

Civitas Institute
North Carolina Statewide Crosstabs
October 15 - 17, 2019

Q1. Do you feel things in the United States are generally headed in the right direction or have things gotten off on the wrong track?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Right direction	36.78%	37.89%	25.41%
Wrong track	54.45%	55.20%	35.66%
Unsure/Refused	8.78%	6.91%	38.93%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Right direction	76.20%	40.23%	68.20%	6.17%	8.40%
Wrong track	17.74%	22.15%	18.73%	90.38%	82.29%
Unsure/Refused	6.05%	37.61%	13.08%	3.45%	9.32%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Right direction	6.38%	32.82%
Wrong track	89.64%	32.91%
Unsure/Refused	3.98%	34.27%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Right direction	20.46%	23.68%	22.08%	63.74%	57.03%
Wrong track	74.15%	68.40%	71.26%	29.23%	29.49%
Unsure/Refused	5.38%	7.92%	6.66%	7.03%	13.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Right direction	60.96%	28.83%
Wrong track	29.34%	54.55%
Unsure/Refused	9.70%	16.62%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	74.64%	30.90%	68.57%	11.32%	23.26%
Wrong track	19.29%	41.65%	22.40%	84.59%	70.39%
Unsure/Refused	6.07%	27.45%	9.03%	4.09%	6.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Right direction	13.04%	33.47%
Wrong track	82.55%	45.85%
Unsure/Refused	4.42%	20.68%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	75.59%	37.62%	69.42%	11.21%	20.38%
Wrong track	19.37%	29.01%	20.93%	84.54%	72.01%
Unsure/Refused	5.04%	33.37%	9.64%	4.25%	7.61%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Right direction	12.14%	29.04%
Wrong track	83.27%	51.85%
Unsure/Refused	4.59%	19.12%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	73.12%	47.67%	70.48%	16.56%	2.84%
Wrong track	20.15%	41.47%	22.37%	80.34%	79.65%
Unsure/Refused	6.73%	10.86%	7.16%	3.11%	17.51%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Right direction	15.13%	39.52%
Wrong track	80.26%	41.92%
Unsure/Refused	4.61%	18.56%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Right direction	32.11%	39.76%	34.26%	52.03%	57.74%
Wrong track	63.41%	43.04%	57.69%	30.81%	27.54%
Unsure/Refused	4.48%	17.21%	8.05%	17.16%	14.73%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Right direction	35.41%	43.62%	37.48%	26.97%	58.62%
Wrong track	60.24%	38.95%	54.85%	50.22%	17.03%
Unsure/Refused	4.36%	17.43%	7.66%	22.81%	24.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Right direction	46.33%	45.35%	45.95%	28.61%	31.09%	29.16%
Wrong track	44.63%	44.81%	44.70%	62.56%	63.41%	62.74%
Unsure/Refused	9.04%	9.84%	9.35%	8.84%	5.50%	8.10%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Right direction	54.07%
Wrong track	32.02%
Unsure/Refused	13.91%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Right direction	40.29%	37.57%	39.25%	30.09%	26.67%	43.03%	34.78%
Wrong track	46.95%	57.39%	50.94%	61.13%	66.55%	49.45%	58.07%
Unsure/Refused	12.76%	5.03%	9.80%	8.77%	6.78%	7.52%	7.15%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Right direction	47.99%
Wrong track	34.56%
Unsure/Refused	17.45%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Right direction	65.71%	13.82%	34.17%	48.36%
Wrong track	25.55%	78.10%	54.52%	47.41%
Unsure/Refused	8.74%	8.09%	11.31%	4.23%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Right direction	67.45%	4.64%	36.79%	20.03%	30.97%
Wrong track	21.38%	91.28%	45.17%	60.19%	49.53%
Unsure/Refused	11.18%	4.08%	18.04%	19.78%	19.50%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Right direction	68.60%	48.08%	60.49%	26.47%	11.04%	11.16%
Wrong track	23.12%	39.59%	29.63%	63.92%	86.71%	81.05%
Unsure/Refused	8.28%	12.33%	9.88%	9.61%	2.25%	7.80%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Right direction	11.09%	20.38%
Wrong track	84.03%	53.69%
Unsure/Refused	4.87%	25.93%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Right direction	43.40%	31.97%	28.83%	48.41%	33.87%	34.62%
Wrong track	46.84%	61.19%	60.69%	45.56%	56.22%	52.01%
Unsure/Refused	9.76%	6.84%	10.48%	6.03%	9.91%	13.37%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Right direction	43.40%	30.26%	48.41%	34.17%
Wrong track	46.84%	60.92%	45.56%	54.54%
Unsure/Refused	9.76%	8.82%	6.03%	11.29%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Right direction	43.74%	9.80%	41.04%
Wrong track	49.25%	73.27%	49.76%
Unsure/Refused	7.00%	16.93%	9.20%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Right direction	33.05%	41.05%
Wrong track	56.52%	51.27%
Unsure/Refused	10.43%	7.67%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Right direction	32.06%	41.35%	43.12%	40.71%	34.17%
Wrong track	53.73%	46.74%	48.25%	54.86%	61.22%
Unsure/Refused	14.21%	11.91%	8.63%	4.43%	4.61%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Right direction	45.65%
Wrong track	43.67%
Unsure/Refused	10.68%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Right direction	45.89%	33.16%	41.37%	36.19%	32.55%
Wrong track	52.20%	52.00%	49.56%	54.09%	60.18%
Unsure/Refused	1.91%	14.84%	9.07%	9.72%	7.27%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Right direction	31.06%	39.78%
Wrong track	59.34%	51.29%
Unsure/Refused	9.60%	8.93%
Total	100.00%	100.00%

Q2. And now just thinking about North Carolina… do you feel things in North Carolina are generally headed in the right direction or have things gotten off on the wrong track?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Right direction	37.58%	32.07%	55.99%
Wrong track	45.80%	51.09%	31.69%
Unsure/Refused	16.62%	16.84%	12.32%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Right direction	49.34%	42.10%	47.76%	26.91%	23.23%
Wrong track	35.76%	28.44%	34.16%	59.28%	52.20%
Unsure/Refused	14.90%	29.45%	18.08%	13.81%	24.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Right direction	26.56%	34.45%
Wrong track	58.60%	44.70%
Unsure/Refused	14.84%	20.84%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Right direction	42.79%	35.46%	39.08%	35.60%	38.80%
Wrong track	44.90%	50.18%	47.57%	56.40%	36.22%
Unsure/Refused	12.30%	14.36%	13.34%	8.01%	24.98%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Right direction	36.91%	28.76%
Wrong track	48.15%	39.61%
Unsure/Refused	14.95%	31.63%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	46.30%	22.43%	43.00%	29.99%	30.97%
Wrong track	42.84%	44.65%	43.09%	55.57%	52.31%
Unsure/Refused	10.86%	32.93%	13.91%	14.44%	16.72%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Right direction	30.13%	41.68%
Wrong track	55.09%	32.49%
Unsure/Refused	14.78%	25.83%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	45.97%	43.80%	45.62%	27.01%	28.54%
Wrong track	42.10%	29.25%	40.02%	57.65%	63.39%
Unsure/Refused	11.94%	26.95%	14.36%	15.34%	8.07%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Right direction	27.17%	42.88%
Wrong track	58.23%	31.05%
Unsure/Refused	14.60%	26.06%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Right direction	44.47%	30.84%	43.05%	33.05%	29.05%
Wrong track	42.67%	37.53%	42.13%	51.68%	57.58%
Unsure/Refused	12.87%	31.63%	14.82%	15.26%	13.37%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Right direction	32.64%	37.90%
Wrong track	52.29%	41.26%
Unsure/Refused	15.07%	20.84%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Right direction	35.55%	35.83%	35.63%	52.00%	16.72%
Wrong track	51.21%	40.86%	48.31%	33.90%	30.95%
Unsure/Refused	13.24%	23.31%	16.06%	14.10%	52.33%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Right direction	37.93%	33.80%	36.89%	35.37%	40.65%
Wrong track	48.82%	41.45%	46.96%	44.11%	20.39%
Unsure/Refused	13.25%	24.75%	16.15%	20.52%	38.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Right direction	51.16%	30.54%	42.96%	33.41%	29.98%	32.66%
Wrong track	32.43%	61.85%	44.13%	49.94%	52.68%	50.54%
Unsure/Refused	16.41%	7.61%	12.91%	16.65%	17.34%	16.80%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Right direction	44.53%
Wrong track	33.36%
Unsure/Refused	22.12%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Right direction	35.02%	32.22%	33.95%	39.84%	27.08%	46.24%	36.67%
Wrong track	43.24%	55.59%	47.94%	45.12%	56.30%	37.39%	46.84%
Unsure/Refused	21.74%	12.19%	18.10%	15.04%	16.62%	16.37%	16.49%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Right direction	45.64%
Wrong track	15.42%
Unsure/Refused	38.94%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Right direction	50.67%	28.38%	31.97%	55.16%
Wrong track	33.50%	57.19%	48.82%	17.36%
Unsure/Refused	15.83%	14.43%	19.21%	27.48%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Right direction	47.64%	27.35%	28.59%	20.88%	27.75%
Wrong track	35.50%	57.43%	52.66%	52.50%	36.05%
Unsure/Refused	16.86%	15.22%	18.75%	26.62%	36.19%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Right direction	40.60%	40.72%	40.65%	39.83%	21.46%	35.06%
Wrong track	45.43%	37.81%	42.43%	45.53%	64.19%	48.25%
Unsure/Refused	13.98%	21.46%	16.92%	14.64%	14.36%	16.69%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Right direction	27.89%	32.45%
Wrong track	56.65%	33.54%
Unsure/Refused	15.46%	34.01%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Right direction	41.70%	32.12%	28.81%	48.04%	32.62%	40.35%
Wrong track	45.28%	47.08%	61.23%	34.70%	45.50%	43.00%
Unsure/Refused	13.02%	20.79%	9.96%	17.26%	21.88%	16.64%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Right direction	41.70%	30.33%	48.04%	35.73%
Wrong track	45.28%	54.73%	34.70%	44.50%
Unsure/Refused	13.02%	14.94%	17.26%	19.77%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Right direction	39.74%	27.74%	34.13%
Wrong track	45.91%	50.48%	42.35%
Unsure/Refused	14.34%	21.78%	23.52%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Right direction	36.07%	37.90%
Wrong track	45.63%	47.60%
Unsure/Refused	18.30%	14.51%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Right direction	39.49%	31.59%	40.81%	34.70%	36.43%
Wrong track	42.85%	55.33%	38.22%	48.02%	49.51%
Unsure/Refused	17.66%	13.09%	20.98%	17.29%	14.06%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Right direction	40.71%
Wrong track	30.84%
Unsure/Refused	28.45%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Right direction	38.67%	36.45%	34.23%	37.70%	37.87%
Wrong track	52.75%	43.90%	45.38%	45.19%	48.36%
Unsure/Refused	8.58%	19.65%	20.39%	17.10%	13.76%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Right direction	36.63%	37.06%
Wrong track	46.50%	46.55%
Unsure/Refused	16.87%	16.39%
Total	100.00%	100.00%

