	24 29%	30 38% s	15 51% NqS	39 34%	22 36%	8 24%	98 91% UV	5 4%	29 19% U	96 34%	35 34%
TOTAL VOTE DEMOCRAT																								
AUG 10-11, 2015	153 38%	47 46% g	15 34%	14 33%	28 40%	33 38%	16 28%	69 36%	83 40%	57 38%	40 37%	26 38%	29 39%	36 38%	23 37%	11 30%	28 35%	35 42%	20 46%	1 1%	106 89% TV	43 26% T	100 42% X	46 30%
AUG 23-25, 2014	180 45%	36 41%	18 29%	9 23%	36 64% bCD	50 53% CD	31 52% D	75 39%	104 50%	70 54% m	50 42%	32 45%	28 34%	47 55% OP	18 26%	10 27%	43 58% OP	40 47% Op	22 44% o	4 4%	118 95% TV	55 31% T	144 52% X	30 27%
AUG 20-21, 2012	161 40%	43 47% f	23 40%	15 36%	25 37%	27 33%	28 45%	69 36%	92 44%	62 42%	53 43%	21 32%	25 39%	38 39%	23 33%	8 31%	45 49% o	28 39%	19 43%	8 6%	105 87% TV	48 34% T	123 42%	35 36%
AUG 14-18, 2011	156 39%	43 45% DG	24 46% Dg	8 22%	22 38%	41 45% Dg	18 27%	72 38%	84 40%	66 43% L	48 42% L	19 27%	23 38%	43 52% OPR	23 29%	6 21%	45 40% P	20 33%	18 53% OPR	3 3%	105 89% TV	43 28% T	116 41%	40 39%
ALWAYS VOTE REPUBLICAN	24 6%	8 8% c	1 1%	3 7%	6 9% c	3 3%	3 5%	15 8%	9 4%	7 5%	6 6%	7 10%	4 5%	7 7%	4 7%	4 11%	2 3%	5 6%	1 3%	21 19% UV	- -	2 1%	11 4%	12 8%
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110 27%	26 25%	16 38% e	11 27%	14 20%	27 30%	16 29%	62 32% i	48 23%	35 23%	34 32%	20 28%	21 28%	28 30%	20 33%	13 37% q	16 20%	22 26%	10 23%	78 71% UV	3 3%	29 17% U	51 21%	55 37% 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

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Table 17-1
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	39 38% FG	12 29%	11 27%	24 35% g	20 23%	10 18%	58 30%	58 28%	48 33%	30 28%	17 25%	20 27%	30 31%	20 32%	9 24%	25 30%	20 25%	13 31%	1 1%	74 62% TV	40 24% T	82 34% X	31 21%
ALWAYS VOTE DEMOCRAT	36 9%	8 8%	2 6%	3 6%	4 6%	13 15% e	5 10%	11 6%	25 12% h	8 6%	10 9%	9 13%	9 12%	6 7%	3 5%	2 6%	4 5%	14 17% nOpQ	7 16% oq	- -	33 27% TV	3 2%	18 8%	15 10%
BOTH EQUALLY - SPLIT TICKET	90 22%	19 19%	8 18%	10 24%	18 27%	15 16%	20 36% bcF	38 20%	52 25%	45 30% kL	19 18%	11 16%	14 20%	22 23%	8 14%	7 20%	30 37% OpRS	14 17%	7 17%	6 6%	10 8%	72 44% TU	61 26%	28 19%
NOT SURE/DON'T KNOW	17 4%	- -	4 9% b	2 6%	3 4%	6 7% B	2 3%	4 2%	13 6% h	4 2%	6 5%	6 8% m	1 2%	- -	4 6% np	- -	4 5%	7 9% NP	1 3%	3 3% u	- -	14 8% tU	8 4%	8 6%
REFUSED	8 2%	1 1%	- -	1 3%	- -	5 6% ceg	- -	4 2%	3 2%	1 1%	2 2%	- 1%	4 5% l	1 2%	2 4%	1 2%	- -	- -	3 7% qr	1 1%	- -	5 3%	8 3% X	- -

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

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Table 17-2
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60% O	88 22%	30 8%	123 31%	186 46%	75 19%	76 19% Tu	303 76%	16 4%	133 33%	153 38%	90 22% w
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19 -5%	52 90% DEFG	46 88% DEFG	-44 -88%	-59 -85%	1 1% DEG	-13 -15% DE	-64 -77%	-35 -22% H	81 54% HI	54 25% L	-65 -40%	-29 -12%	- - M	4 13% Mn	-18 -14%	-6 -3% P	3 4% PQ	-42 -55%	27 9% SU	-2 -13% S	133 100% WX	-153 -100%	- - W
TOTAL VOTE REPUBLICAN																								
AUG 10-11, 2015	133 33%	53 92% DEFG	46 88% DEFG	1 3%	2 3%	22 28% DEG	9 10%	4 5%	31 19% H	98 66% HI	101 47% L	29 17%	71 30%	32 36%	15 49%	33 26%	63 34%	32 43% p	5 7%	124 41% S	4 25%	133 100% WX	-	-
AUG 23-25, 2014	125 31%	44 92% DEFG	34 77% DEFG	- 1%	- -	31 36% DEg	16 18% DE	2 3%	35 20% H	86 64% HI	93 50% L	28 15%	63 27%	30 31%	19 57% m	- -	- -	- -	8 12%	104 33% S	7 49% s	125 100% WX	-	-
AUG 20-21, 2012	142 36%	50 74% DEFG	52 84% DEFG	1 2%	3 4%	21 28% DE	12 18% DE	3 4%	40 24% H	94 68% HI	102 47% L	35 22%	85 39% O	33 37% O	13 20%	- -	- -	- -	1 2%	131 41% S	8 76% ST	142 100% WX	-	-
AUG 14-18, 2011	138 35%	49 87% DEFG	50 95% DEFG	1 2%	4 6%	20 26% DEG	8 12% D	5 7%	44 26% H	84 64% HI	95 46% L	30 18%	75 32%	25 36%	19 39%	- -	- -	- -	3 7%	128 40% SU	7 21%	138 100% WX	-	-
TOTAL VOTE DEMOCRAT																								
AUG 10-11, 2015	153 38%	1 1%	- -	45 91% BCFG	61 88% BCFG	22 27% BC	21 25% BC	69 82% IJ	67 41% J	17 11%	47 22%	94 57% K	100 41%	32 37%	11 36%	50 41%	69 37%	29 39%	47 62% T	97 32%	6 38%	- -	153 100% VX	-
AUG 23-25, 2014	180 45%	- -	4 9% b	50 90% BCFG	68 99% BCFG	23 27% BC	32 36% BC	69 80% IJ	95 54% J	15 11%	48 26%	119 62% K	113 48%	38 39%	13 39%	- -	- -	- -	43 67% TU	132 42%	4 28%	- -	180 100% VX	-
AUG 20-21, 2012	161 40%	4 6%	4 7%	37 86% BCFG	67 88% BCFG	27 36% BC	20 31% BC	59 81% IJ	81 47% J	18 13%	66 30%	91 56% K	90 41%	33 38%	32 49%	- -	- -	- -	49 77% TU	107 33%	2 16%	- -	161 100% VX	-
AUG 14-18, 2011	156 39%	3 5%	- -	47 91% BCFG	59 86% BCFG	21 26% BC	22 30% BC	55 78% IJ	79 45% J	15 12%	47 23%	100 60% K	100 43%	24 34%	21 42%	- -	- -	- -	30 76% Tu	106 33%	16 50%	- -	156 100% VX	-
ALWAYS VOTE REPUBLICAN	24 6%	13 23% DEFG	8 16% DEFG	- -	- -	2 2%	1 1%	1 2%	3 2%	19 13% HI	19 9% L	3 2%	13 5%	5 5%	3 10%	5 4%	13 7%	5 7%	1 1%	23 7% SU	- -	24 18% WX	-	-
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110 27%	40 69% DEFG	38 73% DEFG	1 3%	2 3%	21 25% DEG	8 10%	3 3%	28 17% H	79 53% HI	81 38% L	26 16%	58 24%	27 31%	12 39%	28 22%	50 27%	27 36%	4 6%	101 33% S	4 25%	110 82% WX	-	-

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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Table 17-2
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	1 1%	- -	34 69% BCFG	39 56% BCFG	21 26% BC	19 23% BC	50 59% IJ	55 33% J	12 8%	36 17%	72 43% K	78 32%	25 29%	6 20%	36 29%	54 29%	23 31%	31 41% t	80 26%	4 24%	- -	117 76% VX	- -
ALWAYS VOTE DEMOCRAT	36 9%	- -	- -	11 22% BCFG	22 32% BCFG	- 1%	2 3%	19 23% IJ	12 7%	5 3%	11 5%	22 14% K	22 9%	7 8%	5 16%	14 12%	14 8%	6 8%	16 22% T	17 6%	2 14%	- -	36 24% VX	- -
BOTH EQUALLY - SPLIT TICKET	90 22%	3 5%	3 6%	3 7%	6 9%	30 37% BCDE	42 51% BCDE	8 9%	60 37% HJ	21 14%	55 26%	33 20%	57 24% O	19 21% o	2 7%	34 27% R	43 23% r	9 12%	18 23%	65 22%	5 32%	- -	- -	90 100% VW
NOT SURE/DON'T KNOW	17 4%	- -	3 6% bde	- -	- -	4 5%	10 12% BDE	2 3%	5 3%	7 5%	10 5%	6 4%	8 3%	2 3%	2 8%	5 4%	9 5%	3 3%	4 5%	11 4%	1 4%	- -	- -	- -
REFUSED	8 2%	1 1%	- -	- -	- 1%	4 5%	1 2%	1 1%	1 1%	5 4%	3 1%	3 2%	5 2% o	3 3% o	- -	2 1%	3 2%	2 2%	2 2%	5 2% U	- -	- -	- -	- -

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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

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Table 17-3
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19	-15	-6	-3	-6	7	2	1	-7	-25	-13	-8	-6	-8	-26	-76	83	-78	1	56	-67	8	-10	14
	-5%	-12%	-5%	-4%	-16%	25% BCDE	8% BCDE	9% BE	-3% j	-7%	-4%	-10%	-5%	-5%	-56%	-42%	49% OP	-60%	1% R	40% RS	-47%	8% UW	-31%	52% UVW
TOTAL VOTE REPUBLICAN																								
AUG 10-11, 2015	133	39	37	22	7	14	9	6	74	119	105	24	42	63	4	22	107	12	39	82	20	34	7	16
	33%	32%	34%	34%	18%	49% E	39%	39%	35%	33%	34%	28%	33%	35%	9%	12%	64% OP	9%	33% R	57% RS	14%	35% U	23%	63% UVW
AUG 23-25, 2014	125	40	35	11	10	10	9	10	90	117	-	-	32	85	-	31	93	11	22	90	17	29	6	20
	31%	33%	30%	17%	26%	35%	43%	67% BCDef	36% L	32% L	-	-	25% L	36% L	1%	20% O	51% OP	8%	26% R	57% RS	13%	31% U	22%	50% Uw
AUG 20-21, 2012	142	32	45	22	15	13	7	6	-	-	-	-	-	-	4	26	105	19	41	77	15	62	6	7
	36%	27%	40% B	35%	42%	47% b	32%	45%	-	-	-	-	-	-	7%	17% o	62% OP	14%	37% R	55% RS	20%	34% U	29%	48% U
AUG 14-18, 2011	138	43	39	24	10	11	8	2	-	-	-	-	-	-	5	32	101	23	31	79	12	61	3	4
	35%	35%	34%	38%	28%	42%	37%	16%	-	-	-	-	-	-	11%	20%	58% OP	16%	33% R	57% RS	19%	34% UW	12%	37%
TOTAL VOTE DEMOCRAT																								
AUG 10-11, 2015	153	54	43	25	13	7	7	5	81	144	118	32	48	72	30	97	24	90	37	25	87	26	17	3
	38%	44% f	39%	38%	34%	24%	30%	30%	38%	39%	38%	38%	37%	40%	65% Q	55% Q	15%	69% ST	32% T	18%	61% VX	26% x	54% VX	11%
AUG 23-25, 2014	180	44	59	42	20	6	6	1	101	156	-	2	61	95	42	90	43	113	33	33	88	46	14	5
	45%	37% H	52% bFgH	68% BFGH	53% H	22%	28%	10%	40%	43%	-	100% IJMN	48%	41%	81% PQ	58% Q	24%	75% ST	39% T	21%	69% vX	49% X	51% X	13%
AUG 20-21, 2012	161	56	40	25	17	12	9	2	-	-	-	-	-	-	40	86	30	85	44	29	46	76	9	2
	40%	46% H	35%	39%	47% h	41%	39%	17%	-	-	-	-	-	-	73% pQ	57% Q	18%	66% ST	39% T	21%	59% VX	42% X	47% X	13%
AUG 14-18, 2011	156	50	42	25	16	6	11	6	-	-	-	-	-	-	34	81	33	96	29	24	38	66	15	2
	39%	41% F	37%	39% f	45% f	21%	50% F	41%	-	-	-	-	-	-	76% PQ	51% Q	19%	68% ST	31% T	17%	60% VX	37%	71% VX	17%
ALWAYS VOTE REPUBLICAN	24	6	6	8	-	3	1	1	11	22	17	5	10	8	-	-	24	2	2	20	-	4	1	5
	6%	5% E	5% E	12% E	-	11%	2%	7%	5%	6%	6%	6%	8%	5%	-	-	14% OP	2%	2%	14% RS	-	4%	3%	19% U
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110	34	32	14	7	11	8	5	63	97	88	18	32	55	4	22	83	10	37	62	20	30	6	11
	27%	27%	29%	22%	18%	39%	36%	32%	30%	27%	29%	22%	25%	30%	9%	12%	50% OP	8%	31% R	44% Rs	14%	31% U	19%	44% Uw

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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Table 17-3
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	44 35%	28 25%	22 34%	8 22%	6 21%	6 28%	3 21%	65 31%	111 30%	90 29%	24 28%	32 25%	59 33%	17 37% Q	85 48% Q	15 9%	68 52% ST	29 25% t	19 14%	66 46% VX	20 20%	12 39% vX	3 11%
ALWAYS VOTE DEMOCRAT	36 9%	10 8%	15 14% dfG	3 4%	4 12%	1 4%	- 2%	1 9%	16 7%	33 9%	28 9%	8 9%	16 12%	13 7%	13 29% PQ	12 7%	10 6%	22 17% ST	8 7%	6 4%	21 15% vX	6 6% X	5 14% X	- -
BOTH EQUALLY - SPLIT TICKET	90 22%	27 21%	18 16%	15 23%	17 46% BCdf	6 20%	5 22%	3 21%	48 23%	82 22%	65 21%	22 26%	31 24%	37 20%	10 22%	50 28% Q	26 16%	25 19%	39 33% RT	21 15%	30 21%	29 29%	7 21%	6 22%
NOT SURE/DON'T KNOW	17 4%	3 2%	7 6% H	3 4%	1 2%	2 6%	2 9%	- -	5 2%	13 4%	12 4%	6 8%	4 3%	5 3%	1 2%	6 3%	6 3%	3 2%	3 2%	9 6%	4 3%	7 7%	1 3%	1 3%
REFUSED	8 2%	1 1%	5 5% defg	- -	- -	- -	- -	1 10%	4 2%	8 2%	7 2%	- 1%	3 2%	4 2%	- 1%	3 2%	4 2%	- -	- -	5 3% rs	1 1%	3 3%	- -	- 2%

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

civitas

Table 17-4
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400 100%	42 11%	97 24%	65 16%	44 11% bDF	152 38%	75 19%	43 11%	11 3%	86 22% i	171 43% GHIJ	120 30%	280 70%	117 29% o	196 49%	112 28%	119 30%	110 27% Pq	104 26% TW	90 22%	60 15% sTvW	49 12% TW	32 8%
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19 -5%	-31 -73%	-25 -25% B	29 45% BCEF	-23 -52%	-2 -1% BCE	-25 -34%	-5 -12% g	1 12% GHJ	-12 -14% g	20 12% GHJ	-8 -7%	-11 -4%	45 39% O	-55 -28%	93 83% QR	-103 -87%	-9 -8% Q	-56 -54%	4 4% S	29 48% STVW	3 7% S	1 4% S
TOTAL VOTE REPUBLICAN																							
AUG 10-11, 2015	133 33%	3 7%	15 16%	39 59% BCEF	5 12%	48 32% BCE	11 15%	14 32% g	5 48% G	23 27%	73 42% GJ	39 32%	95 34%	66 57% O	43 22%	96 86% QR	4 3%	22 20% Q	8 8%	33 37% S	37 62% STvW	21 42% S	12 37% S
AUG 23-25, 2014	125 31%	2 4%	16 18% B	31 48% BCEF	3 9%	41 26% Be	28 27%	19 47% i	3 17%	28 36%	46 33%	25 25%	100 33%	38 52% O	58 21%	93 83% QR	2 2%	20 21% Q	-	-	-	-	-
AUG 20-21, 2012	142 36%	1 3%	18 21% BE	44 64% BCEF	- -	63 37% BCE	35 35%	13 33%	7 34%	38 46%	3 38%	- -	- -	30 24%	96 43% N	112 76% QR	2 1%	18 20% Q	-	-	-	-	-
AUG 14-18, 2011	138 35%	3 10%	22 24% bE	41 62% BCEF	1 6%	64 39% BCE	19 23%	11 24%	5 25%	32 36% g	4 62% ghi	- -	- -	40 40%	78 32%	99 78% QR	7 6%	26 26% Q	9 14%	67 33% S	6 36%	19 60% ST	26 49% St
TOTAL VOTE DEMOCRAT																							
AUG 10-11, 2015	153 38%	34 80% CDF	40 41% D	9 15%	28 64% cDF	50 33% D	37 49% K	19 44%	4 37%	35 41%	53 31%	47 39%	105 38%	21 18%	99 50% N	3 3%	107 90% PR	31 29% P	65 62% TUVW	29 33% U	8 14%	18 35% U	11 34% u
AUG 23-25, 2014	180 45%	40 80% cDF	53 59% D	11 17%	25 67% D	75 47% D	50 48%	16 40%	8 41%	38 49%	54 38%	59 59%	121 40%	13 17%	159 58% N	4 4%	123 93% PR	41 42% P	-	-	-	-	-
AUG 20-21, 2012	161 40%	33 77% CDF	45 54% DF	12 18%	27 87% CDF	62 37% D	44 43%	17 43%	9 44%	29 35%	2 25%	- -	- -	68 55% O	71 32%	9 6%	108 83% PR	40 43% P	-	-	-	-	-
AUG 14-18, 2011	156 39%	27 85% CDF	43 45% D	8 12%	14 71% cDF	58 35% D	37 45% K	22 49% K	10 53% K	38 43% K	1 12%	- -	- -	46 45%	91 37%	10 8%	98 84% PR	30 31% P	44 72% TUVW	81 40% Uw	3 18%	9 28%	13 25%
ALWAYS VOTE REPUBLICAN	24 6%	- -	- -	9 13% BCEf	1 2%	8 5% BC	2 3%	1 2%	1 12%	3 4%	15 9% gH	8 6%	16 6%	12 10% o	8 4%	22 20% QR	- -	1 1%	1 1%	2 3%	7 12% St	8 15% St	3 9%
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110 27%	3 7%	15 16%	30 46% BCEF	4 10%	41 27% BcE	9 12%	13 30% g	4 36%	20 23%	57 34% G	31 26%	79 28%	54 46% O	35 18%	74 66% QR	4 3%	21 19% Q	7 7%	31 35% S	30 50% SVw	13 27% S	9 29% S

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

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Table 17-4
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	24 56% CDeF	29 30% D	6 9%	14 33% D	41 27% D	26 35%	17 39% k	4 37%	30 35% k	38 22%	37 31%	80 28%	15 13%	78 40% N	3 3%	71 60% PR	31 29% P	52 50% TUv	19 22% u	5 8%	16 32% U	10 31% U
ALWAYS VOTE DEMOCRAT	36 9%	10 24% cDF	11 11%	4 6%	14 32% cDF	10 6%	11 14% I	2 6%	- -	5 6% i	15 9% I	10 9%	26 9%	6 5%	21 11% n	- -	36 30% PR	- -	13 13% vW	10 11% w	3 6%	1 3%	1 2%
BOTH EQUALLY - SPLIT TICKET	90 22%	3 7%	38 39% BD	11 17% b	9 22%	39 26% B	24 32% H	5 11%	2 15%	18 21%	39 23% h	31 26%	59 21%	23 20%	40 21%	12 10%	7 6%	40 36% PQ	27 26%	22 25%	9 15%	10 21%	6 18%
NOT SURE/DON'T KNOW	17 4%	2 5%	3 3%	5 7%	1 2%	11 7%	2 2%	2 4%	- -	6 7% I	6 4% I	3 3%	13 5%	4 3%	8 4%	1 1%	1 1%	10 10% PQ	3 3%	3 3%	3 6%	1 2%	2 7%
REFUSED	8 2%	- 1%	1 1%	1 2%	- -	3 2%	- 1%	4 9% ik	- -	4 4%	- -	- -	8 3% L	3 2%	5 3%	- -	- -	6 5% PQ	1 1%	2 2%	2 3%	- -	1 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

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Table 17-5
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19	-128	104	68	-75	42	-54	-31	23	-92	88	80	-92	-85	69	-122	106	42	-21	-34	13	-32	54	-68
	-5%	-69%	58% B	48% E	-44%	42% G	-48%	-30%	41% H	-68%	56% J	63% M	-51%	-43%	51% N	-61%	55% P	20% ST	-27%	-45%	6% V	-30%	27% X	-40%
TOTAL VOTE REPUBLICAN																								
AUG 10-11, 2015	133	9	114	86	27	59	19	25	33	8	101	88	24	27	90	14	120	92	20	11	92	24	101	25
	33%	5%	64% B	61% E	16%	59% G	17%	24%	59% H	6%	64% J	70% M	13%	14%	66% N	7%	63% P	44% ST	26%	15%	38% V	22%	50% X	14%
AUG 23-25, 2014	125	14	107	85	17	-	-	-	-	-	-	-	-	-	-	17	105	88	16	8	-	-	102	17
	31%	7%	57% B	60% E	10%	-	-	-	-	-	-	-	-	-	-	9%	57% P	47% ST	22%	10%	-	-	44% X	13%
AUG 20-21, 2012	142	10	124	93	15	-	-	-	-	-	-	-	-	-	-	15	124	103	10	19	-	-	120	14
	36%	5%	69% B	51% E	15%	-	-	-	-	-	-	-	-	-	-	7%	66% P	52% ST	17%	19%	-	-	47% X	13%
AUG 14-18, 2011	138	14	117	-	-	-	-	-	-	-	-	-	-	-	-	15	118	96	14	14	-	-	105	24
	35%	8%	62% B	-	-	-	-	-	-	-	-	-	-	-	-	9%	57% P	56% ST	21%	13%	-	-	44% X	19%
TOTAL VOTE DEMOCRAT																								
AUG 10-11, 2015	153	137	10	18	102	17	74	56	10	100	13	8	117	111	21	136	14	50	41	44	79	55	47	92
	38%	74% C	6%	13%	60% D	17%	66% F	54% I	18%	74% K	9%	7%	65% L	56% O	15%	68% Q	7%	24%	53% R	60% R	33%	52% U	23%	54% W
AUG 23-25, 2014	180	151	19	22	111	-	-	-	-	-	-	-	-	-	-	141	24	50	38	58	-	-	77	85
	45%	78% C	10%	16%	67% D	-	-	-	-	-	-	-	-	-	-	73% Q	13%	27%	51% R	74% RS	-	-	33%	64% W
AUG 20-21, 2012	161	147	10	49	57	-	-	-	-	-	-	-	-	-	-	145	15	47	34	63	-	-	75	64
	40%	76% C	6%	27%	59% D	-	-	-	-	-	-	-	-	-	-	72% Q	8%	24%	55% R	63% R	-	-	30%	62% W
AUG 14-18, 2011	156	132	15	-	-	-	-	-	-	-	-	-	-	-	-	123	29	30	35	76	-	-	67	76
	39%	72% C	8%	-	-	-	-	-	-	-	-	-	-	-	-	70% Q	14%	17%	50% R	71% RS	-	-	28%	60% W
ALWAYS VOTE REPUBLICAN	24	-	22	17	3	8	2	5	4	1	19	21	1	4	17	2	22	17	1	1	13	4	18	2
	6%	-	12% B	12% E	2%	8% g	2%	5%	8%	1%	12% J	17% M	-	2%	12% N	1%	11% P	8% ST	1%	1%	6%	4%	9% X	1%
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110	9	92	70	24	51	17	20	28	7	82	67	24	23	73	12	98	75	19	10	79	20	83	23
	27%	5%	52% B	49% E	14%	51% G	15%	19%	52% H	5%	52% J	53% M	13%	12%	54% N	6%	51% P	36% sT	25%	13%	33% V	18%	41% X	13%

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

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Table 17-5
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	102 55% C	9 5%	12 9%	78 46% D	13 13%	57 51% F	48 46% I	9 17%	71 53% K	13 8%	7 6%	92 51% L	85 43% O	19 14%	104 52% Q	10 5%	35 17%	33 43% R	37 49% R	61 25%	41 39% U	30 15%	77 45% W
ALWAYS VOTE DEMOCRAT	36 9%	35 19% C	1 1%	6 4%	24 14% D	4 4%	16 14% F	8 8% i	1 2%	28 21% K	1 1%	1 1%	24 14% L	26 13% O	2 1%	32 16% Q	4 2%	15 7%	8 11%	8 10%	18 7%	14 13%	18 9%	15 9%
BOTH EQUALLY - SPLIT TICKET	90 22%	31 17%	39 22%	29 20%	32 19%	17 17%	14 12%	19 19%	12 21%	21 15%	35 23%	23 18%	30 17%	49 25% O	17 13%	41 21%	42 22%	61 29% ST	12 16%	8 11%	60 25%	19 18%	42 21%	43 25%
NOT SURE/DON'T KNOW	17 4%	5 3%	10 6%	2 2%	10 6%	4 4%	4 4%	3 3%	1 2%	5 4%	3 2%	4 3%	5 3%	8 4%	6 5%	5 2%	11 6%	4 2%	3 4%	5 7%	8 3%	6 6%	6 3%	7 4%
REFUSED	8 2%	4 2%	4 2%	7 5% E	- -	3 3%	1 1%	- -	- -	- -	4 3%	3 2%	4 2%	3 2%	1 1%	3 1%	5 3%	2 1%	- -	5 7% rS	3 1%	3 2%	4 2%	3 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

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Table 17-6
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (VOTE REPUBLICAN - VOTE DEMOCRAT)	-19	-32	18	-35	9	-8	9	-13	15	-33	29	-33	46	-64	51	-63	-123	105	80	-87	-11	-27	8
	-5%	-20%	9% B	-12%	13% D	-3% H	18% FH	-35%	6% J	-27%	16% L	-21%	24% N	-33%	20% P	-54%	-66%	57% Q	62% TU	-64%	-8% T	-10%	6% V
TOTAL VOTE REPUBLICAN																							
AUG 10-11, 2015	133	39	85	80	32	86	23	6	91	29	78	41	96	34	108	17	8	119	91	13	29	88	46
	33%	25%	42% B	28%	47% D	34% H	45% H	16%	38% J	23%	43% L	27%	50% N	18%	44% P	14%	4%	64% Q	71% TU	10%	22% T	33%	34%
AUG 23-25, 2014	125	-	-	-	-	-	-	-	86	21	85	23	96	26	96	19	12	111	-	-	-	-	-
	31%	-	-	-	-	-	-	-	38% J	17%	41% L	19%	49% N	14%	39% P	16%	6%	59% Q	-	-	-	-	-
AUG 20-21, 2012	142	-	-	-	-	-	-	-	109	24	-	-	93	41	114	15	8	126	113	4	10	-	-
	36%	-	-	-	-	-	-	-	41% J	23%	-	-	49% N	21%	46% P	13%	5%	65% Q	63% TU	4%	16% T	-	-
AUG 14-18, 2011	138	-	-	-	-	-	-	-	98	26	-	-	-	-	99	31	16	117	-	-	-	-	-
	35%	-	-	-	-	-	-	-	41% J	23%	-	-	-	-	40% P	25%	9%	62% Q	-	-	-	-	-
TOTAL VOTE DEMOCRAT																							
AUG 10-11, 2015	153	71	67	115	24	94	14	19	76	62	49	74	50	98	58	80	131	14	11	100	40	115	38
	38%	45% c	33%	40%	34%	37%	27%	52% G	31%	50% I	27%	48% K	26%	51% M	23%	68% O	70% R	7%	9%	74% SU	31% S	43% W	28%
AUG 23-25, 2014	180	-	-	-	-	-	-	-	80	81	83	70	55	117	77	84	148	23	-	-	-	-	-
	45%	-	-	-	-	-	-	-	35%	66% I	40%	57% K	28%	64% M	31%	70% O	77% R	12%	-	-	-	-	-
AUG 20-21, 2012	161	-	-	-	-	-	-	-	90	60	-	-	49	109	76	73	135	22	30	81	33	-	-
	40%	-	-	-	-	-	-	-	34%	57% I	-	-	26%	56% M	31%	65% O	75% R	11%	17%	76% SU	51% S	-	-
AUG 14-18, 2011	156	-	-	-	-	-	-	-	80	61	-	-	-	-	79	63	124	16	-	-	-	-	-
	39%	-	-	-	-	-	-	-	33%	55% I	-	-	-	-	32%	52% O	73% R	9%	-	-	-	-	-
ALWAYS VOTE REPUBLICAN	24	9	12	14	6	11	8	-	14	5	11	11	20	3	20	2	2	22	19	2	3	19	5
	6%	6%	6%	5%	9%	4% H	17% fH	-	6%	4%	6%	7%	10% N	2%	8% P	2%	1%	12% Q	15% TU	1%	2%	7%	4%
VOTE REPUBLICAN MORE OFTEN THAN DEMOCRAT	110	30	73	65	26	75	15	6	77	23	67	30	76	31	89	14	6	97	72	11	26	69	41
	27%	19%	36% B	23%	38% D	29%	29%	16%	32% J	19%	37% L	20%	39% N	16%	36% P	12%	3%	53% Q	56% TU	8%	20% T	26%	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

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Table 17-6
QUESTION 17:
And, in partisan elections, which of the following would best describe the way you vote?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
VOTE DEMOCRAT MORE OFTEN THAN REPUBLICAN	117 29%	59 38% C	50 25%	87 31%	19 27%	72 28%	10 19%	14 38% g	58 24%	47 37% I	41 22%	54 35% K	35 18%	78 40% M	42 17%	66 56% O	101 54% R	10 5%	6 4%	76 56% SU	33 26% S	91 34% W	25 19%
ALWAYS VOTE DEMOCRAT	36 9%	12 8%	17 9%	27 10%	5 7%	23 9%	4 7%	5 13%	18 7%	15 12%	8 4%	20 13% K	15 8%	20 10%	15 6%	14 12%	30 16% R	4 2%	5 4%	24 18% SU	7 5%	23 9%	13 10%
BOTH EQUALLY - SPLIT TICKET	90 22%	36 23%	40 20%	73 26% E	8 12%	63 25%	13 25%	6 15%	58 24%	27 21%	47 26%	29 19%	33 17%	52 27% m	68 28% P	13 11%	37 20%	42 23%	20 15%	18 13%	49 37% ST	49 18%	41 30% V
NOT SURE/DON'T KNOW	17 4%	7 5%	7 3%	12 4%	3 4%	8 3% G	- -	6 15% fG	11 5%	5 4%	7 4%	6 4%	11 6%	5 3%	8 3%	5 4%	8 4%	7 4%	3 2%	4 3%	10 7% s	10 4%	7 5%
REFUSED	8 2%	3 2%	4 2%	6 2%	2 3%	4 1%	2 3%	1 2%	4 2%	2 2%	- -	4 3%	4 2%	4 2%	5 2%	2 2%	4 2%	4 2%	4 3% t	- -	3 2%	5 2%	2 2%

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

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Table 18-1
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																								
AUG 10-11, 2015	210 52% (1)	43 42% (1)	27 62% (1) B	20 47% (1)	40 59% (1) b	42 48% (1)	38 67% (1) Bf	105 55% (1)	105 51% (1)	80 54% (1)	61 57% (1) M	37 53% (1)	31 42% (1)	52 56% (1) s	33 54% (1)	19 52% (1)	43 53% (1)	46 55% (1) s	16 37% (2)	73 66% (1) UV	51 42% (1)	86 52% (1)	125 52% (1)	80 54% (1)
AUG 23-25, 2014	186 47%	38 43%	41 64% bE	23 59% E	18 32%	43 45%	25 41%	94 49%	92 44%	60 46%	54 46%	32 45%	40 50%	38 44%	35 52%	20 55%	32 44%	37 44%	23 46%	63 68% UV	40 32%	79 45%	113 41%	70 62% W
AUG 19-20, 2013	201 50%	43 40%	18 41%	20 62% b	36 58% B	52 57% Bc	32 51%	91 47%	111 53%	74 41%	63 60% J	31 60% J	33 54% j	36 36%	36 60% N	19 57% N	55 50% n	39 58% N	17 54% n	75 75% UV	36 28%	91 53% U	135 46%	66 62% W
AUG 20-21, 2012	198 49%	45 51%	31 54%	27 65% EF	28 42%	36 44%	31 49%	106 55% I	92 44%	74 50%	59 48%	40 61% kM	25 39%	53 54% qs	42 60% QS	11 45%	36 39%	41 55% qS	16 36%	88 69% UV	32 26%	72 50% U	141 48%	53 55%
AUG 14-18, 2011	172 43%	35 36%	19 37%	18 46%	32 55% Bc	39 43%	29 45%	78 40%	94 45%	61 39%	50 44%	38 54% Jm	23 39%	27 33%	38 48% n	12 42%	50 44%	33 54% NS	11 34%	73 68% UV	29 24%	64 42% U	110 39%	59 57% W
AUG 15-18, 2010	221 55%	46 50%	37 82% BDEFG	20 55%	30 48%	41 50%	47 57%	101 52%	120 58%	34 53%	69 52%	58 62%	59 55%	29 53%	42 49%	30 58%	27 50%	60 64% o	33 56%	104 77% UV	22 23%	90 56% U	123 49%	95 66% W
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																								
AUG 10-11, 2015	77 19% (2)	30 30% (2) DEG	9 21% (2)	4 10% (3)	10 14% (3)	19 22% (2) g	5 9% (3)	32 17% (3)	45 22% (2)	24 16% (3)	21 19% (2)	19 27% (2)	14 19% (3)	13 13% (3)	12 19% (2)	8 21% (2)	18 23% (2)	20 24% (2)	7 17% (3)	15 14% (2)	28 24% (3) t	33 20% (2)	44 19% (3)	33 22% (2)
AUG 23-25, 2014	75 19%	21 24%	9 14%	5 12%	11 19%	15 16%	15 25%	42 22%	33 16%	27 21%	21 18%	14 19%	13 17%	22 26%	13 19%	6 18%	6 8%	19 22% q	8 17%	11 12%	23 18%	41 23% t	65 23% X	9 8%
AUG 19-20, 2013	65 16%	21 19%	9 20%	6 17%	8 13%	14 15%	8 13%	29 15%	36 17%	34 18%	15 14%	7 13%	10 17%	14 14%	9 14%	7 22%	21 19%	12 18%	3 10%	6 6%	28 21% T	31 18% T	48 16%	17 16%
AUG 20-21, 2012	61 15%	12 14% d	6 11%	2 4%	16 24% cDg	18 22% cDg	7 11%	32 16%	30 14%	21 14%	22 18%	8 13%	10 16%	13 13%	11 16% s	8 31% nS	15 16% s	13 17% S	3 6%	10 8%	31 26% TV	20 14%	47 16%	14 15%