Q3. How likely are you to vote in the 2020 Presidential election?

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Extremely likely	79.05%	68.57%	76.73%	80.10%	65.15%
Very likely	20.55%	21.21%	20.69%	17.91%	34.85%
Somewhat likely	0.40%	10.22%	2.58%	2.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Extremely likely	78.66%	41.65%
Very likely	19.53%	42.32%
Somewhat likely	1.81%	16.03%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Extremely likely	82.75%	76.19%	79.43%	72.24%	76.33%
Very likely	14.50%	22.08%	18.33%	25.33%	23.67%
Somewhat likely	2.75%	1.74%	2.24%	2.43%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Extremely likely	73.93%	73.82%
Very likely	24.65%	19.75%
Somewhat likely	1.43%	6.42%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Extremely likely	75.06%	72.81%	74.75%	81.10%	77.66%
Very likely	22.16%	27.19%	22.86%	18.30%	22.34%
Somewhat likely	2.77%	0.00%	2.39%	0.59%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Extremely likely	80.59%	71.21%
Very likely	18.90%	21.00%
Somewhat likely	0.50%	7.79%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Extremely likely	77.40%	75.92%	77.16%	79.89%	62.98%
Very likely	22.12%	15.78%	21.09%	18.67%	37.02%
Somewhat likely	0.48%	8.30%	1.74%	1.44%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Extremely likely	78.19%	73.44%
Very likely	20.52%	19.91%
Somewhat likely	1.29%	6.65%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Extremely likely	76.84%	81.38%	77.31%	80.85%	69.70%
Very likely	19.59%	18.62%	19.49%	18.96%	30.30%
Somewhat likely	3.57%	0.00%	3.20%	0.19%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Extremely likely	79.69%	71.91%
Very likely	20.14%	22.64%
Somewhat likely	0.17%	5.45%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Extremely likely	81.53%	66.94%	77.45%	79.96%	45.61%
Very likely	17.05%	29.98%	20.66%	13.27%	50.86%
Somewhat likely	1.42%	3.08%	1.88%	6.77%	3.53%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Extremely likely	81.77%	63.40%	77.15%	77.80%	57.09%
Very likely	17.12%	34.85%	21.58%	12.76%	34.45%
Somewhat likely	1.11%	1.75%	1.27%	9.44%	8.47%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Extremely likely	84.09%	74.15%	80.14%	78.86%	67.21%	76.29%
Very likely	15.91%	25.85%	19.86%	18.55%	32.21%	21.56%
Somewhat likely	0.00%	0.00%	0.00%	2.59%	0.58%	2.14%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Extremely likely	75.24%
Very likely	20.12%
Somewhat likely	4.64%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Extremely likely	79.50%	78.09%	78.96%	69.42%	82.68%	79.51%	81.09%
Very likely	20.24%	21.33%	20.66%	25.49%	17.32%	20.49%	18.91%
Somewhat likely	0.26%	0.58%	0.38%	5.09%	0.00%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Extremely likely	82.02%
Very likely	17.98%
Somewhat likely	0.00%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Extremely likely	72.33%	78.76%	79.28%	68.89%
Very likely	27.18%	17.58%	17.45%	27.34%
Somewhat likely	0.48%	3.66%	3.27%	3.77%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Extremely likely	77.66%	79.30%	78.24%	67.42%	60.50%
Very likely	21.54%	19.82%	21.76%	25.33%	31.25%
Somewhat likely	0.80%	0.88%	0.00%	7.26%	8.24%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Extremely likely	76.95%	80.48%	78.34%	77.07%	70.48%	77.26%
Very likely	22.46%	19.52%	21.30%	16.97%	29.52%	17.62%
Somewhat likely	0.59%	0.00%	0.36%	5.96%	0.00%	5.12%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Extremely likely	73.68%	76.13%
Very likely	23.90%	21.91%
Somewhat likely	2.42%	1.95%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Extremely likely	73.79%	78.90%	79.31%	73.16%	78.63%	75.54%
Very likely	19.62%	18.96%	16.70%	26.05%	20.09%	23.61%
Somewhat likely	6.59%	2.13%	3.99%	0.79%	1.27%	0.85%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Extremely likely	73.79%	79.12%	73.16%	77.40%
Very likely	19.62%	17.74%	26.05%	21.50%
Somewhat likely	6.59%	3.14%	0.79%	1.10%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Extremely likely	76.18%	81.65%	69.28%
Very likely	22.70%	11.00%	27.10%
Somewhat likely	1.12%	7.35%	3.62%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Extremely likely	76.96%	76.44%
Very likely	19.60%	22.02%
Somewhat likely	3.44%	1.54%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Extremely likely	76.71%	76.90%	74.68%	77.62%	76.51%
Very likely	21.56%	20.38%	19.52%	22.38%	20.86%
Somewhat likely	1.73%	2.72%	5.80%	0.00%	2.64%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Extremely likely	78.87%
Very likely	14.20%
Somewhat likely	6.93%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Extremely likely	77.43%	74.11%	82.28%	73.82%	77.01%
Very likely	19.02%	20.37%	17.72%	22.53%	22.15%
Somewhat likely	3.55%	5.52%	0.00%	3.65%	0.84%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Extremely likely	77.33%	76.40%
Very likely	20.25%	20.96%
Somewhat likely	2.42%	2.64%
Total	100.00%	100.00%

Q4. If the 2020 election for North Carolina State Legislature were held today, would you vote for the Republican candidate or the Democratic candidate?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Republican Candidate	39.92%	38.89%	5.86%
Democratic Candidate	40.44%	36.64%	43.19%
Neither/Other/Independent	2.25%	5.11%	14.13%
Undecided	17.38%	19.36%	36.82%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Republican Candidate	82.85%	46.51%	74.80%	3.81%	7.97%
Democratic Candidate	0.72%	14.53%	3.78%	77.94%	59.64%
Neither/Other/Independent	3.26%	2.51%	3.10%	2.00%	8.73%
Undecided	13.17%	36.45%	18.33%	16.26%	23.66%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Republican Candidate	4.21%	34.34%
Democratic Candidate	76.18%	10.80%
Neither/Other/Independent	2.65%	13.27%
Undecided	16.97%	41.59%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Republican Candidate	16.00%	27.30%	21.72%	73.51%	55.37%
Democratic Candidate	65.48%	49.43%	57.36%	9.10%	22.32%
Neither/Other/Independent	2.08%	2.82%	2.45%	3.24%	1.86%
Undecided	16.44%	20.45%	18.47%	14.15%	20.45%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Republican Candidate	66.04%	32.42%
Democratic Candidate	14.54%	39.29%
Neither/Other/Independent	2.67%	6.74%
Undecided	16.75%	21.56%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	87.84%	55.78%	83.42%	8.79%	22.10%
Democratic Candidate	3.44%	7.56%	4.01%	78.66%	56.42%
Neither/Other/Independent	1.98%	5.42%	2.46%	1.40%	1.61%
Undecided	6.74%	31.23%	10.12%	11.15%	19.86%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	10.77%	22.17%
Democratic Candidate	75.36%	21.75%
Neither/Other/Independent	1.43%	8.55%
Undecided	12.45%	47.52%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	89.43%	52.72%	83.50%	9.14%	11.58%
Democratic Candidate	3.80%	21.77%	6.70%	78.16%	42.95%
Neither/Other/Independent	1.54%	0.00%	1.29%	2.22%	2.44%
Undecided	5.23%	25.51%	8.50%	10.48%	43.03%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	9.39%	18.26%
Democratic Candidate	74.60%	22.50%
Neither/Other/Independent	2.24%	9.37%
Undecided	13.77%	49.87%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	86.48%	62.53%	84.00%	11.23%	21.85%
Democratic Candidate	3.51%	22.75%	5.49%	75.05%	65.08%
Neither/Other/Independent	2.62%	9.70%	3.35%	1.77%	0.00%
Undecided	7.39%	5.02%	7.15%	11.95%	13.07%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	12.33%	38.66%
Democratic Candidate	74.01%	15.96%
Neither/Other/Independent	1.59%	5.66%
Undecided	12.07%	39.72%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Republican Candidate	36.88%	38.68%	37.38%	47.30%	57.70%
Democratic Candidate	45.19%	36.26%	42.70%	20.39%	14.73%
Neither/Other/Independent	2.17%	3.95%	2.66%	8.17%	0.00%
Undecided	15.76%	21.12%	17.25%	24.14%	27.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Republican Candidate	41.61%	34.53%	39.83%	32.30%	36.69%
Democratic Candidate	41.15%	35.29%	39.67%	37.83%	24.35%
Neither/Other/Independent	2.31%	4.27%	2.80%	7.50%	0.00%
Undecided	14.94%	25.91%	17.70%	22.37%	38.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Republican Candidate	49.35%	59.27%	53.30%	28.64%	28.73%
Democratic Candidate	32.87%	22.81%	28.87%	44.41%	54.63%
Neither/Other/Independent	4.05%	0.00%	2.44%	5.10%	1.44%
Undecided	13.73%	17.92%	15.39%	21.84%	15.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Republican Candidate	28.66%	61.70%
Democratic Candidate	46.67%	24.82%
Neither/Other/Independent	4.30%	0.00%
Undecided	20.38%	13.48%
Total	100.00%	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Republican Candidate	47.19%	39.48%	44.25%	29.54%	23.86%	50.43%
Democratic Candidate	28.74%	44.69%	34.81%	45.37%	58.26%	33.03%
Neither/Other/Independent	6.09%	1.20%	4.23%	3.08%	2.56%	1.51%
Undecided	17.98%	14.63%	16.71%	22.00%	15.31%	15.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Republican Candidate	37.16%	37.07%
Democratic Candidate	45.63%	13.07%
Neither/Other/Independent	2.03%	0.00%
Undecided	15.18%	49.87%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Republican Candidate	83.32%	9.40%	30.22%	23.05%
Democratic Candidate	4.66%	75.03%	32.90%	32.30%
Neither/Other/Independent	1.62%	1.81%	6.60%	0.00%
Undecided	10.40%	13.76%	30.28%	44.65%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Republican Candidate	78.51%	2.26%	18.59%	19.72%	14.38%
Democratic Candidate	0.97%	82.04%	26.32%	42.62%	42.39%
Neither/Other/Independent	2.81%	2.71%	10.85%	12.88%	0.00%
Undecided	17.71%	12.99%	44.24%	24.79%	43.23%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Republican Candidate	77.90%	67.22%	73.70%	16.62%	8.52%
Democratic Candidate	9.37%	13.82%	11.12%	45.02%	82.58%
Neither/Other/Independent	3.35%	0.00%	2.03%	6.15%	1.37%
Undecided	9.39%	18.97%	13.15%	32.21%	7.53%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Republican Candidate	7.03%	7.82%	26.09%
Democratic Candidate	83.44%	82.99%	32.71%
Neither/Other/Independent	0.00%	0.72%	8.46%
Undecided	9.52%	8.47%	32.74%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Republican Candidate	35.38%	34.37%	37.67%	46.95%	35.25%	43.66%
Democratic Candidate	47.14%	40.22%	42.29%	28.36%	41.03%	42.10%
Neither/Other/Independent	0.00%	4.63%	2.50%	5.43%	3.63%	1.50%
Undecided	17.48%	20.78%	17.53%	19.27%	20.08%	12.75%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Republican Candidate	35.38%	36.16%	46.95%	38.62%
Democratic Candidate	47.14%	41.34%	28.36%	41.46%
Neither/Other/Independent	0.00%	3.48%	5.43%	2.78%
Undecided	17.48%	19.02%	19.27%	17.15%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Republican Candidate	47.06%	10.44%	35.84%
Democratic Candidate	31.21%	73.13%	32.84%
Neither/Other/Independent	2.86%	3.85%	4.02%
Undecided	18.88%	12.58%	27.29%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Republican Candidate	35.68%	42.54%
Democratic Candidate	44.91%	33.63%
Neither/Other/Independent	2.84%	3.52%
Undecided	16.57%	20.31%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Republican Candidate	42.03%	43.17%	43.11%	46.15%	29.92%
Democratic Candidate	38.61%	35.82%	31.66%	30.08%	49.24%
Neither/Other/Independent	2.42%	4.91%	4.53%	2.76%	3.22%
Undecided	16.93%	16.11%	20.70%	21.01%	17.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Republican Candidate	38.77%
Democratic Candidate	33.77%
Neither/Other/Independent	0.00%
Undecided	27.46%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Republican Candidate	46.76%	31.97%	42.62%	39.33%	37.35%
Democratic Candidate	36.19%	36.91%	41.81%	37.55%	43.86%
Neither/Other/Independent	5.53%	7.58%	0.54%	1.51%	2.63%
Undecided	11.52%	23.54%	15.03%	21.62%	16.16%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Republican Candidate	28.99%	44.14%
Democratic Candidate	45.57%	36.57%
Neither/Other/Independent	2.81%	3.34%
Undecided	22.63%	15.95%
Total	100.00%	100.00%