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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Table 18-1
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	69 17%	20 21% L	9 18%	4 11%	7 11%	16 17%	13 20%	40 21%	30 14%	31 20% L	21 18% l	7 9%	11 18%	18 21%	16 20%	6 21%	18 16%	7 11%	5 13%	10 9%	22 19% t	31 20% T	54 19%	15 15%
AUG 15-18, 2010	113 28%	29 31% C	4 8%	10 28% C	20 31% C	26 32% C	24 29% C	58 30%	54 26%	23 34% m	43 32% m	24 25%	24 22%	21 38% Pr	29 33% P	9 17%	19 34% P	21 23%	15 25%	21 16%	41 44% TV	49 30% T	85 34% X	27 19%
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																								
AUG 10-11, 2015	74 18% (3)	16 16% (3)	6 13% (3)	12 29% (2)	12 18% (2)	17 19% (3)	10 18% (2)	33 17% (2)	40 19% (3)	28 19% (2)	16 15% (3)	9 13% (3)	20 27% (2) kL	19 20% (2)	11 18% (3)	3 10% (3)	14 17% (3)	10 12% (3)	16 38% (1) nOPQR	11 10% (3)	31 26% (2) T	31 19% (3) t	49 20% (2)	22 15% (3)
AUG 23-25, 2014	78 20%	24 27% CG	6 9%	6 15%	12 21%	26 27% Cg	5 9%	36 18%	43 21%	18 14%	30 25%	17 24%	14 17%	13 15%	15 22%	8 21%	21 29%	14 17%	7 14%	5 5%	40 32% Tv	32 18% T	56 20%	21 18%
AUG 19-20, 2013	98 25%	33 31% d	15 33% d	5 15%	13 21%	19 21%	14 22%	55 29% i	43 21%	61 33% kLM	24 23% L	4 8%	10 16%	43 44% OPQRS	8 13%	5 14%	26 24% o	12 18%	5 16%	12 12%	55 43% TV	31 18%	86 29% X	11 11%
AUG 20-21, 2012	101 25%	21 24%	16 28%	11 27%	14 21%	19 23%	19 30%	36 19%	65 31% H	41 28%	27 22%	14 21%	19 30%	19 19%	13 19%	4 15%	32 36% NOPR	15 20%	18 40% NOPR	20 16%	48 40% TV	33 23%	76 26%	22 23%
AUG 14-18, 2011	107 27%	32 33%	15 30%	10 26%	14 25%	21 23%	14 22%	52 27%	55 27%	43 28%	30 26%	18 25%	16 27%	24 29%	20 25%	8 26%	32 28%	12 19%	12 35% r	15 14%	56 47% TV	33 22% t	85 30% x	21 20%
DON'T KNOW/NO OPINION	37 9%	12 11% c	1 3%	6 14%	6 8%	10 11%	3 5%	21 11%	17 8%	16 11%	8 8%	5 7%	9 12%	10 10%	5 8%	6 17%	6 7%	7 8%	4 8%	11 10%	9 7%	15 9%	20 8%	15 10%
REFUSED	2 -	1 1%	- 1%	- -	- -	- -	- 1%	1 1%	- -	1 -	- -	- 1%	- -	1 1%	- 1%	- -	- -	- 1%	- -	- -	1 1%	1 -	1 -	- -

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

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Table 18-2
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60%	22%	8%	31%	46%	19%	19%	76%	4%	33%	38%	22%
													O						Tu					w
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																								
AUG 10-11, 2015	210	40	34	18	33	47	39	18	90	101	144	61	132	39	11	72	97	33	38	166	4	92	50	61
	52%	68%	64%	36%	47%	58%	47%	22%	55%	68%	67%	37%	55%	44%	35%	59%	52%	44%	49%	55%	26%	69%	33%	68%
	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(3)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(1)
		DEG	Deg			D			H	Hi	L		o			r				U		W		W
AUG 23-25, 2014	186	36	27	18	22	41	38	23	62	99	113	62	98	49	22	-	-	-	37	134	8	88	50	36
	47%	75%	61%	32%	32%	47%	43%	26%	35%	74%	60%	32%	42%	50%	65%	-	-	-	57%	43%	56%	70%	28%	51%
		DEFG	dEg							HI	L					-	-	-				WX		W
AUG 19-20, 2013	201	28	47	17	19	46	45	25	71	95	125	68	109	49	25	-	-	-	23	162	14	-	-	-
	50%	68%	80%	29%	27%	51%	55%	28%	40%	77%	61%	39%	46%	61%	46%	-	-	-	36%	53%	52%	-	-	-
		DEf	DEFG			DE	DE		h	HI	L			Mo		-	-	-		S		-	-	-
AUG 20-21, 2012	198	48	40	8	24	46	26	18	68	102	127	62	108	41	37	-	-	-	30	162	4	103	47	35
	49%	72%	65%	18%	31%	60%	39%	25%	40%	74%	58%	39%	49%	47%	56%	-	-	-	47%	50%	38%	72%	29%	53%
		DEG	DEG			DEG	D		H	HI	L					-	-	-				WX		W
AUG 14-18, 2011	172	35	39	7	22	36	27	17	59	91	112	51	88	32	28	-	-	-	8	151	11	96	30	28
	43%	62%	75%	14%	32%	46%	38%	23%	34%	70%	54%	31%	38%	47%	57%	-	-	-	21%	47%	32%	69%	19%	45%
		DEfG	DEFG		D	D	D			HI	L				M					S		WX		W
AUG 15-18, 2010	221	55	49	5	17	40	51	9	75	130	150	66	102	83	9	-	-	-	6	213	-	-	-	-
	55%	78%	77%	13%	29%	48%	63%	15%	45%	79%	70%	39%	49%	63%	48%	-	-	-	38%	58%	-	-	-	-
		DEFg	DEFg		d	DE	DEf		H	HI	L			M					U	U				
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																								
AUG 10-11, 2015	77	10	5	12	17	9	24	27	28	21	31	44	51	18	4	16	40	16	19	50	7	20	41	12
	19%	18%	9%	24%	24%	11%	28%	33%	17%	14%	14%	27%	21%	20%	15%	13%	22%	21%	25%	17%	42%	15%	27%	14%
	(2)	(2)	(3)	(3)	(3)	(3)	(2)	(1)	(3)	(2)	(2)	(2)	(2)	(3)	(3)	(3)	(2)	(3)	(2)	(3)	(1)	(2)	(3)	(2)
				c	cf		CF	IJ				K					p				t		VX	
AUG 23-25, 2014	75	6	6	14	9	22	19	17	49	9	27	48	48	19	4	-	-	-	8	61	6	16	38	15
	19%	12%	13%	26%	12%	26%	21%	20%	28%	7%	14%	25%	20%	20%	12%	-	-	-	13%	19%	44%	13%	21%	21%
									J			k												
AUG 19-20, 2013	65	3	3	9	18	17	15	14	39	10	28	31	40	13	7	-	-	-	9	53	2	-	-	-
	16%	8%	5%	15%	27%	19%	18%	17%	22%	8%	14%	18%	17%	16%	12%	-	-	-	14%	17%	9%	-	-	-
					BC	C	C		J															
AUG 20-21, 2012	61	7	3	14	17	10	10	12	34	13	26	32	33	16	10	-	-	-	4	53	3	10	34	14
	15%	10%	5%	33%	22%	13%	14%	17%	20%	10%	12%	20%	15%	18%	15%	-	-	-	6%	16%	25%	7%	21%	21%
				BCFg	bC				J			k								S			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

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Table 18-2
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 14-18, 2011	69 17%	6 11%	4 8%	13 26% bC	9 13%	18 23% bC	12 17%	14 21%	37 21% J	14 11%	30 14%	37 22% k	43 19%	12 17%	5 10%	-	-	-	13 32%	49 15%	5 15%	14 10%	35 22% V	14 22% V
AUG 15-18, 2010	113 28%	11 15%	11 17%	20 54% BCFG	21 37% BC	27 34% BC	21 26% b	32 56% IJ	59 36% J	20 12%	32 15%	73 43% K	76 37% N	24 18%	5 24%	-	-	-	6 42%	100 27%	5 45%	- -	- -	- -
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																								
AUG 10-11, 2015	74 18% (3)	2 4% (3)	9 16% (2) B	13 26% (2) B	18 26% (2) B	18 22% (2) B	13 15% (3) b	26 31% (2) IJ	29 18% (2)	17 11% (3)	28 13% (3)	40 24% (3) K	43 18% (3)	20 23% (2)	5 18% (2)	21 17% (2)	29 16% (3)	22 30% (2) pQ	14 18% (3)	57 19% (2)	2 14% (3)	11 8% (3)	44 29% (2) VX	8 9% (3)
AUG 23-25, 2014	78 20%	3 6%	2 4%	13 24%	27 39% BCfG	18 21% bC	14 16% c	32 37% J	40 22% J	5 3%	23 12%	52 27% K	52 22% O	19 20% O	1 2%	-	-	-	6 10%	71 23% sU	- -	8 7%	58 33% VX	10 14%
AUG 19-20, 2013	98 25%	7 16%	5 9%	30 49% BCFG	25 37% BCfG	19 21% C	12 15%	45 52% IJ	42 24% J	11 9%	37 18%	61 35% K	66 28% N	8 10%	19 34% N	-	-	-	21 32%	68 22%	10 36%	- -	- -	- -
AUG 20-21, 2012	101 25%	10 15%	10 16%	13 30% b	34 45% BCF	12 16%	21 31% Bcf	36 49% IJ	46 27% J	15 11%	46 21%	50 31% K	54 25%	24 27%	15 23%	-	-	-	27 42% T	71 22%	2 18%	19 13%	63 39% VX	9 13%
AUG 14-18, 2011	107 27%	10 18%	5 9%	25 49% BCFG	31 45% BCFG	15 19%	18 26% C	31 45% J	56 32% J	15 11%	38 18%	62 38% K	70 30%	17 25%	9 19%	-	-	-	13 32%	83 26%	10 31%	14 10%	76 49% VX	11 17%
DON'T KNOW/NO OPINION	37 9%	6 10%	5 10%	6 13% e	2 3%	6 8%	8 10%	10 12%	17 10%	9 6%	13 6%	20 12% k	14 6%	11 13% m	10 33% Mn	15 12% r	18 9%	3 4%	6 7%	29 10%	3 17%	10 8%	15 10%	8 9%
REFUSED	2 -	- -	- -	- 1%	- 1%	1 1%	- -	2 2%	- -	- -	- -	1 1%	2 1%	- -	- -	- -	1 -	1 1%	- -	2 -	- -	- -	2 1%	- -

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

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Table 18-3
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																								
AUG 10-11, 2015	210	57	55	35	25	18	12	8	111	189	169	38	73	95	17	81	108	38	74	93	48	61	12	20
	52%	46%	50%	55%	67%	64%	53%	54%	53%	52%	55%	45%	57%	52%	37%	46%	65%	29%	62%	65%	33%	62%	39%	76%
	(1)	(1)	(1)	(1)	(1) b	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1) OP	(1)	(1) R	(1) R	(1)	(1) UW	(1)	(1) UW
AUG 23-25, 2014	186	59	54	17	17	18	10	12	120	178	-	2	60	117	13	52	118	39	35	108	39	48	11	29
	47%	49% d	47% d	27%	45%	62% D	44%	80% BCDeg	48%	49%	-	100% IJMN	47%	50%	25%	34%	65% OP	26%	42% r	68% RS	31%	52% U	42%	72% Uvw
AUG 19-20, 2013	201	49	63	38	17	15	10	9	-	-	-	66	41	89	19	44	126	57	52	79	51	70	13	10
	50%	39%	57% B	59% B	45%	54%	47%	63%	-	-	-	51%	44%	53%	37%	28%	74% OP	36%	48%	69% RS	39%	55% U	42%	64% u
AUG 20-21, 2012	198	63	51	29	16	18	11	9	-	-	-	-	-	-	12	55	118	39	54	93	28	91	6	8
	49%	52%	45%	46%	44%	64% c	51%	64%	-	-	-	-	-	-	23%	36% o	69% OP	31%	48% R	67% RS	37%	50% uw	30%	52%
AUG 14-18, 2011	172	45	54	34	14	12	9	4	-	-	-	-	-	-	9	42	113	36	42	84	19	84	4	4
	43%	37%	47%	52% b	38%	47%	40%	32%	-	-	-	-	-	-	20%	26%	66% OP	26%	45% R	60% RS	31%	47% UW	19%	46%
AUG 15-18, 2010	221	67	58	29	31	15	16	5	-	-	-	-	-	-	6	42	168	33	51	131	24	91	9	18
	55%	57%	52%	46%	58%	67% dh	78% BCDeH	36%	-	-	-	-	-	-	14%	37% O	73% OP	27%	54% R	77% RS	41%	55% uw	35%	69% UW
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																								
AUG 10-11, 2015	77	33	22	11	4	2	3	2	41	74	61	14	25	37	10	41	27	38	22	18	34	16	10	3
	19%	26%	20%	18%	10%	8%	14%	15%	19%	20%	20%	16%	20%	21%	22%	23%	16%	29%	19%	12%	24%	16%	33%	11%
	(2)	(2) EF	(2)	(2)	(3)	(2)	(3)	(3)	(2)	(2)	(2)	(3)	(2)	(2)	(3)	(2)	(2)	(2) T	(2)	(3)	(3)	(2)	(2) vx	(2)
AUG 23-25, 2014	75	27	18	17	6	1	4	3	45	71	-	-	34	37	15	43	13	39	19	16	25	18	8	6
	19%	22% F	16% F	27% F	15%	3%	20%	19%	18% L	20% L	-	-	26% L	16% L	28% Q	28% Q	7%	26% T	23% t	10%	19%	19%	30%	15%
AUG 19-20, 2013	65	25	18	6	5	5	5	1	-	-	-	21	13	29	8	41	16	31	20	10	25	21	2	3
	16%	20% d	16%	9%	14%	18%	23%	7%	-	-	-	16%	14%	17%	15%	26% Q	9%	20% T	18% t	9%	20% w	16%	7%	18%
AUG 20-21, 2012	61	15	20	15	5	2	4	-	-	-	-	-	-	-	10	31	19	31	15	13	14	33	2	2
	15%	12% H	18% FH	24% bFH	14% H	6%	20% H	-	-	-	-	-	-	-	18%	21% Q	11%	24% ST	14%	9%	18%	18%	8%	16%

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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Table 18-3
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 14-18, 2011	69	23	21	10	7	4	2	1	-	-	-	-	-	-	8	35	22	28	21	17	21	26	4	1
	17%	19%	19%	16%	20%	16%	8%	7%	-	-	-	-	-	-	17%	22% Q	13%	20%	23% t	12%	34% VX	15%	19%	8%
AUG 15-18, 2010	113	32	35	20	14	3	3	6	-	-	-	-	-	-	23	45	42	60	30	19	25	47	13	3
	28%	27% fg	32% FG	32% FG	27%	13%	12%	41% fg	-	-	-	-	-	-	53% Q	39% Q	18%	50% ST	32% T	11%	42% vX	28% X	50% VX	12%
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																								
AUG 10-11, 2015	74	23	21	10	7	2	6	5	40	67	54	18	19	35	14	39	18	36	12	22	44	13	7	3
	18% (3)	18% (3)	19% (3) f	16% (3)	18% (2)	7% (3)	29% (2) f	31% (2)	19% (3)	18% (3)	18% (3)	22% (2)	15% (3)	19% (3)	30% (2) Q	22% (3) Q	11% (3)	27% (3) ST	10% (3)	16% (2)	31% (2) VX	13% (3)	21% (3)	11% (3)
AUG 23-25, 2014	78	29	28	12	3	5	1	-	57	75	-	-	20	55	21	42	13	50	15	13	41	11	6	1
	20%	24% eGH	25% eGH	19% H	7%	19% h	5%	-	23% L	21% L	-	-	16% L	23% L	41% Q	27% Q	7%	33% sT	18%	8%	32% VX	12%	22%	3%
AUG 19-20, 2013	98	39	21	16	9	4	5	4	-	-	-	34	28	35	23	51	19	57	27	14	41	26	12	2
	25%	32% Cf	19%	24%	24%	15%	21%	30%	-	-	-	26%	31%	21%	46% Q	33% Q	11%	36% sT	25% T	12%	32% vx	21%	37%	14%
AUG 20-21, 2012	101	35	30	12	8	6	5	5	-	-	-	-	-	-	27	43	24	47	27	23	27	42	10	4
	25%	29%	26%	19%	23%	21%	22%	36%	-	-	-	-	-	-	49% PQ	29% Q	14%	36% sT	24%	17%	34%	23%	49% V	24%
AUG 14-18, 2011	107	41	23	16	10	5	7	5	-	-	-	-	-	-	20	60	22	58	24	20	17	45	12	3
	27%	33% C	20%	25%	28%	18%	34%	34%	-	-	-	-	-	-	44% Q	38% Q	12%	41% ST	26% t	14%	28%	25%	54% uV	28%
DON'T KNOW/NO OPINION	37	11	11	7	2	6	-	-	18	34	22	14	11	13	4	16	15	17	11	10	16	9	2	1
	9%	9% H	10% gH	12% gH	4%	21% gH	2%	-	8%	9%	7%	17% kn	8%	7%	10%	9%	9%	13%	9%	7%	11% x	10%	7%	2%
REFUSED	2	1	-	-	-	-	-	-	1	2	1	-	-	1	1	1	-	2	-	-	2	-	-	-
	-	1%	-	-	1%	-	2%	-	1%	-	-	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	-

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

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Table 18-4
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11%	38%	19%	11%	3%	22%	43%	30%	70%	29%	49%	28%	30%	27%	26%	22%	15%	12%	8%
					bDF					i	GHIJ			o				Pq	TW		sTvW	TW	
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																							
AUG 10-11, 2015	210	7	56	42	24	76	43	20	6	36	97	62	148	69	89	76	37	60	44	55	35	29	16
	52%	17%	57%	65%	56%	50%	58%	47%	56%	42%	57%	52%	53%	59%	46%	68%	31%	54%	42%	61%	59%	59%	50%
	(1)	(3)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(1)	(2)	(1)	(1)	(1)	(1)	(1)	(1)
			B	BF	B	B	j				j			O		Qr		Q		S	s		
AUG 23-25, 2014	186	16	34	40	24	60	36	22	11	29	81	39	148	52	105	79	37	47	-	-	-	-	-
	47%	32%	38%	62%	64%	38%	34%	53%	58%	37%	57%	39%	49%	70%	39%	71%	28%	48%	-	-	-	-	-
				BCF	bcf						Gj			O		QR		Q						
AUG 19-20, 2013	201	13	38	52	13	90	40	13	13	36	93	41	160	83	87	88	46	33	28	71	21	31	30
	50%	27%	43%	81%	49%	53%	46%	43%	49%	47%	56%	41%	53%	69%	39%	75%	29%	54%	31%	48%	63%	72%	72%
			b	BCEF		B							l	O		QR		Q		S	S	ST	ST
AUG 20-21, 2012	198	10	30	46	12	80	50	15	8	34	6	-	-	49	133	102	31	49	-	-	-	-	-
	49%	23%	35%	68%	38%	47%	50%	38%	40%	41%	75%	-	-	40%	59%	69%	24%	52%	-	-	-	-	-
				BCEF		B					hij				N	QR		Q					
AUG 14-18, 2011	172	10	37	44	3	85	26	16	8	27	3	-	-	36	109	87	19	37	12	88	7	20	34
	43%	31%	39%	66%	13%	51%	31%	37%	43%	31%	38%	-	-	36%	45%	69%	16%	38%	19%	43%	42%	62%	63%
			E	BCEF		BcE										QR		Q		S		St	ST
AUG 15-18, 2010	221	7	38	71	4	115	54	23	8	40	5	-	-	37	158	124	26	41	20	78	26	28	50
	55%	20%	49%	78%	47%	58%	53%	41%	70%	43%	74%	-	-	31%	74%	80%	24%	56%	27%	55%	65%	74%	72%
			B	BCF		B			hj		hj				N	QR		Q		S	S	ST	ST
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																							
AUG 10-11, 2015	77	17	21	7	14	27	17	6	1	17	32	28	50	20	43	16	32	17	21	15	13	7	7
	19%	41%	21%	10%	33%	17%	23%	14%	5%	20%	19%	23%	18%	17%	22%	15%	27%	16%	21%	17%	22%	14%	21%
	(2)	(1)	(2)	(3)	(2)	(3)	(2)	(3)	(3)	(3)	(2)	(2)	(3)	(2)	(3)	(2)	(3)	(3)	(3)	(2)	(2)	(3)	(2)
		CDF			D		I			i	i						Pr						
AUG 23-25, 2014	75	10	19	4	3	26	28	6	4	15	22	21	54	10	58	10	28	23	-	-	-	-	-
	19%	19%	21%	7%	7%	16%	27%	14%	22%	20%	15%	21%	18%	14%	21%	9%	21%	23%	-	-	-	-	-
			D			d											p	p					
AUG 19-20, 2013	65	8	22	6	5	31	16	7	3	14	22	16	49	12	45	9	34	7	21	26	5	5	2
	16%	18%	25%	9%	18%	18%	19%	22%	11%	19%	14%	16%	16%	10%	20%	8%	21%	12%	23%	18%	17%	12%	6%
			D			D									N		Pr		W	W			
AUG 20-21, 2012	61	8	14	7	1	26	16	8	6	15	-	-	-	27	23	10	26	23	-	-	-	-	-
	15%	18%	17%	10%	4%	15%	15%	21%	29%	18%	-	-	-	21%	10%	7%	20%	24%	-	-	-	-	-
		e	e			e	K	K	K	K				O			P	P					

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

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Table 18-4
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 14-18, 2011	69	2	19	7	5	22	14	8	2	17	2	-	-	25	36	14	29	19	17	33	2	7	5
	17%	7%	20%	11%	27%	13%	16%	19%	12%	20%	26%	-	-	25%	15%	11%	25%	19%	27%	16%	11%	23%	10%
			B											o			P		W				
AUG 15-18, 2010	113	16	26	10	3	49	25	22	3	36	1	-	-	61	31	22	52	23	39	40	8	4	14
	28%	50%	34%	11%	41%	25%	25%	39%	30%	39%	14%	-	-	52%	15%	14%	48%	31%	51%	28%	20%	9%	20%
		DF	D			D		g		Gk				O			PR	P	TUVW	V			
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																							
AUG 10-11, 2015	74	14	15	10	5	33	10	13	3	24	22	20	54	18	44	10	39	20	26	13	7	11	5
	18%	32%	15%	15%	12%	22%	13%	30%	32%	28%	13%	17%	19%	15%	23%	9%	33%	18%	25%	15%	11%	23%	16%
	(3)	(2)	(3)	(2)	(3)	(2)	(3)	(2)	(2)	(2)	(3)	(3)	(2)	(3)	(2)	(3)	(1)	(2)	(2)	(3)	(3)	(2)	(3)
		CDE						gk		gK							PR		U				
AUG 23-25, 2014	78	22	17	4	-	43	25	9	3	14	23	22	57	2	70	8	46	16	-	-	-	-	-
	20%	44%	19%	5%	-	27%	24%	22%	17%	18%	16%	22%	19%	3%	26%	7%	35%	17%	-	-	-	-	-
		CDE	DE			DE									N		PR						
AUG 19-20, 2013	98	23	16	4	5	34	25	9	10	19	31	33	65	20	69	13	66	14	36	36	5	6	7
	25%	49%	18%	6%	20%	20%	28%	31%	38%	25%	19%	33%	22%	17%	31%	11%	42%	22%	39%	25%	15%	14%	16%
		CDEF	D			D			k			m			N		PR	p	TUVW				
AUG 20-21, 2012	101	22	30	9	18	44	27	10	3	26	-	-	-	35	48	25	57	16	-	-	-	-	-
	25%	52%	36%	13%	58%	26%	26%	24%	17%	31%	-	-	-	28%	22%	17%	44%	17%	-	-	-	-	-
		DF	D		cDF	D	K	K	k	K							PR						
AUG 14-18, 2011	107	18	27	6	8	41	34	14	7	26	-	-	-	29	67	16	53	25	23	57	5	4	13
	27%	56%	29%	9%	42%	25%	40%	31%	37%	29%	-	-	-	29%	28%	12%	46%	26%	37%	28%	32%	13%	23%
		CDF	D		D	D	K	K	K	K							PR	P	V	v			
DON'T KNOW/NO OPINION	37	4	6	6	-	17	3	4	1	9	19	10	28	10	18	9	10	13	11	6	4	2	4
	9%	8%	6%	10%	-	11%	5%	9%	7%	10%	11%	8%	10%	9%	9%	8%	8%	12%	10%	7%	7%	4%	13%
		E	e	E		E																	
REFUSED	2	-	-	-	-	-	1	-	-	-	-	-	1	-	1	-	2	-	2	-	-	-	-
	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	1%	-	-	-	-

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

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Table 18-5
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																								
AUG 10-11, 2015	210	64	125	95	66	69	38	41	35	52	111	86	69	76	96	70	132	210	-	-	138	41	122	73
	52%	35%	70%	66%	39%	70%	34%	39%	64%	39%	70%	69%	38%	38%	71%	35%	69%	100%	-	-	57%	38%	60%	43%
	(1)	(1)	(1) B	(1) E	(1)	(1) G	(1)	(1)	(1) H	(1)	(1) J	(1) M	(1)	(1)	(1) N	(1)	(1) P	ST			(1) V	(1)	(1) X	(1)
AUG 23-25, 2014	186	51	129	97	47	-	-	-	-	-	-	-	-	-	-	52	125	186	-	-	-	-	150	29
	47%	26%	69% B	68% E	28%	-	-	-	-	-	-	-	-	-	-	27%	68% P	100% ST	-	-	-	-	65% X	22%
AUG 19-20, 2013	201	52	132	107	47	-	-	-	-	55	95	95	62	-	-	63	131	201	-	-	-	-	139	43
	50%	30%	72% B	69% E	30%	-	-	-	-	36%	64% J	79% M	33%	-	-	31%	73% P	100% ST	-	-	-	-	62% X	30%
AUG 20-21, 2012	198	58	126	103	42	-	-	-	-	-	-	-	-	-	-	63	128	198	-	-	-	-	153	30
	49%	30%	70% B	57% E	44%	-	-	-	-	-	-	-	-	-	-	31%	68% P	100% ST	-	-	-	-	60% X	29%
AUG 14-18, 2011	172	41	124	-	-	-	-	-	-	-	-	-	-	-	-	34	134	172	-	-	-	-	132	31
	43%	22%	66% B	-	-	-	-	-	-	-	-	-	-	-	-	19%	65% P	100% ST	-	-	-	-	55% X	24%
AUG 15-18, 2010	221	43	157	-	-	108	41	-	-	-	-	-	-	-	-	45	168	221	-	-	-	-	146	52
	55%	25%	79% B	-	-	73% G	33%	-	-	-	-	-	-	-	-	26%	80% P	100% S	-	-	-	-	71% X	34%
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																								
AUG 10-11, 2015	77	45	27	22	46	14	27	25	10	30	19	18	41	46	19	49	27	-	77	-	45	30	40	34
	19%	24%	15%	15%	27%	14%	24%	24%	18%	22%	12%	14%	23%	23%	14%	25%	14%	-	100%	-	19%	28%	20%	20%
	(2)	(3) c	(2)	(2)	(3) D	(2)	(3)	(3)	(2)	(3) k	(2)	(2)	(3)	(3) o	(2)	(3) Q	(2)		RT		(2)	(2) u	(2)	(3)
AUG 23-25, 2014	75	47	23	17	44	-	-	-	-	-	-	-	-	-	-	47	26	-	75	-	-	-	34	35
	19%	24% c	12%	12%	26% D	-	-	-	-	-	-	-	-	-	-	24% q	14%	-	100% RT	-	-	-	15%	26% w
AUG 19-20, 2013	65	35	21	17	34	-	-	-	-	24	23	8	40	-	-	45	18	-	65	-	-	-	29	31
	16%	20% C	11%	11%	22% D	-	-	-	-	16%	15%	7%	21% L	-	-	22% Q	10%	-	100% RT	-	-	-	13%	22% W
AUG 20-21, 2012	61	42	15	30	16	-	-	-	-	-	-	-	-	-	-	40	19	-	61	-	-	-	33	22
	15%	22% C	9%	16%	16%	-	-	-	-	-	-	-	-	-	-	20% Q	10%	-	100% RT	-	-	-	13%	21%

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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Table 18-5
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	69	40	25	-	-	-	-	-	-	-	-	-	-	-	-	41	26	-	69	-	-	-	38	25
	17%	22% c	13%	-	-	-	-	-	-	-	-	-	-	-	-	23% Q	12%	-	100% RT	-	-	-	16%	19%
AUG 15-18, 2010	113	80	25	-	-	27	57	-	-	-	-	-	-	-	-	83	27	-	113	-	-	-	34	72
	28%	47% C	13%	-	-	18%	46% F	-	-	-	-	-	-	-	-	47% Q	13%	-	100% R	-	-	-	16%	47% W
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																								
AUG 10-11, 2015	74	53	15	19	47	10	32	29	7	41	19	9	50	54	9	52	21	-	-	74	40	29	27	45
	18% (3)	28% (2) C	8% (3)	13% (3)	28% (2) D	10% (3)	28% (2) F	28% (2) I	13% (3)	30% (2) K	12% (3)	7% (3)	28% (2) L	27% (2) O	7% (3)	26% (2) Q	11% (3)	-	-	100% RS	17% (3)	27% (3) u	13% (3)	26% (2) W
AUG 23-25, 2014	78	64	12	16	57	-	-	-	-	-	-	-	-	-	-	65	13	-	-	78	-	-	23	47
	20%	33% C	6%	11%	35% D	-	-	-	-	-	-	-	-	-	-	33% Q	7%	-	-	100% RS	-	-	10%	35% W
AUG 19-20, 2013	98	71	20	23	60	-	-	-	-	56	23	11	69	-	-	76	20	-	-	98	-	-	40	55
	25%	40% C	11%	15%	38% D	-	-	-	-	37% K	16%	9%	36% L	-	-	37% Q	11%	-	-	100% RS	-	-	18%	38% W
AUG 20-21, 2012	101	74	25	37	27	-	-	-	-	-	-	-	-	-	-	73	27	-	-	101	-	-	47	38
	25%	38% C	14%	20%	28%	-	-	-	-	-	-	-	-	-	-	36% Q	14%	-	-	100% RS	-	-	19%	37% W
AUG 14-18, 2011	107	77	18	-	-	-	-	-	-	-	-	-	-	-	-	76	27	-	-	107	-	-	47	50
	27%	42% C	9%	-	-	-	-	-	-	-	-	-	-	-	-	44% Q	13%	-	-	100% RS	-	-	20%	40% W
DON'T KNOW/NO OPINION	37	23	11	7	11	6	14	9	3	11	8	12	18	20	11	25	11	-	-	-	18	7	13	17
	9%	12% c	6%	5%	7%	6%	13%	8%	5%	8%	5%	10%	10%	10%	8%	13% q	6%	-	-	-	8%	6%	6%	10%
REFUSED	2	2	-	-	1	-	1	-	-	-	-	-	2	2	-	2	-	-	-	-	-	-	-	2
	-	1%	-	-	1%	-	1%	-	-	-	-	-	1%	1%	-	1%	-	-	-	-	-	-	-	1%

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

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Table 18-6
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
TAX INCREASES HARM ECONOMIC GROWTH AND CAUSE JOBS TO BE LOST																							
AUG 10-11, 2015	210	74	114	148	41	142	31	11	147	50	118	62	123	80	154	36	66	129	92	49	66	132	78
	52% (1)	47% (1)	56% (1)	52% (1)	59% (1)	56% (1) H	59% (1) H	29% (2)	61% (1) J	40% (1)	65% (1) L	41% (1)	63% (1) N	41% (1)	62% (1) P	30% (2)	35% (1)	69% (1) Q	72% (1) TU	36% (1)	50% (1) t	50% (1)	58% (1)
AUG 23-25, 2014	186	-	-	-	-	-	-	-	123	46	102	62	127	47	136	33	50	130	-	-	-	-	-
	47%	-	-	-	-	-	-	-	54% j	37%	49%	50%	64% N	26%	56% P	27%	26%	69% Q	-	-	-	-	-
AUG 19-20, 2013	201	-	-	-	-	-	-	-	120	70	-	-	-	-	136	51	49	142	-	-	-	-	-
	50%	-	-	-	-	-	-	-	52%	50%	-	-	-	-	56% P	38%	28%	74% Q	-	-	-	-	-
AUG 20-21, 2012	198	-	-	-	-	-	-	-	157	31	-	-	119	70	143	41	52	136	116	38	22	-	-
	49%	-	-	-	-	-	-	-	58% J	30%	-	-	62% N	36%	58% P	37%	29%	71% Q	65% TU	36%	34%	-	-
AUG 14-18, 2011	172	-	-	-	-	-	-	-	122	33	-	-	-	-	128	35	36	125	-	-	-	-	-
	43%	-	-	-	-	-	-	-	50% J	30%	-	-	-	-	52% P	29%	22%	66% Q	-	-	-	-	-
AUG 15-18, 2010	221	-	-	-	-	-	-	-	-	-	-	-	-	-	161	44	37	168	-	-	-	-	-
	55%	-	-	-	-	-	-	-	-	-	-	-	-	-	63% P	41%	23%	82% Q	-	-	-	-	-
TAX INCREASES HAVE NO REAL EFFECT ON THE ECONOMY AND JOB CREATION																							
AUG 10-11, 2015	77	29	42	52	13	59	6	3	40	32	26	38	30	43	48	23	49	28	18	33	25	56	21
	19% (2)	19% (3)	21% (2)	18% (3)	19% (2)	23% (2) gH	12% (3)	9% (3)	17% (2)	26% (3)	15% (3)	25% (2) k	16% (2)	22% (3)	19% (2)	19% (3)	26% (3) R	15% (2)	14% (2)	24% (3) s	19% (2)	21% (2)	16% (3)
AUG 23-25, 2014	75	-	-	-	-	-	-	-	49	23	44	21	27	47	36	36	44	23	-	-	-	-	-
	19%	-	-	-	-	-	-	-	22%	19%	21%	17%	14%	26% m	15%	30% O	23% r	12%	-	-	-	-	-
AUG 19-20, 2013	65	-	-	-	-	-	-	-	36	26	-	-	-	-	32	29	36	24	-	-	-	-	-
	16%	-	-	-	-	-	-	-	16%	19%	-	-	-	-	13%	22% o	21% R	12%	-	-	-	-	-
AUG 20-21, 2012	61	-	-	-	-	-	-	-	36	21	-	-	21	38	37	15	33	21	21	16	10	-	-
	15%	-	-	-	-	-	-	-	13%	20%	-	-	11%	20% M	15%	13%	19% r	11%	12%	15%	15%	-	-

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

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Table 18-6
QUESTION 18:
Which of the following most reflects your beliefs regarding the impact of taxes:

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	69	-	-	-	-	-	-	-	38	28	-	-	-	-	45	21	38	23	-	-	-	-	-
	17%	-	-	-	-	-	-	-	16%	25% i	-	-	-	-	18%	17%	22% R	12%	-	-	-	-	-
AUG 15-18, 2010	113	-	-	-	-	-	-	-	-	-	-	-	-	-	63	41	77	23	-	-	-	-	-
	28%	-	-	-	-	-	-	-	-	-	-	-	-	-	25%	38% O	49% R	11%	-	-	-	-	-
TAX INCREASES WILL IMPROVE THE ECONOMY BY ADDING REVENUE TO GOVERNMENT																							
AUG 10-11, 2015	74	38	30	57	12	32	8	21	36	32	30	35	25	48	28	38	52	14	10	41	23	45	29
	18%	24%	15%	20%	17%	13%	16%	55%	15%	26%	16%	23%	13%	25%	11%	33%	28%	8%	7%	30%	18%	17%	22%
	(3)	(2) c	(3)	(2)	(3)	(3)	(2)	(1) FG	(3)	(2) i	(2)	(3)	(3)	(2) M	(3)	(1) O	(2) R	(3)	(3)	(2) SU	(3) S	(3)	(2)
AUG 23-25, 2014	78	-	-	-	-	-	-	-	22	41	33	23	21	56	30	37	65	10	-	-	-	-	-
	20%	-	-	-	-	-	-	-	10%	33% I	16%	19%	10%	31% M	12%	31% O	34% R	5%	-	-	-	-	-
AUG 19-20, 2013	98	-	-	-	-	-	-	-	54	37	-	-	-	-	55	42	74	17	-	-	-	-	-
	25%	-	-	-	-	-	-	-	24%	26%	-	-	-	-	23%	32%	43% R	9%	-	-	-	-	-
AUG 20-21, 2012	101	-	-	-	-	-	-	-	57	39	-	-	39	60	47	49	72	27	31	38	24	-	-
	25%	-	-	-	-	-	-	-	21%	37% I	-	-	20%	31% M	19%	43% O	40% R	14%	17%	36% S	37% S	-	-
AUG 14-18, 2011	107	-	-	-	-	-	-	-	53	46	-	-	-	-	53	45	75	20	-	-	-	-	-
	27%	-	-	-	-	-	-	-	22%	41% I	-	-	-	-	21%	37% O	44% R	11%	-	-	-	-	-
DON'T KNOW/NO OPINION	37	16	15	29	3	22	6	3	18	11	5	18	16	20	16	20	19	15	8	11	17	32	6
	9%	10%	8%	10%	4%	9%	12%	7%	7%	9%	3%	12% K	8%	11%	7%	17% O	10%	8%	7%	8%	13%	12% W	4%
REFUSED	2	1	1	1	-	-	1	-	-	-	2	-	-	2	-	-	2	-	-	1	-	1	-
	-	-	-	-	1%	-	1%	-	-	-	1%	-	-	1%	-	-	1%	-	-	1%	-	-	-

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

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Table 20-1
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
																								W
**D/S (SUPPORT - OPPOSE)	31	1	4	7	5	2	12	44	-13	-14	10	16	18	16	13	14	-22	3	7	59	-28	-	-14	43
	8%	1%	10%	16%	7%	3%	22%	23%	-6%	-9%	9%	23%	25%	17%	21%	40%	-27%	4%	15%	54%	-24%	-	-6%	29%
			b	Bf			BeF	I			J	JK	JK	QR	QR	NOQRS		Q	Qr	UV		U		W
TOTAL SUPPORT																								
AUG 10-11, 2015	202	48	24	24	30	43	33	113	88	65	53	40	43	55	35	23	27	38	23	83	41	76	104	92
	50%	47%	54%	57%	44%	48%	59%	59%	42%	44%	50%	57%	58%	58%	58%	65%	32%	46%	54%	75%	34%	46%	44%	61%
								I					j	Q	Q	Qr			Q	UV				W
AUG 23-25, 2014	231	40	38	26	30	54	43	134	97	77	66	35	52	62	46	26	30	37	29	76	56	92	150	80
	58%	45%	60%	67%	53%	57%	73%	70%	46%	59%	56%	49%	64%	72%	67%	70%	41%	45%	58%	82%	45%	52%	54%	71%
				b			B	I						QR	QR	QR				UV				W
AUG 19-20, 2013	226	51	27	18	37	55	38	112	114	82	67	35	41	49	41	22	49	43	22	80	54	92	153	72
	56%	47%	61%	54%	59%	60%	62%	58%	55%	45%	65%	67%	68%	49%	68%	67%	45%	64%	71%	80%	42%	54%	52%	68%
							b				J	J	J		NQ	nQ		nQ	NQ	UV		u		W
AUG 20-21, 2012	253	49	37	28	48	56	36	144	110	89	79	49	36	75	52	17	39	48	23	108	42	95	185	66
	63%	55%	65%	68%	71%	67%	57%	75%	53%	61%	64%	75%	57%	77%	74%	70%	43%	65%	52%	84%	35%	67%	63%	69%
					B			I				jM		QS	QS	Q		Q		UV		U		
AUG 14-18, 2011	241	58	39	23	32	54	36	131	110	78	70	49	45	51	54	26	50	39	21	82	47	98	163	72
	60%	60%	75%	61%	55%	59%	55%	68%	53%	50%	61%	69%	76%	62%	68%	89%	45%	63%	63%	76%	40%	65%	57%	70%
			bEfG					I				J	JK	q	Q	NOQRS		Q	Q	Uv		U		W
AUG 15-18, 2010	206	44	30	19	27	47	38	113	92	32	69	51	53	31	47	35	26	44	22	94	21	88	112	90
	51%	48%	68%	53%	43%	57%	46%	59%	44%	49%	52%	54%	50%	58%	55%	67%	48%	47%	38%	70%	22%	54%	44%	63%
			BEG			e		I						S	S	QRS				UV		U		W
TOTAL OPPOSE																								
AUG 10-11, 2015	171	47	19	17	26	41	21	69	101	79	43	24	24	38	22	9	49	35	17	23	69	76	119	48
	43%	46%	45%	41%	38%	46%	38%	36%	49%	53%	40%	34%	33%	40%	36%	25%	60%	43%	39%	21%	58%	46%	50%	32%
									H	LM							nOPrS	p			Tv	T	X	
AUG 23-25, 2014	134	43	21	7	22	29	12	48	86	40	41	33	20	18	20	9	33	40	13	11	59	63	103	25
	33%	49%	32%	17%	39%	31%	20%	25%	41%	31%	35%	45%	25%	21%	30%	26%	45%	48%	25%	12%	47%	36%	37%	22%
		DfG			d				H			M					nps	NoPS			T	T	X	
AUG 19-20, 2013	143	43	15	15	19	32	17	66	77	82	29	16	17	41	15	9	48	21	7	13	72	56	112	30
	36%	40%	35%	46%	30%	35%	28%	34%	37%	45%	28%	30%	27%	42%	25%	29%	44%	31%	23%	13%	56%	33%	38%	28%
										KLM				OS			OpS				TV	T	x	
AUG 20-21, 2012	103	30	14	6	12	19	22	36	67	48	30	12	13	20	13	3	39	17	11	13	53	37	80	18
	26%	34%	25%	15%	17%	23%	34%	19%	32%	33%	24%	18%	20%	21%	18%	12%	43%	23%	25%	10%	44%	26%	27%	19%
		DE					DE		H	Lm							NOPRS				TV	T	x	

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Table 20-1
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	127 32%	31 32% c	10 19%	10 26%	19 33%	32 35% C	26 40% C	55 29%	72 35%	63 41% LM	37 33% M	17 24%	10 17%	30 36% P	22 28% P	3 11%	44 39% Ps	20 32% P	8 24%	19 18%	65 55% TV	38 25%	98 34% X	24 24%
AUG 15-18, 2010	152 38%	38 42% C	10 23%	13 37%	27 42% C	28 35%	35 42% C	62 32%	90 43% H	24 36%	57 43%	34 36%	38 35%	20 37% p	30 35%	12 23%	21 39% p	43 45% P	26 44% P	29 22%	64 67% TV	57 35% T	116 46% X	35 24%
STRONGLY SUPPORT	113 28%	19 19%	15 34%	15 36%	19 27%	28 31%	18 31%	69 36% I	44 21%	27 18%	35 33% J	20 29%	31 43% Jl	28 29% q	25 40% QR	17 48% nQR	12 15%	15 18%	17 40% QR	56 51% UV	18 15%	37 22%	55 23%	56 38% W
SOMEWHAT SUPPORT	89 22%	28 28%	9 21%	8 20%	12 17%	15 17%	16 28%	44 23%	45 21%	38 26%	18 17%	20 29% km	12 16%	27 29% s	11 17%	6 17%	15 18%	24 29% s	6 14%	26 24%	23 19%	39 24%	50 21%	35 24%
SOMEWHAT OPPOSE	40 10%	11 11%	4 9%	3 7%	6 8%	9 10%	7 12%	17 9%	23 11%	19 13%	10 9%	5 8%	6 8%	12 12%	3 5%	2 6%	11 13%	9 10%	4 8%	9 8%	14 11%	17 10%	24 10%	14 9%
STRONGLY OPPOSE	131 33%	36 35%	16 36%	14 34%	20 29%	32 36%	14 25%	53 27%	78 38% h	60 40% lm	34 31%	19 26%	19 26%	27 28%	19 31%	7 19%	38 46% nP	27 32%	13 31%	15 13%	56 47% T	59 36% T	94 39% X	34 23%
DON'T KNOW/NO OPINION	28 7%	7 7%	- 1%	1 2%	12 18% bCDfG	5 6%	2 3%	9 5%	19 9%	5 3%	10 10% j	6 9%	6 8%	2 2%	4 6%	4 10% n	6 8%	9 11% N	3 7%	4 4%	9 7%	13 8%	16 7%	10 6%

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

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Table 20-2
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60% O	22%	8%	31%	46%	19%	19% Tu	76%	4%	33%	38%	22% w
**D/S (SUPPORT - OPPOSE)	31	41	18	-15	-14	18	-18	-40	2	72	50	-13	12	26	-13	3	17	5	8	25	-1	77	-45	-1
	8%	71% CDEFG	35% DEG	-29%	-20%	22% DEG	-21%	-48%	1% H	49% HI	23% L	-8%	5% O	29% MO	-42%	3%	9% P	6%	11% U	8% U	-8%	57% WX	-29%	-1% W
TOTAL SUPPORT																								
AUG 10-11, 2015	202	48	34	16	25	48	28	21	76	105	126	70	118	54	8	58	96	38	38	155	7	101	47	42
	50%	84% CDEFG	65% DEG	32%	36%	60% DEG	33%	24%	46% H	71% HI	59% L	42%	49% O	61% mO	25%	47%	52%	50%	50%	51%	42%	76% WX	31%	47% w
AUG 23-25, 2014	231	44	32	31	25	57	35	46	74	108	121	96	137	62	17	-	-	-	31	188	6	102	77	37
	58%	92% CDEFG	72% EG	55%	36%	67% EG	39%	54%	42%	81% HI	65% L	50%	59%	64%	49%	-	-	-	49%	60%	43%	82% WX	43%	53%
AUG 19-20, 2013	226	34	46	24	29	53	39	36	91	93	141	74	129	54	26	-	-	-	31	176	16	-	-	-
	56%	83% DEFG	79% DEFG	41%	43%	59% de	48%	42%	51%	75% HI	69% L	42%	55%	66% mO	46%	-	-	-	49%	58%	59%	-	-	-
AUG 20-21, 2012	253	60	48	20	23	59	36	22	110	109	164	77	136	57	42	-	-	-	38	207	7	120	75	35
	63%	89% DEfG	78% DEG	45%	29%	77% DEG	55% E	30%	65% H	80% HI	75% L	48%	62%	66%	64%	-	-	-	59%	64%	63%	84% WX	47%	54%
AUG 14-18, 2011	241	44	38	22	26	62	36	24	105	100	153	78	127	52	28	-	-	-	14	204	17	105	67	45
	60%	79% DEG	73% DEG	43%	38%	79% DEG	50%	34%	60% H	77% HI	73% L	47%	55%	74% Mo	57%	-	-	-	35%	64% S	53%	76% W	43%	72% W
AUG 15-18, 2010	206	54	40	7	14	50	38	9	69	122	136	59	100	70	12	-	-	-	7	191	6	-	-	-
	51%	76% cDEFG	62% DEg	19%	24%	61% DEg	47% DE	15%	42% H	74% HI	64% L	35%	48%	53%	61%	-	-	-	45%	52%	58%	-	-	-
TOTAL OPPOSE																								
AUG 10-11, 2015	171	8	16	31	39	30	45	61	74	33	76	83	105	28	20	55	79	33	30	130	8	25	92	43
	43%	13%	30% B	61% BCF	56% BCf	38% B	54% BCf	72% IJ	45% J	22%	35%	50% K	44% n	32%	67% MN	44%	43%	44%	39%	43%	50%	18%	61% V	48% V
AUG 23-25, 2014	134	2	9	21	38	24	39	36	80	16	55	76	77	25	14	-	-	-	21	102	8	17	85	25
	33%	4%	20% b	38% B	55% BCF	28% B	44% BC	42% J	46% J	12%	30%	39%	33%	26%	41%	-	-	-	34%	32%	57%	14%	48% V	35% V
AUG 19-20, 2013	143	5	8	33	39	27	29	48	69	23	46	87	87	23	23	-	-	-	27	107	8	-	-	-
	36%	11%	15%	55% BCFg	57% BCFG	30% BC	36% BC	55% IJ	39% J	19%	23%	50% K	37%	29%	41%	-	-	-	43%	35%	28%	-	-	-
AUG 20-21, 2012	103	5	9	18	35	14	23	37	46	18	36	65	65	17	16	-	-	-	17	82	3	14	64	22
	26%	7%	14%	41% BCF	46% BCF	18% b	35% BCF	51% IJ	27% J	13%	17%	40% K	30% n	20%	25%	-	-	-	27%	26%	27%	10%	39% V	33% V
AUG 14-18, 2011	127	11	8	26	39	15	23	45	55	21	42	74	87	14	18	-	-	-	15	99	11	24	76	13
	32%	20%	15%	51% BCFg	57% BCFG	19%	32% Cf	64% IJ	32% J	16%	20%	45% K	37% N	20%	36% n	-	-	-	38%	31%	32%	17%	49% VX	21%

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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Table 20-2
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	152 38%	13 18%	17 26%	24 65% BCFG	39 69% BCFG	25 31% b	32 39% B	44 77% IJ	76 46% J	27 16%	52 24%	96 57% K	91 44% N	43 32%	7 39%	- -	- -	- -	8 55%	138 37%	3 32%	- -	- -	- -
STRONGLY SUPPORT	113 28%	36 62% CDEFG	20 39% DEG	8 16%	10 15%	25 31% deG	11 14%	11 14%	27 17%	74 50% HI	80 37% L	31 19%	60 25%	36 41% MO	5 17%	33 27%	53 28%	25 33%	18 24%	90 30%	4 24%	70 52% WX	20 13%	19 21%
SOMEWHAT SUPPORT	89 22%	13 22%	14 26%	8 17%	15 21%	23 29%	16 20%	9 11%	48 29% H	31 21% H	46 21%	39 24%	58 24% O	18 20%	2 8%	25 20%	43 23%	13 17%	20 26%	65 21%	3 18%	31 24%	27 18%	23 25%
SOMEWHAT OPPOSE	40 10%	3 5%	6 11%	7 14%	6 9%	6 8%	10 13%	19 22% IJ	11 7%	10 7%	18 8%	18 11%	21 9%	6 7%	11 38% MN	17 14% r	17 9%	4 5%	4 6%	27 9%	7 43% ST	10 7%	21 14%	9 10%
STRONGLY OPPOSE	131 33%	5 8%	10 19%	23 47% BC	33 47% BCf	24 30% B	35 42% BC	42 50% J	63 38% J	23 15%	58 27%	65 39% K	84 35% n	22 25%	9 29%	37 30%	62 33%	29 39%	25 34% U	102 34% U	1 7%	15 11%	71 47% V	34 38% V
DON'T KNOW/NO OPINION	28 7%	2 3%	3 5%	3 7%	6 8%	2 3%	10 12% bf	3 3%	15 9%	10 7%	13 6%	12 8%	18 7%	6 7%	2 8%	11 9%	11 6%	4 6%	8 11%	18 6%	1 8%	7 6%	13 8%	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/X

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Table 20-3
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (SUPPORT - OPPOSE)	31	6	5	10	-	10	-4	4	31	26	18	14	-3	22	-14	-35	78	-44	9	66	-39	19	6	12
	8%	5% EG	5% EG	15% bcEG	-	36% BCdEG	-19%	27% eG	14% JKM	7% M	6% M	17% jKM	-3%	12% KM	-31%	-20%	47% OP	-34%	8% R	47% RS	-27%	20% U	20% U	45% UVw
TOTAL SUPPORT																								
AUG 10-11, 2015	202	61	54	32	18	19	9	10	115	183	152	46	57	96	15	63	119	40	57	100	48	55	18	19
	50%	49%	49%	50%	49%	66%	39%	63%	54%	50%	49%	54%	45%	53%	32%	35%	71% OP	31%	48% R	70% RS	34%	55% U	57% U	73% U
AUG 23-25, 2014	231	59	64	36	26	22	14	10	147	209	-	-	69	141	25	63	139	72	38	117	65	53	17	27
	58%	49%	56%	58%	70%	76% B	62%	69%	59% L	58% L	-	-	54% L	60% L	48%	41%	77% OP	48%	45%	74% RS	51%	56%	64%	68%
AUG 19-20, 2013	226	60	67	39	21	20	11	8	-	-	-	72	41	108	20	73	122	65	63	87	66	76	19	9
	56%	49%	60%	61%	57%	70% b	49%	55%	-	-	-	56%	45%	64% M	40%	46%	72% OP	41%	58% R	76% RS	51%	60%	60%	61%
AUG 20-21, 2012	253	66	77	47	17	22	15	9	-	-	-	-	-	-	17	89	133	47	88	106	37	124	9	11
	63%	54%	68% BE	74% BE	46%	77% BE	70%	65%	-	-	-	-	-	-	31%	59% O	79% OP	37%	78% R	76% R	47%	68% Uw	43%	75% Uw
AUG 14-18, 2011	241	77	73	35	14	14	17	10	-	-	-	-	-	-	19	76	132	61	65	99	28	120	7	5
	60%	63% E	64% E	54%	40%	55%	77% DE	73% e	-	-	-	-	-	-	42%	48%	77% OP	43%	69% R	71% R	45%	66% UW	31%	54%
AUG 15-18, 2010	206	62	64	26	23	16	12	3	-	-	-	-	-	-	7	35	159	25	47	122	17	84	11	20
	51%	54% H	58% DeH	42%	43%	69% DEH	57% H	23%	-	-	-	-	-	-	17%	31% o	69% OP	20%	50% R	72% RS	28%	50% U	43%	77% UVW
TOTAL OPPOSE																								
AUG 10-11, 2015	171	55	48	22	18	8	13	5	84	157	134	32	60	74	29	98	41	85	47	34	87	35	12	7
	43%	44%	44%	35%	50%	30%	58% df	37%	40%	43%	44%	37%	47%	41%	64% Q	55% Q	25%	65% ST	40% T	24%	61% VWX	36%	37%	27%
AUG 23-25, 2014	134	56	38	21	8	2	5	3	89	127	-	2	42	83	23	79	27	68	36	29	46	37	6	11
	33%	46% eFgh	33% F	34% F	22%	9%	23%	21%	36%	35%	-	100% IJMN	33%	35%	44% Q	51% Q	15%	45% T	43% T	18%	36%	40%	22%	27%
AUG 19-20, 2013	143	49	39	19	13	8	8	6	-	-	-	43	40	56	27	73	34	82	35	19	56	41	10	6
	36%	40%	35%	29%	35%	30%	39%	45%	-	-	-	33%	44%	33%	54% Q	47% Q	20%	52% ST	32% T	16%	43%	32%	32%	39%
AUG 20-21, 2012	103	39	28	12	15	4	5	-	-	-	-	-	-	-	24	50	22	63	15	22	33	41	5	3
	26%	32% DfH	25% H	18% H	40% DFH	16% H	22% H	-	-	-	-	-	-	-	45% Q	33% Q	13%	49% ST	13%	16%	43% VX	23%	23%	18%
AUG 14-18, 2011	127	36	34	23	22	8	3	1	-	-	-	-	-	-	25	68	29	70	21	29	31	50	14	2
	32%	29% gH	30% gH	35% GH	60% BCDFGH	32% h	14%	7%	-	-	-	-	-	-	55% Q	43% Q	17%	49% ST	23%	20%	49% VX	28%	65% VX	18%

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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Table 20-3
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	152	44	37	27	24	5	5	9	-	-	-	-	-	-	32	63	52	85	33	34	38	66	12	2
	38%	38%	34%	43% fg	46% Fg	22%	25%	61% cFG	-	-	-	-	-	-	73% PQ	56% Q	22%	70% ST	35% T	20%	65% VX	40% X	46% X	7%
STRONGLY SUPPORT	113	31	37	18	6	9	8	3	74	101	95	19	31	63	7	20	84	17	23	69	20	25	7	15
	28%	25%	34% e	28%	16%	33%	36%	22%	35% lm	28%	31%	23%	24%	35% lm	14%	11%	50% OP	13%	19%	49% RS	14%	26% u	21%	56% UVW
SOMEWHAT SUPPORT	89	30	17	14	12	9	1	6	41	82	56	27	26	33	8	43	35	23	34	31	28	29	12	4
	22%	24% G	15% g	22% G	33% G	33% G	4%	41% G	19%	22%	18%	32% ikn	21%	18%	18%	24%	21%	18%	29%	22%	20%	30%	36%	16%
SOMEWHAT OPPOSE	40	14	13	5	3	2	3	1	19	37	34	5	17	17	9	16	14	19	12	9	22	4	3	1
	10%	11%	11%	7%	9%	7%	14%	5%	9%	10%	11%	6%	14%	9%	20% q	9%	9%	15% T	10%	6%	16% VX	4%	10%	3%
STRONGLY OPPOSE	131	41	36	18	15	7	10	5	65	120	100	27	43	57	20	82	27	65	36	25	65	31	9	6
	33%	33%	33%	28%	41%	23%	45%	32%	31%	33%	33%	32%	34%	32%	44% Q	46% Q	16%	50% ST	30% t	18%	45% vwx	32%	27%	24%
DON'T KNOW/NO OPINION	28	9	8	10	-	1	-	-	12	25	22	7	10	11	2	17	7	5	14	8	7	9	2	-
	7%	7% eH	7% eH	15% EfGH	1%	4%	2%	-	6%	7%	7%	8%	8%	6%	4%	10% q	4%	4%	12% r	6%	5% X	9% X	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/X

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Table 20-4
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (SUPPORT - OPPOSE)	31	-15	-17	22	7	-15	3	-12	4	-5	32	25	6	58	-38	64	-35	-1	-33	15	37	5	8
	8%	-37%	-17% b	33% BCeF	15% BCF	-10% B	4% HJ	-28%	39% GHJ	-6% h	19% GHJ	21% M	2%	49% O	-19%	57% QR	-30%	-1% Q	-32%	17% S	62% STVW	10% S	26% S
TOTAL SUPPORT																							
AUG 10-11, 2015	202	13	36	40	22	62	38	15	7	37	94	70	132	85	73	86	37	50	33	51	47	24	20
	50%	30%	37%	61% BCF	51% b	41%	50%	34%	69% Hj	43%	55% H	58% m	47%	73% O	37%	76% QR	31%	45% q	32%	57% S	79% STV	49% s	63% S
AUG 23-25, 2014	231	21	29	46	16	76	46	24	13	53	92	63	168	53	143	98	56	52	-	-	-	-	-
	58%	41%	33%	70% BCeF	43%	48% c	44%	60%	72% g	68% G	65% G	63%	56%	71% O	53%	87% QR	43%	53%	-	-	-	-	-
AUG 19-20, 2013	226	21	44	46	12	96	42	15	14	46	100	51	175	91	105	90	61	34	37	84	24	26	26
	56%	45%	49%	71% BCef	46%	57%	48%	49%	51%	60%	61% g	51%	58%	75% O	47%	77% QR	39%	56% Q	40%	58% S	74% S	61% S	60% S
AUG 20-21, 2012	253	7	45	51	15	93	64	24	11	55	2	-	-	71	152	124	47	60	-	-	-	-	-
	63%	17%	54% B	74% BCEF	48% B	55% B	63% K	62% K	54%	67% K	22%	-	-	58%	68% n	84% QR	36%	64% Q	-	-	-	-	-
AUG 14-18, 2011	241	13	48	42	3	98	46	20	14	52	5	-	-	58	147	95	45	65	21	132	11	18	37
	60%	40% e	51% E	64% BE	14%	59% bE	56%	46%	70% h	58%	75%	-	-	58%	60%	75% Q	38%	67% Q	34%	64% S	67% S	56% s	70% S
AUG 15-18, 2010	206	4	24	60	2	90	50	22	5	45	6	-	-	39	146	111	28	36	18	74	25	24	49
	51%	14%	32% B	67% BCEF	24%	46% BC	50%	39%	47%	48%	82% GHJ	-	-	34%	69% N	71% QR	25%	49% Q	24%	51% S	62% S	62% S	71% ST
TOTAL OPPOSE																							
AUG 10-11, 2015	171	28	52	18	16	78	35	27	3	42	62	45	126	28	111	21	73	51	66	36	10	20	12
	43%	67% DEF	54% D	28%	36%	51% D	47%	62% iK	31%	49%	36%	37%	45%	24%	56% N	19%	61% Pr	46% P	64% TUVW	40% U	16%	40% U	37% u
AUG 23-25, 2014	134	27	47	12	12	66	43	12	4	22	39	33	101	17	105	8	67	36	-	-	-	-	-
	33%	53% D	52% D	18%	32%	42% D	41%	30%	22%	28%	28%	33%	34%	23%	39% N	7%	51% P	37% P	-	-	-	-	-
AUG 19-20, 2013	143	26	38	13	11	60	38	14	8	24	54	41	102	19	107	18	86	20	49	48	8	14	14
	36%	55% DF	42% D	21%	40%	36% D	43%	49%	29%	31%	33%	41%	34%	16%	48% N	15%	54% PR	33% P	53% TUVW	33%	24%	32%	33%
AUG 20-21, 2012	103	24	30	11	8	56	26	11	9	17	4	-	-	36	57	13	61	24	-	-	-	-	-
	26%	56% CDEF	36% D	17%	26%	33% D	25%	27%	46% gJ	20%	55% j	-	-	29%	25%	9%	47% PR	26% P	-	-	-	-	-
AUG 14-18, 2011	127	19	35	16	6	57	26	20	5	30	2	-	-	33	81	25	61	22	37	56	5	9	14
	32%	60% CDeF	37%	24%	32%	34%	32%	46%	26%	33%	25%	-	-	33%	33%	20%	52% PR	23%	61% TUVW	28%	28%	27%	25%

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

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Table 20-4
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	152	26	42	19	6	81	45	28	4	39	1	-	-	71	51	26	71	28	52	61	10	8	12
	38%	79% CDF	55% DF	21%	76% DF	41% D	45% k	51% K	35%	42%	18%	-	-	60% O	24%	17%	66% PR	38% P	68% TUVW	42% UVW	26%	22%	17%
STRONGLY SUPPORT	113	6	8	29	11	32	22	8	4	14	57	33	81	55	42	66	16	24	14	22	33	16	9
	28%	15%	8%	45% BCeF	25% c	21% C	30% j	18%	35%	16%	33% hJ	27%	29%	47% O	22%	58% QR	13%	22%	14%	24%	55% STVW	32% s	28%
SOMEWHAT SUPPORT	89	6	28	11	11	30	15	7	4	23	37	37	51	31	31	20	21	25	19	29	14	9	11
	22%	15%	28%	16%	26%	20%	21%	17%	34%	26%	22%	31% M	18%	26% O	16%	18%	18%	23%	18%	33% s	23%	18%	34%
SOMEWHAT OPPOSE	40	8	9	5	2	16	5	7	2	7	19	9	31	8	23	8	20	10	11	12	6	2	2
	10%	20% dE	10%	8%	4%	10%	7%	16%	18%	8%	11%	7%	11%	7%	12%	7%	17% P	9%	11%	13%	10%	4%	7%
STRONGLY OPPOSE	131	20	43	13	14	62	29	20	1	35	43	36	95	19	88	14	53	41	55	24	4	17	10
	33%	47% D	44% D	19%	32%	41% D	39% Ik	46% IK	13%	40% IK	25%	30%	34%	16%	45% N	12%	45% P	37% P	53% TUvW	27% U	6%	35% U	31% U
DON'T KNOW/NO OPINION	28	1	9	7	5	13	2	2	-	7	15	5	22	4	12	5	9	10	5	3	3	5	-
	7%	2%	10%	11% b	12%	8% b	3%	4%	-	9% I	9% I	4%	8%	3%	6%	5%	7%	9%	5% w	3%	5%	11% 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

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Table 20-5
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 5

	TOTAL (A)	OBAMA IMAGE: FAV (B)	OBAMA IMAGE: UNFAV (C)	MCCRORY IMAGE: FAV (D)	MCCRORY IMAGE: UNFAV (E)	BURR IMAGE: FAV (F)	BURR IMAGE: UNFAV (G)	COOPER IMAGE: FAV (H)	COOPER IMAGE: UNFAV (I)	NC DEM PARTY IMAGE: FAV (J)	NC DEM PARTY IMAGE: UNFAV (K)	NC REP PARTY IMAGE: FAV (L)	NC REP PARTY IMAGE: UNFAV (M)	PLANNED PARENTHOOD IMAGE: FAV (N)	PLANNED PARENTHOOD IMAGE: UNFAV (O)	OBAMA JOB APPROVAL: APP (P)	OBAMA JOB APPROVAL: DISAP (Q)	IMPACT OF TAXES: HARM (R)	IMPACT OF TAXES: NO EFFECT (S)	IMPACT OF TAXES: IMPROVE (T)	2/3 MAJORITY AMENDMENT: SPPRT (U)	2/3 MAJORITY AMENDMENT: OPPOSE (V)	OIL AND GAS EXPLORATION: SPPRT (W)	OIL AND GAS EXPLORATION: OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (SUPPORT - OPPOSE)	31	-38	77	80	-39	35	-10	3	20	-38	77	66	-50	-33	62	-56	85	48	7	-18	27	10	202	-171
	8%	-20%	43% B	56% E	-22%	35% G	-9%	2%	37% H	-28%	49% J	53% M	-28%	-17%	46% N	-28%	44% P	23% ST	8% T	-24%	11%	9%	100% X	-100%
TOTAL SUPPORT																								
AUG 10-11, 2015	202	67	122	107	64	64	48	51	35	44	113	90	61	75	95	64	132	122	40	27	127	55	202	-
	50%	36%	69% B	75% E	37%	65% G	42%	49%	64%	33%	72% J	72% M	34%	38%	70% N	32%	69% P	58% T	52% t	37%	52%	52%	100% X	-
AUG 23-25, 2014	231	84	139	110	65	-	-	-	-	-	-	-	-	-	-	88	134	150	34	23	-	-	231	-
	58%	44%	75% B	77% E	39%	-	-	-	-	-	-	-	-	-	-	45%	73% P	81% ST	45%	29%	-	-	100% X	-
AUG 19-20, 2013	226	76	136	119	64	-	-	-	-	63	110	98	78	-	-	86	135	139	29	40	-	-	226	-
	56%	43%	74% B	77% E	41%	-	-	-	-	42%	74% J	81% M	41%	-	-	42%	76% P	69% ST	45%	40%	-	-	100% X	-
AUG 20-21, 2012	253	84	156	131	51	-	-	-	-	-	-	-	-	-	-	89	158	153	33	47	-	-	253	-
	63%	43%	87% B	73% E	53%	-	-	-	-	-	-	-	-	-	-	45%	85% P	78% ST	54%	47%	-	-	100% X	-
AUG 14-18, 2011	241	83	144	-	-	-	-	-	-	-	-	-	-	-	-	78	152	132	38	47	-	-	241	-
	60%	45%	76% B	-	-	-	-	-	-	-	-	-	-	-	-	44%	73% P	77% ST	55%	44%	-	-	100% X	-
AUG 15-18, 2010	206	47	145	-	-	101	38	-	-	-	-	-	-	-	-	48	150	146	34	-	-	-	206	-
	51%	28%	73% B	-	-	68% G	30%	-	-	-	-	-	-	-	-	27%	71% P	66% S	30%	-	-	-	100% X	-
TOTAL OPPOSE																								
AUG 10-11, 2015	171	105	45	27	103	29	58	49	15	82	36	23	110	108	33	121	48	73	34	45	101	45	-	171
	43%	57% C	25%	19%	60% D	29%	51% F	47% I	28%	61% K	23%	19%	61% L	55% O	24%	61% Q	25%	35%	44%	61% Rs	42%	43%	-	100% W
AUG 23-25, 2014	134	92	31	22	85	-	-	-	-	-	-	-	-	-	-	88	34	29	35	47	-	-	-	134
	33%	48% C	17%	15%	51% D	-	-	-	-	-	-	-	-	-	-	46% Q	19%	16%	46% R	60% R	-	-	-	100% W
AUG 19-20, 2013	143	93	36	28	82	-	-	-	-	79	32	11	102	-	-	106	30	43	31	55	-	-	-	143
	36%	53% C	19%	19%	53% D	-	-	-	-	53% K	22%	9%	54% L	-	-	52% Q	17%	21%	48% R	56% R	-	-	-	100% W
AUG 20-21, 2012	103	79	15	36	35	-	-	-	-	-	-	-	-	-	-	82	17	30	22	38	-	-	-	103
	26%	41% C	8%	20%	36% D	-	-	-	-	-	-	-	-	-	-	41% Q	9%	15%	35% R	37% R	-	-	-	100% 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

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Table 20-5
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	127	85	35	-	-	-	-	-	-	-	-	-	-	-	-	79	42	31	25	50	-	-	-	127
	32%	46% C	18%	-	-	-	-	-	-	-	-	-	-	-	-	45% Q	20%	18%	36% R	47% R	-	-	-	100% W
AUG 15-18, 2010	152	106	34	-	-	34	75	-	-	-	-	-	-	-	-	109	38	52	72	-	-	-	-	152
	38%	63% C	17%	-	-	23%	60% F	-	-	-	-	-	-	-	-	62% Q	18%	23%	63% R	-	-	-	-	100% W
STRONGLY SUPPORT	113	25	78	69	25	43	18	27	23	18	73	59	26	33	67	26	84	75	21	13	67	31	113	-
	28%	13%	44% B	48% E	15%	43% G	16%	26%	42% h	13%	46% J	47% M	15%	17%	50% N	13%	44% P	36% T	27%	18%	28%	29%	56% X	-
SOMEWHAT SUPPORT	89	42	44	38	39	22	30	24	12	26	40	31	34	42	28	39	48	47	20	14	60	24	89	-
	22%	23%	25%	26%	23%	22%	27%	23%	23%	19%	26%	25%	19%	21%	20%	20%	25%	22%	26%	19%	25%	23%	44% X	-
SOMEWHAT OPPOSE	40	21	13	4	23	4	13	9	3	17	5	7	22	22	8	27	12	14	9	7	21	11	-	40
	10%	11%	7%	3%	14% D	4%	12% f	8%	6%	13% K	3%	6%	12% l	11%	6%	14% Q	6%	6%	12%	10%	9%	10%	-	23% W
STRONGLY OPPOSE	131	84	32	22	79	25	44	40	12	64	30	16	89	86	24	94	35	60	24	38	80	35	-	131
	33%	45% C	18%	16%	46% D	25%	40% f	39% I	22%	48% K	19%	13%	49% L	44% O	18%	47% Q	18%	28%	32%	51% RS	33%	32%	-	77% W
DON'T KNOW/NO OPINION	28	13	10	9	4	6	7	4	4	9	9	12	9	14	8	13	11	15	3	2	15	6	-	-
	7%	7%	6%	6%	3%	6%	6%	4%	8%	7%	6%	10%	5%	7%	6%	7%	6%	7%	4%	2%	6%	6%	-	-

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

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Table 20-6
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (SUPPORT - OPPOSE)	31	-10	37	10	14	31	11	1	37	-10	22	9	77	-51	68	-40	-33	60	64	-31	-5	28	3
	8%	-6%	18% B	4%	20% D	12% H	22% H	2%	15% J	-8%	12%	6%	40% N	-26%	28% P	-34%	-17%	32% Q	50% TU	-23%	-4% T	11% W	2%
TOTAL SUPPORT																							
AUG 10-11, 2015	202	68	116	139	40	133	29	19	130	54	99	76	127	66	150	35	71	118	92	49	58	137	65
	50%	43%	57% B	49%	57%	52%	57%	50%	54%	43%	55%	50%	66% N	34%	61% P	30%	38%	64% Q	71% TU	36%	44%	51%	48%
AUG 23-25, 2014	231	-	-	-	-	-	-	-	131	76	138	56	135	86	165	47	82	141	-	-	-	-	-
	58%	-	-	-	-	-	-	-	57%	61%	66% L	46%	68% N	47%	67% P	39%	43%	75% Q	-	-	-	-	-
AUG 19-20, 2013	226	-	-	-	-	-	-	-	145	68	-	-	-	-	164	52	64	141	-	-	-	-	-
	56%	-	-	-	-	-	-	-	63% J	48%	-	-	-	-	67% P	39%	37%	73% Q	-	-	-	-	-
AUG 20-21, 2012	253	-	-	-	-	-	-	-	191	47	-	-	150	91	175	55	83	155	142	50	31	-	-
	63%	-	-	-	-	-	-	-	71% J	45%	-	-	79% N	47%	71% P	48%	46%	81% Q	79% TU	47%	48%	-	-
AUG 14-18, 2011	241	-	-	-	-	-	-	-	152	64	-	-	-	-	174	57	71	149	-	-	-	-	-
	60%	-	-	-	-	-	-	-	63%	57%	-	-	-	-	70% P	47%	42%	79% Q	-	-	-	-	-
AUG 15-18, 2010	206	-	-	-	-	-	-	-	-	-	-	-	-	-	157	32	39	150	-	-	-	-	-
	51%	-	-	-	-	-	-	-	-	-	-	-	-	-	61% P	30%	25%	73% Q	-	-	-	-	-
TOTAL OPPOSE																							
AUG 10-11, 2015	171	78	78	129	26	102	18	18	93	64	77	67	50	117	82	75	104	58	28	80	62	108	62
	43%	49% c	39%	45%	37%	40%	35%	48%	39%	51% i	42%	44%	26%	61% M	33%	64% O	55% R	31%	21%	59% S	47% S	41%	46%
AUG 23-25, 2014	134	-	-	-	-	-	-	-	71	45	57	53	43	87	58	63	94	28	-	-	-	-	-
	33%	-	-	-	-	-	-	-	31%	36%	27%	43% K	22%	48% M	23%	52% O	49% R	15%	-	-	-	-	-
AUG 19-20, 2013	143	-	-	-	-	-	-	-	71	59	-	-	-	-	66	70	98	33	-	-	-	-	-
	36%	-	-	-	-	-	-	-	31%	42% I	-	-	-	-	27%	52% O	56% R	17%	-	-	-	-	-
AUG 20-21, 2012	103	-	-	-	-	-	-	-	56	40	-	-	27	75	55	42	69	25	25	40	25	-	-
	26%	-	-	-	-	-	-	-	21%	38% I	-	-	14%	39% M	22%	37% O	38% R	13%	14%	37% S	38% S	-	-

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

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Table 20-6
QUESTION 20:
Do you support or oppose exploring for oil and natural gas on land and off the coast of North Carolina?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT				NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	127	-	-	-	-	-	-	-	72	46	-	-	-	-	58	55	82	29	-	-	-	-	-
	32%	-	-	-	-	-	-	-	30%	41% i	-	-	-	-	23%	45% O	49% R	15%	-	-	-	-	-
AUG 15-18, 2010	152	-	-	-	-	-	-	-	-	-	-	-	-	-	77	65	105	35	-	-	-	-	-
	38%	-	-	-	-	-	-	-	-	-	-	-	-	-	30%	61% O	66% R	17%	-	-	-	-	-
STRONGLY SUPPORT	113	34	71	70	26	75	14	11	76	23	58	40	81	25	89	14	25	83	62	17	33	83	31
	28%	22%	35% B	25%	38% d	29%	26%	29%	32% J	19%	32%	26%	42% N	13%	36% P	12%	13%	45% Q	48% TU	13%	25% T	31%	23%
SOMEWHAT SUPPORT	89	34	44	69	13	58	16	8	54	31	41	37	46	41	61	22	46	35	30	32	24	54	35
	22%	21%	22%	24%	19%	23%	31%	21%	23%	25%	23%	24%	24%	21%	25%	18%	25%	19%	23%	23%	18%	20%	26%
SOMEWHAT OPPOSE	40	8	24	31	4	23	1	4	22	13	19	11	16	24	25	13	25	15	9	17	13	25	15
	10%	5%	12% b	11%	5%	9% G	1%	11%	9%	11%	11%	7%	8%	12%	10%	11%	13%	8%	7%	13%	10%	9%	11%
STRONGLY OPPOSE	131	69	54	98	22	80	18	14	72	50	58	55	34	94	57	62	79	44	18	62	49	83	47
	33%	44% C	27%	34%	32%	31%	34%	38%	30%	40%	32%	36%	17%	48% M	23%	53% O	42% R	23%	14%	46% S	38% S	31%	35%
DON'T KNOW/NO OPINION	28	12	9	18	4	19	4	1	17	7	5	10	17	10	15	7	13	9	10	7	11	21	7
	7%	7%	4%	6%	5%	8% h	7%	2%	7%	6%	3%	7%	9%	5%	6%	6%	7%	5%	7%	5%	9%	8%	5%