Q5. And, regardless of how you would vote at the state level, if the 2020 election for Congress were held today, would you be voting for the Republican candidate or the Democratic candidate?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Republican Candidate	40.28%	42.92%	5.86%
Democratic Candidate	41.37%	38.89%	39.21%
Neither/Other/Independent	2.22%	3.13%	14.13%
Undecided	16.13%	15.07%	40.79%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Republican Candidate	85.83%	49.96%	77.89%	2.68%	7.97%
Democratic Candidate	0.58%	13.57%	3.46%	81.44%	48.19%
Neither/Other/Independent	3.07%	0.00%	2.39%	1.77%	8.73%
Undecided	10.52%	36.47%	16.27%	14.11%	35.11%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Republican Candidate	3.19%	34.34%
Democratic Candidate	78.23%	23.85%
Neither/Other/Independent	2.44%	13.27%
Undecided	16.14%	28.55%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Republican Candidate	13.63%	26.04%	19.86%	76.82%	65.21%
Democratic Candidate	66.41%	52.91%	59.63%	9.18%	21.37%
Neither/Other/Independent	1.36%	2.43%	1.90%	2.87%	1.27%
Undecided	18.60%	18.63%	18.61%	11.13%	12.15%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Republican Candidate	72.04%	31.62%
Democratic Candidate	14.20%	40.14%
Neither/Other/Independent	2.21%	6.74%
Undecided	11.55%	21.51%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	91.05%	56.43%	86.27%	8.28%	23.35%
Democratic Candidate	3.28%	7.56%	3.87%	80.72%	59.07%
Neither/Other/Independent	1.75%	0.00%	1.50%	1.40%	0.00%
Undecided	3.93%	36.01%	8.35%	9.61%	17.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	10.41%	22.94%
Democratic Candidate	77.65%	22.92%
Neither/Other/Independent	1.20%	8.55%
Undecided	10.74%	45.59%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	93.55%	50.35%	86.57%	7.47%	11.78%
Democratic Candidate	3.64%	21.77%	6.57%	80.38%	54.34%
Neither/Other/Independent	0.73%	3.03%	1.10%	2.24%	0.00%
Undecided	2.08%	24.86%	5.76%	9.91%	33.88%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	7.91%	21.03%
Democratic Candidate	77.73%	21.87%
Neither/Other/Independent	2.01%	7.89%
Undecided	12.35%	49.21%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Republican Candidate	91.52%	62.53%	88.53%	8.59%	21.68%
Democratic Candidate	2.94%	9.22%	3.58%	78.68%	64.17%
Neither/Other/Independent	3.07%	0.00%	2.75%	1.33%	0.00%
Undecided	2.48%	28.25%	5.14%	11.41%	14.15%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Republican Candidate	9.85%	42.05%
Democratic Candidate	77.28%	16.84%
Neither/Other/Independent	1.20%	5.26%
Undecided	11.67%	35.86%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Republican Candidate	35.29%	46.08%	38.31%	49.00%	63.31%
Democratic Candidate	47.00%	34.85%	43.59%	22.21%	14.73%
Neither/Other/Independent	1.94%	3.45%	2.36%	6.47%	0.00%
Undecided	15.77%	15.63%	15.73%	22.32%	21.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Republican Candidate	41.47%	39.40%	40.95%	32.30%	50.16%
Democratic Candidate	42.36%	35.11%	40.53%	39.94%	24.35%
Neither/Other/Independent	2.10%	2.91%	2.30%	7.50%	0.00%
Undecided	14.06%	22.59%	16.22%	20.27%	25.49%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Republican Candidate	51.70%	67.11%	57.83%	28.38%	32.93%
Democratic Candidate	35.21%	22.81%	30.28%	44.61%	53.41%
Neither/Other/Independent	1.53%	0.00%	0.92%	4.33%	1.47%
Undecided	11.55%	10.09%	10.97%	22.67%	12.19%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Republican Candidate	29.37%	60.57%
Democratic Candidate	46.51%	28.25%
Neither/Other/Independent	3.71%	1.45%
Undecided	20.41%	9.73%
Total	100.00%	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Republican Candidate	44.43%	43.39%	44.04%	33.54%	27.84%	45.80%
Democratic Candidate	32.46%	44.11%	36.90%	44.85%	55.56%	34.64%
Neither/Other/Independent	4.11%	1.20%	3.00%	1.75%	2.56%	4.59%
Undecided	19.00%	11.30%	16.07%	19.86%	14.04%	14.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Republican Candidate	36.83%	56.87%
Democratic Candidate	45.09%	13.07%
Neither/Other/Independent	3.58%	0.00%
Undecided	14.50%	30.06%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Republican Candidate	85.12%	11.02%	29.79%	25.44%
Democratic Candidate	4.66%	76.04%	35.25%	31.34%
Neither/Other/Independent	1.97%	1.32%	5.41%	0.00%
Undecided	8.25%	11.62%	29.55%	43.22%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Republican Candidate	80.68%	1.02%	23.08%	19.72%	19.16%
Democratic Candidate	0.92%	84.01%	26.20%	45.22%	41.85%
Neither/Other/Independent	2.64%	2.74%	0.00%	12.88%	0.00%
Undecided	15.76%	12.23%	50.71%	22.18%	38.99%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Republican Candidate	80.56%	66.98%	75.22%	18.65%	9.88%
Democratic Candidate	8.83%	13.31%	10.59%	45.92%	85.82%
Neither/Other/Independent	3.76%	0.00%	2.28%	5.30%	0.00%
Undecided	6.84%	19.71%	11.90%	30.13%	4.30%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Republican Candidate	3.40%	6.82%	27.32%
Democratic Candidate	86.59%	86.18%	39.49%
Neither/Other/Independent	0.00%	0.00%	5.65%
Undecided	10.01%	7.00%	27.53%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Republican Candidate	38.64%	33.60%	40.50%	48.45%	35.34%	42.78%
Democratic Candidate	47.14%	40.20%	43.40%	29.94%	45.11%	40.64%
Neither/Other/Independent	0.00%	4.73%	1.17%	5.99%	3.03%	0.00%
Undecided	14.22%	21.48%	14.93%	15.62%	16.53%	16.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Republican Candidate	38.64%	37.37%	48.45%	38.32%
Democratic Candidate	47.14%	41.95%	29.94%	43.32%
Neither/Other/Independent	0.00%	2.79%	5.99%	1.82%
Undecided	14.22%	17.90%	15.62%	16.55%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Republican Candidate	48.10%	10.79%	39.79%
Democratic Candidate	32.79%	72.13%	34.20%
Neither/Other/Independent	2.40%	3.85%	2.67%
Undecided	16.70%	13.23%	23.34%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Republican Candidate	35.03%	45.76%
Democratic Candidate	46.02%	34.63%
Neither/Other/Independent	2.84%	2.56%
Undecided	16.11%	17.05%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Republican Candidate	39.17%	44.78%	50.67%	52.36%	31.75%
Democratic Candidate	40.01%	38.33%	29.28%	29.30%	50.86%
Neither/Other/Independent	2.59%	3.70%	4.53%	0.00%	3.22%
Undecided	18.23%	13.18%	15.51%	18.34%	14.17%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Republican Candidate	36.24%
Democratic Candidate	33.77%
Neither/Other/Independent	0.00%
Undecided	29.99%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Republican Candidate	49.60%	38.99%	37.11%	39.73%	39.30%
Democratic Candidate	36.19%	40.20%	43.83%	36.53%	45.17%
Neither/Other/Independent	5.53%	6.95%	0.00%	2.38%	0.86%
Undecided	8.67%	13.86%	19.06%	21.36%	14.67%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Republican Candidate	30.77%	44.84%
Democratic Candidate	47.62%	37.17%
Neither/Other/Independent	2.83%	2.65%
Undecided	18.77%	15.35%
Total	100.00%	100.00%

Q6. Now please tell me whether you approve or disapprove of the job that Donald Trump is doing as President.

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Strongly approve	38.41%	36.98%	5.86%
Somewhat approve	9.48%	10.87%	42.29%
Total approve	47.89%	47.85%	48.16%
Strongly disapprove	46.60%	38.60%	34.77%
Somewhat disapprove	4.02%	7.97%	0.00%
Total disapprove	50.63%	46.57%	34.77%
Unsure/Refused	1.48%	5.58%	17.08%
Total	100.00%	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly approve	15.72%	21.00%	18.39%	72.62%	55.22%
Somewhat approve	3.46%	10.54%	7.04%	9.42%	24.02%
Total approve	19.18%	31.54%	25.43%	82.04%	79.24%
Strongly disapprove	75.73%	60.29%	67.92%	12.93%	18.21%
Somewhat disapprove	3.08%	6.86%	4.99%	3.26%	0.86%
Total disapprove	78.80%	67.15%	72.91%	16.19%	19.07%
Unsure/Refused	2.02%	1.31%	1.66%	1.77%	1.69%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Strongly approve	65.45%	34.63%
Somewhat approve	15.43%	11.53%
Total approve	80.89%	46.16%
Strongly disapprove	15.10%	35.22%
Somewhat disapprove	2.27%	9.78%
Total disapprove	17.38%	45.01%
Unsure/Refused	1.74%	8.83%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	86.72%	30.08%	78.91%	5.49%	22.52%
Somewhat approve	8.95%	57.80%	15.69%	3.07%	2.30%
Total approve	95.67%	87.88%	94.59%	8.56%	24.82%
Strongly disapprove	2.60%	3.82%	2.77%	86.52%	62.95%
Somewhat disapprove	1.11%	0.00%	0.96%	4.65%	9.79%
Total disapprove	3.71%	3.82%	3.72%	91.17%	72.74%
Unsure/Refused	0.62%	8.30%	1.68%	0.27%	2.44%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	8.02%	28.98%
Somewhat approve	2.95%	19.34%
Total approve	10.98%	48.32%
Strongly disapprove	83.02%	31.68%
Somewhat disapprove	5.41%	10.21%
Total disapprove	88.43%	41.89%
Unsure/Refused	0.59%	9.79%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	86.13%	34.31%	77.76%	5.38%	22.51%
Somewhat approve	7.87%	46.19%	14.06%	3.57%	1.49%
Total approve	94.00%	80.50%	91.82%	8.95%	24.00%
Strongly disapprove	4.07%	10.42%	5.10%	85.86%	57.19%
Somewhat disapprove	0.00%	6.33%	1.02%	4.52%	15.13%
Total disapprove	4.07%	16.75%	6.12%	90.38%	72.31%
Unsure/Refused	1.93%	2.74%	2.06%	0.67%	3.69%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	7.11%	28.41%
Somewhat approve	3.36%	19.72%
Total approve	10.47%	48.12%
Strongly disapprove	82.96%	32.78%
Somewhat disapprove	5.59%	10.56%
Total disapprove	88.55%	43.34%
Unsure/Refused	0.97%	8.54%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	82.67%	38.79%	78.14%	8.83%	3.83%
Somewhat approve	13.70%	32.44%	15.64%	4.86%	7.40%
Total approve	96.37%	71.23%	93.78%	13.69%	11.23%
Strongly disapprove	3.63%	9.22%	4.20%	80.75%	74.46%
Somewhat disapprove	0.00%	13.53%	1.40%	4.91%	14.32%
Total disapprove	3.63%	22.75%	5.60%	85.66%	88.77%
Unsure/Refused	0.00%	6.02%	0.62%	0.65%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	8.31%	46.25%
Somewhat approve	5.13%	13.89%
Total approve	13.43%	60.14%
Strongly disapprove	80.09%	25.17%
Somewhat disapprove	5.89%	6.23%
Total disapprove	85.99%	31.40%
Unsure/Refused	0.58%	8.46%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	32.12%	42.63%	35.06%	51.78%	64.49%
Somewhat approve	10.14%	13.48%	11.07%	4.76%	11.81%
Total approve	42.26%	56.11%	46.13%	56.54%	76.30%
Strongly disapprove	52.32%	36.41%	47.88%	25.78%	3.53%
Somewhat disapprove	4.36%	5.13%	4.58%	6.66%	4.59%
Total disapprove	56.69%	41.54%	52.46%	32.45%	8.11%
Unsure/Refused	1.05%	2.35%	1.42%	11.02%	15.58%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	38.02%	38.54%	38.15%	31.68%	54.11%
Somewhat approve	8.56%	16.22%	10.49%	11.39%	0.00%
Total approve	46.58%	54.75%	48.64%	43.07%	54.11%
Strongly disapprove	48.49%	38.39%	45.95%	33.14%	8.47%
Somewhat disapprove	3.94%	4.31%	4.04%	11.02%	0.00%
Total disapprove	52.43%	42.70%	49.98%	44.17%	8.47%
Unsure/Refused	0.99%	2.55%	1.38%	12.76%	37.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Strongly approve	50.62%	52.67%	51.44%	27.35%	35.11%	29.06%
Somewhat approve	5.31%	12.59%	8.20%	12.62%	2.81%	10.46%
Total approve	55.93%	65.26%	59.64%	39.98%	37.92%	39.52%
Strongly disapprove	38.18%	25.11%	32.98%	52.36%	57.16%	53.42%
Somewhat disapprove	4.29%	9.64%	6.42%	5.50%	3.44%	5.04%
Total disapprove	42.47%	34.74%	39.40%	57.86%	60.59%	58.46%
Unsure/Refused	1.60%	0.00%	0.97%	2.17%	1.48%	2.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Strongly approve	53.70%
Somewhat approve	13.71%
Total approve	67.41%
Strongly disapprove	24.42%
Somewhat disapprove	0.98%
Total disapprove	25.40%
Unsure/Refused	7.18%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Strongly approve	41.94%	38.40%	40.59%	31.80%	23.03%	47.60%
Somewhat approve	8.93%	10.12%	9.38%	13.71%	7.97%	7.57%
Total approve	50.87%	48.52%	49.98%	45.51%	31.00%	55.17%
Strongly disapprove	39.86%	43.56%	41.27%	48.41%	64.52%	38.37%
Somewhat disapprove	3.98%	6.98%	5.12%	3.46%	4.48%	6.46%
Total disapprove	43.84%	50.54%	46.39%	51.87%	69.00%	44.83%
Unsure/Refused	5.30%	0.94%	3.64%	2.62%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Strongly approve	35.32%	40.46%
Somewhat approve	7.77%	19.80%
Total approve	43.09%	60.26%
Strongly disapprove	51.43%	9.68%
Somewhat disapprove	5.47%	0.00%
Total disapprove	56.91%	9.68%
Unsure/Refused	0.00%	30.06%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Strongly approve	76.42%	8.56%	32.25%	37.35%
Somewhat approve	11.06%	6.40%	15.60%	6.81%
Total approve	87.48%	14.96%	47.85%	44.15%
Strongly disapprove	6.97%	77.38%	43.36%	42.25%
Somewhat disapprove	2.52%	4.92%	7.11%	0.00%
Total disapprove	9.50%	82.29%	50.47%	42.25%
Unsure/Refused	3.03%	2.75%	1.68%	13.59%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Strongly approve	78.15%	0.72%	23.08%	6.29%	7.69%
Somewhat approve	16.33%	1.32%	20.23%	17.88%	20.29%
Total approve	94.48%	2.03%	43.32%	24.17%	27.98%
Strongly disapprove	1.81%	90.65%	45.48%	58.57%	37.98%
Somewhat disapprove	2.48%	5.33%	6.34%	11.72%	19.13%
Total disapprove	4.29%	95.98%	51.83%	70.29%	57.11%
Unsure/Refused	1.22%	1.99%	4.85%	5.54%	14.92%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Strongly approve	76.48%	57.96%	69.20%	17.60%	10.60%	4.69%
Somewhat approve	10.20%	17.74%	13.16%	13.13%	1.54%	7.53%
Total approve	86.68%	75.69%	82.36%	30.74%	12.14%	12.23%
Strongly disapprove	9.45%	17.26%	12.52%	59.31%	76.49%	82.29%
Somewhat disapprove	0.00%	5.58%	2.19%	6.40%	9.91%	5.48%
Total disapprove	9.45%	22.84%	14.71%	65.71%	86.40%	87.77%
Unsure/Refused	3.87%	1.47%	2.93%	3.55%	1.46%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Strongly approve	7.81%	27.51%
Somewhat approve	4.37%	4.01%
Total approve	12.18%	31.52%
Strongly disapprove	79.23%	61.45%
Somewhat disapprove	7.82%	0.00%
Total disapprove	87.05%	61.45%
Unsure/Refused	0.77%	7.03%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Strongly approve	36.35%	33.22%	32.05%	49.23%	38.78%	31.65%
Somewhat approve	15.84%	7.80%	12.36%	6.79%	6.51%	17.78%
Total approve	52.19%	41.02%	44.41%	56.02%	45.29%	49.44%
Strongly disapprove	40.37%	48.57%	50.39%	38.90%	47.74%	38.95%
Somewhat disapprove	6.91%	6.14%	4.24%	2.94%	3.11%	6.32%
Total disapprove	47.28%	54.70%	54.63%	41.84%	50.85%	45.27%
Unsure/Refused	0.54%	4.27%	0.96%	2.14%	3.86%	5.29%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Strongly approve	36.35%	32.59%	49.23%	35.93%
Somewhat approve	15.84%	10.27%	6.79%	11.02%
Total approve	52.19%	42.85%	56.02%	46.95%
Strongly disapprove	40.37%	49.55%	38.90%	44.22%
Somewhat disapprove	6.91%	5.11%	2.94%	4.39%
Total disapprove	47.28%	54.66%	41.84%	48.62%
Unsure/Refused	0.54%	2.48%	2.14%	4.43%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Strongly approve	44.95%	11.45%	32.78%
Somewhat approve	9.73%	11.29%	16.86%
Total approve	54.68%	22.74%	49.64%
Strongly disapprove	38.97%	67.60%	38.34%
Somewhat disapprove	3.72%	6.90%	8.51%
Total disapprove	42.68%	74.50%	46.84%
Unsure/Refused	2.64%	2.76%	3.51%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Strongly approve	33.17%	42.11%
Somewhat approve	8.54%	13.04%
Total approve	41.71%	55.14%
Strongly disapprove	50.25%	38.06%
Somewhat disapprove	4.87%	4.58%
Total disapprove	55.12%	42.64%
Unsure/Refused	3.17%	2.21%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Strongly approve	33.60%	41.30%	50.07%	50.37%	31.33%
Somewhat approve	16.36%	11.38%	7.15%	1.59%	5.76%
Total approve	49.96%	52.68%	57.22%	51.97%	37.09%
Strongly disapprove	41.46%	37.15%	28.44%	43.51%	57.40%
Somewhat disapprove	5.83%	6.89%	7.75%	0.00%	4.27%
Total disapprove	47.30%	44.03%	36.19%	43.51%	61.66%
Unsure/Refused	2.74%	3.29%	6.60%	4.52%	1.24%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Strongly approve	33.34%
Somewhat approve	30.25%
Total approve	63.59%
Strongly disapprove	36.41%
Somewhat disapprove	0.00%
Total disapprove	36.41%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Strongly approve	37.40%	34.67%	38.25%	37.24%	38.48%
Somewhat approve	5.57%	11.55%	8.27%	15.59%	8.61%
Total approve	42.97%	46.22%	46.52%	52.82%	47.09%
Strongly disapprove	43.12%	44.46%	49.03%	38.40%	48.38%
Somewhat disapprove	6.96%	5.70%	4.45%	5.56%	2.48%
Total disapprove	50.08%	50.16%	53.48%	43.97%	50.86%
Unsure/Refused	6.95%	3.63%	0.00%	3.21%	2.05%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Strongly approve	31.50%	40.39%
Somewhat approve	11.65%	10.05%
Total approve	43.16%	50.44%
Strongly disapprove	48.82%	42.40%
Somewhat disapprove	6.44%	3.82%
Total disapprove	55.25%	46.22%
Unsure/Refused	1.59%	3.35%
Total	100.00%	100.00%

Q7. Now please tell me whether you approve or disapprove of the job that Roy Cooper is doing as Governor.