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

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Table 21-1
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
**D/S (REFERENDUM - USE SURPLUSES)	-45	-2	-6	-12	-17	3	-12	-1	-44	-17	-22	-4	-3	-12	3	7	-22	-15	-6	-39	10	-17	-26	-15
	-11%	-1%	-14%	-28%	-25%	3%	-22%	-1%	-21%	-11%	-20%	-5%	-5%	-12%	5%	20%	-27%	-19%	-14%	-35%	8%	-10%	-11%	-10%
		cDEG				BCDEG		I				K	K		NQRS	NOQRS					TV	T		
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157	47	16	15	18	42	19	86	71	57	41	30	30	37	31	19	25	30	16	31	59	65	95	59
	39%	46%	38%	35%	27%	47%	34%	45%	34%	38%	38%	42%	41%	39%	51%	52%	30%	36%	38%	28%	49%	39%	40%	40%
		E				E		i							Q	Q					T			
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203	49	22	26	35	39	32	88	115	73	62	33	33	48	28	12	47	45	22	70	48	82	121	75
	51%	48%	51%	63%	52%	44%	57%	46%	55%	49%	58%	47%	45%	51%	45%	32%	58%	55%	52%	64%	41%	50%	51%	50%
				f										p			P	P	p	Uv				
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18	1	3	-	6	6	1	11	7	8	1	4	5	7	1	3	1	4	2	6	6	5	8	8
	4%	1%	8%	-	9%	6%	3%	6%	3%	5%	1%	6%	6%	7%	2%	7%	1%	5%	5%	5%	5%	3%	3%	5%
			d		bD	D							k											
DON'T KNOW/NEED MORE INFORMATION	21	4	1	1	9	2	4	7	14	11	3	3	5	3	1	3	9	4	2	3	6	12	14	7
	5%	4%	3%	3%	13%	3%	6%	4%	7%	7%	2%	4%	7%	3%	1%	9%	11%	5%	4%	3%	5%	7%	6%	5%
					bcdf												o							
REFUSED	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	1%	-	-	-	-	-	1%	1%	-	1%	-	-	-	1%	-	-	-	-	-

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

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Table 21-2
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE				TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (REFERENDUM - USE SURPLUSES)	-45 -11%	-19 -33%	-20 -38%	6 12% BCG	4 6% BCG	10 12% BCG	-27 -32%	-1 -1% J	- - J	-45 -31%	-60 -28%	11 7% K	-37 -15%	-3 -4% Mo	-8 -26%	-13 -10% q	-38 -21%	10 13% PQ	8 10% TU	-43 -14%	-10 -58%	-46 -34%	4 3% VX	-4 -4% V
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157 39%	17 29%	14 28%	25 51% BCG	33 48% bCG	42 51% BCG	23 28%	35 42% j	74 45% J	46 31%	68 31%	80 48% K	91 38%	36 42%	10 32%	45 36%	68 36%	40 54% PQ	37 48% U	117 39% U	2 14%	39 29%	71 47% V	36 40%
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203 51%	36 62% DEF	34 66% DEF	19 39%	29 42%	32 39%	50 60% DeF	36 42%	74 45%	91 62% HI	128 59% L	68 41%	128 53%	40 45%	17 58%	57 46%	106 57% R	30 40%	29 38%	160 53% s	12 72% S	85 64% WX	67 44%	40 45%
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18 4%	4 6% g	2 5%	2 4%	5 7% g	5 7% g	- -	4 5%	9 6%	5 3%	9 4%	8 5%	9 4%	6 7%	2 5%	12 10% QR	5 3%	1 1%	7 9%	8 3%	1 9%	5 4%	7 4%	5 6%
DON'T KNOW/NEED MORE INFORMATION	21 5%	2 3%	1 2%	3 6%	2 4%	2 2%	10 12% bcf	9 10% ij	6 4%	6 4%	11 5%	9 5%	13 5%	5 5%	1 4%	9 7%	7 4%	3 4%	3 4%	17 6%	1 4%	4 3%	7 5%	8 9%
REFUSED	1 -	- -	- -	- -	- 1%	- 1%	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	1 -	- -	- -	- -	- -

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

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Table 21-3
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53%	91%	77%	21%	32%	45%	12%	45%	42%	32%	29%	36%	36%	25%	8%	7%
**D/S (REFERENDUM - USE SURPLUSES)	-45	-7	-5	-16	-7	-11	-1	2	-14	-42	-38	-19	-12	-17	7	-5	-51	11	-19	-40	-22	9	1	-1
	-11%	-6% Df	-5% Df	-25%	-19%	-41%	-3% DF	15% bcDEF	-6% kL	-11%	-12%	-23%	-9% l	-9% l	16% PQ	-3% Q	-31%	9% ST	-16%	-28%	-16%	9% UX	3% Ux	-5%
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157	54	47	19	13	7	10	7	90	143	119	30	49	74	23	78	52	65	41	46	54	45	15	12
	39%	43%	43%	30%	34%	26%	46%	48%	42%	39%	39%	36%	39%	41%	49% Q	44% Q	31%	50% sT	35%	32%	38%	46%	48%	45%
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203	61	52	35	20	19	11	5	104	185	157	49	61	91	15	83	103	53	60	86	77	37	14	13
	51%	49%	47%	55%	53%	67% h	49%	32%	49%	51%	51%	58%	48%	50%	33%	46%	62% OP	41%	51%	60% R	54% V	37%	45%	50%
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18	1	6	6	1	-	-	3	7	16	12	3	7	6	4	7	7	4	9	4	4	9	-	1
	4%	1%	5% F	9% bF	4%	-	2%	20%	3%	4%	4%	4%	6%	3%	9%	4%	4%	3%	8%	3%	3% w	10% W	-	2%
DON'T KNOW/NEED MORE INFORMATION	21	7	5	3	3	2	1	-	11	20	20	1	9	10	3	10	5	7	7	6	7	7	2	-
	5%	6% H	4% h	5% h	9%	6%	3%	-	5%	6% l	6% l	2%	7% l	6%	7%	6%	3%	6%	6%	4%	5% X	7% X	7%	-
REFUSED	1	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	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

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Table 21-4
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400 100%	42 11%	97 24%	65 16%	44 11%	152 38%	75 19%	43 11%	11 3%	86 22%	171 43%	120 30%	280 70%	117 29%	196 49%	112 28%	119 30%	110 27%	104 26%	90 22%	60 15%	49 12%	32 8%
**D/S (REFERENDUM - USE SURPLUSES)	-45 -11%	-1 -3% CDeF	-21 -22%	-22 -34%	-10 -22%	-29 -19%	-2 -3% JK	3 6% GiJK	-1 -9%	-12 -14%	-29 -17%	-24 -20%	-21 -8% L	-15 -13%	-13 -7%	-33 -30%	11 9% PR	-13 -12% P	-4 -4% TU	-16 -18%	-19 -31%	1 3% STU	- 1% STU
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157 39%	17 41%	34 34%	18 28%	15 33%	54 35%	33 44%	21 49%	5 46%	33 38%	61 35%	43 36%	115 41%	47 40%	82 42%	34 30%	58 49% P	43 39%	47 46% u	33 37%	17 28%	23 46%	15 46%
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203 51%	19 44%	55 56%	40 62% b	24 55%	83 54%	35 47%	18 42%	6 54%	46 53%	90 52%	67 56%	136 49%	63 54%	95 48%	67 60% Q	47 40%	56 51%	52 49%	49 55%	36 59%	21 43%	14 45%
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18 4%	2 5%	3 3%	2 4%	3 8%	3 2%	4 5%	- -	- -	3 4%	11 6% HI	5 4%	13 5%	1 1%	10 5% n	5 5%	6 5%	6 6%	3 3%	7 8% UW	- -	4 8%	- -
DON'T KNOW/NEED MORE INFORMATION	21 5%	4 9%	6 6%	4 7%	2 4%	12 8%	3 4%	3 8%	- -	4 5% i	10 6% I	6 5%	15 5%	5 4%	9 5%	6 5%	8 7%	3 3%	2 2%	- 1%	7 12% STv	1 2%	3 9%
REFUSED	1 -	- 1%	- -	- -	- -	- -	- -	- 1%	- -	- -	- -	- -	1 -	- -	- -	- -	- -	1 1%	- -	- -	- 1%	- 1%	- -

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Table 21-5
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400 100%	186 46%	178 44%	143 36%	172 43%	100 25%	112 28%	104 26%	55 14%	134 34%	157 39%	125 31%	180 45%	198 49%	135 34%	199 50%	191 48%	210 52%	77 19%	74 18%	242 61%	107 27%	202 50%	171 43%
**D/S (REFERENDUM - USE SURPLUSES)	-45 -11%	10 5% C	-49 -27%	-34 -24%	-8 -5% D	-16 -16%	-5 -4% F	14 14% I	-30 -54%	6 5% K	-37 -24%	-25 -20%	-6 -4% L	16 8% O	-53 -39%	1 - Q	-50 -26%	-41 -19%	-13 -17%	8 11% RS	-27 -11%	-10 -9%	-47 -24%	-1 - W
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157 39%	89 48% C	56 32%	49 34%	75 44%	40 40%	49 44%	53 51% I	12 22%	65 48% K	52 33%	44 35%	80 45%	99 50% O	35 26%	90 46% Q	62 32%	74 35%	29 38%	38 52% R	95 39%	44 41%	68 34%	78 46% w
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203 51%	79 43%	105 59% B	83 58%	83 48%	56 56%	54 48%	39 38%	41 76% H	59 44%	89 57% j	69 55%	87 48%	82 42%	89 65% N	90 45%	112 58% P	114 55% t	42 54%	30 41%	122 50%	53 50%	116 57% x	78 46%
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18 4%	10 5%	8 5%	8 5%	6 3%	3 3%	4 3%	8 7% I	- -	4 3%	10 7%	8 6%	6 3%	6 3%	5 4%	10 5%	8 4%	14 6%	2 3%	2 3%	11 5%	5 4%	14 7% x	4 2%
DON'T KNOW/NEED MORE INFORMATION	21 5%	7 4%	8 4%	2 2%	8 5%	1 1%	5 5%	4 4%	1 2%	7 5%	6 4%	4 3%	8 4%	10 5%	7 5%	7 4%	10 5%	8 4%	4 5%	3 4%	14 6%	5 4%	3 2%	10 6% w
REFUSED	1 -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 1%	- -	1 -	- -	1 -	- -	- -	- -	- -	- -	- -	1 -	- -

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

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Table 21-6
QUESTION 21:
The state wants to build new roads, university buildings, and upgrade parks, ports and other state facilities. There are several competing proposals on how to finance this effort. Which of the following comes closest to your opinion on how the state should pay for this effort?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38%	48%	48%	62%	29%	47%	46%	32%	34%	33%	66%	34%
**D/S (REFERENDUM - USE SURPLUSES)	-45	157	-203	-23	-19	-37	-3	4	-54	9	-34	-10	-49	4	-49	1	-	-38	-45	26	-23	-26	-20
	-11%	100% C	-100%	-8% E	-27%	-15%	-7%	12% FG	-22%	7% I	-19%	-6% K	-25%	2% M	-20%	1% O	- R	-21%	-35%	19% SU	-18% S	-10%	-15%
THE STATE SHOULD HOLD A REFERENDUM TO ALLOW VOTERS TO DECIDE IF IT SHOULD ISSUE TAXPAYER BACKED BONDS WHICH WILL BE PAID BACK OVER 25 YEARS PLUS INTEREST	157	157	-	118	21	96	22	20	82	60	66	63	65	87	85	54	86	64	36	74	47	107	50
	39%	100% C	-	41%	30%	38%	42%	53%	34%	48% I	37%	41%	34%	45% m	34%	46% o	46% r	35%	28%	55% SU	36%	40%	37%
THE STATE SHOULD USE ITS ANNUAL REVENUE AND SURPLUSES TO PAY FOR THE IMPROVEMENTS ON A PAY AS YOU GO BASIS INSTEAD OF BORROWING TO PAY FOR THE IMPROVEMENTS	203	-	203	141	39	133	25	16	136	51	100	73	114	83	135	53	86	102	81	48	70	133	70
	51%	-	100% B	49%	57%	52%	49%	42%	57% J	41%	56%	48%	59% N	43%	54%	45%	46%	55%	63% T	36%	53% T	50%	52%
THE STATE SHOULD NOT SPEND ANY MORE MONEY ON INFRASTRUCTURE AND CUT TAXES	18	-	-	12	5	13	2	-	10	8	9	6	9	7	13	3	10	8	5	6	7	12	6
	4%	-	-	4%	7%	5% H	4%	-	4%	7%	5%	4%	4%	4%	5%	3%	5%	4%	4%	5%	5%	4%	5%
DON'T KNOW/NEED MORE INFORMATION	21	-	-	15	4	12	2	2	12	6	5	11	5	15	14	6	5	11	6	7	8	14	7
	5%	-	-	5%	6%	5%	4%	5%	5%	5%	3%	7%	3%	8% m	6%	5%	3%	6%	5%	5%	6%	5%	6%
REFUSED	1	-	-	1	-	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-	-	-	-

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

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Table 26-1
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37% W
**D/S (AGREE - DISAGREE)	1	-8	-3	12	1	-1	-	7	-6	-56	20	17	19	-31	18	19	-19	10	3	62	-37	-26	-63	66
	-	-8%	-7%	28% BCEFG	1% BcF	-1% b	- B	4% I	-3%	-38%	19% J	25% J	26% J	-33%	30% NQRS	53% NOQRS	-23%	12% NQ	7% NQ	56% UV	-31%	-16% u	-26%	44% W
TOTAL AGREE																								
AUG 10-11, 2015	194	45	19	26	33	43	27	95	99	46	62	42	43	32	39	24	30	46	22	85	40	65	84	106
	48%	44%	45%	63% b	49%	48%	48%	49%	47%	31%	58% J	60% J	59% J	34%	63% NQ	68% NQ	37%	56% Nq	51% n	77% UV	34%	40%	35%	71% W
AUG 23-25, 2014	197	39	37	29	20	45	28	95	102	43	58	39	57	31	36	28	26	42	34	81	32	82	106	85
	49%	44%	58%	76% BEFG	35%	48%	46%	50%	49%	33%	50% j	54% j	70% JKl	36%	53%	75% NOQR	36%	50%	67% NQ	88% UV	26%	47% U	38%	76% W
AUG 20-21, 2012	191	35	26	21	36	41	31	90	102	62	55	42	32	41	37	11	37	42	23	97	36	53	120	68
	48%	39%	46%	52%	54% b	50%	50%	47%	49%	42%	45%	64% JKm	50%	42%	53%	45%	41%	57% nq	52%	75% UV	30%	37%	41%	71% W
TOTAL DISAGREE																								
AUG 10-11, 2015	193	53	22	15	32	44	27	88	105	102	41	25	24	63	20	5	49	36	19	23	77	91	147	39
	48%	52%	52%	35%	47%	49%	49%	46%	50%	69% KLM	39%	36%	33%	66% OPRS	33% P	15%	60% OPr	44% P	45% P	21%	65% T	55% T	62% X	26%
AUG 23-25, 2014	183	47	22	9	29	45	31	87	96	76	55	32	21	49	30	8	42	39	14	10	86	83	157	24
	46%	53% D	34%	24%	51% d	48% D	52% d	45%	46%	58% M	47% M	44% M	26%	57% PS	44% P	22%	57% PS	47% Ps	29%	11%	69% TV	47% T	56% X	21%
AUG 20-21, 2012	193	52	28	17	28	38	30	92	100	84	60	20	30	55	26	11	51	29	21	28	81	83	164	23
	48%	57% e	49%	42%	42%	46%	48%	48%	48%	57% L	48% L	30%	47% L	57% OR	36%	46%	56% OR	39%	48%	22%	67% T	58% T	56% X	24%
STRONGLY AGREE	158	36	17	22	24	37	22	76	82	31	52	35	39	20	32	23	23	39	20	73	31	50	65	89
	39%	35%	39%	53%	35%	42%	39%	39%	40%	21%	49% J	50% J	53% J	22%	53% NQ	63% NQ	29%	47% NQ	46% Nq	66% UV	26%	31%	27%	60% W
SOMEWHAT AGREE	36	9	2	4	9	5	5	19	17	15	9	7	4	11	6	2	7	7	2	12	9	15	20	16
	9%	9%	5%	11%	14%	6%	9%	10%	8%	10%	9%	10%	6%	12%	10%	5%	8%	9%	5%	11%	8%	9%	8%	11%
SOMEWHAT DISAGREE	54	11	6	3	9	15	10	28	26	28	14	9	3	20	8	-	12	11	3	11	15	28	38	14
	14%	10%	14%	7%	14%	17%	18%	15%	13%	19% M	13% M	13% m	4%	21% PS	13% P	-	15% P	13% P	7% p	10%	13%	17%	16%	9%
STRONGLY DISAGREE	139	42	16	12	23	28	17	60	79	74	28	16	21	43	12	5	37	25	16	12	62	63	109	25
	35%	42%	37%	28%	34%	32%	31%	31%	38%	50% KLM	26%	22%	28%	45% OP	20%	15%	45% OP	30% p	38% oP	11%	52% Tv	38% T	46% X	17%

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Table 26-1
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
UNDECIDED/DON'T KNOW	11	2	2	1	2	3	2	7	4	-	4	3	4	-	2	4	2	1	1	1	2	6	5	4
	3%	2%	4%	2%	3%	3%	3%	4%	2%	-	4% j	4% j	5% J	-	4%	12% NqR	2%	1%	3%	1%	2%	4%	2%	3%
REFUSED	3	2	-	-	1	-	-	2	1	-	-	-	2	-	-	2	-	-	1	1	-	2	2	1
	1%	2%	-	-	1%	-	-	1%	-	-	-	-	3%	-	-	5%	-	-	1%	1%	-	1%	1%	-

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

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Table 26-2
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE				TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60% O	22%	8%	31%	46%	19%	19% Tu	76%	4%	33%	38%	22% w
**D/S (AGREE - DISAGREE)	1	39	23	-17	-20	-16	-9	-52	-39	93	93	-88	-30	32	-3	2	5	-9	20	-15	-3	62	-48	-19
	-	67% CDEFG	44% DEFG	-33%	-29%	-20%	-11% de	-62%	-24% H	63% HI	43% L	-53%	-13%	37% MO	-11%	2% R	3% R	-12%	26% TU	-5%	-20%	46% WX	-31%	-21%
TOTAL AGREE																								
AUG 10-11, 2015	194	48	37	16	24	30	35	14	60	118	151	37	104	55	13	61	93	31	45	141	5	96	50	33
	48%	82% DEFG	72% DEFG	32%	35%	37%	43%	17%	37% H	80% HI	70% L	22%	43%	63% M	45%	50%	50%	42%	60% u	47%	32%	72% WX	33%	37%
AUG 23-25, 2014	197	40	41	12	19	42	40	8	75	113	144	45	85	63	25	-	-	-	36	148	9	96	55	37
	49%	84% DEFG	92% DEFG	22%	28%	49% de	44% d	10%	43% H	85% HI	77% L	23%	37%	65% M	74% M	-	-	-	56%	47%	63%	77% WX	31%	52% W
AUG 20-21, 2012	191	51	46	8	28	28	25	12	56	114	150	32	103	46	29	-	-	-	26	158	5	93	49	27
	48%	76% DEFG	75% DEFG	18%	36% D	37% D	37% D	16%	33% H	83% HI	68% L	20%	47%	53%	45%	-	-	-	40%	49%	49%	66% WX	31%	42%
TOTAL DISAGREE																								
AUG 10-11, 2015	193	9	14	32	45	46	45	66	99	25	58	125	134	23	17	59	88	40	26	156	9	34	98	52
	48%	15%	27%	65% BC	64% BC	57% BC	54% BC	79% IJ	60% J	17%	27%	75% K	56% N	27%	55% N	48%	47%	54%	34%	51% S	52%	26%	64% V	58% V
AUG 23-25, 2014	183	7	3	37	49	41	41	77	92	13	39	141	135	31	9	-	-	-	22	154	4	26	117	29
	46%	15%	6%	66% BC	71% BCFG	48% BC	46% BC	89% IJ	52% J	10%	21%	73% K	58% NO	31%	26%	-	-	-	34%	49%	28%	21%	65% VX	41% V
AUG 20-21, 2012	193	15	13	33	48	43	40	60	106	17	64	123	110	34	36	-	-	-	35	150	5	41	109	34
	48%	23%	21%	77% BCFg	62% BC	56% BC	60% BC	83% IJ	62% J	13%	29%	76% K	50% n	39%	55% n	-	-	-	55%	47%	51%	29%	68% VX	51% V
STRONGLY AGREE	158	37	36	13	18	24	27	11	42	104	126	26	81	48	12	49	80	23	38	112	5	81	42	24
	39%	64% DEFG	69% DEFG	26%	26%	29%	32%	13%	26% H	70% HI	58% L	16%	33%	55% M	40%	40%	43%	31%	51%	37%	32%	61% WX	27%	27%
SOMEWHAT AGREE	36	10	1	3	6	6	9	3	18	14	25	11	23	7	1	12	12	8	7	29	-	15	8	9
	9%	18% Cd	3%	5%	9%	8%	10%	4%	11% h	9%	12%	7%	10%	8%	4%	10%	7%	11%	9% U	10% U	-	11%	5%	10%
SOMEWHAT DISAGREE	54	3	8	7	8	18	10	11	28	13	24	25	39	6	-	15	24	13	11	41	1	18	17	17
	14%	5%	15%	15%	11%	22% B	12%	13%	17% j	9%	11%	15%	16% NO	7% O	-	12%	13%	18%	14%	14%	9%	13%	11%	19%
STRONGLY DISAGREE	139	6	6	25	37	29	35	55	71	12	33	100	95	18	17	44	63	27	15	115	7	17	81	35
	35%	10%	12%	50% BC	53% BCf	35% BC	42% BC	65% IJ	43% J	8%	15%	60% K	39% N	20%	55% N	36%	34%	36%	20%	38% S	43%	12%	53% V	39% 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

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Table 26-2
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
UNDECIDED/DON'T KNOW	11	1	-	2	1	3	3	4	3	4	5	4	3	6	-	1	6	3	3	5	3	2	3	5
	3%	2%	-	3%	1%	4%	4%	5%	2%	3%	2%	2%	1%	7%	-	1%	3%	4%	4%	2%	16%	2%	2%	5%
														MO										
REFUSED	3	-	1	-	-	2	-	-	2	1	2	-	-	2	-	2	-	-	2	1	-	1	2	-
	1%	-	1%	-	-	2%	-	-	1%	-	1%	-	-	3%	-	1%	-	-	2%	-	-	-	1%	-

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Table 26-3
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (AGREE - DISAGREE)	1	5	7	7	-11	5	-12	-	27	7	10	-18	-	21	-27	-51	77	-97	-12	111	-45	-1	-6	14
	-	4% EG	6% EG	11% EGh	-31%	18% EGh	-55%	1% EG	13% JKLM	2% LM	3% LM	-21%	- L	11% JKLM	-59%	-29% o	46% OP	-74%	-11% R	78% RS	-32%	-1% Uw	-19%	56% UVW
TOTAL AGREE																								
AUG 10-11, 2015	194	62	57	34	12	17	4	8	115	180	154	31	63	97	9	60	119	15	49	126	47	47	12	20
	48%	50% G	51% G	53% G	34%	59% G	20%	51%	54% L	49% l	50% l	37%	49%	54% L	19%	34% o	71% OP	12%	42% R	88% RS	33%	47% u	38%	76% UVW
AUG 23-25, 2014	197	58	57	20	18	18	13	13	126	183	-	-	66	120	11	67	116	19	40	135	36	54	14	29
	49%	48%	50%	32%	50%	64% D	58%	87% BCDeg	50% L	50% L	-	-	51% L	51% L	20%	43% O	64% OP	12%	48% R	85% RS	28%	58% U	52%	72% U
AUG 20-21, 2012	191	54	58	36	13	14	8	8	-	-	-	-	-	-	9	49	123	14	41	126	29	85	9	13
	48%	44%	51%	57% e	36%	50%	36%	57%	-	-	-	-	-	-	17%	32% O	73% OP	11%	36% R	90% RS	37%	47%	45%	84% UVW
TOTAL DISAGREE																								
AUG 10-11, 2015	193	57	50	27	24	11	16	7	88	173	144	49	63	77	36	112	42	112	62	15	93	48	18	5
	48%	46%	45%	42%	64% d	41%	75% BCDF	49%	42%	47%	47%	58% IN	49%	42%	78% pQ	63% Q	25%	86% ST	52% T	10%	65% VX	48% X	58% X	20%
AUG 23-25, 2014	183	61	54	34	17	11	5	2	115	163	-	2	55	106	41	80	56	132	41	11	91	31	13	9
	46%	50% GH	47% GH	55% GH	47% h	36%	22%	13%	46%	45%	-	100% IJMN	43%	45%	80% PQ	51% Q	31%	87% ST	48% T	7%	71% VX	33%	48%	23%
AUG 20-21, 2012	193	65	51	25	23	12	13	4	-	-	-	-	-	-	43	100	36	112	65	8	47	91	10	2
	48%	53% d	45%	39%	62% Dh	42%	61% d	32%	-	-	-	-	-	-	78% Q	67% Q	21%	87% ST	58% T	6%	60% X	50% X	51% X	10%
STRONGLY AGREE	158	50	51	25	8	14	3	8	98	144	125	25	50	81	8	42	102	9	32	113	36	35	9	19
	39%	41% eG	46% EG	38% G	21%	49% eG	14%	51% g	46% L	39%	41%	30%	39%	44% L	18%	24%	61% OP	7%	27% R	79% RS	25%	35%	28%	72% UVW
SOMEWHAT AGREE	36	12	6	9	5	3	1	-	17	35	29	6	13	17	-	18	17	6	17	13	11	12	3	1
	9%	10% H	5% H	15% H	13% h	10%	6%	-	8%	10%	9%	8%	10%	9%	1%	10% O	10% O	5%	14% R	9%	8%	12%	11%	4%
SOMEWHAT DISAGREE	54	11	14	8	10	2	5	3	19	48	41	13	24	16	5	30	18	16	30	6	20	16	6	4
	14%	9%	12%	13%	27% bf	8%	24%	23%	9%	13%	13%	15%	19% iN	9%	12%	17%	11%	12% T	25% RT	4%	14%	16%	20%	17%
STRONGLY DISAGREE	139	46	36	19	14	9	11	4	69	125	103	36	39	61	31	82	24	96	32	9	73	32	12	1
	35%	37%	33%	29%	37%	33%	51%	27%	32%	34%	33%	43%	31%	33%	66% PQ	46% Q	14%	74% ST	27% T	6%	51% VX	32% X	38% X	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

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Table 26-3
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
UNDECIDED/DON'T KNOW	11	3	4	2	1	-	1	-	6	10	7	3	2	6	1	4	5	3	5	2	2	4	1	1
	3%	2%	3%	4%	2%	-	5%	-	3%	3%	2%	4%	1%	3%	3%	2%	3%	3%	4%	1%	2%	4%	4%	4%
REFUSED	3	2	-	1	-	-	-	-	2	3	2	1	-	2	-	2	1	-	3	-	1	-	-	-
	1%	1%	-	1%	-	-	-	-	1%	1%	1%	1%	-	1%	-	1%	-	-	2%	-	-	-	-	-

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Table 26-4
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11%	38%	19%	11%	3%	22%	43%	30%	70%	29%	49%	28%	30%	27%	26%	22%	15%	12%	8%
					bDF					i	GHIJ			o				Pq	TW		sTvW	TW	
**D/S (AGREE - DISAGREE)	1	-25	-24	44	16	-22	-9	-11	5	-8	21	-39	39	16	-27	58	-32	1	-42	-23	37	20	1
	-	-60%	-25%	68%	36%	-14%	-12%	-25%	51%	-9%	12%	-32%	14%	14%	-14%	52%	-27%	1%	-40%	-26%	62%	40%	4%
			B	BCEF	BCF	B			GHJK		GHJ		L	O		QR		Q			STVW	STW	ST
TOTAL AGREE																							
AUG 10-11, 2015	194	8	36	53	29	64	31	16	8	37	94	39	154	65	81	83	42	54	29	32	48	35	16
	48%	19%	37%	82%	67%	42%	42%	38%	75%	43%	55%	33%	55%	55%	41%	74%	35%	49%	28%	35%	80%	70%	50%
			B	BCF	BCF	B			GHJ		h		L	O		QR		q			STW	ST	S
AUG 23-25, 2014	197	3	45	54	22	75	47	23	9	36	75	30	167	42	118	90	38	40	-	-	-	-	-
	49%	6%	49%	82%	58%	47%	45%	56%	49%	46%	53%	30%	56%	56%	43%	80%	29%	41%	-	-	-	-	-
			B	BCeF	B	B							L			QR							
AUG 20-21, 2012	191	10	25	59	16	83	39	18	9	44	1	-	-	43	125	104	35	40	-	-	-	-	-
	48%	23%	30%	87%	51%	49%	38%	46%	48%	53%	10%	-	-	35%	56%	71%	27%	42%	-	-	-	-	-
				BCEF	B	BC	K	K	K	gK					N	QR		Q					
TOTAL DISAGREE																							
AUG 10-11, 2015	193	33	60	9	14	86	40	27	3	45	73	78	115	49	108	25	74	52	71	54	10	15	15
	48%	79%	62%	14%	31%	56%	53%	62%	25%	53%	43%	65%	41%	42%	55%	22%	62%	48%	68%	61%	18%	30%	46%
		cDEF	DE			DE	i	IK		i		M			N		Pr	P	UVw	UV			U
AUG 23-25, 2014	183	47	43	6	16	73	52	18	9	39	55	64	119	26	144	18	92	49	-	-	-	-	-
	46%	93%	48%	9%	42%	46%	50%	44%	51%	51%	39%	64%	40%	35%	53%	16%	70%	50%	-	-	-	-	-
		CDEF	D		D	D						M			N		PR	P					
AUG 20-21, 2012	193	33	54	7	14	83	59	19	10	37	6	-	-	74	89	34	92	51	-	-	-	-	-
	48%	77%	65%	11%	44%	49%	58%	48%	48%	44%	78%	-	-	60%	40%	23%	71%	55%	-	-	-	-	-
		DEF	DF		D	D	j				j			O			PR	P					
STRONGLY AGREE	158	7	25	49	24	53	26	12	5	30	79	28	129	59	64	73	33	44	18	23	41	31	13
	39%	16%	26%	76%	55%	34%	35%	29%	49%	35%	46%	24%	46%	50%	33%	65%	28%	40%	17%	26%	68%	63%	42%
				BCeF	BCf	B					h		L	O		QR		q			STW	ST	S
SOMEWHAT AGREE	36	1	11	4	5	11	5	4	3	7	16	11	25	6	17	10	9	10	11	8	7	3	3
	9%	3%	11%	6%	12%	7%	7%	9%	27%	8%	9%	9%	9%	5%	9%	9%	7%	9%	11%	9%	12%	7%	8%
SOMEWHAT DISAGREE	54	6	14	6	3	22	11	10	-	13	20	18	36	19	27	14	13	18	18	21	2	1	5
	14%	14%	14%	9%	8%	14%	14%	22%	4%	15%	12%	15%	13%	16%	14%	12%	11%	16%	18%	24%	4%	2%	17%
								i											UV	UV			v
STRONGLY DISAGREE	139	27	47	4	10	64	29	17	2	32	53	60	79	29	81	11	61	35	52	33	8	14	9
	35%	65%	48%	5%	24%	42%	39%	40%	21%	38%	31%	50%	28%	25%	42%	9%	51%	31%	50%	37%	14%	28%	29%
		cDEF	DE		D	De						M			N		PR	P	UVw	U			
UNDECIDED/DON'T KNOW	11	1	1	2	1	2	2	-	-	4	3	3	8	4	5	5	1	3	3	4	1	-	1
	3%	1%	1%	3%	1%	1%	3%	-	-	4%	2%	2%	3%	3%	3%	4%	1%	3%	3%	4%	2%	-	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

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Table 26-4
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
REFUSED	3	-	-	1	-	1	2	-	-	-	1	-	3	-	2	-	2	1	2	-	-	-	-
	1%	-	-	1%	-	-	2%	-	-	-	-	-	1%	-	1%	-	2%	1%	2%	-	-	-	-

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Table 26-5
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (AGREE - DISAGREE)	1	-63	71	52	-43	31	-22	-14	21	-36	44	54	-64	-76	59	-64	67	43	-13	-23	-8	-1	61	-67
	-	-34%	40% B	37% E	-25%	31% G	-20%	-13%	38% H	-27%	28% J	43% M	-36%	-39%	44% N	-32%	35% P	20% ST	-17%	-31%	-3%	-1%	30% X	-39%
TOTAL AGREE																								
AUG 10-11, 2015	194	58	121	93	63	65	44	43	37	48	98	88	56	58	95	64	126	123	30	25	113	51	127	50
	48%	31%	68% B	65% E	37%	65% G	39%	41%	68% H	35%	62% J	70% M	31%	29%	70% N	32%	66% P	58% ST	39%	34%	47%	48%	63% X	29%
AUG 23-25, 2014	197	53	138	96	57	-	-	-	-	-	-	-	-	-	-	56	138	127	27	21	-	-	135	43
	49%	28%	74% B	67% E	35%	-	-	-	-	-	-	-	-	-	-	29%	75% P	68% ST	36%	26%	-	-	59% X	32%
AUG 20-21, 2012	191	46	135	111	27	-	-	-	-	-	-	-	-	-	-	56	131	119	21	39	-	-	150	27
	48%	23%	75% B	62% E	28%	-	-	-	-	-	-	-	-	-	-	28%	70% P	60% ST	34%	38%	-	-	59% X	26%
TOTAL DISAGREE																								
AUG 10-11, 2015	193	121	50	41	106	33	66	56	16	84	54	34	120	135	36	128	59	80	43	48	121	52	66	117
	48%	65% C	28%	28%	62% D	34%	58% F	54% I	30%	62% K	34%	27%	67% L	68% O	27%	64% Q	31%	38%	56% R	65% R	50%	49%	33%	69% W
AUG 23-25, 2014	183	132	39	36	102	-	-	-	-	-	-	-	-	-	-	136	36	47	47	56	-	-	86	87
	46%	68% C	21%	26%	61% D	-	-	-	-	-	-	-	-	-	-	70% Q	20%	25%	63% R	71% R	-	-	37%	65% W
AUG 20-21, 2012	193	142	37	61	67	-	-	-	-	-	-	-	-	-	-	140	45	70	38	60	-	-	91	75
	48%	73% C	21%	34%	70% D	-	-	-	-	-	-	-	-	-	-	70% Q	24%	35%	62% R	59% R	-	-	36%	73% W
STRONGLY AGREE	158	44	100	82	44	54	33	30	31	32	83	73	40	41	82	49	105	102	24	20	93	41	104	41
	39%	24%	56% B	57% E	26%	55% G	29%	29%	56% H	24%	53% J	58% M	22%	21%	61% N	25%	55% P	48% ST	31%	28%	38%	38%	52% X	24%
SOMEWHAT AGREE	36	14	21	11	19	10	11	12	6	15	15	15	16	18	13	15	21	21	6	5	21	10	23	8
	9%	7%	12%	8%	11%	10%	10%	12%	12%	11%	10%	12%	9%	9%	9%	7%	11%	10%	8%	6%	8%	10%	11% x	5%
SOMEWHAT DISAGREE	54	25	23	15	29	16	10	7	5	18	23	14	26	31	15	26	27	29	11	9	33	11	26	27
	14%	14%	13%	10%	17%	16%	9%	7%	9%	13%	14%	11%	14%	15%	11%	13%	14%	14%	14%	13%	14%	10%	13%	16%
STRONGLY DISAGREE	139	96	27	26	77	17	56	50	11	66	31	20	94	104	22	102	32	51	32	39	88	42	40	90
	35%	52% C	15%	18%	45% D	17%	50% F	48% I	20%	49% K	20%	16%	52% L	53% O	16%	51% Q	17%	24%	41% R	53% R	36%	39%	20%	53% 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

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Table 26-5
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
UNDECIDED/DON'T KNOW	11	5	6	7	3	1	1	3	1	-	6	3	2	2	4	5	5	5	4	1	6	3	8	2
	3%	3%	3%	5%	2%	1%	1%	3%	2%	-	4% j	2%	1%	1%	3%	3%	3%	3%	5%	1%	2%	3%	4% x	1%
REFUSED	3	2	1	2	-	-	2	2	-	3	-	1	2	3	-	2	1	2	-	-	2	-	-	2
	1%	1%	-	2%	-	-	2%	2%	-	2%	-	-	1%	1%	-	1%	-	1%	-	-	1%	-	-	1%