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Strongly approve	26.92%	17.44%	26.74%
Somewhat approve	25.37%	27.18%	17.27%
Total approve	52.29%	44.62%	44.01%
Strongly disapprove	19.33%	25.06%	19.38%
Somewhat disapprove	14.30%	16.39%	0.00%
Total disapprove	33.63%	41.45%	19.38%
Unsure/Refused	14.08%	13.93%	36.60%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly approve	10.55%	8.13%	10.01%	42.26%	16.18%
Somewhat approve	14.42%	25.33%	16.85%	34.43%	36.93%
Total approve	24.97%	33.46%	26.86%	76.69%	53.11%
Strongly disapprove	40.07%	18.19%	35.21%	5.93%	14.09%
Somewhat disapprove	21.34%	32.47%	23.81%	5.85%	2.62%
Total disapprove	61.41%	50.66%	59.02%	11.78%	16.71%
Unsure/Refused	13.62%	15.88%	14.12%	11.52%	30.18%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Strongly approve	39.76%	18.40%
Somewhat approve	34.67%	12.23%
Total approve	74.43%	30.63%
Strongly disapprove	6.72%	13.28%
Somewhat disapprove	5.54%	8.88%
Total disapprove	12.26%	22.16%
Unsure/Refused	13.31%	47.21%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	6.99%	0.00%	6.02%	52.13%	5.24%
Somewhat approve	12.18%	22.55%	13.61%	34.14%	56.10%
Total approve	19.16%	22.55%	19.63%	86.27%	61.34%
Strongly disapprove	51.91%	6.45%	45.61%	2.48%	0.00%
Somewhat disapprove	21.14%	45.72%	24.54%	6.03%	11.91%
Total disapprove	73.05%	52.17%	70.16%	8.51%	11.91%
Unsure/Refused	7.79%	25.28%	10.21%	5.22%	26.75%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	45.17%	12.11%
Somewhat approve	37.40%	19.53%
Total approve	82.56%	31.64%
Strongly disapprove	2.12%	17.53%
Somewhat disapprove	6.90%	13.17%
Total disapprove	9.02%	30.70%
Unsure/Refused	8.42%	37.66%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	6.84%	2.69%	6.17%	49.71%	10.09%
Somewhat approve	12.77%	27.25%	15.12%	35.07%	34.40%
Total approve	19.61%	29.94%	21.29%	84.78%	44.49%
Strongly disapprove	50.81%	7.69%	43.82%	2.30%	7.47%
Somewhat disapprove	23.77%	34.63%	25.53%	4.08%	10.29%
Total disapprove	74.58%	42.33%	69.35%	6.38%	17.76%
Unsure/Refused	5.81%	27.73%	9.36%	8.84%	37.75%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	45.71%	11.92%
Somewhat approve	35.00%	23.67%
Total approve	80.71%	35.59%
Strongly disapprove	2.82%	16.38%
Somewhat disapprove	4.71%	15.47%
Total disapprove	7.53%	31.84%
Unsure/Refused	11.76%	32.57%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	5.17%	0.00%	4.63%	48.80%	14.87%
Somewhat approve	6.93%	21.47%	8.44%	36.08%	57.08%
Total approve	12.10%	21.47%	13.07%	84.88%	71.95%
Strongly disapprove	52.80%	38.68%	51.33%	2.80%	0.00%
Somewhat disapprove	26.22%	25.54%	26.15%	6.06%	5.49%
Total disapprove	79.02%	64.22%	77.48%	8.86%	5.49%
Unsure/Refused	8.88%	14.30%	9.44%	6.26%	22.56%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	45.27%	10.25%
Somewhat approve	38.26%	20.92%
Total approve	83.53%	31.17%
Strongly disapprove	2.51%	20.71%
Somewhat disapprove	6.00%	17.28%
Total disapprove	8.51%	37.99%
Unsure/Refused	7.96%	30.84%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	28.59%	15.51%	24.93%	27.26%	3.53%
Somewhat approve	27.44%	23.01%	26.20%	25.38%	4.59%
Total approve	56.03%	38.52%	51.14%	52.64%	8.11%
Strongly disapprove	19.82%	25.57%	21.43%	17.73%	3.73%
Somewhat disapprove	14.00%	15.09%	14.31%	10.62%	38.62%
Total disapprove	33.82%	40.67%	35.74%	28.35%	42.35%
Unsure/Refused	10.14%	20.81%	13.13%	19.01%	49.54%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	27.02%	19.14%	25.03%	21.07%	8.47%
Somewhat approve	27.98%	24.19%	27.03%	14.12%	0.00%
Total approve	55.00%	43.33%	52.06%	35.19%	8.47%
Strongly disapprove	20.09%	23.10%	20.85%	18.74%	26.73%
Somewhat disapprove	15.81%	15.42%	15.71%	2.53%	23.43%
Total disapprove	35.89%	38.52%	36.56%	21.26%	50.16%
Unsure/Refused	9.11%	18.15%	11.39%	43.55%	41.38%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Strongly approve	23.51%	11.33%	18.72%	31.25%	18.75%	28.49%
Somewhat approve	20.30%	24.18%	21.83%	26.28%	34.90%	28.18%
Total approve	43.81%	35.51%	40.55%	57.53%	53.65%	56.67%
Strongly disapprove	26.37%	28.46%	27.19%	17.48%	18.30%	17.66%
Somewhat disapprove	16.85%	25.74%	20.34%	11.52%	17.36%	12.81%
Total disapprove	43.22%	54.20%	47.54%	29.00%	35.66%	30.46%
Unsure/Refused	12.97%	10.29%	11.92%	13.48%	10.70%	12.86%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Strongly approve	16.70%
Somewhat approve	20.12%
Total approve	36.82%
Strongly disapprove	25.31%
Somewhat disapprove	13.14%
Total disapprove	38.45%
Unsure/Refused	24.73%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Strongly approve	24.74%	18.77%	22.46%	22.16%	33.02%	30.17%
Somewhat approve	23.98%	25.71%	24.64%	29.49%	23.09%	25.82%
Total approve	48.71%	44.48%	47.10%	51.65%	56.11%	55.99%
Strongly disapprove	21.21%	25.09%	22.68%	22.97%	12.29%	19.17%
Somewhat disapprove	16.27%	15.51%	15.98%	16.68%	15.01%	8.36%
Total disapprove	37.48%	40.60%	38.67%	39.65%	27.30%	27.54%
Unsure/Refused	13.81%	14.91%	14.23%	8.70%	16.59%	16.47%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Strongly approve	31.59%	9.68%
Somewhat approve	24.46%	30.89%
Total approve	56.05%	40.57%
Strongly disapprove	15.75%	4.38%
Somewhat disapprove	11.66%	0.00%
Total disapprove	27.42%	4.38%
Unsure/Refused	16.53%	55.05%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Strongly approve	10.03%	41.15%	20.11%	27.99%
Somewhat approve	22.81%	29.54%	23.53%	23.59%
Total approve	32.84%	70.69%	43.64%	51.58%
Strongly disapprove	35.12%	8.08%	21.62%	8.85%
Somewhat disapprove	19.08%	7.26%	19.13%	1.84%
Total disapprove	54.20%	15.34%	40.75%	10.69%
Unsure/Refused	12.96%	13.98%	15.61%	37.73%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Strongly approve	9.91%	42.00%	21.85%	33.26%	3.32%
Somewhat approve	18.05%	34.65%	22.63%	9.48%	33.03%
Total approve	27.96%	76.64%	44.48%	42.74%	36.35%
Strongly disapprove	36.54%	5.58%	25.91%	11.06%	10.69%
Somewhat disapprove	22.93%	5.86%	24.73%	9.72%	15.31%
Total disapprove	59.47%	11.44%	50.64%	20.78%	26.00%
Unsure/Refused	12.57%	11.92%	4.88%	36.48%	37.65%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Strongly approve	8.36%	18.09%	12.20%	32.18%	28.45%	51.81%
Somewhat approve	14.81%	22.44%	17.82%	28.68%	36.83%	27.75%
Total approve	23.17%	40.53%	30.02%	60.87%	65.28%	79.56%
Strongly disapprove	41.40%	29.17%	36.57%	10.56%	9.85%	6.13%
Somewhat disapprove	20.44%	19.72%	20.16%	13.73%	8.94%	1.95%
Total disapprove	61.84%	48.89%	56.73%	24.29%	18.79%	8.09%
Unsure/Refused	14.99%	10.58%	13.25%	14.85%	15.92%	12.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Strongly approve	39.49%	15.26%
Somewhat approve	32.54%	40.49%
Total approve	72.03%	55.75%
Strongly disapprove	8.09%	1.23%
Somewhat disapprove	5.64%	12.54%
Total disapprove	13.73%	13.77%
Unsure/Refused	14.23%	30.48%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Strongly approve	23.57%	27.47%	23.02%	27.58%	24.32%	23.02%
Somewhat approve	22.83%	20.59%	26.26%	19.63%	32.65%	33.11%
Total approve	46.39%	48.06%	49.28%	47.21%	56.97%	56.13%
Strongly disapprove	11.48%	22.62%	26.10%	21.79%	24.26%	11.14%
Somewhat disapprove	16.62%	10.58%	14.18%	18.66%	11.38%	15.17%
Total disapprove	28.10%	33.20%	40.28%	40.45%	35.64%	26.31%
Unsure/Refused	25.50%	18.74%	10.44%	12.34%	7.38%	17.56%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Strongly approve	23.57%	25.07%	27.58%	23.80%
Somewhat approve	22.83%	23.65%	19.63%	32.84%
Total approve	46.39%	48.72%	47.21%	56.63%
Strongly disapprove	11.48%	24.50%	21.79%	19.01%
Somewhat disapprove	16.62%	12.52%	18.66%	12.90%
Total disapprove	28.10%	37.03%	40.45%	31.91%
Unsure/Refused	25.50%	14.26%	12.34%	11.45%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Strongly approve	22.99%	33.79%	20.48%
Somewhat approve	26.31%	23.68%	23.25%
Total approve	49.29%	57.47%	43.73%
Strongly disapprove	24.41%	9.28%	13.64%
Somewhat disapprove	14.68%	11.75%	18.14%
Total disapprove	39.09%	21.03%	31.78%
Unsure/Refused	11.62%	21.50%	24.49%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Strongly approve	24.99%	24.90%
Somewhat approve	27.67%	23.03%
Total approve	52.66%	47.94%
Strongly disapprove	17.28%	24.31%
Somewhat disapprove	13.00%	15.97%
Total disapprove	30.28%	40.27%
Unsure/Refused	17.05%	11.79%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Strongly approve	27.02%	20.13%	25.61%	17.02%	29.94%
Somewhat approve	19.69%	30.80%	9.79%	27.30%	29.51%
Total approve	46.71%	50.94%	35.40%	44.32%	59.45%
Strongly disapprove	19.21%	26.18%	31.31%	18.83%	16.95%
Somewhat disapprove	17.29%	15.38%	22.81%	7.93%	11.34%
Total disapprove	36.50%	41.56%	54.12%	26.76%	28.29%
Unsure/Refused	16.79%	7.50%	10.48%	28.92%	12.26%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Strongly approve	13.95%
Somewhat approve	39.41%
Total approve	53.36%
Strongly disapprove	18.44%
Somewhat disapprove	13.48%
Total disapprove	31.93%
Unsure/Refused	14.71%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Strongly approve	37.44%	19.22%	25.83%	24.60%	23.96%
Somewhat approve	18.40%	25.75%	26.28%	24.39%	28.82%
Total approve	55.84%	44.98%	52.12%	48.98%	52.78%
Strongly disapprove	22.03%	16.48%	13.54%	26.52%	22.35%
Somewhat disapprove	13.79%	14.27%	21.59%	13.35%	9.94%
Total disapprove	35.82%	30.75%	35.13%	39.87%	32.30%
Unsure/Refused	8.34%	24.27%	12.76%	11.14%	14.92%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Strongly approve	21.82%	26.64%
Somewhat approve	22.99%	26.91%
Total approve	44.81%	53.55%
Strongly disapprove	15.49%	23.23%
Somewhat disapprove	17.75%	12.54%
Total disapprove	33.24%	35.77%
Unsure/Refused	21.94%	10.68%
Total	100.00%	100.00%