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

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Table 26-6
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (AGREE - DISAGREE)	1	-22	31	-18	10	3	-4	-4	14	-22	-3	-12	194	-193	35	-45	-59	55	47	-42	-9	7	-7
	-	-14%	15% B	-6%	15% D	1% gh	-7%	-10%	6% J	-18%	-1% L	-8%	100% N	-100%	14% P	-39%	-31%	29% Q	37% TU	-31%	-7% T	3% W	-5%
TOTAL AGREE																							
AUG 10-11, 2015	194	65	114	129	39	124	24	16	123	50	86	69	194	-	138	34	61	117	87	45	58	132	62
	48%	42%	56% B	45%	56%	49%	46%	43%	51% j	40%	47%	45%	100% N	-	56% P	29%	33%	63% Q	67% TU	33%	44%	50%	46%
AUG 23-25, 2014	197	-	-	-	-	-	-	-	136	38	113	53	197	-	145	41	48	137	-	-	-	-	-
	49%	-	-	-	-	-	-	-	60% J	30%	54%	43%	100% N	-	59% P	34%	25%	72% Q	-	-	-	-	-
AUG 20-21, 2012	191	-	-	-	-	-	-	-	137	44	-	-	191	-	140	31	43	139	122	26	26	-	-
	48%	-	-	-	-	-	-	-	51%	42%	-	-	100% N	-	57% P	27%	24%	72% Q	69% TU	24%	40% T	-	-
TOTAL DISAGREE																							
AUG 10-11, 2015	193	87	83	147	28	121	27	19	109	72	88	81	-	193	102	80	120	62	39	87	66	125	68
	48%	55% C	41%	52%	41%	48%	53%	52%	45%	58% i	49%	53%	-	100% M	41%	68% O	64% R	34%	31%	64% Su	50% S	47%	51%
AUG 23-25, 2014	183	-	-	-	-	-	-	-	81	79	91	59	-	183	90	77	135	42	-	-	-	-	-
	46%	-	-	-	-	-	-	-	35%	63% I	44%	48%	-	100% M	37%	64% O	71% R	22%	-	-	-	-	-
AUG 20-21, 2012	193	-	-	-	-	-	-	-	122	57	-	-	-	193	94	81	131	44	49	79	34	-	-
	48%	-	-	-	-	-	-	-	46%	54%	-	-	-	100% M	38%	72% O	73% R	23%	28%	74% SU	53% S	-	-
STRONGLY AGREE	158	53	94	102	34	102	20	11	98	40	69	57	158	-	110	32	45	101	81	30	46	113	45
	39%	33%	46% B	36%	49% d	40%	40%	29%	41%	32%	38%	37%	81% N	-	45% P	27%	24%	55% Q	63% TU	22%	35% t	43%	33%
SOMEWHAT AGREE	36	13	20	27	5	22	3	5	25	10	17	12	36	-	27	3	16	16	6	15	12	19	17
	9%	8%	10%	9%	7%	9%	6%	13%	10%	8%	9%	8%	19% N	-	11% P	2%	9%	9%	4%	11% s	9%	7%	13%
SOMEWHAT DISAGREE	54	25	20	40	8	37	6	6	28	22	22	23	-	54	30	20	26	25	18	16	20	30	24
	14%	16%	10%	14%	12%	14%	12%	16%	12%	17%	12%	15%	-	28% M	12%	17%	14%	13%	14%	12%	16%	11%	18%
STRONGLY DISAGREE	139	62	64	108	20	85	21	13	80	50	67	58	-	139	72	59	94	38	21	71	46	95	44
	35%	40%	31%	38%	29%	33%	41%	36%	33%	40%	37%	38%	-	72% M	29%	51% O	50% R	20%	17%	53% SU	35% S	36%	33%

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

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Table 26-6
QUESTION 26:
The North Carolina Constitution defines marriage as between one man and one woman and as the only domestic legal union that shall be valid or recognized in the state. Do you agree or disagree with this definition?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
UNDECIDED/DON'T KNOW	11	3	5	6	2	7	1	2	7	3	5	3	-	-	7	1	5	5	3	1	7	7	4
	3%	2%	2%	2%	3%	3%	1%	5%	3%	2%	3%	2%	-	-	3%	1%	2%	3%	2%	1%	5% t	3%	3%
REFUSED	3	2	1	3	-	3	-	-	2	-	2	1	-	-	1	2	2	1	-	2	1	3	-
	1%	1%	-	1%	-	1%	-	-	1%	-	1%	-	-	-	-	2%	1%	-	-	1%	-	1%	-

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

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Table 27-1
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37% W
**D/S (SUPPORT - OPPOSE)	130	19	21	6	19	25	41	73	57	38	40	25	26	37	20	16	20	24	12	75	-12	68	83	46
	33%	18%	47% BDef	16%	27%	28%	73% BCDEF	38% i	27%	26%	37%	36%	35%	40%	33%	44% q	25%	29%	28%	68% UV	-10%	42% U	35%	31%
TOTAL SUPPORT																								
AUG 10-11, 2015	247	56	31	21	40	52	47	127	120	91	65	46	44	65	37	26	49	49	22	89	47	109	155	87
	62%	55%	71% d	50%	59%	58%	84% BDEF	66%	58%	62%	61%	66%	59%	69% s	60%	71% S	61%	59%	50%	81% UV	40%	66% U	65%	58%
AUG 23-25, 2014	245	54	45	28	27	53	38	126	119	80	71	37	57	50	47	27	41	47	32	71	51	119	160	80
	61%	62%	71%	73% e	48%	57%	63%	65%	57%	62%	61%	51%	70% L	58%	70%	74% r	56%	56%	63%	77% U	41%	68% U	58%	70% w
AUG 19-20, 2013	243	70	29	15	42	51	38	126	117	114	59	35	35	62	44	21	61	40	17	78	67	98	169	74
	61%	65% d	66%	44%	66% d	56%	61%	66% i	56%	62%	57%	67%	58%	63%	72% QS	63%	56%	59%	53%	79% UV	52%	58%	58%	70% W
AUG 20-21, 2012	247	49	34	30	49	50	35	123	124	91	76	46	34	57	49	17	60	46	19	100	57	86	170	72
	62%	55%	61%	73% b	72% Bg	61%	55%	64%	60%	62%	61%	70% M	54%	59% s	69% S	70% S	66% S	62% S	43%	78% UV	47%	60% u	58%	76% W
AUG 14-18, 2011	247	57	33	22	34	60	40	134	112	93	70	44	40	54	56	25	63	30	19	77	65	94	172	70
	62%	59%	64%	59%	58%	66%	63%	70% I	54%	60%	61%	62%	68%	65% r	70% qR	83% nQRS	56%	49%	56%	71% U	54%	62%	60%	68%
AUG 15-18, 2010	256	56	31	21	35	56	57	132	124	41	88	58	70	37	57	38	30	58	36	105	39	108	155	96
	64%	61%	70%	58%	56%	68%	69% e	69% i	60%	62%	66%	62%	65%	69%	66%	73% q	56%	61%	61%	78% UV	41%	66% U	61%	68%
TOTAL OPPOSE																								
AUG 10-11, 2015	117	37	10	15	22	27	6	54	63	53	26	21	18	27	17	10	29	24	9	14	59	41	73	41
	29%	37% G	24%	35% G	32% G	30% G	11%	28%	30%	36%	24%	30%	24%	29%	28%	27%	36%	29%	22%	13%	49% TV	25% T	30%	28%
AUG 23-25, 2014	120	27	13	9	22	35	16	48	73	33	40	29	19	26	14	8	24	35	14	15	59	44	92	26
	30%	30%	20%	22%	38%	37%	27%	25%	35%	25%	34%	40% m	24%	30%	20%	22%	32%	41% OP	28%	16%	47% TV	25%	33%	23%
AUG 19-20, 2013	133	34	15	15	16	33	21	58	76	64	36	13	20	35	12	11	44	21	11	15	59	60	106	26
	33%	31%	33%	46%	25%	37%	34%	30%	37%	35%	35%	25%	33%	35% o	20%	32%	40% O	31%	35% o	15%	46% Tv	35% T	36% X	24%
AUG 20-21, 2012	113	31	19	10	12	19	22	49	64	45	29	18	21	32	13	4	28	17	20	14	53	43	94	16
	28%	35% Ef	33% e	23%	19%	23%	34% e	26%	31%	31%	23%	27%	34%	33% O	18%	18%	30% o	22%	45% OPR	11%	44% TV	30% T	32% X	17%

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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Table 27-1
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	122 30%	34 35%	16 31%	12 32%	19 33%	27 29%	15 23%	49 26%	73 35% h	53 34%	32 28%	22 31%	15 26%	24 29%	20 25%	5 17%	41 36% P	21 34% p	11 33%	25 23%	44 37% T	45 30%	95 33% X	24 23%
AUG 15-18, 2010	107 27%	29 31%	9 20%	11 30%	17 26%	24 29%	18 22%	49 26%	58 28%	19 28%	33 25%	28 30%	28 26%	16 30%	23 26%	10 20%	16 30%	24 26%	18 30%	22 16%	44 47% TV	38 23%	76 30% x	31 22%
STRONGLY SUPPORT	171 43%	31 31%	26 61% BdF	17 40%	32 47% b	33 37%	32 57% Bf	89 46%	82 40%	59 40%	44 42%	34 48%	34 46%	39 41%	26 43%	23 65% NOQRS	35 42%	34 41%	14 32%	72 66% UV	23 20%	73 44% U	100 42%	67 45%
SOMEWHAT SUPPORT	76 19%	25 25% Cde	5 10%	4 11%	8 12%	19 21%	15 27% ce	39 20%	38 18%	32 22%	21 20%	12 18%	10 13%	26 27% P	11 18% p	2 6%	15 18% p	15 18% P	8 18% p	16 15%	24 20%	36 22%	55 23% X	20 13%
SOMEWHAT OPPOSE	42 11%	14 14% DG	6 15% DG	1 1%	8 12% DG	11 13% DG	1 2%	18 9%	24 12%	27 18% kLM	9 9% M	5 7%	1 1%	15 15% OpS	2 3%	2 5%	15 19% OPS	8 10% oS	- 1%	5 5%	20 17% T	16 10%	26 11%	15 10%
STRONGLY OPPOSE	75 19%	23 23% cg	4 9%	14 34% CG	13 19%	16 17%	5 9%	36 19%	39 19%	26 17%	16 15%	16 23%	17 23%	13 14%	15 25%	8 23%	14 17%	16 19%	9 21%	9 8%	38 32% TV	25 15%	47 19%	26 18%
DON'T KNOW/NO OPINION	34 8%	7 7%	2 5%	5 13%	6 9%	10 11%	3 5%	10 5%	24 12% H	3 2%	15 14% JL	3 4%	12 16% JL	2 2%	7 12% NP	1 1%	3 4%	10 12% NPq	11 26% NoPQr	6 6%	13 11%	14 9%	10 4%	21 14% W
REFUSED	1 -	1 1%	- -	1 2%	- -	- -	- -	1 -	1 -	1 -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	1 2%	1 1%	- -	1 -	1 -	1 -

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

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Table 27-2
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60% O	22%	8%	31%	46%	19%	19% Tu	76%	4%	33%	38%	22% w
**D/S (SUPPORT - OPPOSE)	130	48	27	-5	-7	33	35	-6	37	98	101	33	68	33	4	39	57	25	1	124	6	91	-22	55
	33%	83% CDEFG	51% DE	-9%	-10%	41% DE	42% DE	-7%	23% H	66% HI	47% L	20%	28% o	38% O	13%	31%	31%	33%	1%	41% S	34% S	68% W	-14%	61% W
TOTAL SUPPORT																								
AUG 10-11, 2015	247	52	37	21	27	55	54	37	93	116	147	94	145	55	15	75	115	47	33	203	11	108	58	68
	62%	90% CDEFG	71% DE	42%	38%	67% DE	65% DE	44%	57% h	79% HI	68% l	57%	60%	63%	51%	61%	62%	62%	43%	67% S	64%	81% W	38%	76% W
AUG 23-25, 2014	245	44	27	27	23	54	66	38	95	109	129	108	127	68	25	-	-	-	32	199	6	96	77	54
	61%	92% CDEFG	61% E	49%	34%	62% E	73% dE	44%	54%	82% HI	69% l	56%	55%	69% M	74%	-	-	-	50%	64%	45%	77% W	43%	76% W
AUG 19-20, 2013	243	39	39	35	32	52	47	41	103	98	138	93	145	54	29	-	-	-	30	196	16	-	-	-
	61%	96% CDEFG	67% E	58%	46%	57%	58%	47%	58%	79% HI	67% L	53%	62%	67%	53%	-	-	-	46%	64% S	60%	-	-	-
AUG 20-21, 2012	247	53	47	23	34	42	43	20	109	104	151	85	147	50	31	-	-	-	30	208	7	114	76	36
	62%	78% DEF	77% DEF	53%	44%	56%	65% E	28%	64% H	76% HI	69% L	53%	67% O	58%	48%	-	-	-	46%	65% S	64%	80% WX	47%	55%
AUG 14-18, 2011	247	46	31	33	32	54	40	28	110	95	140	95	142	47	25	-	-	-	25	194	20	99	79	44
	62%	82% CdEfG	60%	64%	47%	68% E	56%	39%	64% H	72% H	67% l	57%	61%	67% o	51%	-	-	-	61%	61%	61%	72% W	51%	71% W
AUG 15-18, 2010	256	55	50	15	24	60	48	19	103	129	157	92	128	90	13	-	-	-	9	235	8	-	-	-
	64%	78% DEG	79% DEG	39%	42%	73% DEg	59% De	33%	63% H	78% HI	74% L	54%	62%	68%	68%	-	-	-	65%	64%	80%	-	-	-
TOTAL OPPOSE																								
AUG 10-11, 2015	117	4	10	25	34	22	19	42	56	18	46	62	77	22	11	37	58	22	31	79	5	17	80	13
	29%	7%	19% b	51% BCFG	48% BCFG	27% B	23% B	51% IJ	34% J	12%	21%	37% K	32%	25%	38%	30%	31%	29%	41% t	26%	31%	13%	52% VX	15%
AUG 23-25, 2014	120	1	14	21	37	23	20	36	63	20	47	69	82	25	9	-	-	-	26	86	7	19	84	10
	30%	3%	31% B	38% B	54% BcFG	27% B	22% B	42% J	36% J	15%	25%	36%	35%	25%	26%	-	-	-	40%	27%	55%	15%	47% VX	15%
AUG 19-20, 2013	133	1	14	25	34	32	28	44	61	21	52	76	77	22	24	-	-	-	28	95	9	-	-	-
	33%	2%	24% B	42% Bc	50% BCfg	35% B	35% B	51% IJ	34% J	17%	25%	43% K	33%	27%	43% n	-	-	-	43%	31%	32%	-	-	-
AUG 20-21, 2012	113	7	7	18	35	24	19	48	46	15	45	64	51	29	28	-	-	-	29	81	1	15	73	18
	28%	10%	12%	42% BC	45% BCg	31% BC	29% BC	66% IJ	27% J	11%	20%	40% K	23%	33% m	42% M	-	-	-	45% TU	25%	10%	11%	46% VX	27% V
AUG 14-18, 2011	122	8	17	15	28	22	23	38	51	24	53	58	74	17	18	-	-	-	12	101	8	31	63	11
	30%	14%	33% B	30% b	42% B	28% b	32% B	54% IJ	29% J	19%	25%	35% k	32%	25%	37%	-	-	-	29%	32%	24%	22%	41% VX	18%

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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Table 27-2
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	107	13	9	18	27	19	19	31	50	22	40	61	61	32	2	-	-	-	4	99	2	-	-	-
	27%	18%	15%	47% BCFG	46% BCFG	23%	24%	54% IJ	30% J	13%	19%	36% K	30% O	24% o	11%	-	-	-	27%	27%	20%	-	-	-
STRONGLY SUPPORT	171	41	31	11	12	36	37	18	54	99	118	49	94	41	13	54	73	35	23	142	6	85	28	49
	43%	71% DEFG	60% DE	23%	17%	45% DE	44% DE	21%	33% h	67% HI	55% L	30%	39%	47%	44%	44%	39%	47%	30%	47% S	36%	64% W	18%	54% W
SOMEWHAT SUPPORT	76	11	5	9	15	18	18	19	39	18	28	45	51	14	2	21	42	11	10	61	5	23	30	19
	19%	19%	10%	19%	21%	22%	21%	22% J	24% J	12%	13%	27% K	21% O	16%	8%	17%	23%	15%	13%	20%	29%	17%	20%	21%
SOMEWHAT OPPOSE	42	-	5	9	11	8	8	16	18	8	14	26	29	3	7	11	20	10	6	33	4	6	32	5
	11%	1%	9% b	19% B	16% B	10% B	9% B	19% J	11%	5%	7%	15% K	12% N	3%	24% N	9%	11%	14%	7%	11%	21%	4%	21% VX	5%
STRONGLY OPPOSE	75	4	5	16	23	13	11	26	38	11	31	36	48	20	4	26	37	11	26	46	2	11	48	9
	19%	7%	10%	32% BCfG	32% BCfG	16%	14%	31% J	23% J	7%	15%	22%	20%	22%	14%	21%	20%	15%	34% TU	15%	9%	8%	32% VX	10%
DON'T KNOW/NO OPINION	34	1	5	4	9	4	10	4	15	13	23	9	18	10	3	11	13	6	12	20	1	8	15	8
	8%	3%	9%	8%	14% B	5%	12% b	5%	9%	9%	11%	5%	7%	11%	10%	9%	7%	8%	16%	7%	5%	6%	10%	9%
REFUSED	1	-	1	-	-	1	-	1	-	1	1	-	1	-	-	-	-	1	-	1	-	1	1	-
	-	-	1%	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	1%	-	-	-	-	-	-

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Table 27-3
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (SUPPORT - OPPOSE)	130	28	35	18	22	9	11	7	72	110	120	18	39	69	-4	41	89	2	49	77	15	41	9	25
	33%	22%	32%	28%	60% BCDf	32%	52% Bd	48%	34% L	30%	39% JL	21%	31%	38% L	-9%	23% O	53% OP	1%	42% R	54% R	11%	42% U	27% u	95% UVW
TOTAL SUPPORT																								
AUG 10-11, 2015	247	71	67	38	29	17	16	10	132	220	202	48	76	118	19	104	120	63	77	103	73	64	18	25
	62%	58%	61%	59%	78% Bcd	62%	73%	63%	63%	60%	66%	57%	59%	65%	42%	58% o	72% OP	48%	66% R	73% R	51%	65% u	58%	97% UVW
AUG 23-25, 2014	245	77	64	25	27	24	19	9	142	212	-	-	79	134	13	84	138	70	50	119	69	55	11	36
	61%	64% d	56%	41%	72% d	83% bCD	86% bCD	60%	57% L	59% L	-	-	62% L	57% L	24%	54% O	76% OP	47%	59%	75% Rs	53%	59%	41%	90% UVW
AUG 19-20, 2013	243	78	64	46	20	19	11	5	-	-	-	77	55	103	23	84	129	77	71	86	80	76	17	10
	61%	63%	57%	71% cgh	55%	69%	48%	37%	-	-	-	60%	60%	61%	45%	54%	76% OP	49%	65% R	75% R	62%	60%	56%	65%
AUG 20-21, 2012	247	72	68	45	19	19	11	13	-	-	-	-	-	-	16	85	129	57	71	105	35	112	13	12
	62%	59%	60%	70% e	53%	67%	52%	93% BCDEFG	-	-	-	-	-	-	29%	56% O	76% OP	44%	63% R	76% Rs	46%	62% U	66%	77% U
AUG 14-18, 2011	247	72	80	39	17	14	14	9	-	-	-	-	-	-	18	82	130	66	68	95	34	113	9	5
	62%	59%	70% e	60%	48%	55%	62%	66%	-	-	-	-	-	-	40%	52%	75% OP	47%	72% R	68% R	55%	62% w	40%	56%
AUG 15-18, 2010	256	71	75	34	36	14	16	11	-	-	-	-	-	-	14	66	171	49	72	128	29	100	16	23
	64%	61%	68% d	54%	68%	60%	77% D	75%	-	-	-	-	-	-	31%	59% O	74% OP	40%	76% R	76% R	50%	60%	60%	88% UVW
TOTAL OPPOSE																								
AUG 10-11, 2015	117	44	32	20	7	8	5	2	60	110	82	30	36	50	23	63	31	61	28	26	58	23	10	1
	29%	35% e	29%	31%	18%	30%	21%	16%	28%	30%	27%	36%	28%	27%	50% Q	35% Q	19%	47% ST	24%	19%	41% VX	23% X	30% X	2%
AUG 23-25, 2014	120	32	42	28	6	4	2	6	85	115	-	2	37	79	35	55	30	68	26	26	51	24	13	4
	30%	27% g	37% FG	45% eFG	17%	14%	9%	40% g	34%	32%	-	100% IJMN	29%	33%	67% PQ	35% Q	17%	45% T	31% T	16%	40% X	26% x	48% X	9%
AUG 19-20, 2013	133	39	40	15	14	9	11	7	-	-	-	45	29	57	21	64	34	73	32	21	45	43	14	5
	33%	32%	36% d	22%	37%	31%	49% D	53% d	-	-	-	35%	31%	34%	42% Q	41% Q	20%	46% ST	29% t	18%	35%	34%	44%	31%
AUG 20-21, 2012	113	40	29	12	15	9	9	-	-	-	-	-	-	-	34	53	23	62	29	19	34	52	5	2
	28%	32% DH	26% H	18% H	41% DH	31% H	40% dH	-	-	-	-	-	-	-	63% PQ	35% Q	13%	48% ST	26% T	14%	43% vX	29% X	25%	11%
AUG 14-18, 2011	122	42	28	20	12	9	5	5	-	-	-	-	-	-	24	64	30	65	19	33	24	53	8	4
	30%	35%	24%	31%	33%	35%	25%	34%	-	-	-	-	-	-	52% Q	40% Q	17%	47% ST	21%	24%	38%	29%	36%	44%

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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Table 27-3
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	107	35	32	17	12	5	4	4	-	-	-	-	-	-	24	36	42	61	15	28	26	46	7	2
	27%	30%	29%	27%	22%	22%	18%	25%	-	-	-	-	-	-	56% PQ	32% Q	18%	50% ST	15%	17%	44% VX	28% X	27% x	8%
STRONGLY SUPPORT	171	47	45	28	19	12	11	8	97	155	146	24	54	88	11	67	90	23	59	85	40	50	11	22
	43%	38%	41%	44%	52%	43%	52%	56%	46% L	42% L	48% L	28%	43% l	49% L	24%	38% o	54% OP	18%	50% R	60% R	28%	51% U	34%	86% UVW
SOMEWHAT SUPPORT	76	24	22	10	10	5	5	1	35	66	56	24	21	30	8	37	30	40	18	18	33	14	7	3
	19%	19%	20%	15%	26%	19%	21%	7%	17%	18%	18%	29% in	17%	16%	18%	21%	18%	31% ST	15%	13%	23%	14%	23%	11%
SOMEWHAT OPPOSE	42	10	16	9	-	2	4	-	14	38	30	13	17	12	8	22	12	27	11	4	28	4	4	-
	11%	8% eH	15% EH	14% EH	1%	8%	19% eh	-	7%	10%	10%	15%	13%	6%	17%	12%	7%	21% ST	9% t	3%	20% VX	4% x	12% x	-
STRONGLY OPPOSE	75	33	16	11	6	6	-	2	46	72	51	18	19	38	15	41	19	34	17	23	30	19	6	1
	19%	27% CG	14% G	17% G	17% g	22% g	2%	16%	22%	20%	17%	21%	15%	21%	33% Q	23% Q	11%	26% st	14%	16%	21% X	19% X	18% x	2%
DON'T KNOW/NO OPINION	34	8	12	6	1	2	1	3	18	33	23	6	15	12	3	11	16	6	13	12	11	12	4	-
	8%	6%	11%	10%	4%	8%	6%	21%	8%	9%	7%	7%	12%	7%	7%	6%	9%	4%	11%	8%	7% X	13% X	12% x	-
REFUSED	1	1	-	-	-	-	-	-	1	1	1	-	-	1	1	-	1	1	-	1	1	-	-	-
	-	1%	-	-	-	-	-	-	1%	-	-	-	-	1%	1%	-	-	-	-	-	-	-	-	-

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

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Table 27-4
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (SUPPORT - OPPOSE)	130	-	23	33	9	47	38	6	8	18	54	31	99	66	37	80	-	21	18	41	34	14	9
	33%	-1%	24% B	51% BCEF	21% B	31% B	51% HJK	15%	75% HJK	20%	31% Hj	26%	35%	56% O	19%	71% QR	-	19% Q	17%	45% Sv	57% SVW	28%	28%
TOTAL SUPPORT																							
AUG 10-11, 2015	247	20	54	44	22	92	52	22	9	50	105	72	176	89	109	93	53	61	57	61	45	29	18
	62%	48%	55%	68% B	51%	60%	70% h	52%	83% Hjk	58%	61%	60%	63%	76% O	56%	83% QR	44%	55%	55%	68%	75% S	59%	58%
AUG 23-25, 2014	245	17	53	48	23	92	57	28	10	53	91	47	198	61	146	91	60	56	-	-	-	-	-
	61%	34%	58% b	74% Bf	61%	58% B	55%	68%	53%	68%	65%	47%	66%	82% O	53%	81% QR	46%	57%	-	-	-	-	-
AUG 19-20, 2013	243	20	51	47	11	101	49	20	12	44	109	67	176	87	119	97	72	36	50	79	26	31	31
	61%	42%	57%	72% BcEf	39%	60% B	56%	67%	43%	58%	66% i	67%	59%	72% O	53%	83% QR	46%	59% q	55%	54%	80% ST	73% sT	74% ST
AUG 20-21, 2012	247	12	54	51	14	107	57	23	14	51	3	-	-	72	148	120	60	46	-	-	-	-	-
	62%	28%	64% B	74% BEf	46%	63% B	56%	57%	69%	62%	35%	-	-	58%	66%	82% QR	46%	49%	-	-	-	-	-
AUG 14-18, 2011	247	9	55	40	8	91	50	19	15	46	4	-	-	58	155	94	57	57	27	131	7	17	43
	62%	29%	58% B	60% B	42%	55% B	60%	44%	78% HJ	52%	64%	-	-	57%	64%	75% QR	49%	58%	45%	64% S	45%	54%	79% STUV
AUG 15-18, 2010	256	12	44	66	5	117	61	35	8	54	5	-	-	64	158	125	48	41	37	92	30	30	51
	64%	35%	58% B	73% BcF	61%	60% B	60%	63%	72%	58%	69%	-	-	55%	74% N	81% QR	44%	56%	48%	65% S	76% S	78% S	74% S
TOTAL OPPOSE																							
AUG 10-11, 2015	117	21	31	11	13	45	14	16	1	33	51	41	77	23	72	13	52	40	39	20	11	16	9
	29%	49% cDF	32% d	17%	30%	29% d	19%	37% gI	8%	38% GI	30% I	34%	27%	20%	37% N	12%	44% P	36% P	38% tU	22%	19%	32%	30%
AUG 23-25, 2014	120	24	34	14	15	50	38	10	7	19	35	39	81	9	102	13	59	32	-	-	-	-	-
	30%	48% D	38% d	22%	39%	32%	36%	25%	37%	25%	25%	39%	27%	13%	37% N	11%	45% P	33% P	-	-	-	-	-
AUG 19-20, 2013	133	25	31	15	13	57	32	9	14	27	49	27	106	32	90	15	80	22	38	60	5	11	9
	33%	53% cDF	35%	23%	50% d	34%	36%	31%	51% k	35%	29%	27%	35%	26%	40% N	13%	51% Pr	35% P	41% UvW	41% UvW	16%	25%	21%
AUG 20-21, 2012	113	27	26	8	14	47	35	14	2	20	4	-	-	39	57	13	59	37	-	-	-	-	-
	28%	62% CDF	31% D	12%	44% D	28% D	34% I	35% I	12%	24%	55% i	-	-	31%	26%	9%	45% P	39% P	-	-	-	-	-
AUG 14-18, 2011	122	20	31	16	8	59	23	20	4	37	-	-	-	35	70	25	47	31	27	57	8	12	11
	30%	62% CDF	33%	24%	38%	36% d	28% K	45% gIK	18% K	41% IK	-	-	-	35%	29%	20%	40% P	32% p	44% tW	28%	50% w	36%	21%

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

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Table 27-4
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	107	17	25	14	3	53	30	16	2	34	1	-	-	43	39	21	47	21	34	39	7	5	15
	27%	50% DF	34% D	15%	39%	27% D	30%	28%	19%	37%	14%	-	-	37% O	18%	13%	44% PR	29% P	44% TUVW	27% v	19%	14%	22%
STRONGLY SUPPORT	171	9	34	38	14	65	33	16	5	33	76	48	123	63	78	77	28	42	37	34	36	19	14
	43%	21%	35%	59% BCEF	31%	43% B	45%	37%	43%	38%	44%	40%	44%	54% O	40%	69% QR	23%	39% Q	36%	38%	60% STv	38%	43%
SOMEWHAT SUPPORT	76	11	20	6	9	27	19	6	4	17	29	24	52	25	30	16	25	18	20	27	9	11	5
	19%	27% D	20%	9%	20%	18%	26%	15%	40%	20%	17%	20%	19%	22%	15%	14%	21%	17%	19%	30% u	16%	21%	15%
SOMEWHAT OPPOSE	42	9	8	6	4	18	3	3	-	12	23	18	24	9	20	3	20	14	15	9	5	6	4
	11%	22% Cdf	8%	9%	9%	12%	4%	6%	4%	14% g	13% G	15%	8%	8%	10%	3%	17% P	13% P	14%	10%	8%	12%	11%
STRONGLY OPPOSE	75	11	23	5	9	27	11	13	-	21	28	22	53	14	52	10	33	26	25	11	7	10	6
	19%	26% D	23% D	8%	21%	18% D	15%	31% gIk	4%	24% I	16% i	19%	19%	12%	26% N	9%	27% P	23% P	24% u	13%	11%	20%	19%
DON'T KNOW/NO OPINION	34	1	13	9	8	15	7	5	1	3	15	8	26	5	15	5	13	9	7	9	3	4	3
	8%	3%	13% b	13% B	19% b	10% b	10%	11%	9%	4%	9%	6%	9%	5%	8%	4%	11% p	8%	7%	10%	6%	8%	10%
REFUSED	1	-	-	1	-	1	1	-	-	-	1	-	1	-	-	1	1	-	1	-	-	-	1
	-	-	-	1%	-	-	1%	-	-	-	-	-	-	-	-	1%	1%	-	1%	-	-	-	2%

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

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Table 27-5
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (SUPPORT - OPPOSE)	130	-	112	91	16	60	-14	10	33	-5	110	90	2	19	77	-1	127	119	25	-10	106	18	115	7
	33%	-	63% B	64% E	9%	61% G	-12%	10%	61% H	-4%	70% J	72% M	1%	10%	57% N	-1%	66% P	57% ST	33% T	-14%	44% V	17%	57% X	4%
TOTAL SUPPORT																								
AUG 10-11, 2015	247	85	137	114	86	77	44	54	42	60	128	105	84	101	102	90	151	154	48	28	168	56	150	82
	62%	46%	77% B	80% E	50%	78% G	39%	52%	77% H	45%	82% J	84% M	46%	51%	75% N	46%	79% P	74% T	62% T	38%	69% V	52%	74% X	48%
AUG 23-25, 2014	245	88	146	104	81	-	-	-	-	-	-	-	-	-	-	99	136	136	36	30	-	-	165	58
	61%	46%	78% B	73% E	49%	-	-	-	-	-	-	-	-	-	-	51%	74% P	73% ST	48%	38%	-	-	72% X	43%
AUG 19-20, 2013	243	80	147	117	79	-	-	-	-	75	113	98	96	-	-	97	138	136	32	55	-	-	164	66
	61%	45%	80% B	76% E	51%	-	-	-	-	50%	77% J	81% M	51%	-	-	47%	77% P	68% St	50%	56%	-	-	72% X	46%
AUG 20-21, 2012	247	90	141	128	46	-	-	-	-	-	-	-	-	-	-	97	143	143	37	47	-	-	175	55
	62%	46%	78% B	71% E	48%	-	-	-	-	-	-	-	-	-	-	49%	76% P	73% sT	60%	47%	-	-	69% X	54%
AUG 14-18, 2011	247	96	132	-	-	-	-	-	-	-	-	-	-	-	-	93	142	128	45	53	-	-	174	58
	62%	52%	70% B	-	-	-	-	-	-	-	-	-	-	-	-	53%	69% P	74% T	65% t	49%	-	-	72% X	46%
AUG 15-18, 2010	256	76	159	-	-	111	62	-	-	-	-	-	-	-	-	81	166	161	63	-	-	-	157	77
	64%	45%	80% B	-	-	75% G	50%	-	-	-	-	-	-	-	-	46%	79% P	73% S	56%	-	-	-	76% X	51%
TOTAL OPPOSE																								
AUG 10-11, 2015	117	85	25	23	70	17	58	44	9	65	19	15	82	82	25	92	24	36	23	38	62	38	35	75
	29%	46% C	14%	16%	41% D	17%	52% F	42% I	16%	48% K	12%	12%	45% L	41% O	18%	46% Q	12%	17%	29% r	52% RS	26%	35%	17%	44% W
AUG 23-25, 2014	120	84	29	24	69	-	-	-	-	-	-	-	-	-	-	80	34	33	36	37	-	-	47	63
	30%	43% C	16%	17%	42% D	-	-	-	-	-	-	-	-	-	-	41% Q	19%	18%	48% R	47% R	-	-	20%	47% W
AUG 19-20, 2013	133	88	30	32	72	-	-	-	-	66	28	19	84	-	-	98	31	51	29	42	-	-	52	70
	33%	50% C	16%	21%	46% D	-	-	-	-	44% K	19%	15%	44% L	-	-	48% Q	17%	25%	45% R	43% R	-	-	23%	49% W
AUG 20-21, 2012	113	88	22	37	39	-	-	-	-	-	-	-	-	-	-	87	23	41	15	49	-	-	55	42
	28%	45% C	12%	21%	41% D	-	-	-	-	-	-	-	-	-	-	43% Q	12%	21%	24%	48% RS	-	-	22%	41% 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

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Table 27-5
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	122	70	46	-	-	-	-	-	-	-	-	-	-	-	-	66	51	35	21	45	-	-	57	55
	30%	38% C	24%	-	-	-	-	-	-	-	-	-	-	-	-	38% Q	25%	20%	30%	42% R	-	-	24%	43% W
AUG 15-18, 2010	107	74	25	-	-	29	51	-	-	-	-	-	-	-	-	76	28	44	41	-	-	-	32	65
	27%	44% C	12%	-	-	20%	41% F	-	-	-	-	-	-	-	-	43% Q	13%	20%	36% R	-	-	-	16%	43% W
STRONGLY SUPPORT	171	46	108	85	52	59	26	35	36	34	104	87	51	59	82	52	113	119	29	15	118	35	106	55
	43%	25%	61% B	59% E	30%	59% G	23%	34%	65% H	25%	66% J	70% M	28%	30%	60% N	26%	59% P	57% ST	37% T	21%	49% V	33%	52% X	32%
SOMEWHAT SUPPORT	76	39	30	29	34	19	18	19	7	27	24	18	33	42	20	39	37	35	19	13	50	20	44	27
	19%	21%	17%	20%	20%	19%	16%	18%	12%	20%	15%	14%	18%	21%	15%	19%	20%	17%	25%	17%	21%	19%	22%	16%
SOMEWHAT OPPOSE	42	26	12	5	28	7	15	13	1	22	6	6	24	31	8	30	10	10	14	10	26	9	13	28
	11%	14% c	7%	3%	16% D	7%	13%	12% I	2%	16% K	4%	5%	13% L	16% O	6%	15% Q	5%	5%	18% R	13%	11%	9%	6%	16% W
STRONGLY OPPOSE	75	58	13	18	43	10	43	31	8	43	13	9	58	51	17	62	13	25	8	29	36	28	23	48
	19%	31% C	7%	13%	25% D	10%	39% F	30% I	15%	32% K	8%	7%	32% L	26% O	12%	31% Q	7%	12%	11%	39% RS	15%	26% U	11%	28% W
DON'T KNOW/NO OPINION	34	16	14	6	15	5	9	5	3	9	9	5	14	14	8	15	16	20	6	7	13	12	16	13
	8%	8%	8%	5%	9%	5%	8%	5%	5%	7%	6%	4%	8%	7%	6%	8%	8%	9%	8%	10%	5%	12% u	8%	7%
REFUSED	1	1	1	-	1	-	1	-	1	-	1	1	1	1	1	1	1	-	1	-	-	1	1	1
	-	-	-	-	-	-	1%	-	1%	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	-

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

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Table 27-6
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (SUPPORT - OPPOSE)	130	31	81	83	32	89	26	3	102	22	92	26	103	22	247	-117	8	113	81	-3	48	78	52
	33%	20%	40% B	29%	46% D	35% H	50% H	9%	42% J	18%	51% L	17%	53% N	12%	100% P	-100%	4%	61% Q	63% TU	-2%	37% T	30%	38%
TOTAL SUPPORT																							
AUG 10-11, 2015	247	85	135	175	48	163	35	19	162	69	130	84	138	102	247	-	89	143	102	60	81	160	87
	62%	54%	66% b	61%	69%	64%	68%	52%	67% j	55%	72% L	55%	71% N	53%	100% P	-	47%	77% Q	79% TU	44%	62% T	60%	65%
AUG 23-25, 2014	245	-	-	-	-	-	-	-	155	64	132	74	145	90	245	-	81	147	-	-	-	-	-
	61%	-	-	-	-	-	-	-	68% j	52%	63%	60%	74% N	49%	100% P	-	42%	78% Q	-	-	-	-	-
AUG 19-20, 2013	243	-	-	-	-	-	-	-	151	78	-	-	-	-	243	-	80	146	-	-	-	-	-
	61%	-	-	-	-	-	-	-	66% j	56%	-	-	-	-	100% P	-	46%	76% Q	-	-	-	-	-
AUG 20-21, 2012	247	-	-	-	-	-	-	-	181	54	-	-	140	94	247	-	78	150	132	45	36	-	-
	62%	-	-	-	-	-	-	-	67% J	51%	-	-	73% N	49%	100% P	-	43%	78% Q	74% TU	42%	55%	-	-
AUG 14-18, 2011	247	-	-	-	-	-	-	-	156	66	-	-	-	-	247	-	87	140	-	-	-	-	-
	62%	-	-	-	-	-	-	-	64%	59%	-	-	-	-	100% P	-	51%	74% Q	-	-	-	-	-
AUG 15-18, 2010	256	-	-	-	-	-	-	-	-	-	-	-	-	-	256	-	74	162	-	-	-	-	-
	64%	-	-	-	-	-	-	-	-	-	-	-	-	-	100% P	-	47%	79% Q	-	-	-	-	-
TOTAL OPPOSE																							
AUG 10-11, 2015	117	54	53	92	16	74	9	16	60	47	38	58	34	80	-	117	82	30	20	63	33	82	36
	29%	34%	26%	32%	23%	29%	17%	43% G	25%	38% I	21%	38% K	18%	41% M	-	100% O	43% R	16%	16%	47% SU	25%	31%	27%
AUG 23-25, 2014	120	-	-	-	-	-	-	-	64	44	60	37	41	77	-	120	84	35	-	-	-	-	-
	30%	-	-	-	-	-	-	-	28%	36%	29%	30%	21%	42% M	-	100% O	44% R	19%	-	-	-	-	-
AUG 19-20, 2013	133	-	-	-	-	-	-	-	65	56	-	-	-	-	-	133	86	35	-	-	-	-	-
	33%	-	-	-	-	-	-	-	28%	40% I	-	-	-	-	-	100% O	49% R	18%	-	-	-	-	-
AUG 20-21, 2012	113	-	-	-	-	-	-	-	70	37	-	-	31	81	-	113	86	25	26	53	22	-	-
	28%	-	-	-	-	-	-	-	26%	36% i	-	-	16%	42% M	-	100% O	48% R	13%	15%	50% Su	34% S	-	-

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

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Table 27-6
QUESTION 27:
Do you support or oppose the death penalty for those who are found guilty of First-degree murder?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	122	-	-	-	-	-	-	-	70	38	-	-	-	-	-	122	68	38	-	-	-	-	-
	30%	-	-	-	-	-	-	-	29%	34%	-	-	-	-	-	100% O	40% R	20%	-	-	-	-	-
AUG 15-18, 2010	107	-	-	-	-	-	-	-	-	-	-	-	-	-	-	107	69	30	-	-	-	-	-
	27%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	100% O	43% R	15%	-	-	-	-	-
STRONGLY SUPPORT	171	52	94	121	34	117	23	13	108	51	86	63	104	60	171	-	43	115	84	30	53	114	57
	43%	33%	46% B	42%	50%	46%	44%	34%	45%	41%	48%	41%	54% N	31%	69% P	-	23%	62% Q	65% TU	23%	41% T	43%	43%
SOMEWHAT SUPPORT	76	33	41	54	13	46	12	6	54	18	44	22	33	42	76	-	46	27	18	30	28	46	30
	19%	21%	20%	19%	19%	18%	23%	17%	22%	15%	24% l	14%	17%	22%	31% P	-	25% R	15%	14%	22%	21%	17%	23%
SOMEWHAT OPPOSE	42	17	22	35	4	29	2	5	23	16	16	21	10	32	-	42	32	9	7	16	18	30	12
	11%	11%	11%	12% e	5%	11% g	4%	13%	9%	13%	9%	14%	5%	16% M	-	36% O	17% R	5%	6%	12%	14% s	11%	9%
STRONGLY OPPOSE	75	37	32	57	12	45	7	11	37	30	22	38	24	48	-	75	50	21	13	47	15	51	24
	19%	23%	16%	20%	17%	18%	13%	30%	15%	24%	12%	25% K	12%	25% M	-	64% O	27% R	11%	10%	35% SU	11%	19%	18%
DON'T KNOW/NO OPINION	34	17	14	18	5	17	7	2	19	9	13	11	21	11	-	-	16	12	7	11	16	23	11
	8%	11%	7%	6%	7%	7%	14%	6%	8%	7%	7%	7%	11% n	5%	-	-	9%	7%	5%	8%	12%	9%	8%
REFUSED	1	1	1	1	1	-	1	-	-	-	1	-	1	1	-	-	1	1	-	1	1	1	-
	-	-	-	-	1%	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1%	-

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

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Table 28-1
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37% W
**D/S (SUPPORT - OPPOSE)	2 1%	10 10% CDFG	-2 -6%	-2 -5%	3 4% CDfG	-1 -1%	-5 -10%	-10 -5%	12 6% H	4 3% M	2 2% M	7 10% jKM	-11 -14%	2 2% PQ	2 4% PQ	-13 -37%	-4 -4% P	15 18% NOPQS	1 2% PQ	-96 -87%	78 65% TV	20 12% T	29 12% X	-28 -19%
TOTAL SUPPORT																								
AUG 10-11, 2015	188 47%	53 52%	20 45%	16 39%	33 48%	43 48%	23 41%	88 46%	100 48%	70 47%	51 48%	37 52%	29 40%	47 50% P	30 49% p	11 30%	33 41%	46 55% P	21 48% p	5 5%	95 79% TV	85 52% T	129 54% X	54 36%
AUG 23-25, 2014	191 48%	45 52% CD	16 26%	6 15%	35 62% CD	61 64% CD	28 47% D	95 49%	97 46%	72 56%	53 45%	35 49%	31 39%	52 60%	28 41%	14 38%	40 54%	37 44%	20 40%	7 7%	109 88% TV	73 42% T	154 55% X	35 31%
AUG 19-20, 2013	174 44%	63 59% CDEG	11 26%	9 29%	21 33%	47 51% CDE	23 38%	85 44%	89 43%	89 49% M	42 41%	22 43%	20 33%	50 51% S	22 37%	12 38%	49 45% S	32 48% S	8 24%	3 3%	101 79% TV	70 41% T	138 47% X	36 35%
AUG 20-21, 2012	179 45%	47 52% d	32 58% Def	14 34%	26 39%	34 41%	26 42%	83 43%	96 46%	68 46%	57 46%	23 35%	31 48%	49 50% o	25 35%	10 39%	38 42%	35 48%	23 52% o	7 5%	104 87% TV	68 48% T	138 47% x	35 37%
AUG 14-18, 2011	169 42%	46 47% d	20 39%	11 28%	22 38%	49 54% DeG	21 33%	81 42%	89 43%	79 51% kL	43 37%	24 34%	24 40%	49 58% OPR	22 27%	10 35%	50 45% O	23 37%	15 46% O	18 17%	93 78% TV	56 37% T	130 46% X	35 34%
AUG 15-18, 2010	158 40%	47 51% CG	6 12%	16 44% C	27 43% C	34 42% C	29 35% C	77 40%	81 39%	23 35%	59 44%	36 38%	40 37%	21 39%	41 48% P	16 30%	20 37%	37 39%	24 41%	15 11%	82 87% TV	60 37% T	119 47% X	39 27%
TOTAL OPPOSE																								
AUG 10-11, 2015	185 46%	42 42%	22 50%	18 44%	30 44%	44 49%	29 51%	98 51%	88 42%	66 45%	49 46%	29 42%	40 54%	46 48%	28 45%	24 67% nOQRs	37 45%	31 37%	20 46%	101 92% UV	17 14%	65 39% U	100 42%	82 55% W
AUG 23-25, 2014	189 47%	34 39%	46 73% BEFg	30 79% BEFG	21 37%	32 34%	26 44%	93 49%	96 46%	53 41%	58 50%	34 47%	44 54%	31 36%	40 58% n	22 61% n	31 43%	40 48%	24 48%	85 92% UV	12 10%	86 49% U	112 40%	74 65% W
AUG 19-20, 2013	193 48%	39 36%	26 59% BF	22 66% BF	37 59% BF	36 39%	33 54% Bf	87 45%	106 51%	81 45%	52 50%	26 50%	34 55%	41 42%	29 47%	17 52%	53 49%	34 50%	19 61% N	91 91% UV	18 14%	84 49% U	134 46%	57 54%
AUG 20-21, 2012	192 48%	40 44%	21 38%	23 56%	36 54%	40 48%	32 51%	98 51%	95 45%	69 47%	54 44%	40 61% jKm	29 45%	41 42%	43 61% NRS	14 58%	46 50%	31 43%	17 40%	116 90% UV	12 10%	57 40% U	138 47%	50 53%

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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Table 28-1
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
AUG 14-18, 2011	190 47%	37 38%	25 49%	26 68% BcF	31 53% bf	33 37%	38 59% BF	91 47%	99 47%	64 41%	56 49%	37 53%	32 55% j	27 33%	46 58% N	18 62% Nr	55 49% n	27 45%	16 47%	85 79% UV	14 12%	79 52% U	132 46%	53 51%
AUG 15-18, 2010	205 51%	41 44%	36 81% BDEFG	19 53%	30 46%	37 45%	43 52%	99 52%	106 51%	31 47%	65 49%	52 55%	57 53%	26 48%	38 45%	35 67% NOQS	26 47%	54 57%	26 44%	112 83% UV	7 8%	80 49% U	112 44%	89 62% W
STRONGLY SUPPORT	109 27%	30 30%	13 29%	11 26%	17 24%	26 29%	13 22%	44 23%	65 31%	30 20%	31 29%	26 37% J	22 30%	22 23%	16 26%	6 16%	14 17%	34 42% NoPQ	17 39% PQ	- -	71 59% TV	37 22% T	79 33% X	29 19%
SOMEWHAT SUPPORT	79 20%	23 22%	7 15%	6 13%	16 24%	17 19%	11 19%	44 23%	35 17%	40 27% lM	21 19%	11 15%	8 10%	25 27% rS	14 23% s	5 13%	20 24% s	11 14%	4 9%	5 4%	24 20% T	48 29% T	50 21%	25 16%
SOMEWHAT OPPOSE	35 9%	11 11% D	4 9%	1 1%	5 7%	8 9% d	6 11% d	15 8%	20 10%	19 13% k	5 5%	6 8%	4 6%	11 12%	2 3%	2 5%	11 13% o	6 8%	3 6%	14 12% U	5 4%	15 9%	20 8%	13 9%
STRONGLY OPPOSE	151 38%	31 31%	18 41%	18 43%	25 37%	36 40%	23 40%	83 43% i	68 33%	47 32%	44 42%	24 33%	36 48% Jl	35 37%	26 42%	22 62% NOQRS	26 32%	25 30%	17 39%	88 80% UV	11 10%	50 30% U	80 34%	68 46% W
DON'T KNOW/NO OPINION	27 7%	6 6%	2 5%	7 17% f	5 7%	2 2%	4 7%	6 3%	21 10% H	12 8%	6 6%	5 7%	4 6%	1 1%	4 6%	1 4%	12 14% Np	6 7%	3 7%	3 3%	8 7%	15 9% t	10 4%	15 10% w
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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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Table 28-2
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60% O	22%	8%	31%	46%	19%	19% Tu	76%	4%	33%	38%	22% w
**D/S (SUPPORT - OPPOSE)	2	-52	-44	31	47	9	11	53	49	-98	-80	73	28	-9	-2	-1	-5	13	49	-50	1	-111	117	-5
	1%	-91%	-84%	63% BCFG	67% BCFG	12% BC	13% BC	63% IJ	30% J	-66%	-37%	44% K	12% NO	-10%	-5%	-1%	-3%	17% PQ	64% TU	-16%	6% T	-83%	77% VX	-6% V
TOTAL SUPPORT																								
AUG 10-11, 2015	188	2	3	40	55	43	42	68	97	22	57	117	126	36	14	58	83	43	59	116	9	8	131	37
	47%	4%	6%	81% BCFG	78% BCFG	53% BC	51% BC	80% IJ	59% J	15%	27%	71% K	52% n	41%	47%	47%	45%	57%	78% T	38%	53%	6%	86% VX	41% V
AUG 23-25, 2014	191	2	4	50	59	40	33	72	103	14	49	129	132	40	6	-	-	-	40	145	5	12	148	26
	48%	5%	9%	89% BCFG	86% BCFG	47% BC	37% BC	84% IJ	58% J	11%	26%	67% K	56% NO	41%	19%	-	-	-	63%	46%	34%	10%	83% VX	37% V
AUG 19-20, 2013	174	2	1	44	56	38	32	65	92	11	61	104	106	27	35	-	-	-	42	117	13	-	-	-
	44%	6%	1%	74% BCFG	82% BCFG	42% BC	39% BC	75% IJ	52% J	9%	30%	59% K	45% N	34%	62% MN	-	-	-	66% T	38%	49%	-	-	-
AUG 20-21, 2012	179	4	2	42	62	37	31	63	95	18	68	102	93	40	36	-	-	-	58	116	3	8	135	30
	45%	6%	4%	96% BCEFG	81% BCFG	48% BC	47% BC	87% IJ	56% J	13%	31%	63% K	42%	46%	55%	-	-	-	90% TU	36%	24%	6%	84% VX	45% V
AUG 14-18, 2011	169	10	8	43	50	28	28	47	92	24	55	105	107	25	27	-	-	-	36	112	19	16	124	18
	42%	17%	16%	83% BCFG	74% BCFG	35% BC	39% BC	67% iJ	53% J	19%	26%	64% K	46% n	35%	55% N	-	-	-	89% TU	35%	57% T	12%	80% VX	29% V
AUG 15-18, 2010	158	9	6	35	47	34	26	49	92	14	45	106	94	46	8	-	-	-	12	137	8	-	-	-
	40%	12%	10%	94% BCeFG	82% BCFG	41% BC	33% BC	86% IJ	56% J	9%	21%	63% K	46% N	35%	43%	-	-	-	85% T	37%	72% T	-	-	-
TOTAL OPPOSE																								
AUG 10-11, 2015	185	55	47	9	8	34	31	15	49	120	137	44	98	45	16	59	88	30	11	166	8	119	14	42
	46%	94% DEFG	90% DEFG	18%	11%	41% DE	37% DE	18%	30% h	81% HI	64% L	26%	41%	51%	53%	48%	48%	40%	14%	55% S	47% S	89% WX	9%	47% W
AUG 23-25, 2014	189	45	40	5	7	42	44	11	57	117	123	59	91	50	28	-	-	-	22	151	9	111	23	37
	47%	95% DEFG	89% DEFG	10%	10%	49% DE	49% DE	13%	33% H	88% HI	66% L	31%	39%	51%	81% MN	-	-	-	34%	48%	66%	89% WX	13%	52% W
AUG 19-20, 2013	193	34	57	9	9	44	40	17	63	109	129	57	106	46	18	-	-	-	12	168	12	-	-	-
	48%	83% DEFG	97% BDEFG	15%	13%	49% DE	49% DE	19%	36% H	88% HI	63% L	32%	45%	57% mO	33%	-	-	-	19%	55% S	43% S	-	-	-
AUG 20-21, 2012	192	60	56	2	10	32	25	6	60	113	134	48	112	42	22	-	-	-	4	181	6	126	22	27
	48%	89% DEFG	92% DEFG	4%	14% d	42% DE	38% DE	9%	35% H	82% HI	61% L	30%	51% O	48%	34%	-	-	-	6%	56% S	58% S	89% WX	13%	41% W
AUG 14-18, 2011	190	43	42	6	8	41	38	10	67	100	130	48	98	42	18	-	-	-	4	171	11	117	16	36
	47%	78% DEFG	81% DEFG	11%	12%	52% DE	52% DE	14%	39% H	77% HI	63% L	29%	42%	60% MO	37%	-	-	-	11%	54% Su	34% s	85% WX	10%	58% 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

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Table 28-2
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
AUG 15-18, 2010	205 51%	58 83% DEFG	54 84% DEFG	2 6%	5 9%	38 46% DE	42 53% DE	2 4%	58 35% H	137 83% HI	148 69% L	47 28%	91 44%	79 60% M	8 41%	- -	- -	- -	1 6%	199 54% SU	2 20%	- -	- -	- -
STRONGLY SUPPORT	109 27%	- 1%	- -	27 54% BCFG	44 63% BCFG	16 20% BC	21 25% BC	48 57% IJ	49 30% J	11 7%	27 12%	74 45% K	67 28%	26 30%	8 28%	29 23%	49 26%	28 38% p	33 43% Tu	70 23%	3 20%	1 1%	89 58% VX	15 17% V
SOMEWHAT SUPPORT	79 20%	2 3%	3 6%	13 27% BC	11 15% B	27 33% BCE	21 25% BC	20 23% J	48 29% J	11 8%	31 14%	43 26% K	60 25% N	10 11%	6 19%	29 23%	35 19%	14 19%	26 35% T	46 15%	6 33%	7 5%	43 28% V	21 24% V
SOMEWHAT OPPOSE	35 9%	5 9% e	8 16% E	4 8%	1 2%	5 6%	10 12% E	6 7%	15 9%	13 9%	21 10%	13 8%	17 7%	5 5%	3 11%	10 8%	19 10%	6 8%	2 3%	31 10% S	1 6%	13 10% W	5 3%	14 16% W
STRONGLY OPPOSE	151 38%	49 85% DEFG	38 73% DEFG	5 9%	7 10%	29 35% DE	21 26% DE	9 11%	34 21% h	107 72% HI	116 54% L	31 19%	82 34%	40 46% m	13 42%	49 39%	70 37%	24 32%	8 11%	135 44% S	7 41% S	106 79% WX	9 6%	28 31% W
DON'T KNOW/NO OPINION	27 7%	1 2%	2 5%	1 2%	7 10% bd	5 6%	10 12% BD	2 2%	18 11% Hj	6 4%	21 10% L	5 3%	16 7% O	7 7% O	- -	7 6%	14 8%	2 3%	6 8% u	21 7% U	- -	6 5%	7 5%	11 12%
REFUSED	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

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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Table 28-3
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53% MN	91% LMN	77% IJLMN	21% n	32%	45%	12%	45% Q	42%	32%	29%	36%	36% V	25%	8% V	7% V
**D/S (SUPPORT - OPPOSE)	2	8	-4	-1	-1	-	2	-2	6	9	6	-2	-1	8	13	85	-96	67	3	-69	77	-6	11	-20
	1%	7% CDEF	-4%	-1%	-4%	- c	11% CEH	-13%	3% LM	2% LM	2% LM	-2%	-1%	5% LM	28% Q	48% OQ	-57%	52% ST	2% T	-49%	54% VwX	-6% X	35% VX	-77%
TOTAL SUPPORT																								
AUG 10-11, 2015	188	59	51	31	16	13	11	7	101	174	148	38	60	88	30	126	29	97	55	31	107	40	20	3
	47%	47%	46%	48%	44%	47%	51%	43%	48%	48%	48%	45%	47%	48%	64% Q	71% Q	18%	75% ST	46% T	22%	75% VX	40% X	64% VX	10%
AUG 23-25, 2014	191	55	65	42	19	4	5	1	117	173	-	2	62	109	45	89	53	117	39	34	90	45	14	4
	48%	45% FgH	57% FGH	68% bFGH	51% FH	13%	22%	10%	47%	48%	-	100% IJMN	49%	46%	86% PQ	58% Q	29%	78% ST	47% T	22%	70% VX	49% X	51% X	10%
AUG 19-20, 2013	174	66	51	22	18	6	8	4	-	-	-	60	46	66	35	96	31	100	50	16	68	51	20	4
	44%	54% DF	46% F	34%	48% F	20%	35%	30%	-	-	-	47%	50%	39%	69% Q	61% Q	18%	63% ST	46% T	14%	53% vX	40%	65% VX	25%
AUG 20-21, 2012	179	63	44	28	17	9	13	4	-	-	-	-	-	-	44	97	31	97	50	30	53	82	11	1
	45%	52% cf	39%	44%	47%	33%	61% cfh	29%	-	-	-	-	-	-	81% PQ	65% Q	19%	75% ST	44% T	21%	69% VX	45% X	57% X	5%
AUG 14-18, 2011	169	56	55	26	16	5	8	4	-	-	-	-	-	-	34	94	35	93	41	28	43	76	12	2
	42%	46% F	48% F	40% F	44% F	18%	38%	25%	-	-	-	-	-	-	76% pQ	59% Q	20%	66% ST	43% T	20%	68% VX	42% x	56% x	18%
AUG 15-18, 2010	158	53	43	27	19	7	3	6	-	-	-	-	-	-	37	74	43	94	36	26	39	75	9	3
	40%	46% G	39% G	44% G	36% G	33%	12%	41% g	-	-	-	-	-	-	86% PQ	66% Q	19%	77% ST	38% T	15%	66% VWX	45% X	34% x	12%
TOTAL OPPOSE																								
AUG 10-11, 2015	185	50	55	31	18	13	9	8	95	165	141	40	62	79	17	41	125	30	52	100	29	46	9	23
	46%	41%	50%	49%	48%	46%	40%	57%	45%	45%	46%	47%	48%	44%	36%	23%	75% OP	23%	44% R	70% RS	21%	46% U	29%	87% UVW
AUG 23-25, 2014	189	55	45	19	14	25	16	14	124	169	-	-	53	119	6	54	125	32	33	119	31	43	11	33
	47%	46%	40%	31%	38%	87% BCDE	73% BCDe	90% BCDE	50% L	47% L	-	-	41% L	51% L	12%	35% O	69% OP	21%	40% R	75% RS	25%	46% U	43%	82% UVW
AUG 19-20, 2013	193	50	48	38	17	17	13	10	-	-	-	58	42	86	14	43	132	47	48	92	53	65	5	9
	48%	41%	43%	58% Bc	46%	59%	59%	70% bc	-	-	-	45%	46%	51%	28%	28%	77% OP	30%	44% R	80% RS	41% W	51% W	17%	56% W
AUG 20-21, 2012	192	53	58	33	15	17	8	8	-	-	-	-	-	-	7	40	131	24	54	100	24	85	8	13
	48%	44%	51%	52%	41%	60%	36%	60%	-	-	-	-	-	-	14%	27% O	77% OP	18%	48% R	72% RS	30%	47% U	39%	89% UVW
AUG 14-18, 2011	190	50	53	33	16	19	10	8	-	-	-	-	-	-	3	52	122	32	43	101	15	90	6	5
	47%	41%	46%	51%	45%	73% BCDEG	45%	61%	-	-	-	-	-	-	6%	33% O	71% OP	23%	46% R	72% RS	24%	50% UW	25%	55%

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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Table 28-3
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
AUG 15-18, 2010	205	57	53	28	26	15	18	9	-	-	-	-	-	-	3	24	170	16	46	134	18	75	11	22
	51%	49%	48%	45%	49%	63%	84% BCDE	59%	-	-	-	-	-	-	7%	22% O	74% OP	13%	49% R	79% RS	31%	45% u	40%	81% UVW
STRONGLY SUPPORT	109	31	33	16	11	6	7	5	62	102	88	17	38	53	25	70	14	64	29	15	65	21	15	2
	27%	25%	30%	24%	29%	22%	31%	30%	29%	28%	29%	20%	30%	29%	54% Q	39% Q	8%	49% ST	25% T	10%	46% VX	21%	46% VX	8%
SOMEWHAT SUPPORT	79	28	18	15	6	7	4	2	39	73	59	22	23	35	5	56	16	33	25	16	42	20	6	-
	20%	22%	16%	24%	15%	24%	19%	13%	19%	20%	19%	25%	18%	19%	10%	31% OQ	9%	26% T	21% t	11%	29% X	20% X	18% x	2%
SOMEWHAT OPPOSE	35	12	8	5	6	-	2	1	12	31	16	18	10	7	11	9	14	12	6	15	12	6	1	2
	9%	10% f	7%	8%	17% f	2%	8%	8%	5%	8% N	5%	21% IJKMN	8%	4%	24% PQ	5%	8%	9%	5%	10%	8%	6%	5%	7%
STRONGLY OPPOSE	151	38	47	26	12	13	7	7	83	134	125	22	51	73	6	32	111	18	46	85	18	40	8	21
	38%	31%	43%	41%	32%	45%	32%	49%	39% l	37%	41% L	26%	40% l	40% l	12%	18%	66% OP	14%	39% R	60% RS	13%	40% U	24%	80% UVW
DON'T KNOW/NO OPINION	27	15	3	2	3	2	2	-	16	25	19	6	5	14	-	11	13	3	11	11	6	13	2	1
	7%	12% CDH	3%	3%	7%	7%	10%	-	8%	7%	6%	8%	4%	8%	-	6% O	7% O	2%	9% r	8% R	4%	13% ux	7%	3%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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Table 28-4
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11% bDF	38%	19%	11%	3%	22% i	43% GHIJ	30%	70%	29% o	49%	28%	30%	27% Pq	26% TW	22%	15% sTvW	12% TW	8%
**D/S (SUPPORT - OPPOSE)	2	29	26	-41	24	-15	27	-4	-3	8	-23	12	-10	-42	34	-98	93	7	57	-3	-33	-14	-8
	1%	68% CDF	26% DF	-63%	54% CDF	-10% D	36% HIJK	-8%	-25%	9% HIK	-14%	10% M	-4%	-36%	17% N	-88%	78% PR	7% P	55% TUVW	-4% UVw	-56%	-27% u	-26% u
TOTAL SUPPORT																							
AUG 10-11, 2015	188	35	55	10	31	61	49	19	4	44	67	63	124	34	109	7	104	52	77	42	12	16	11
	47%	83% CDF	56% Df	15%	71% DF	40% D	66% HIK	43%	33%	51%	39%	53%	44%	29%	56% N	6%	88% PR	47% P	74% TUVW	46% U	19%	32%	36%
AUG 23-25, 2014	191	44	44	9	19	72	65	13	6	41	54	71	120	21	161	11	117	48	-	-	-	-	-
	48%	86% CDEF	49% D	14%	51% D	46% D	63% HiK	32%	35%	53%	38%	71% M	40%	28%	59% N	10%	89% PR	49% P	-	-	-	-	-
AUG 19-20, 2013	174	35	45	6	20	63	38	13	13	34	66	49	125	33	125	7	128	22	60	66	13	14	8
	44%	75% CDF	50% Df	9%	73% cDF	37% D	44%	45%	49%	44%	40%	49%	42%	27%	56% N	6%	81% PR	36% P	65% TUVW	46% W	40% w	32%	19%
AUG 20-21, 2012	179	34	48	13	30	63	49	21	9	33	5	-	-	76	78	10	116	44	-	-	-	-	-
	45%	79% CDF	57% DF	19%	96% BCDF	37% D	48%	52%	44%	39%	65%	-	-	61% O	35%	7%	89% PR	47% P	-	-	-	-	-
AUG 14-18, 2011	169	22	48	14	17	58	43	22	10	34	1	-	-	57	94	16	94	41	41	88	1	12	18
	42%	70% cDF	51% DF	21%	85% CDF	35% D	51% K	51% K	52% K	39% k	12%	-	-	56% O	39%	13%	81% PR	42% P	68% TUVW	43% U	8%	37% U	33% U
AUG 15-18, 2010	158	27	43	9	7	73	50	30	5	43	-	-	-	84	36	12	100	23	52	60	10	5	20
	40%	83% CDF	57% DF	10%	84% cDF	37% D	49% K	54% K	46% K	47% K	-	-	-	72% O	17%	8%	92% PR	31% P	68% TUVW	42% UVW	25%	14%	28% v
TOTAL OPPOSE																							
AUG 10-11, 2015	185	6	29	51	7	76	22	22	6	37	90	51	134	76	75	105	11	44	20	45	45	29	20
	46%	15%	30% b	79% BCEF	17%	50% BCE	30%	52% g	58% g	42%	53% G	43%	48%	65% O	38%	93% QR	9%	40% Q	19%	50% S	75% ST	59% S	62% S
AUG 23-25, 2014	189	5	34	55	16	72	34	28	11	30	83	25	164	51	96	99	11	46	-	-	-	-	-
	47%	10%	37% B	84% BCEF	43% B	46% B	32%	68% Gj	59%	39%	59% Gj	25%	55% L	68% O	35%	89% QR	8%	47% Q	-	-	-	-	-
AUG 19-20, 2013	193	8	38	58	5	95	47	12	10	36	83	43	150	82	77	105	20	28	29	63	18	25	34
	48%	17%	43% BE	89% BCEF	17%	56% BCE	54%	42%	38%	47%	50%	43%	50%	68% O	34%	90% QR	13%	46% Q	31%	43% s	55% S	58% S	79% STUV
AUG 20-21, 2012	192	6	28	52	-	92	47	17	9	43	3	-	-	35	136	131	9	40	-	-	-	-	-
	48%	13% E	33% BE	76% BCEF	-	54% BCE	46%	43%	47%	52%	35%	-	-	28%	61% N	89% QR	7%	43% Q	-	-	-	-	-
AUG 14-18, 2011	190	4	38	49	3	90	37	16	7	42	4	-	-	37	122	108	12	43	13	95	12	16	34
	47%	14%	40% BE	74% BCEF	15%	55% BCE	44%	36%	35%	47%	62%	-	-	37%	50% N	85% QR	10%	44% Q	21%	46% S	72% ST	51% S	63% ST

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

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Table 28-4
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
AUG 15-18, 2010	205	2	28	71	-	103	47	22	6	40	6	-	-	25	159	136	5	32	19	69	24	29	45
	51%	8%	36%	79%	-	53%	46%	39%	54%	43%	86%	-	-	22%	74%	88%	5%	44%	25%	48%	62%	76%	65%
			BE	BCEF		BCE					GHJ				N	QR		Q		S	S	ST	ST
STRONGLY SUPPORT	109	23	33	8	24	37	26	12	3	33	32	37	71	15	69	1	72	23	48	23	6	9	5
	27%	55%	34%	13%	54%	24%	35%	29%	33%	38%	19%	31%	25%	13%	35%	1%	61%	21%	46%	26%	9%	18%	17%
		CDF	D		DF	D	K			K					N		PR	P	TUVW	U			
SOMEWHAT SUPPORT	79	12	22	2	7	24	23	6	-	12	35	26	53	19	40	5	32	29	29	19	6	7	6
	20%	28%	22%	3%	17%	16%	31%	14%	1%	13%	20%	22%	19%	16%	20%	5%	27%	26%	27%	21%	10%	13%	19%
		Df	D		d	D	hIJ	i		I	I						P	P	Uv				
SOMEWHAT OPPOSE	35	2	9	8	2	17	4	2	2	8	17	15	20	12	16	10	6	13	5	10	9	4	2
	9%	6%	10%	12%	4%	11%	5%	5%	18%	9%	10%	12%	7%	11%	8%	9%	5%	12%	5%	11%	15%	9%	8%
																					s		
STRONGLY OPPOSE	151	4	20	43	5	59	18	20	4	29	73	36	114	64	59	95	5	31	15	35	36	25	17
	38%	9%	20%	67%	12%	39%	25%	47%	40%	33%	43%	30%	41%	55%	30%	85%	4%	28%	14%	39%	60%	50%	54%
				BCEF		BCE		G			G		l	O		QR		Q		S	ST	S	S
DON'T KNOW/NO OPINION	27	1	14	4	5	15	3	2	1	5	15	5	22	6	11	1	4	14	7	3	3	4	1
	7%	2%	14%	6%	12%	10%	4%	5%	9%	6%	9%	4%	8%	5%	6%	1%	3%	13%	7%	4%	6%	9%	2%
			B			B												PQ					
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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

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Table 28-5
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43% D	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43% W
**D/S (SUPPORT - OPPOSE)	2	136	-139	-62	65	-40	46	19	-30	92	-99	-74	84	66	-77	138	-142	-63	21	38	-19	23	-47	46
	1%	73% C	-78%	-43%	38% D	-41%	41% F	18% I	-54%	69% K	-63%	-59%	47% L	33% O	-57%	70% Q	-74%	-30%	28% R	52% RS	-8%	22% U	-23%	27% W
TOTAL SUPPORT																								
AUG 10-11, 2015	188	155	14	38	111	28	74	56	11	110	24	24	125	125	25	163	19	66	49	52	103	60	71	104
	47%	83% C	8%	27%	65% D	28%	66% F	54% I	21%	82% K	15%	19%	70% L	63% O	19%	82% Q	10%	31%	64% R	71% R	43%	57% U	35%	61% W
AUG 23-25, 2014	191	160	20	32	122	-	-	-	-	-	-	-	-	-	-	151	25	50	44	65	-	-	82	94
	48%	83% C	11%	22%	74% D	-	-	-	-	-	-	-	-	-	-	78% Q	14%	27%	58% R	83% RS	-	-	35%	71% W
AUG 19-20, 2013	174	143	21	40	107	-	-	-	-	119	24	14	133	-	-	160	13	49	36	74	-	-	64	98
	44%	81% C	11%	26%	68% D	-	-	-	-	80% K	16%	12%	70% L	-	-	78% Q	7%	24%	55% R	76% RS	-	-	28%	68% W
AUG 20-21, 2012	179	167	8	49	69	-	-	-	-	-	-	-	-	-	-	165	14	52	33	72	-	-	83	69
	45%	86% C	4%	27%	72% D	-	-	-	-	-	-	-	-	-	-	82% Q	7%	26%	54% R	71% RS	-	-	33%	67% W
AUG 14-18, 2011	169	143	13	-	-	-	-	-	-	-	-	-	-	-	-	139	27	36	38	75	-	-	71	82
	42%	78% C	7%	-	-	-	-	-	-	-	-	-	-	-	-	79% Q	13%	21%	55% R	70% Rs	-	-	29%	65% W
AUG 15-18, 2010	158	134	13	-	-	34	86	-	-	-	-	-	-	-	-	142	13	37	77	-	-	-	39	105
	40%	79% C	7%	-	-	23%	69% F	-	-	-	-	-	-	-	-	81% Q	6%	17%	68% R	-	-	-	19%	69% W
TOTAL OPPOSE																								
AUG 10-11, 2015	185	19	154	100	47	68	28	37	41	18	123	98	41	59	102	24	161	129	28	14	122	37	118	58
	46%	10%	86% B	70% E	27%	68% G	25%	36%	75% H	13%	78% J	78% M	23%	30%	76% N	12%	84% P	61% ST	36% T	19%	50% V	35%	58% X	34%
AUG 23-25, 2014	189	25	159	107	34	-	-	-	-	-	-	-	-	-	-	34	149	130	23	10	-	-	141	28
	47%	13%	85% B	75% E	21%	-	-	-	-	-	-	-	-	-	-	18%	82% P	70% ST	31% t	13%	-	-	61% X	21%
AUG 19-20, 2013	193	17	156	106	37	-	-	-	-	26	117	105	38	-	-	27	158	142	24	17	-	-	141	33
	48%	10%	85% B	69% E	24%	-	-	-	-	17%	79% J	87% M	20%	-	-	13%	89% P	71% ST	36% T	17%	-	-	63% X	23%
AUG 20-21, 2012	192	18	163	122	23	-	-	-	-	-	-	-	-	-	-	20	165	136	21	27	-	-	155	25
	48%	9%	90% B	68% E	24%	-	-	-	-	-	-	-	-	-	-	10%	88% P	69% ST	34%	26%	-	-	61% X	24%