And, thinking about the 2020 election for Governor of North Carolina…

Q8. If the 2020 election for Governor of North Carolina were held today, which of the following candidates would you vote for: Republican Dan Forest, OR Democrat Roy Cooper?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Definitely voting for Dan Forest	30.06%	32.89%	33.23%
Probably voting for Dan Forest	4.67%	6.46%	0.00%
Total Dan Forest	34.73%	39.34%	33.23%
Definitely voting for Roy Cooper	40.79%	34.11%	8.92%
Probably voting for Roy Cooper	6.81%	7.26%	0.00%
Total Roy Cooper	47.61%	41.37%	8.92%
Undecided	17.66%	19.29%	57.85%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Dan Forest	71.48%	25.91%	61.39%	1.79%	7.20%
Probably voting for Dan Forest	3.97%	26.79%	9.02%	0.42%	0.00%
Total Dan Forest	75.45%	52.70%	70.41%	2.21%	7.20%
Definitely voting for Roy Cooper	5.69%	11.16%	6.90%	74.79%	37.86%
Probably voting for Roy Cooper	4.07%	1.46%	3.49%	9.49%	13.92%
Total Roy Cooper	9.75%	12.62%	10.39%	84.28%	51.78%
Undecided	14.79%	34.68%	19.20%	13.50%	41.03%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Dan Forest	2.31%	7.00%
Probably voting for Dan Forest	0.38%	14.94%
Total Dan Forest	2.69%	21.94%
Definitely voting for Roy Cooper	71.25%	3.84%
Probably voting for Roy Cooper	9.91%	6.00%
Total Roy Cooper	81.17%	9.84%
Undecided	16.14%	68.22%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Dan Forest	8.58%	14.60%	11.63%	77.48%	45.05%
Probably voting for Dan Forest	0.00%	4.35%	2.20%	1.55%	15.67%
Total Dan Forest	8.58%	18.95%	13.82%	79.03%	60.73%
Definitely voting for Roy Cooper	80.76%	51.66%	66.04%	4.68%	16.22%
Probably voting for Roy Cooper	1.42%	14.81%	8.19%	0.00%	5.59%
Total Roy Cooper	82.17%	66.47%	74.23%	4.68%	21.81%
Undecided	9.25%	14.58%	11.94%	16.29%	17.47%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Dan Forest	64.13%	16.30%
Probably voting for Dan Forest	7.37%	8.51%
Total Dan Forest	71.49%	24.81%
Definitely voting for Roy Cooper	9.43%	13.79%
Probably voting for Roy Cooper	2.30%	12.33%
Total Roy Cooper	11.73%	26.12%
Undecided	16.77%	49.07%
Total	100.00%	100.00%

	McCrory vs Cooper			
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper
Definitely voting for Dan Forest	84.03%	16.53%	73.13%	3.64%
Probably voting for Dan Forest	1.82%	56.44%	10.64%	0.48%
Total Dan Forest	85.85%	72.97%	83.77%	4.12%
Definitely voting for Roy Cooper	4.37%	4.24%	4.35%	86.53%
Probably voting for Roy Cooper	5.10%	8.88%	5.71%	4.62%
Total Roy Cooper	9.47%	13.11%	10.06%	91.15%
Undecided	4.68%	13.91%	6.17%	4.73%
Total	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Dan Forest	0.00%	3.28%	10.96%
Probably voting for Dan Forest	0.00%	0.43%	2.90%
Total Dan Forest	0.00%	3.70%	13.86%
Definitely voting for Roy Cooper	12.65%	79.06%	10.18%
Probably voting for Roy Cooper	47.72%	8.98%	3.62%
Total Roy Cooper	60.37%	88.04%	13.80%
Undecided	39.63%	8.26%	72.34%
Total	100.00%	100.00%	100.00%