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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Table 28-5
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
AUG 14-18, 2011	190	16	164	-	-	-	-	-	-	-	-	-	-	-	-	13	168	125	23	20	-	-	149	29
	47%	9%	87% B	-	-	-	-	-	-	-	-	-	-	-	-	7%	81% P	72% ST	34% t	19%	-	-	62% X	23%
AUG 15-18, 2010	205	15	171	-	-	109	31	-	-	-	-	-	-	-	-	13	184	168	23	-	-	-	150	35
	51%	9%	87% B	-	-	73% G	25%	-	-	-	-	-	-	-	-	7%	88% P	76% S	21%	-	-	-	73% X	23%
STRONGLY SUPPORT	109	101	4	19	69	17	48	42	7	74	9	10	85	83	10	101	6	32	30	37	61	38	38	62
	27%	55% C	2%	13%	40% D	17%	43% F	40% I	13%	55% K	6%	8%	47% L	42% O	7%	51% Q	3%	15%	39% R	50% R	25%	36% u	19%	37% W
SOMEWHAT SUPPORT	79	54	10	19	42	11	25	15	5	36	15	14	41	42	15	62	12	34	19	15	42	22	33	41
	20%	29% C	6%	13%	25% D	11%	23% F	14%	8%	27% K	10%	11%	23% L	21% O	11%	31% Q	7%	16%	24%	21%	18%	21%	17%	24%
SOMEWHAT OPPOSE	35	7	24	14	14	11	6	13	6	8	13	15	7	20	10	10	25	17	9	5	17	13	18	15
	9%	4%	14% B	10%	8%	11%	5%	12%	11%	6%	8%	12% M	4%	10%	7%	5%	13% P	8%	12%	7%	7%	13%	9%	9%
STRONGLY OPPOSE	151	12	129	86	33	57	22	24	35	10	110	83	34	38	93	14	136	112	19	9	105	24	100	43
	38%	6%	73% B	60% E	19%	57% G	19%	24%	63% H	7%	70% J	66% M	19%	19%	68% N	7%	71% P	53% ST	24% t	12%	43% V	22%	50% X	25%
DON'T KNOW/NO OPINION	27	11	10	5	14	4	11	11	2	7	10	3	14	14	8	11	11	15	-	8	17	9	13	9
	7%	6%	5%	3%	8%	4%	10%	10%	5%	5%	7%	2%	8% l	7%	6%	6%	6%	7% S	1%	10% S	7%	9%	6%	5%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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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Table 28-6
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD- ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM- PROVE (I)	WEAKEN (J)	PAY (K)	STUD- ENTS (L)	AGREE (M)	DIS- AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC- CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38% k	48%	48%	62%	29%	47%	46%	32%	34% S	33% ST	66%	34%
**D/S (SUPPORT - OPPOSE)	2	22	-16	30	-19	-5	-11	18	-39	34	-28	28	-56	58	-53	52	188	-185	-79	79	1	-5	7
	1%	14% C	-8%	11% E	-28%	-2% G	-22%	49% FG	-16%	28% I	-15%	18% K	-29%	30% M	-22%	44% O	100% R	-100%	-62%	59% SU	1% S	-2%	5% V
TOTAL SUPPORT																							
AUG 10-11, 2015	188	86	86	148	23	115	18	27	93	76	70	84	61	120	89	82	188	-	23	104	59	122	66
	47%	55% c	43%	52% E	33%	45%	35%	74% FG	39%	61% I	39%	55% K	32%	62% M	36%	70% O	100% R	-	18%	77% SU	45% S	46%	49%
AUG 23-25, 2014	191	-	-	-	-	-	-	-	74	92	97	62	48	135	81	84	191	-	-	-	-	-	-
	48%	-	-	-	-	-	-	-	32%	74% I	46%	51%	24%	74% M	33%	70% O	100% R	-	-	-	-	-	-
AUG 19-20, 2013	174	-	-	-	-	-	-	-	89	72	-	-	-	-	80	86	174	-	-	-	-	-	-
	44%	-	-	-	-	-	-	-	39%	51% I	-	-	-	-	33%	64% O	100% R	-	-	-	-	-	-
AUG 20-21, 2012	179	-	-	-	-	-	-	-	105	64	-	-	43	131	78	86	179	-	30	92	40	-	-
	45%	-	-	-	-	-	-	-	39%	62% I	-	-	22%	68% M	31%	76% O	100% R	-	17%	86% SU	62% S	-	-
AUG 14-18, 2011	169	-	-	-	-	-	-	-	79	69	-	-	-	-	87	68	169	-	-	-	-	-	-
	42%	-	-	-	-	-	-	-	33%	62% I	-	-	-	-	35%	56% O	100% R	-	-	-	-	-	-
AUG 15-18, 2010	158	-	-	-	-	-	-	-	-	-	-	-	-	-	74	69	158	-	-	-	-	-	-
	40%	-	-	-	-	-	-	-	-	-	-	-	-	-	29%	64% O	100% R	-	-	-	-	-	-
TOTAL OPPOSE																							
AUG 10-11, 2015	185	64	102	117	42	120	29	9	132	41	98	56	117	62	143	30	-	185	103	25	57	126	59
	46%	41%	50%	41%	61% D	47% H	57% H	25%	55% J	33%	54% L	37%	60% N	32%	58% P	26%	-	100% Q	80% TU	19%	44% T	48%	44%
AUG 23-25, 2014	189	-	-	-	-	-	-	-	140	31	103	54	137	42	147	35	-	189	-	-	-	-	-
	47%	-	-	-	-	-	-	-	61% J	25%	49%	44%	69% N	23%	60% P	29%	-	100% Q	-	-	-	-	-
AUG 19-20, 2013	193	-	-	-	-	-	-	-	119	62	-	-	-	-	146	35	-	193	-	-	-	-	-
	48%	-	-	-	-	-	-	-	52%	44%	-	-	-	-	60% P	26%	-	100% Q	-	-	-	-	-
AUG 20-21, 2012	192	-	-	-	-	-	-	-	142	37	-	-	139	44	150	25	-	192	135	14	21	-	-
	48%	-	-	-	-	-	-	-	53% J	35%	-	-	73% N	23%	61% P	22%	-	100% Q	76% TU	13%	33% 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

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Table 28-6
QUESTION 28:
Do you support or oppose the Affordable Care Act, otherwise known as ObamaCare?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
AUG 14-18, 2011	190	-	-	-	-	-	-	-	136	38	-	-	-	-	140	38	-	190	-	-	-	-	-
	47%	-	-	-	-	-	-	-	56% J	34%	-	-	-	-	57% P	32%	-	100% Q	-	-	-	-	-
AUG 15-18, 2010	205	-	-	-	-	-	-	-	-	-	-	-	-	-	162	30	-	205	-	-	-	-	-
	51%	-	-	-	-	-	-	-	-	-	-	-	-	-	63% P	28%	-	100% Q	-	-	-	-	-
STRONGLY SUPPORT	109	48	51	80	20	62	15	18	47	55	35	54	26	79	46	55	109	-	13	63	32	77	32
	27%	31%	25%	28%	29%	24%	29%	48% F	20%	44% I	19%	35% K	14%	41% M	18%	47% O	58% R	-	10%	47% SU	24% S	29%	24%
SOMEWHAT SUPPORT	79	38	36	67	3	53	3	10	46	21	35	30	35	41	43	27	79	-	10	41	27	45	34
	20%	24%	18%	24% E	5%	21% G	6%	26% G	19%	16%	20%	20%	18%	21%	18%	23%	42% R	-	8%	30% S	21% S	17%	25%
SOMEWHAT OPPOSE	35	16	15	31	2	25	5	2	30	4	18	10	13	21	23	11	-	35	11	14	10	22	12
	9%	10%	8%	11% E	3%	10%	11%	5%	13% J	3%	10%	7%	7%	11%	9%	10%	-	19% Q	8%	11%	8%	8%	9%
STRONGLY OPPOSE	151	48	87	86	40	95	24	7	102	37	80	46	104	42	120	19	-	151	92	11	47	104	46
	38%	30%	43% B	30%	58% D	37% H	46% H	20%	42% J	30%	44% L	30%	54% N	22%	48% P	16%	-	81% Q	71% TU	8%	36% T	39%	35%
DON'T KNOW/NO OPINION	27	7	14	21	4	20	4	1	15	8	12	13	16	11	16	6	-	-	3	6	15	17	9
	7%	4%	7%	7%	6%	8% h	8%	2%	6%	6%	7%	8%	8%	6%	6%	5%	-	-	2%	4%	12% St	7%	7%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

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Table 31-1
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
**D/S (CONSERVATIVE - LIBERAL)	64	1	16	15	9	16	8	41	23	-1	28	15	22	7	17	17	-	14	10	86	-41	19	14	51
	16%	1%	36% BEfG	35% BEfg	13% B	18% B	14% B	21% I	11%	-1%	26% J	21% J	30% J	8% Q	28% NQ	46% NoQRS	-1%	17% Q	22% nQ	78% UV	-34%	11% U	6%	34% W
TOTAL CONSERVATIVE	148	25	22	18	25	37	21	83	65	37	47	26	37	32	28	23	18	29	18	89	14	43	75	70
----------	37%	25%	51% B	44% b	36%	41% B	37%	43% I	31%	25%	45% J	38% j	50% J	33%	46% Q	64% NoQRS	22%	35%	43% Q	80% UV	12%	26% U	32%	47% W
TOTAL LIBERAL	84	24	6	4	16	21	13	42	42	38	19	12	15	24	11	6	18	15	9	3	55	25	61	19
----------	21%	24% D	15%	9%	23% d	24% d	23%	22%	20%	26%	18%	17%	20%	26%	18%	18%	22%	18%	20%	3%	46% TV	15% T	26% X	13%
VERY CONSERVATIVE	76	9	11	14	14	17	11	43	33	11	23	14	27	14	11	18	4	15	13	53	1	20	37	38
	19%	9%	26% B	33% B	21% b	19% b	20%	23%	16%	8%	22% J	21% J	37% JKL	14%	19% Q	51% NOQRs	5%	19% Q	30% nQ	48% UV	1%	12% U	16%	25% w
SOMEWHAT CONSERVATIVE	72	17	11	5	11	20	9	40	32	26	24	12	10	18	17	5	14	13	5	35	13	23	38	32
	18%	16%	25%	11%	15%	22%	17%	21%	16%	17%	23%	17%	13%	19%	27% ps	13%	17%	16%	13%	32% UV	11%	14%	16%	21%
SOMEWHAT LIBERAL	48	15	3	2	9	12	8	22	26	25	9	5	9	15	3	4	12	9	6	2	29	16	37	11
	12%	14% d	6%	4%	13%	13%	14%	11%	13%	17% l	8%	7%	13%	16% o	5%	10%	14%	10%	13%	2%	24% TV	10% T	16% X	7%
VERY LIBERAL	36	10	4	2	6	9	5	20	16	13	11	7	5	9	8	3	7	6	3	-	27	8	24	8
	9%	9%	9%	4%	9%	10%	9%	10%	8%	9%	10%	9%	7%	10%	13%	8%	8%	8%	7%	-	22% TV	5% t	10%	6%
MODERATE	164	51	13	20	28	30	22	67	97	72	38	31	22	38	22	6	43	39	16	18	50	94	99	60
	41%	51% CF	30%	47%	41%	33%	40%	35%	47% H	48% M	36%	45% m	30%	40% P	36% P	18%	52% P	47% P	37% P	17%	42% T	57% TU	42%	40%
DON'T KNOW/REFUSED	4	-	2	-	-	2	-	1	3	2	1	1	-	-	-	-	3	-	-	-	-	3	3	1
	1%	-	4%	-	-	2%	-	-	2%	1%	1%	1%	-	-	1%	-	4%	-	-	-	-	2%	1%	1%

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Table 31-2
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400	58	52	50	70	81	83	84	164	148	216	165	241	88	30	123	186	75	76	303	16	133	153	90
	100%	14%	13%	12%	17%	20%	21%	21%	41%	37%	54%	41%	60%	22%	8%	31%	46%	19%	19%	76%	4%	33%	38%	22%
**D/S (CONSERVATIVE - LIBERAL)	64	48	37	-20	-21	14	5	-84	-	148	99	-37	22	27	1	7	39	13	-10	76	-1	93	-52	13
	16%	84% DEFG	71% DEFG	-40%	-30%	17% DEg	6% DE	-100%	H	100% HI	46% L	-23%	9%	31% MO	2%	6%	21% P	17% P	-13%	25% SU	-8%	70% WX	-34%	15% W
TOTAL CONSERVATIVE	148	50	39	6	8	27	16	-	-	148	118	24	76	42	12	41	70	29	12	131	3	98	17	21
----------	37%	86% DEFG	74% DEFG	12%	12%	33% DE	19%	-	-	100% HI	54% L	15%	32%	48% M	38%	33%	38%	39%	16%	43% SU	18%	73% WX	11%	24% w
TOTAL LIBERAL	84	1	1	26	29	13	11	84	-	-	19	62	54	15	11	34	31	17	22	55	4	4	69	8
----------	21%	2%	3%	52% BCFG	42% BCFG	16% BC	14% BC	100% IJ	-	-	9%	37% K	22%	17%	36%	28% q	17%	22%	29%	18%	26%	3%	45% VX	9%
VERY CONSERVATIVE	76	30	23	1	-	12	8	-	-	76	64	11	32	28	6	18	41	13	3	70	2	55	2	9
	19%	52% DEFG	44% DEFG	3%	-	14% DE	10% E	-	-	51% HI	30% L	7%	13%	31% M	21%	14%	22%	17%	4%	23% S	15%	41% WX	2%	10% w
SOMEWHAT CONSERVATIVE	72	20	16	4	8	15	8	-	-	72	54	13	44	14	5	23	29	17	9	61	1	43	15	12
	18%	34% DEfG	30% DEG	9%	12%	19%	9%	-	-	49% HI	25% L	8%	18%	17%	18%	19%	16%	22%	12%	20% U	3%	32% WX	10%	13%
SOMEWHAT LIBERAL	48	1	1	12	16	8	9	48	-	-	14	33	31	8	6	17	21	8	14	28	4	4	38	4
	12%	2%	2%	24% BCfg	24% BCfg	10%	10% c	57% IJ	-	-	6%	20% K	13%	10%	21%	14%	11%	10%	19%	9%	26%	3%	25% VX	5%
VERY LIBERAL	36	-	-	14	13	5	3	36	-	-	5	29	23	7	4	17	10	9	8	27	-	-	31	4
	9%	-	1%	28% BCFG	19% BCfG	7% b	3%	43% IJ	-	-	2%	18% K	10%	7%	15%	14% Q	5%	12%	10% U	9% U	-	-	20% VX	4%
MODERATE	164	6	12	18	32	41	53	-	164	-	78	77	109	30	7	47	82	29	41	113	9	31	67	60
	41%	11%	23% b	36% B	46% BC	50% BC	64% BCDe	-	100% HJ	-	36%	46% k	45% O	35%	23%	38%	44%	38%	53% t	37%	55%	23%	44% V	67% VW
DON'T KNOW/REFUSED	4	-	-	-	-	-	3	-	-	-	2	2	2	-	1	1	3	-	1	3	-	-	-	-
	1%	1%	-	1%	-	-	4%	-	-	-	1%	1%	1%	-	3%	1%	2%	1%	1%	1%	-	-	-	-

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

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Table 31-3
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53%	91%	77%	21%	32%	45%	12%	45%	42%	32%	29%	36%	36%	25%	8%	7%
**D/S (CONSERVATIVE - LIBERAL)	64	15	25	11	-4	12	-	4	39	57	52	5	25	31	-28	-18	110	-59	21	98	-26	23	4	17
	16%	12% EG	23% bEG	18% EG	-10%	44% BDEG	-1%	25% Eg	18% L	16% L	17% L	5%	20% L	17% L	-60%	-10% O	66% OP	-45%	18% R	69% RS	-18%	23% U	12% U	67% UVW
TOTAL CONSERVATIVE	148	40	50	24	8	14	6	5	81	133	117	27	46	71	6	22	119	9	32	103	22	37	10	18
----------	37%	33%	45% bE	38%	23%	49% e	27%	36%	38%	36%	38%	32%	36%	39%	12%	12%	71% OP	7%	27% R	73% RS	16%	37% U	33% u	71% UVW
TOTAL LIBERAL	84	26	24	13	12	1	6	2	42	76	66	22	21	40	33	40	9	67	11	6	48	14	7	1
----------	21%	21% F	22% F	20% f	33% F	5%	27% f	10%	20%	21%	21%	26%	16%	22%	72% PQ	22% Q	5%	52% ST	9%	4%	33% VX	14%	21% x	4%
VERY CONSERVATIVE	76	17	25	13	5	11	2	4	44	67	68	12	20	43	2	5	69	1	7	67	7	18	2	13
	19%	13%	22% g	21%	12%	39% BeG	7%	28%	21%	18%	22%	14%	15%	23%	4%	3%	41% OP	1%	6% r	47% RS	5%	18% Uw	5%	50% UVW
SOMEWHAT CONSERVATIVE	72	24	25	11	4	3	4	1	36	66	49	15	26	28	4	17	50	8	25	37	15	19	9	6
	18%	19%	23%	17%	11%	10%	19%	8%	17%	18%	16%	18%	21%	15%	8%	10%	30% OP	6%	21% R	26% R	10%	19%	27% u	22%
SOMEWHAT LIBERAL	48	15	14	7	6	1	4	1	27	43	43	10	12	26	13	28	5	34	9	6	24	11	6	-
	12%	12%	13%	12%	16%	4%	17%	5%	13%	12%	14%	11%	9%	14%	29% pQ	16% Q	3%	26% ST	7%	4%	17% X	11% x	19% X	2%
VERY LIBERAL	36	11	10	6	6	-	2	1	15	32	23	13	9	13	20	12	4	34	2	-	24	3	1	1
	9%	9% f	9% f	9%	17% f	1%	10%	5%	7%	9%	7%	15%	7%	7%	43% PQ	7% q	2%	26% ST	2%	-	17% VWX	3%	2%	3%
MODERATE	164	57	34	27	16	13	9	8	88	154	122	34	59	70	7	115	39	52	74	33	72	47	15	6
	41%	46% c	31%	41%	44%	45%	42%	54%	42%	42%	40%	41%	47%	39%	16%	64% OQ	23%	40% T	63% RT	23%	50% X	47% X	46%	23%
DON'T KNOW/REFUSED	4	1	2	-	-	-	1	-	1	3	2	1	1	1	-	1	-	2	-	-	1	2	-	-
	1%	1%	1%	-	-	-	4%	-	1%	1%	1%	1%	1%	1%	-	1%	-	1%	-	-	1%	2%	-	1%

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

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Table 31-4
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11%	38%	19%	11%	3%	22%	43%	30%	70%	29%	49%	28%	30%	27%	26%	22%	15%	12%	8%
**D/S (CONSERVATIVE - LIBERAL)	64	-42	-	65	-5	31	2	12	3	4	39	17	47	51	-1	83	-44	17	-26	17	29	22	9
	16%	-100%	-	100%	-12%	20%	3%	27%	29%	5%	23%	14%	17%	43%	-1%	74%	-37%	16%	-25%	19%	48%	45%	29%
			B	BCEF	B	BCE		GJ	gj		GJ			O		QR		Q		S	ST	ST	S
TOTAL CONSERVATIVE	148	-	-	65	5	58	24	18	7	23	69	39	109	66	60	87	14	33	14	31	36	26	16
	37%	-	-	100%	12%	38%	32%	42%	63%	27%	40%	32%	39%	56%	31%	78%	12%	30%	14%	35%	60%	53%	51%
				BCEF	bc	BCE			gJ		j			O		QR		Q		S	ST	S	S
TOTAL LIBERAL	84	42	-	-	11	27	21	6	4	19	31	22	62	15	61	4	58	15	40	15	7	4	7
	21%	100%	-	-	24%	18%	28%	15%	33%	22%	18%	18%	22%	13%	31%	4%	49%	14%	38%	17%	12%	8%	22%
		CDEF			CD	CD									N		PR	P	TUV				
VERY CONSERVATIVE	76	-	-	33	1	31	10	8	2	14	38	11	65	35	29	55	1	14	3	8	21	20	10
	19%	-	-	50%	2%	20%	14%	18%	23%	16%	22%	9%	23%	30%	15%	49%	1%	13%	2%	9%	36%	41%	31%
				BCEF		BCE							L	O		QR		Q			ST	ST	ST
SOMEWHAT CONSERVATIVE	72	-	-	32	4	28	13	10	4	9	31	28	44	30	30	33	13	18	12	23	14	6	6
	18%	-	-	50%	9%	18%	18%	24%	40%	11%	18%	23%	16%	26%	16%	29%	11%	17%	11%	26%	24%	11%	20%
				BCEF		BC			j					o		Qr				Sv	s		
SOMEWHAT LIBERAL	48	26	-	-	8	14	13	3	4	12	17	14	34	6	36	4	30	12	23	10	5	2	5
	12%	62%	-	-	19%	9%	17%	7%	33%	14%	10%	12%	12%	5%	19%	3%	25%	11%	22%	12%	8%	5%	14%
		CDEF			CD	CD			hk						N		PR	p	UV				
VERY LIBERAL	36	16	-	-	2	13	9	3	-	7	14	8	28	9	25	-	28	4	17	4	2	1	2
	9%	38%	-	-	5%	9%	12%	8%	-	8%	8%	6%	10%	7%	13%	-	24%	3%	17%	5%	4%	3%	8%
		CDEF				CD	I			I	I						PR		TUV				
MODERATE	164	-	97	-	27	64	30	18	-	43	71	58	106	35	73	20	47	59	49	43	17	18	8
	41%	-	100%	-	62%	42%	40%	41%	1%	49%	41%	49%	38%	30%	37%	18%	40%	53%	47%	48%	29%	37%	24%
			BDEF		BDf	BD	I	I		I	I	m					P	Pq	UW	UW			
DON'T KNOW/REFUSED	4	-	-	-	1	3	-	1	-	2	1	1	3	1	2	-	-	3	1	-	-	1	1
	1%	-	-	-	2%	2%	1%	2%	3%	2%	1%	1%	1%	1%	1%	-	-	3%	1%	-	-	2%	3%

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Table 31-5
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43%	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43%
**D/S (CONSERVATIVE - LIBERAL)	64	-41	105	80	-28	56	-23	-5	27	-39	96	81	-32	-31	83	-46	109	82	-6	-10	52	2	85	-28
	16%	-22%	59%	56%	-16%	56%	-20%	-5%	50%	-29%	61%	64%	-18%	-16%	62%	-23%	57%	39%	-8%	-13%	21%	2%	42%	-16%
			B	E		G			H		J	M			N		P	ST			V		X	
TOTAL CONSERVATIVE	148	30	115	89	32	61	17	24	34	17	101	88	31	34	95	28	118	101	21	17	95	31	105	33
	37%	16%	65%	63%	18%	62%	16%	23%	61%	13%	64%	70%	17%	17%	70%	14%	62%	48%	28%	23%	39%	29%	52%	19%
			B	E		G			H		J	M			N		P	ST					X	
TOTAL LIBERAL	84	71	10	9	59	5	40	29	6	57	5	7	63	65	12	74	10	18	27	26	44	29	21	61
	21%	38%	6%	7%	34%	5%	36%	28%	12%	42%	3%	6%	35%	33%	9%	37%	5%	9%	36%	36%	18%	28%	10%	36%
		C			D		F	I		K			L	O		Q			R	R		u		W
VERY CONSERVATIVE	76	7	68	51	12	31	7	11	18	3	60	50	9	13	55	5	70	51	12	10	47	16	62	11
	19%	4%	38%	36%	7%	32%	6%	11%	32%	2%	38%	40%	5%	7%	41%	2%	37%	25%	16%	13%	19%	15%	31%	7%
			B	E		G			H		J	M			N		P	t					X	
SOMEWHAT CONSERVATIVE	72	23	48	38	20	30	11	13	16	15	41	38	22	21	40	23	48	49	9	7	48	15	44	22
	18%	12%	27%	27%	12%	30%	10%	12%	29%	11%	26%	30%	12%	11%	30%	12%	25%	24%	12%	10%	20%	14%	22%	13%
			B	E		G			H		J	M			N		P	ST					x	
SOMEWHAT LIBERAL	48	41	6	5	32	3	20	17	3	32	4	5	35	36	9	41	7	9	14	15	24	18	14	31
	12%	22%	3%	4%	19%	3%	18%	16%	5%	23%	2%	4%	20%	18%	6%	21%	3%	4%	18%	21%	10%	17%	7%	18%
		C			D		F	I		K			L	O		Q			R	R				W
VERY LIBERAL	36	29	4	4	27	2	21	12	4	25	2	2	28	29	3	33	3	10	14	11	20	12	7	29
	9%	16%	2%	3%	16%	3%	18%	12%	7%	19%	1%	1%	15%	15%	2%	17%	2%	5%	18%	15%	8%	11%	3%	17%
		C			D		F			K			L	O		Q			R	r				W
MODERATE	164	84	50	44	79	32	54	51	14	60	50	30	84	98	27	96	61	90	28	29	101	45	76	74
	41%	45%	28%	31%	46%	32%	48%	49%	26%	44%	32%	24%	47%	49%	20%	48%	32%	43%	36%	39%	42%	42%	37%	43%
		C			D		F	I		k			L	O		Q								
DON'T KNOW/REFUSED	4	1	2	-	2	1	-	-	1	1	1	-	2	1	1	1	2	1	1	2	2	1	-	3
	1%	-	1%	-	1%	1%	-	-	2%	1%	1%	-	1%	1%	1%	-	1%	-	1%	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

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Table 31-6
QUESTION 31:
Would you say you are a liberal or conservative in your political beliefs?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38%	48%	48%	62%	29%	47%	46%	32%	34%	33%	66%	34%
**D/S (CONSERVATIVE - LIBERAL)	64	11	56	27	32	45	11	-2	60	-2	42	10	104	-41	80	-24	-45	105	84	-37	17	48	16
	16%	7%	27% B	9%	47% D	18% H	22% H	-4%	25% J	-2%	23% L	7%	54% N	-21%	32% P	-21%	-24%	57% Q	65% TU	-27%	13% T	18%	12%
TOTAL CONSERVATIVE	148	46	91	92	39	89	20	12	104	30	77	46	118	25	116	18	22	120	90	15	42	104	44
----------	37%	29%	45% B	32%	57% D	35%	39%	32%	43% J	24%	43% L	30%	61% N	13%	47% P	16%	12%	65% Q	70% TU	11%	32% T	39%	33%
TOTAL LIBERAL	84	35	36	65	7	45	9	13	45	33	35	36	14	66	37	42	68	15	6	52	25	56	28
----------	21%	22%	18%	23% E	10%	18%	17%	36% fg	19%	26%	19%	24%	7%	34% M	15%	36% O	36% R	8%	4%	39% SU	19% S	21%	21%
VERY CONSERVATIVE	76	22	46	43	20	44	10	5	48	20	38	23	68	5	63	7	5	70	52	4	20	61	15
	19%	14%	23% b	15%	29% D	17%	20%	13%	20%	16%	21%	15%	35% N	2%	26% P	6%	3%	38% Q	40% TU	3%	15% T	23% W	12%
SOMEWHAT CONSERVATIVE	72	24	45	48	19	45	10	7	56	11	39	23	50	21	53	11	17	50	38	12	22	44	28
	18%	15%	22%	17%	28% d	18%	19%	20%	23% J	9%	22%	15%	26% N	11%	21% P	10%	9%	27% Q	29% TU	9%	17% t	16%	21%
SOMEWHAT LIBERAL	48	21	18	38	3	23	5	8	29	14	18	24	10	37	27	19	38	8	5	31	12	34	14
	12%	14%	9%	13% E	5%	9%	9%	22%	12%	11%	10%	15%	5%	19% M	11%	16%	20% R	4%	4%	23% SU	9%	13%	10%
VERY LIBERAL	36	14	18	27	3	22	4	5	16	18	17	13	4	29	10	23	29	6	1	22	13	22	14
	9%	9%	9%	9%	5%	8%	8%	15%	7%	15% i	9%	8%	2%	15% M	4%	20% O	16% R	3%	1%	16% S	10% S	8%	10%
MODERATE	164	74	74	127	22	119	23	12	90	59	66	70	60	99	93	56	97	49	33	68	60	103	61
	41%	47% c	37%	44% e	31%	47%	44%	32%	38%	48%	37%	46%	31%	51% M	38%	48%	52% R	26%	26%	50% S	46% S	39%	45%
DON'T KNOW/REFUSED	4	2	2	2	1	2	-	-	2	2	2	1	1	3	2	1	-	2	-	-	4	2	2
	1%	2%	1%	1%	2%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	1%	-	1%	-	-	3%	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

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Table 32-1
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400	101	44	42	68	89	56	192	208	149	106	70	74	94	61	36	82	83	43	110	119	165	239	150
	100%	25%	11%	10%	17%	22%	14%	48%	52%	37%	27%	18%	18%	24%	15%	9%	20%	21%	11%	28%	30%	41%	60%	37%
**D/S (REPUBLICAN - DEMOCRAT)	-9	-8	-4	1	2	-3	3	8	-17	-10	-4	-4	8	2	-6	11	-9	-7	-1	110	-119	-	-20	12
	-2%	-8%	-9%	2%	3%	-4%	5%	4%	-8%	-7%	-4%	-5%	11%	3%	-10%	32%	-11%	-8%	-3%	100%	-100%	-	-9%	8%
				BCF	BCF		BCF	I					JKL	OQRS		NOQRS				UV		U		W
TOTAL REPUBLICAN	110	24	9	11	21	26	18	58	52	33	31	21	25	25	16	16	16	25	11	110	-	-	53	53
	28%	24%	21%	27%	31%	30%	31%	30%	25%	22%	30%	29%	33%	27%	26%	46%	20%	31%	25%	100%	-	-	22%	36%
																noQS				UV				W
TOTAL DEMOCRAT	119	33	13	11	19	30	15	50	70	43	35	24	16	23	22	5	25	32	12	-	119	-	74	41
	30%	32%	30%	25%	28%	33%	26%	26%	33%	29%	33%	35%	22%	24%	36%	14%	31%	39%	28%	-	100%	-	31%	28%
												m			P		P	nP			TV			
STRONG REPUBLICAN	61	13	6	9	14	14	6	33	27	13	19	11	17	13	10	11	6	13	9	61	-	-	28	32
	15%	12%	13%	21%	20%	16%	11%	17%	13%	8%	18%	16%	23%	14%	16%	30%	7%	16%	20%	55%	-	-	12%	21%
											j		J			noQr			q	UV				W
NOT SO STRONG REPUBLICAN	50	12	4	3	8	12	12	24	25	20	12	10	7	13	6	6	11	12	2	50	-	-	26	21
	12%	12%	8%	6%	11%	14%	21%	13%	12%	14%	11%	14%	10%	13%	10%	15%	13%	15%	4%	45%	-	-	11%	14%
							d									s		s		UV				
NOT SO STRONG DEMOCRAT	62	12	9	5	11	18	8	28	34	32	17	8	5	14	13	1	18	11	4	-	62	-	43	17
	16%	12%	20%	12%	16%	20%	14%	15%	16%	21%	16%	11%	7%	15%	21%	4%	23%	13%	9%	-	52%	-	18%	11%
										lM	m			p	P		Ps	p			TV			
STRONG DEMOCRAT	57	20	4	6	8	12	7	21	36	11	18	17	11	9	9	3	7	21	8	-	57	-	31	25
	14%	20%	10%	14%	11%	14%	13%	11%	17%	7%	17%	24%	15%	9%	15%	10%	9%	25%	19%	-	48%	-	13%	17%
											j	J						NPQ			TV			
INDEPENDENT/UNAFFILIATED/ OTHER	165	43	21	18	27	32	24	81	83	72	39	25	28	45	23	12	40	26	18	-	-	165	109	54
	41%	42%	49%	44%	40%	36%	42%	42%	40%	48%	37%	36%	38%	48%	38%	34%	49%	31%	42%	-	-	100%	46%	36%
														r			r					TU		
DON'T KNOW/REFUSED	6	2	-	1	1	1	-	3	3	1	-	-	5	1	-	2	-	-	2	-	-	-	3	1
	1%	2%	-	3%	2%	1%	-	2%	1%	1%	-	-	6%	1%	-	7%	-	-	5%	-	-	-	1%	1%
													jKL			or								

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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Table 32-2
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (REPUBLICAN - DEMOCRAT)	-9 -2%	58 100% DEFG	52 100% DEFG	-50 -100%	-70 -100%	- - DE	- - DE	-52 -62%	-31 -19% H	74 50% HI	45 21% L	-50 -30%	-26 -11%	7 8% M	5 15% M	-9 -7%	-7 -4%	5 6% PQ	-40 -52%	31 10% SU	- -3% S	96 72% WX	-106 -69%	-3 -4% W
TOTAL REPUBLICAN	110 28%	58 100% DEFG	52 100% DEFG	- -	- -	- -	- -	3 3%	18 11% h	89 60% HI	86 40% L	20 12%	57 23%	28 32%	13 44% m	29 23%	50 27%	27 36%	1 1%	105 35% S	4 22% s	99 74% WX	1 1%	6 7%
TOTAL DEMOCRAT	119 30%	- -	- -	50 100% BCFG	70 100% BCFG	- -	- -	55 66% IJ	50 30% J	14 10%	41 19%	71 43% K	82 34% n	21 24%	9 29%	38 31%	58 31%	22 29%	41 54% TU	74 24%	4 24%	3 2%	106 70% VX	10 11% v
STRONG REPUBLICAN	61 15%	33 58% DEFG	27 52% DEFG	- -	- -	- -	- -	1 2%	5 3%	54 36% HI	45 21% L	12 7%	27 11%	19 21% m	7 24%	18 15%	26 14%	13 17%	1 1%	60 20% SU	- -	56 42% WX	- -	2 3%
NOT SO STRONG REPUBLICAN	50 12%	24 42% DEFG	25 48% DEFG	- -	- -	- -	- -	1 2%	13 8% h	35 24% HI	40 19% L	8 5%	29 12%	9 11%	6 21%	11 9%	24 13%	14 19%	- -	45 15% S	4 22% s	43 32% WX	- -	4 4%
NOT SO STRONG DEMOCRAT	62 16%	- -	- -	28 57% BCFG	34 48% BCFG	- -	- -	21 25% J	33 20% J	7 5%	21 10%	37 22% K	45 19% n	9 10%	3 10%	12 10%	37 20% P	12 16%	17 22%	42 14%	3 17%	3 2%	51 33% VX	8 9%
STRONG DEMOCRAT	57 14%	- -	- -	21 43% BCFG	36 52% BCFG	- -	- -	34 40% IJ	17 10%	7 5%	20 9%	34 21% K	37 15%	12 14%	6 19%	26 21% q	20 11%	10 14%	24 31% TU	32 10%	1 8%	- -	56 37% VX	1 1%
INDEPENDENT/UNAFFILIATED/ OTHER	165 41%	- -	- -	- -	- -	81 100% BCDE	83 100% BCDE	25 29%	94 57% HJ	43 29%	87 40%	71 43%	100 41%	36 41%	8 27%	56 45%	74 40%	25 33%	32 42%	121 40%	9 54%	31 23%	43 28%	72 81% VW
DON'T KNOW/REFUSED	6 1%	- -	- -	- -	- -	- -	- -	1 2%	2 1%	2 1%	3 1%	3 2%	3 1%	3 4% o	- -	1 1%	3 2%	2 2%	2 3%	3 1%	- -	- -	3 2%	2 2%

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

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Table 32-3
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400	124	110	64	37	28	22	15	212	365	307	84	127	182	46	178	167	130	118	142	143	99	32	26
	100%	31%	27%	16%	9%	7%	6%	4%	53%	91%	77%	21%	32%	45%	12%	45%	42%	32%	29%	36%	36%	25%	8%	7%
**D/S (REPUBLICAN - DEMOCRAT)	-9	-15	1	8	-5	6	-7	4	-2	-15	-11	-1	-9	-3	-22	-51	65	-64	-1	54	-51	2	-5	14
	-2%	-12%	1%	12%	-14%	21%	-33%	25%	-1%	-4%	-4%	-1%	-7%	-2%	-49%	-29%	39%	-49%	-1%	38%	-36%	3%	-16%	54%
			BeG	BCEG		BCEG		BcEG	Jkm			jm					OP		R	RS		UW	u	UVW
TOTAL REPUBLICAN	110	28	36	23	6	11	-	6	58	99	82	22	35	49	6	16	88	7	28	74	12	27	8	17
----------	28%	23%	32%	36%	17%	39%	-	39%	27%	27%	27%	26%	28%	27%	13%	9%	53%	6%	23%	52%	8%	27%	25%	65%
		G	G	eG	G	G		G									OP		R	RS		U	u	UVW
TOTAL DEMOCRAT	119	43	35	15	11	5	7	2	60	113	93	22	44	52	28	67	24	71	28	20	63	25	13	3
----------	30%	35%	32%	24%	31%	18%	33%	14%	28%	31%	30%	26%	35%	29%	62%	37%	14%	55%	24%	14%	44%	25%	41%	11%
															PQ	Q		ST			VX		X	
STRONG REPUBLICAN	61	14	18	15	2	10	-	1	35	55	46	12	19	28	3	3	54	4	12	44	7	15	2	9
	15%	11%	16%	24%	7%	36%	-	7%	17%	15%	15%	15%	15%	15%	7%	2%	32%	3%	11%	31%	5%	15%	7%	34%
		G	G	bEG		BEGh											OP		r	RS		U		UW
NOT SO STRONG REPUBLICAN	50	14	18	8	4	1	-	5	23	44	36	9	16	20	3	12	34	4	15	31	6	12	6	8
	12%	11%	16%	12%	11%	3%	-	32%	11%	12%	12%	11%	13%	11%	6%	7%	21%	3%	13%	22%	4%	12%	18%	31%
		fG	FG	G				fg									OP		R	R		u	u	U
NOT SO STRONG DEMOCRAT	62	19	19	9	7	4	5	-	24	59	46	18	21	23	9	41	12	36	16	10	35	13	5	1
	16%	15%	17%	14%	19%	13%	21%	-	11%	16%	15%	21%	16%	13%	20%	23%	7%	28%	14%	7%	25%	13%	15%	3%
		H	H	H	H		H								q	Q		ST			vX	x		
STRONG DEMOCRAT	57	25	16	7	5	1	2	2	36	55	47	4	23	29	19	26	11	35	12	10	28	11	8	2
	14%	20%	14%	10%	12%	5%	11%	14%	17%	15%	15%	5%	18%	16%	42%	15%	7%	27%	10%	7%	20%	12%	25%	8%
		F							L	L	L		L	L	PQ	q		ST						
INDEPENDENT/UNAFFILIATED/ OTHER	165	51	38	24	19	12	15	6	89	148	129	39	47	78	11	93	53	50	60	46	66	46	10	6
	41%	41%	35%	38%	52%	43%	67%	37%	42%	40%	42%	47%	37%	43%	23%	52%	32%	39%	51%	32%	46%	46%	33%	24%
							BCD									OQ			T		X	x		
DON'T KNOW/REFUSED	6	2	1	1	-	-	-	1	5	6	4	1	1	4	1	3	2	2	2	2	1	1	1	-
	1%	1%	1%	2%	-	-	-	10%	2%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	1%	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

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Table 32-4
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400	42	97	65	44	152	75	43	11	86	171	120	280	117	196	112	119	110	104	90	60	49	32
	100%	11%	24%	16%	11%	38%	19%	11%	3%	22%	43%	30%	70%	29%	49%	28%	30%	27%	26%	22%	15%	12%	8%
**D/S (REPUBLICAN - DEMOCRAT)	-9	-28	-20	30	-26	7	-20	-3	5	-8	15	-4	-5	34	-40	80	-78	-9	-44	-2	26	8	2
	-2%	-67%	-20%	47%	-59%	5%	-26%	-7%	42%	-9%	9%	-3%	-2%	29%	-20%	72%	-66%	-8%	-43%	-2%	44%	16%	6%
			Be	BCEF		BCE		G	GHJK	g	GHJ			O		QR		Q		S	STVW	ST	St
TOTAL REPUBLICAN	110	1	12	39	1	48	10	11	6	23	55	30	80	53	36	84	4	18	7	25	33	20	10
----------	28%	3%	13%	59%	2%	32%	13%	27%	52%	27%	32%	25%	29%	46%	19%	75%	3%	17%	6%	28%	55%	40%	31%
			be	BCEF		BCE			G	g	G			O		QR		Q		S	STw	S	S
TOTAL DEMOCRAT	119	29	32	8	27	41	30	14	1	31	40	34	86	19	76	4	82	27	51	27	6	12	8
----------	30%	70%	33%	13%	62%	27%	40%	34%	10%	36%	23%	28%	31%	16%	39%	4%	69%	25%	49%	30%	10%	24%	25%
		CDF	D		CDF	D	IK	i		Ik					N		PR	P	TUVW	U			
STRONG REPUBLICAN	61	-	2	25	1	26	6	6	4	12	30	17	44	31	21	50	-	8	2	9	18	12	8
	15%	1%	2%	38%	2%	17%	8%	15%	37%	14%	17%	14%	16%	26%	11%	45%	-	7%	2%	10%	31%	24%	24%
				BCEF		BCE			g		g			O		QR		Q		s	ST	St	S
NOT SO STRONG REPUBLICAN	50	1	10	14	-	22	4	5	2	11	25	13	36	23	15	34	4	10	5	16	14	8	2
	12%	2%	10%	21%	-	14%	6%	11%	15%	13%	15%	11%	13%	20%	8%	30%	3%	9%	4%	18%	24%	16%	7%
			bE	BE		BE					g			O		QR				S	SW	s	
NOT SO STRONG DEMOCRAT	62	9	20	4	12	22	13	8	1	19	19	20	42	10	36	4	31	23	25	17	3	8	5
	16%	21%	21%	7%	27%	14%	17%	18%	9%	22%	11%	17%	15%	8%	19%	3%	26%	21%	24%	19%	5%	17%	16%
		D	D		D	d				k					N		P	P	U	U			
STRONG DEMOCRAT	57	21	11	4	15	19	17	7	-	12	21	14	44	9	39	-	51	4	26	10	3	4	3
	14%	49%	12%	6%	35%	13%	22%	15%	1%	13%	12%	11%	16%	8%	20%	-	43%	4%	25%	11%	5%	7%	9%
		CDF			CDF		I	I		I	I				N		PR		TUVW				
INDEPENDENT/UNAFFILIATED/ OTHER	165	11	53	16	16	61	35	17	4	31	73	55	109	44	79	24	32	61	46	37	20	17	13
	41%	27%	55%	25%	36%	40%	46%	40%	38%	36%	42%	46%	39%	38%	41%	21%	27%	55%	45%	41%	33%	34%	41%
			BDf			bD												PQ					
DON'T KNOW/REFUSED	6	-	-	2	-	3	-	-	-	1	4	1	5	-	4	-	1	4	-	1	1	-	1
	1%	-	-	3%	-	2%	1%	-	-	2%	2%	1%	2%	-	2%	-	1%	4%	-	1%	2%	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

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Table 32-5
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43%	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43%
**D/S (REPUBLICAN - DEMOCRAT)	-9	-102	90	56	-61	42	-44	-21	16	-81	75	70	-75	-68	60	-97	88	23	-13	-20	16	-26	41	-46
	-2%	-55%	50%	39%	-35%	42%	-40%	-20%	29%	-61%	48%	56%	-42%	-35%	44%	-49%	46%	11%	-17%	-27%	7%	-25%	21%	-27%
			B	E		G			H		J	M			N		P	ST			V		X	
TOTAL REPUBLICAN	110	7	97	72	20	52	10	20	25	5	83	79	12	24	70	9	101	73	15	11	75	20	83	23
	28%	4%	55%	51%	12%	52%	9%	19%	45%	4%	53%	63%	7%	12%	52%	5%	53%	35%	20%	15%	31%	18%	41%	14%
			B	E		G			H		J	M			N		P	ST			V		X	
TOTAL DEMOCRAT	119	109	8	16	81	10	55	40	9	87	8	9	87	92	10	107	13	51	28	31	59	46	41	69
	30%	59%	4%	12%	47%	10%	49%	39%	16%	65%	5%	7%	48%	47%	8%	54%	7%	24%	37%	42%	24%	43%	20%	41%
		C			D		F	I		K			L	O		Q			r	R		U		W
STRONG REPUBLICAN	61	-	58	43	8	29	4	10	15	2	48	46	3	12	40	5	56	37	10	5	38	12	47	10
	15%	-	33%	30%	5%	30%	4%	10%	27%	1%	31%	37%	2%	6%	29%	2%	29%	17%	13%	6%	16%	11%	23%	6%
			B	E		G			H		J	M			N		P	T					X	
NOT SO STRONG REPUBLICAN	50	7	39	29	12	23	6	9	10	4	35	33	9	12	31	5	45	36	5	6	37	8	36	13
	12%	4%	22%	21%	7%	23%	5%	9%	18%	3%	22%	26%	5%	6%	23%	2%	23%	17%	7%	8%	15%	8%	18%	8%
			B	E		G					J	M			N		P	St			v		X	
NOT SO STRONG DEMOCRAT	62	53	7	8	42	8	24	17	7	42	5	4	42	46	4	51	11	30	12	15	35	20	19	41
	16%	29%	4%	5%	24%	8%	21%	17%	13%	31%	3%	3%	23%	24%	3%	26%	6%	14%	16%	20%	14%	18%	10%	24%
		C			D		F			K			L	O		Q								W
STRONG DEMOCRAT	57	56	1	9	39	3	31	23	2	45	4	5	45	46	6	56	2	21	16	16	25	26	22	29
	14%	30%	-	6%	22%	3%	27%	22%	3%	33%	2%	4%	25%	23%	4%	28%	1%	10%	21%	22%	10%	25%	11%	17%
		C			D		F	I		K			L	O		Q			r	r		U		
INDEPENDENT/UNAFFILIATED/ OTHER	165	65	71	53	70	37	45	44	21	42	64	38	76	77	53	79	75	86	33	31	108	37	76	76
	41%	35%	40%	37%	40%	37%	40%	42%	39%	31%	40%	30%	42%	39%	40%	40%	39%	41%	42%	41%	44%	35%	38%	44%
													l											
DON'T KNOW/REFUSED	6	4	2	1	2	-	3	-	-	-	2	-	5	4	1	4	2	-	1	1	-	4	2	2
	1%	2%	1%	1%	1%	-	2%	-	-	-	1%	-	3%	2%	1%	2%	1%	-	2%	2%	-	4%	1%	1%
													l									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/X

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Table 32-6
QUESTION 32:
In terms of political party, do you identify more with the Republican Party, the Democratic Party or something else?

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400	157	203	286	69	255	51	37	241	125	181	153	194	193	247	117	188	185	129	135	131	266	134
	100%	39%	51%	71%	17%	64%	13%	9%	60%	31%	45%	38%	48%	48%	62%	29%	47%	46%	32%	34%	33%	66%	34%
**D/S (REPUBLICAN - DEMOCRAT)	-9	-27	22	-27	12	-6	9	-11	11	-25	25	-25	45	-54	42	-45	-89	85	64	-71	-2	1	-11
	-2%	-17%	11%	-9%	18%	-3%	17%	-29%	5%	-20%	14%	-16%	23%	-28%	17%	-38%	-48%	46%	49%	-53%	-2%	1%	-8%
			B		D	H	FH		J		L		N		P			Q	TU		T	W	
TOTAL REPUBLICAN	110	31	70	66	27	69	21	3	76	24	62	33	85	23	89	14	5	101	77	8	25	83	27
----------	28%	20%	35%	23%	40%	27%	40%	9%	32%	19%	34%	22%	44%	12%	36%	12%	3%	55%	60%	6%	19%	31%	20%
			B		D	H	H		J		L		N		P			Q	TU		T	W	
TOTAL DEMOCRAT	119	59	48	93	15	76	12	14	64	49	37	58	40	77	47	59	95	17	13	79	28	82	38
----------	30%	37%	24%	32%	22%	30%	23%	38%	27%	39%	20%	38%	21%	40%	19%	50%	50%	9%	10%	58%	21%	31%	28%
		C								I		K		M		O	R			SU	S		
STRONG REPUBLICAN	61	17	40	34	18	37	13	2	39	14	25	25	54	6	49	7	2	59	45	3	12	48	13
	15%	11%	19%	12%	27%	15%	25%	4%	16%	11%	14%	16%	28%	3%	20%	6%	1%	32%	35%	2%	9%	18%	10%
			b		D	H	H						N		P			Q	TU		T	W	
NOT SO STRONG REPUBLICAN	50	14	31	32	9	32	8	2	37	10	38	8	31	18	40	7	3	43	31	5	13	35	14
	12%	9%	15%	11%	13%	12%	15%	5%	15%	8%	21%	6%	16%	9%	16%	6%	2%	23%	24%	4%	10%	13%	11%
									j		L		n		P			Q	TU		t		
NOT SO STRONG DEMOCRAT	62	28	28	50	7	39	3	10	34	26	19	34	15	46	21	35	46	12	8	37	17	40	22
	16%	18%	14%	17%	10%	15%	7%	26%	14%	21%	11%	22%	8%	24%	9%	30%	25%	7%	6%	28%	13%	15%	16%
						g		G				K		M		O	R			SU			
STRONG DEMOCRAT	57	30	21	43	8	36	8	4	30	23	17	24	25	31	26	24	49	5	5	42	11	42	16
	14%	19%	10%	15%	12%	14%	16%	12%	13%	18%	10%	16%	13%	16%	10%	20%	26%	2%	4%	31%	8%	16%	12%
		c														o	R			SU			
INDEPENDENT/UNAFFILIATED/ OTHER	165	65	82	123	25	104	19	20	99	51	81	60	65	91	109	41	85	65	39	47	74	96	69
	41%	41%	40%	43%	36%	41%	37%	53%	41%	41%	45%	39%	34%	47%	44%	35%	45%	35%	30%	35%	56%	36%	51%
														M			r				ST		V
DON'T KNOW/REFUSED	6	3	2	3	2	6	-	-	2	1	-	2	3	2	2	4	3	2	-	1	4	6	-
	1%	2%	1%	1%	3%	2%	-	-	1%	1%	-	1%	2%	1%	1%	3%	1%	1%	-	1%	3%	2%	-
						GH															s	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

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Table 34-1
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 1

		KEY REGIONS						GENDER		AGE				GENDER/AGE						PARTY ID			YEARS LIVED IN NC	
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN (G)	MEN (H)	WOMEN (I)	18-40 (J)	41-55 (K)	56-65 (L)	66+ (M)	MEN 18-44 (N)	MEN 45-64 (O)	MEN 65+ (P)	WOMEN 18-44 (Q)	WOMEN 45-64 (R)	WOMEN 65+ (S)	GOP (T)	DEM (U)	IND (V)	<35 (W)	35+ (X)
BASE=TOTAL SAMPLE	400 100%	101 25%	44 11%	42 10%	68 17%	89 22%	56 14%	192 48%	208 52%	149 37%	106 27%	70 18%	74 18%	94 24%	61 15%	36 9%	82 20%	83 21%	43 11%	110 28%	119 30%	165 41%	239 60%	150 37%
**D/S (PRO-LIFE - PRO-CHOICE)	51 13%	-3 -3%	7 15% B	25 59% BCEFG	6 9% B	9 10% B	7 12% B	8 4%	42 20% H	-20 -14%	34 32% JL	13 18% J	24 32% Jl	-22 -24%	19 31% Nr	11 32% Nr	16 19% N	14 16% N	13 30% N	65 59% UV	-30 -25%	15 9% U	-16 -7%	68 45% W
TOTAL PRO-LIFE	216 54%	47 46%	24 56%	33 79% BCEFG	33 48%	47 53%	31 55%	94 49%	122 59%	62 42%	67 63% J	39 55%	48 65% J	35 37%	36 59% N	23 64% N	48 59% N	46 55% N	28 64% N	86 78% UV	41 34%	87 53% U	107 45%	106 71% W
TOTAL PRO-CHOICE	165 41%	50 49% D	18 41% d	8 20%	26 39% d	38 43% D	24 43% d	86 45%	79 38%	82 55% KLM	33 31%	26 36%	24 33%	57 60% OPQRS	17 28%	12 33%	32 40%	32 39%	15 34%	20 19%	71 59% TV	71 43% T	123 51% X	38 25%
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54 13%	6 6%	10 24% Bf	11 25% B	11 15%	9 10%	7 12%	20 10%	34 16%	17 11%	16 15%	9 13%	12 16%	10 11%	6 10%	4 11%	10 13%	15 18%	9 20%	27 25% UV	11 9%	14 8%	28 12%	26 17%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162 41%	41 40%	14 32%	23 54% ce	22 33%	38 43%	24 43%	74 39%	88 42%	45 31%	51 48% J	30 42%	36 49% J	25 26%	30 49% N	19 54% Nr	38 46% N	31 37%	19 45% n	58 53% U	30 25%	73 44% U	79 33%	80 54% W
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74 18%	21 21% D	6 15%	1 3%	14 20% D	18 20% D	13 24% D	47 25% I	26 13%	31 21% M	19 17%	17 24% M	7 9%	30 32% PQS	12 19% q	5 15%	5 7%	17 21% Qs	4 9%	17 15%	23 19%	33 20%	53 22% X	20 13%
I AM PRO-CHOICE WITHOUT EXCEPTION	92 23%	29 28%	11 26%	7 17%	13 19%	21 24%	11 19%	39 20%	53 25%	51 35% KL	14 13%	9 12%	17 24% kl	27 29% O	5 8%	6 18%	27 33% Or	15 18%	11 25% O	4 3%	48 40% TV	38 23% T	70 29% X	18 12%
DON'T KNOW/SOMETHING ELSE	13 3%	4 4%	1 3%	- -	7 11% DFg	- -	1 2%	7 4%	7 3%	3 2%	4 4%	4 6%	2 2%	2 2%	3 5%	1 3%	1 1%	5 6%	1 1%	4 4%	5 4%	4 2%	5 2%	6 4%
REFUSED	6 1%	1 1%	- -	- -	2 3%	3 3%	- -	6 3% i	- -	1 -	3 3%	2 3%	- -	1 1%	5 8% nPQRS	- -	- -	- -	- -	- -	3 3%	3 2%	4 2% x	- -

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Table 34-2
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 2

		PARTY ID/GENDER						IDEOLOGY			ABORTION STAND		EMPLOYMENT STATUS			ECONOMIC STATUS			RACE			TYPICALLY VOTE FOR...		
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	PRO-LIFE (K)	PRO-CHOICE (L)	FULL TIME (M)	RET-IRED (N)	UNEM-PLOYED (O)	LOW/ LOW-MID (P)	MID (Q)	UP-MID /HIGH (R)	BLACK (S)	WHITE (T)	OTHER (U)	GOP (V)	DEM (W)	BOTH (X)
BASE=TOTAL SAMPLE	400 100%	58 14%	52 13%	50 12%	70 17%	81 20%	83 21%	84 21%	164 41%	148 37%	216 54%	165 41%	241 60%	88 22%	30 8%	123 31%	186 46%	75 19%	76 19%	303 76%	16 4%	133 33%	153 38%	90 22%
**D/S (PRO-LIFE - PRO-CHOICE)	51 13%	30 53% DEFG	35 66% DEFG	-16 -33%	-13 -19%	-3 -4% DE	19 22% DEF	-43 -51%	1 1% H	93 63% HI	216 100% L	-165 -100%	11 5%	26 29% M	4 15%	12 10% R	50 27% PR	-10 -14%	10 13%	36 12%	3 20%	72 54% WX	-48 -31%	23 25% W
TOTAL PRO-LIFE ----------	216 54%	43 74% DEF	43 82% DEFG	14 29%	27 38%	37 45%	50 60% DE	19 22%	78 47% H	118 79% HI	216 100% L	- -	120 50%	54 61% m	17 57%	66 53%	114 62% R	29 39%	39 51%	166 55%	9 56%	101 75% W	47 31%	55 62% W
TOTAL PRO-CHOICE ----------	165 41%	12 21%	8 15%	31 62% BCG	40 57% BCG	40 49% BC	31 38% bC	62 73% IJ	77 47% J	24 16%	- -	165 100% K	109 45% N	28 32%	13 43%	54 44%	64 35%	40 53% Q	29 38%	130 43%	6 36%	29 22%	94 62% VX	33 36% v
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54 13%	12 20% Df	16 30% DEFG	2 5%	9 13%	6 7%	8 10%	6 7%	3 2%	44 30% HI	54 25% L	- -	27 11%	13 14%	6 20%	16 13%	26 14%	9 12%	8 11%	45 15% u	1 4%	32 24% WX	10 6%	7 7%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162 41%	31 54% DE	27 52% DE	12 24%	18 26%	31 38%	42 50% DE	13 16%	75 45% H	74 50% H	162 75% L	- -	94 39%	41 47%	11 38%	50 40%	88 47% R	20 27%	31 40%	121 40%	9 52%	69 52% W	37 24%	49 54% W
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74 18%	12 21% c	4 8%	9 19%	13 19%	24 30% CG	9 10%	19 22% J	36 22% j	17 12%	- -	74 45% K	45 19%	12 14%	5 15%	28 22% q	23 12%	21 28% Q	14 18%	56 18%	4 26%	25 18%	28 18%	17 19%
I AM PRO-CHOICE WITHOUT EXCEPTION	92 23%	- -	4 7% b	21 43% BCF	26 38% BCF	16 19% Bc	23 27% BC	43 51% IJ	40 25% J	7 5%	- -	92 55% K	64 26%	16 18%	8 27%	26 21%	41 22%	19 25%	15 20%	74 24%	2 10%	4 3%	67 44% VX	15 17% V
DON'T KNOW/SOMETHING ELSE	13 3%	2 4%	1 3%	2 4%	3 4%	2 2%	2 3%	2 2%	8 5%	4 3%	- -	- -	9 4% O	4 5% O	- -	4 3%	5 3%	2 3%	3 5%	7 2%	1 8%	4 3%	8 5%	2 2%
REFUSED	6 1%	- -	- -	3 6%	- -	3 3%	- -	2 2%	2 1%	2 1%	- -	- -	2 1%	2 2%	- -	- -	2 1%	4 5%	5 6% u	1 -	- -	- -	4 2% x	- -

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

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Table 34-3
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 3

		MEDIA MARKET							VOTE HISTORY						FISCAL IDEOLOGY			SOCIAL IDEOLOGY			MOST IMPORTANT ISSUE			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-BORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (G)	ALL OTHERS (H)	G10 (I)	G12 (J)	G14 (K)	1/3 (L)	2/3 (M)	3/3 (N)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	EDUC (U)	ECON/ JOBS (V)	HC COSTS (W)	ILLEG IMMIG (X)
BASE=TOTAL SAMPLE	400 100%	124 31%	110 27%	64 16%	37 9%	28 7%	22 6%	15 4%	212 53%	365 91%	307 77%	84 21%	127 32%	182 45%	46 12%	178 45%	167 42%	130 32%	118 29%	142 36%	143 36%	99 25%	32 8%	26 7%
**D/S (PRO-LIFE - PRO-CHOICE)	51 13%	8 6% EG	16 15% bEG	10 15% EG	-4 -10%	13 46% BCDEG	-3 -13%	10 69% BCDEG	34 16% L	54 15% L	46 15% L	-7 -8%	23 18% L	31 17% L	-16 -34%	-10 -6% O	73 43% OP	-92 -71%	36 30% R	103 72% RS	-15 -10%	3 3% U	4 14% U	14 52% UVW
TOTAL PRO-LIFE	216 54%	64 52%	61 56%	32 50%	17 45%	20 73% bdeg	10 44%	12 80% bdeg	118 56% l	201 55% l	171 56% l	35 41%	74 58% l	102 56% l	14 31%	80 45%	116 69% OP	16 12%	75 63% R	119 84% RS	60 42%	48 48%	18 57%	20 76% UV
TOTAL PRO-CHOICE	165 41%	56 45% H	45 41% H	22 35% h	20 55% fH	7 27%	12 56% fH	2 10%	84 40%	147 40%	125 41%	42 50%	51 40%	71 39%	30 64% Q	90 51% Q	43 26%	108 83% ST	39 33% T	17 12%	75 52% X	45 46% x	14 43%	6 24%
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54 13%	16 13%	13 12%	10 16%	4 11%	6 21%	2 11%	3 21%	35 17% L	48 13%	44 14% l	6 7%	17 13%	29 16% l	6 12%	9 5%	38 22% oP	5 4%	6 5%	41 29% RS	8 6%	12 13%	1 5%	2 7%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162 41%	49 39%	48 44%	22 34%	13 35%	15 52%	7 33%	9 59%	83 39%	153 42%	128 42%	29 34%	57 45%	73 40%	8 18%	71 40% O	78 47% O	10 8%	68 58% R	78 55% R	52 36%	35 36%	17 52%	18 69% UV
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74 18%	23 19% FH	17 16% FH	12 19% FH	11 30% FH	- 1%	10 43% bCdFH	- -	41 19%	62 17%	56 18%	18 21%	24 19%	31 17%	10 22%	35 20%	27 16%	36 28% T	25 21% T	11 8%	25 18%	26 26%	4 12%	4 17%
I AM PRO-CHOICE WITHOUT EXCEPTION	92 23%	33 27%	27 25%	10 16%	9 25%	7 25%	3 13%	2 10%	43 20%	86 23%	69 22%	24 29%	27 21%	40 22%	20 42% Q	55 31% Q	16 10%	72 56% ST	14 12% t	5 4%	50 35% VX	19 20% x	10 31% X	2 6%
DON'T KNOW/SOMETHING ELSE	13 3%	3 3%	1 1%	8 12% bCEFG	- -	- -	- -	1 9%	5 2%	11 3%	7 2%	7 8%	3 2%	4 2%	2 4%	4 2%	7 4%	5 4%	4 4%	4 3%	5 4% w	4 4% w	- -	- -
REFUSED	6 1%	1 1%	3 3%	2 3%	- -	- -	- -	- 1%	5 2% m	6 2% m	4 1%	1 1%	- -	4 2% m	1 1%	4 2%	1 1%	2 1%	- -	2 1%	2 2%	2 2%	- -	- -

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Table 34-4
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 4

		WOMEN					REGION LIVED IN BEFORE NC					PHONE TYPE		DIRECTION OF NC		GENERIC BALLOT			ISSUE CLUSTER				
	TOTAL (A)	LIB (B)	MOD (C)	CONS (D)	BLACK (E)	WHITE (F)	NORTH -EAST (G)	MID- WEST (H)	WEST COAST (I)	SOUTH (J)	ALWAYS NC (K)	CELL (L)	LAND (M)	RIGHT DIR (N)	WRNG TRK (O)	GOP (P)	DEM (Q)	UND (R)	SOCIAL (S)	ECON (T)	FOREIGN (U)	MORAL (V)	FISCAL (W)
BASE=TOTAL SAMPLE	400 100%	42 11%	97 24%	65 16%	44 11%	152 38%	75 19%	43 11%	11 3%	86 22%	171 43%	120 30%	280 70%	117 29%	196 49%	112 28%	119 30%	110 27%	104 26%	90 22%	60 15%	49 12%	32 8%
**D/S (PRO-LIFE - PRO-CHOICE)	51 13%	-16 -38%	12 12% B	48 73% BCEF	10 22% B	27 18% B	1 1%	-2 -5%	-1 -5%	3 3% H	45 26% GHIJ	6 5%	45 16% L	23 20% O	16 8%	74 66% QR	-28 -23%	3 3% Q	-21 -20%	12 13% SW	22 36% STW	25 51% STW	-2 -8%
TOTAL PRO-LIFE ----------	216 54%	13 31%	52 54% B	56 85% BCEF	26 60% B	87 57% B	37 50%	17 41%	5 47%	43 49%	106 62% H	61 51%	155 55%	67 58%	100 51%	92 82% QR	40 34%	55 50% Q	39 37%	49 54% s	40 67% SW	36 73% StW	13 43%
TOTAL PRO-CHOICE ----------	165 41%	29 68% CDEF	41 42% D	8 12%	16 37% D	61 40% D	37 49%	20 46%	6 52%	40 46%	61 35%	56 46%	110 39%	44 38%	85 43%	18 16%	68 57% P	51 47% P	59 57% tUV	37 41% v	19 31%	11 23%	16 50% V
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54 13%	4 10% c	2 2%	27 41% BCEF	7 17% c	26 17% C	8 10%	5 12%	1 6%	12 14%	23 14%	11 9%	43 15%	16 14%	29 15%	32 29% QR	7 6%	10 9%	5 5%	2 2%	15 26% STW	20 40% STW	1 2%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162 41%	9 21%	50 52% B	29 44% B	19 43% b	61 40% B	30 40%	12 28%	4 41%	31 35%	82 48% Hj	50 42%	112 40%	51 44%	71 36%	59 53% Q	34 28%	45 41% q	34 32%	47 52% Sv	25 42%	17 34%	13 40%
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74 18%	9 22% Df	12 13%	4 6%	8 19%	17 11%	21 29% Hk	4 10%	5 48% HjK	15 17%	27 15%	27 22%	47 17%	26 22%	31 16%	15 14%	24 20%	19 17%	23 22% V	28 31% UV	8 14% v	2 3%	5 16%
I AM PRO-CHOICE WITHOUT EXCEPTION	92 23%	20 47% cDEF	28 29% D	4 6%	8 18%	44 29% D	15 20% i	15 35% I	- 4%	25 29% I	34 20% I	29 24%	63 22%	18 15%	54 27% N	3 2%	44 37% P	32 29% P	37 35% TUv	9 10%	10 17%	10 20%	11 34% T
DON'T KNOW/SOMETHING ELSE	13 3%	1 1%	5 5%	1 2%	1 3%	4 3%	- -	4 10% g	- 1%	2 3%	5 3% g	3 3%	10 4%	5 4%	7 4%	2 2%	8 7%	2 2%	4 4%	2 2%	1 1%	2 4%	1 3%
REFUSED	6 1%	- -	- -	- -	- -	- -	1 1%	2 4%	- -	2 2%	- -	- -	6 2% l	- -	4 2%	- -	2 2%	2 2%	2 2%	2 2%	- -	- -	1 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

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Table 34-5
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 5

		OBAMA IMAGE		MCCRORY IMAGE		BURR IMAGE		COOPER IMAGE		NC DEM PARTY IMAGE		NC REP PARTY IMAGE		PLANNED PARENTHOOD IMAGE		OBAMA JOB APPROVAL		IMPACT OF TAXES			2/3 MAJORITY AMENDMENT		OIL AND GAS EXPLORATION	
	TOTAL (A)	FAV (B)	UNFAV (C)	FAV (D)	UNFAV (E)	FAV (F)	UNFAV (G)	FAV (H)	UNFAV (I)	FAV (J)	UNFAV (K)	FAV (L)	UNFAV (M)	FAV (N)	UNFAV (O)	APP (P)	DISAP (Q)	HARM (R)	NO EFFECT (S)	IM-PROVE (T)	SPPRT (U)	OPPOSE (V)	SPPRT (W)	OPPOSE (X)
BASE=TOTAL SAMPLE	400	186	178	143	172	100	112	104	55	134	157	125	180	198	135	199	191	210	77	74	242	107	202	171
	100%	46%	44%	36%	43%	25%	28%	26%	14%	34%	39%	31%	45%	49%	34%	50%	48%	52%	19%	18%	61%	27%	50%	43%
**D/S (PRO-LIFE - PRO-CHOICE)	51	-51	96	61	-14	42	-17	-8	34	-16	77	65	-27	-43	77	-48	100	84	-13	-12	45	-1	56	-6
	13%	-28%	54% B	43% E	-8%	42% G	-15%	-8%	62% H	-12%	49% J	52% M	-15%	-22%	57% N	-24%	52% P	40% ST	-17%	-16%	18% V	-1%	28% X	-4%
TOTAL PRO-LIFE	216	60	135	98	76	69	45	45	44	55	114	94	70	73	104	68	144	144	31	28	139	49	126	76
	54%	32%	76% B	69% E	44%	69% G	40%	43%	80% H	41%	72% J	75% M	39%	37%	77% N	34%	75% P	69% ST	40%	37%	57% v	46%	63% X	45%
TOTAL PRO-CHOICE	165	111	38	38	90	27	62	53	10	71	37	29	96	116	27	116	43	61	44	40	94	50	70	83
	41%	60% C	22%	26%	52% D	27%	55% F	51% I	18%	53% K	23%	23%	54% L	59% O	20%	58% Q	23%	29%	57% R	54% R	39%	47%	35%	48% W
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54	14	37	24	15	19	10	7	11	14	30	29	16	12	38	14	39	36	8	8	29	15	35	14
	13%	7%	21% B	17% e	9%	19% g	9%	7%	20% h	10%	19% j	23% M	9%	6%	28% N	7%	20% P	17%	10%	11%	12%	14%	17% X	8%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162	46	98	74	60	50	35	38	33	41	83	65	54	61	66	54	104	109	23	20	110	34	91	62
	41%	25%	55% B	52% E	35%	50% G	31%	36%	60% H	31%	53% J	52% M	30%	31%	49% N	27%	55% P	52% ST	30%	27%	46% V	32%	45%	36%
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74	41	25	27	39	16	20	25	7	27	23	24	34	41	17	44	29	34	16	16	45	19	45	25
	18%	22% c	14%	19%	23%	16%	18%	24% i	12%	20%	15%	19%	19%	21% o	13%	22%	15%	16%	21%	21%	19%	18%	22%	15%
I AM PRO-CHOICE WITHOUT EXCEPTION	92	70	13	10	51	11	42	28	3	44	14	5	63	75	10	72	14	27	27	24	49	31	25	58
	23%	38% C	7%	7%	30% D	11%	38% F	27% I	6%	33% K	9%	4%	35% L	38% O	8%	36% Q	7%	13%	35% R	32% R	20%	29%	13%	34% W
DON'T KNOW/SOMETHING ELSE	13	9	4	4	6	1	5	4	1	6	5	3	9	8	4	9	4	3	3	3	6	8	5	6
	3%	5%	2%	3%	4%	1%	4%	4%	2%	5%	3%	2%	5%	4%	3%	5%	2%	2%	3%	4%	2%	7%	3%	4%
REFUSED	6	5	-	3	-	2	-	2	-	2	2	-	4	1	-	5	-	1	-	4	3	-	-	5
	1%	3% c	-	2%	-	2%	-	2%	-	1%	1%	-	2%	-	-	3% q	-	1%	-	5%	1%	-	-	3% 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

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Table 34-6
QUESTION 34:
Which of the following statements comes closest to describing your own opinion on the issue of abortion...

BANNER 6

		PAYING FOR UPGRADES		IDEA OF ESAS		ESA ELIGIBLE			TUITION VOUCHERS WILL...		TEACHER UNIONS CARE ABOUT...		MARRIAGE = 1 MAN + 1 WOMAN		DEATH PENALTY 1ST DEGR MURDER		OBAMACARE		NC GOVERNOR BALLOT			NIGHT DIALED	
	TOTAL (A)	BACKED BONDS (B)	PAY AS YOU GO (C)	FAVOR (D)	OPPOSE (E)	ALL STUD-ENTS (F)	HIGH NEED (G)	BELOW PVRTY LVL (H)	IM-PROVE (I)	WEAKEN (J)	PAY (K)	STUD-ENTS (L)	AGREE (M)	DIS-AGREE (N)	SUP (O)	OPPOSE (P)	SUP (Q)	OPPOSE (R)	MC-CRORY (S)	COOPER (T)	LEAN/ UND (U)	8/10 (V)	8/11 (W)
BASE=TOTAL SAMPLE	400 100%	157 39%	203 51%	286 71%	69 17%	255 64%	51 13%	37 9%	241 60%	125 31%	181 45%	153 38%	194 48%	193 48%	247 62%	117 29%	188 47%	185 46%	129 32%	135 34%	131 33%	266 66%	134 34%
**D/S (PRO-LIFE - PRO-CHOICE)	51 13%	-12 -8%	59 29% B	27 10%	11 16%	30 12% H	11 22% H	-4 -11%	62 26% J	-18 -15%	29 16%	19 12%	114 59% N	-67 -35%	52 21% P	-16 -14%	-60 -32%	94 51% Q	64 50% TU	-36 -27%	20 15% T	46 17% W	5 4%
TOTAL PRO-LIFE	216 54%	68 43%	128 63% B	151 53%	38 55%	138 54%	29 57%	16 42%	147 61% J	49 39%	103 57%	82 53%	151 78% N	58 30%	147 59% P	46 39%	57 31%	137 74% Q	94 73% TU	45 33%	73 56% T	150 56%	66 49%
TOTAL PRO-CHOICE	165 41%	80 51% C	68 34%	123 43%	27 40%	108 42%	18 35%	20 53%	85 36%	67 54% I	73 41%	63 41%	37 19%	125 65% M	94 38%	62 53% O	117 62% R	44 23%	30 23%	81 60% SU	53 41% S	104 39%	61 45%
I AM PRO-LIFE AND OPPOSE ABORTIONS UNDER ALL CIRCUMSTANCES	54 13%	12 8%	32 16% b	38 13%	13 19%	35 14%	5 9%	3 9%	43 18% J	8 6%	25 14%	18 12%	43 22% N	9 5%	34 14%	12 10%	6 3%	42 23% Q	29 22% TU	11 8%	14 10%	42 16% w	12 9%
I AM PRO-LIFE BUT BELIEVE EXCEPTIONS SHOULD BE MADE IN CASES SUCH AS RAPE, INCEST, OR TO SAVE THE LIFE OF THE MOTHER	162 41%	55 35%	96 47% b	113 39%	25 37%	103 40%	25 48%	12 33%	104 43%	41 33%	77 43%	64 42%	108 56% N	49 25%	113 46% P	34 29%	52 27%	95 51% Q	66 51% T	33 24%	60 45% T	108 41%	54 40%
I AM PRO-CHOICE, BUT I BELIEVE IN PARENTAL NOTIFICATION AND BANNING PARTIAL-BIRTH ABORTION AND GOVERNMENT FUNDING	74 18%	41 26% C	28 14%	57 20%	14 20%	50 19%	10 20%	5 14%	42 18%	26 21%	40 22%	23 15%	24 13%	47 24% M	57 23% P	13 11%	44 24% r	28 15%	24 19%	29 22%	20 15%	41 16%	32 24%
I AM PRO-CHOICE WITHOUT EXCEPTION	92 23%	39 25%	40 20%	66 23%	14 20%	58 23%	8 15%	15 39% fG	43 18%	41 33% I	33 18%	40 26%	12 6%	77 40% M	37 15%	49 42% O	73 39% R	15 8%	6 5%	51 38% Su	34 26% S	63 24%	29 21%
DON'T KNOW/SOMETHING ELSE	13 3%	6 4%	5 3%	7 2%	3 5%	7 3% H	3 6%	- -	5 2%	7 5%	3 2%	8 5%	4 2%	8 4%	6 2%	6 5%	8 4%	4 2%	2 2%	6 5%	5 3%	11 4%	3 2%
REFUSED	6 1%	4 3%	1 1%	5 2%	- -	2 1%	1 1%	2 5%	3 1%	2 2%	2 1%	- -	2 1%	3 1%	- -	4 3%	5 3% r	- -	2 2%	4 3%	- -	1 -	5 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

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