	Grange vs Cooper			
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper
Definitely voting for Dan Forest	88.56%	34.57%	82.99%	1.52%
Probably voting for Dan Forest	3.47%	37.39%	6.97%	1.62%
Total Dan Forest	92.03%	71.95%	89.96%	3.14%
Definitely voting for Roy Cooper	1.15%	0.00%	1.03%	87.15%
Probably voting for Roy Cooper	1.76%	0.00%	1.57%	4.60%
Total Roy Cooper	2.90%	0.00%	2.60%	91.76%
Undecided	5.07%	28.05%	7.44%	5.10%
Total	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Dan Forest	7.82%	2.18%	27.65%
Probably voting for Dan Forest	0.00%	1.45%	7.97%
Total Dan Forest	7.82%	3.63%	35.62%
Definitely voting for Roy Cooper	16.41%	79.80%	6.54%
Probably voting for Roy Cooper	75.77%	12.00%	3.21%
Total Roy Cooper	92.18%	91.80%	9.76%
Undecided	0.00%	4.57%	54.63%
Total	100.00%	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Dan Forest	29.97%	33.84%	31.05%	24.30%	57.70%
Probably voting for Dan Forest	4.00%	7.07%	4.85%	1.30%	16.95%
Total Dan Forest	33.97%	40.91%	35.90%	25.60%	74.66%
Definitely voting for Roy Cooper	46.50%	27.52%	41.20%	22.45%	9.76%
Probably voting for Roy Cooper	5.99%	6.04%	6.01%	14.88%	0.00%
Total Roy Cooper	52.50%	33.56%	47.21%	37.32%	9.76%
Undecided	13.54%	25.53%	16.89%	37.08%	15.58%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Dan Forest	32.25%	30.99%	31.93%	18.32%	36.69%
Probably voting for Dan Forest	2.68%	9.51%	4.40%	7.55%	13.46%
Total Dan Forest	34.93%	40.49%	36.33%	25.87%	50.16%
Definitely voting for Roy Cooper	42.90%	30.57%	39.80%	28.86%	12.42%
Probably voting for Roy Cooper	8.57%	4.21%	7.47%	1.68%	0.00%
Total Roy Cooper	51.47%	34.78%	47.27%	30.54%	12.42%
Undecided	13.61%	24.73%	16.41%	43.59%	37.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Definitely voting for Dan Forest	46.37%	50.20%	47.90%	21.02%	27.52%
Probably voting for Dan Forest	0.39%	10.29%	4.33%	5.78%	6.16%
Total Dan Forest	46.77%	60.49%	52.23%	26.79%	33.68%
Definitely voting for Roy Cooper	25.39%	26.03%	25.65%	48.44%	48.47%
Probably voting for Roy Cooper	4.33%	8.24%	5.88%	4.33%	6.66%
Total Roy Cooper	29.72%	34.28%	31.53%	52.77%	55.13%
Undecided	23.52%	5.23%	16.24%	20.44%	11.19%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Definitely voting for Dan Forest	22.45%	40.63%
Probably voting for Dan Forest	5.86%	1.18%
Total Dan Forest	28.31%	41.81%
Definitely voting for Roy Cooper	48.44%	16.59%
Probably voting for Roy Cooper	4.85%	15.27%
Total Roy Cooper	53.29%	31.86%
Undecided	18.40%	26.33%
Total	100.00%	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Definitely voting for Dan Forest	32.91%	32.77%	32.86%	26.68%	20.75%	39.07%
Probably voting for Dan Forest	5.96%	4.62%	5.45%	4.68%	6.23%	1.76%
Total Dan Forest	38.87%	37.39%	38.30%	31.36%	26.98%	40.84%
Definitely voting for Roy Cooper	31.12%	42.05%	35.29%	34.82%	57.89%	41.34%
Probably voting for Roy Cooper	8.04%	3.57%	6.34%	10.88%	6.62%	3.41%
Total Roy Cooper	39.16%	45.62%	41.62%	45.70%	64.51%	44.75%
Undecided	21.97%	16.99%	20.07%	22.94%	8.51%	14.41%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Definitely voting for Dan Forest	29.92%	41.45%
Probably voting for Dan Forest	3.99%	0.00%
Total Dan Forest	33.91%	41.45%
Definitely voting for Roy Cooper	49.61%	28.49%
Probably voting for Roy Cooper	5.01%	0.00%
Total Roy Cooper	54.62%	28.49%
Undecided	11.46%	30.06%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Definitely voting for Dan Forest	64.52%	9.03%	24.34%	4.22%
Probably voting for Dan Forest	5.09%	2.87%	7.59%	0.00%
Total Dan Forest	69.61%	11.91%	31.92%	4.22%
Definitely voting for Roy Cooper	11.06%	67.35%	31.08%	46.03%
Probably voting for Roy Cooper	6.31%	8.08%	5.47%	7.10%
Total Roy Cooper	17.37%	75.43%	36.55%	53.13%
Undecided	13.01%	12.66%	31.53%	42.65%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Definitely voting for Dan Forest	63.06%	1.86%	24.93%	4.33%	6.64%
Probably voting for Dan Forest	9.22%	0.46%	7.71%	0.00%	6.91%
Total Dan Forest	72.29%	2.32%	32.64%	4.33%	13.55%
Definitely voting for Roy Cooper	6.86%	76.82%	28.90%	36.34%	12.24%
Probably voting for Roy Cooper	3.84%	8.92%	9.26%	8.04%	13.28%
Total Roy Cooper	10.70%	85.75%	38.16%	44.39%	25.53%
Undecided	17.01%	11.93%	29.20%	51.29%	60.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Definitely voting for Dan Forest	69.60%	48.25%	61.21%	8.63%	14.19%
Probably voting for Dan Forest	4.50%	11.07%	7.09%	5.02%	0.00%
Total Dan Forest	74.10%	59.33%	68.29%	13.65%	14.19%
Definitely voting for Roy Cooper	9.93%	18.38%	13.25%	44.02%	71.99%
Probably voting for Roy Cooper	1.32%	6.19%	3.24%	13.76%	5.54%
Total Roy Cooper	11.26%	24.57%	16.49%	57.78%	77.53%
Undecided	14.64%	16.11%	15.22%	28.57%	8.28%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Definitely voting for Dan Forest	2.48%	8.65%	7.24%
Probably voting for Dan Forest	4.01%	1.90%	0.00%
Total Dan Forest	6.49%	10.55%	7.24%
Definitely voting for Roy Cooper	76.86%	74.29%	43.77%
Probably voting for Roy Cooper	2.99%	4.34%	7.32%
Total Roy Cooper	79.86%	78.63%	51.09%
Undecided	13.65%	10.82%	41.67%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Definitely voting for Dan Forest	15.71%	28.66%	32.20%	37.81%	30.35%	38.09%
Probably voting for Dan Forest	2.99%	4.78%	9.06%	4.12%	3.76%	3.46%
Total Dan Forest	18.70%	33.44%	41.26%	41.93%	34.11%	41.55%
Definitely voting for Roy Cooper	42.54%	41.55%	36.71%	32.83%	45.78%	31.26%
Probably voting for Roy Cooper	11.50%	5.99%	8.70%	3.62%	1.80%	11.25%
Total Roy Cooper	54.05%	47.54%	45.41%	36.45%	47.59%	42.51%
Undecided	27.25%	19.02%	13.33%	21.62%	18.30%	15.94%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Definitely voting for Dan Forest	15.71%	30.57%	37.81%	33.45%
Probably voting for Dan Forest	2.99%	7.09%	4.12%	3.64%
Total Dan Forest	18.70%	37.67%	41.93%	37.08%
Definitely voting for Roy Cooper	42.54%	38.94%	32.83%	39.98%
Probably voting for Roy Cooper	11.50%	7.45%	3.62%	5.58%
Total Roy Cooper	54.05%	46.39%	36.45%	45.56%
Undecided	27.25%	15.95%	21.62%	17.36%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Definitely voting for Dan Forest	37.54%	7.65%	27.13%
Probably voting for Dan Forest	5.82%	1.05%	6.48%
Total Dan Forest	43.36%	8.70%	33.60%
Definitely voting for Roy Cooper	34.65%	55.76%	31.15%
Probably voting for Roy Cooper	6.21%	8.62%	6.71%
Total Roy Cooper	40.86%	64.38%	37.86%
Undecided	15.78%	26.92%	28.53%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Definitely voting for Dan Forest	28.14%	33.77%
Probably voting for Dan Forest	4.46%	5.46%
Total Dan Forest	32.60%	39.23%
Definitely voting for Roy Cooper	41.24%	35.48%
Probably voting for Roy Cooper	8.10%	5.12%
Total Roy Cooper	49.34%	40.60%
Undecided	18.06%	20.17%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Definitely voting for Dan Forest	28.01%	37.62%	41.47%	22.28%	29.90%
Probably voting for Dan Forest	6.20%	3.91%	9.60%	7.74%	2.28%
Total Dan Forest	34.21%	41.53%	51.06%	30.02%	32.19%
Definitely voting for Roy Cooper	34.14%	36.10%	27.23%	29.65%	50.49%
Probably voting for Roy Cooper	8.01%	5.53%	1.00%	18.74%	4.04%
Total Roy Cooper	42.15%	41.63%	28.23%	48.39%	54.52%
Undecided	23.64%	16.84%	20.71%	21.59%	13.29%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Definitely voting for Dan Forest	30.99%
Probably voting for Dan Forest	3.32%
Total Dan Forest	34.31%
Definitely voting for Roy Cooper	36.49%
Probably voting for Roy Cooper	2.63%
Total Roy Cooper	39.12%
Undecided	26.57%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Definitely voting for Dan Forest	35.78%	25.87%	24.75%	35.32%	32.40%
Probably voting for Dan Forest	3.14%	5.15%	2.69%	7.12%	4.94%
Total Dan Forest	38.91%	31.02%	27.45%	42.44%	37.35%
Definitely voting for Roy Cooper	41.27%	28.49%	46.26%	37.22%	40.50%
Probably voting for Roy Cooper	3.04%	15.43%	6.82%	3.17%	5.23%
Total Roy Cooper	44.31%	43.92%	53.08%	40.39%	45.72%
Undecided	16.78%	25.06%	19.47%	17.17%	16.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Definitely voting for Dan Forest	20.75%	36.10%
Probably voting for Dan Forest	5.69%	4.50%
Total Dan Forest	26.44%	40.61%
Definitely voting for Roy Cooper	40.14%	37.76%
Probably voting for Roy Cooper	6.36%	6.93%
Total Roy Cooper	46.50%	44.69%
Undecided	27.06%	14.70%
Total	100.00%	100.00%

Q9. And if the choices for Governor of North Carolina were Republican Pat McCrory, OR Democrat Roy Cooper, who would you vote for?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Definitely voting for Pat McCrory	31.74%	33.84%	6.23%
Probably voting for Pat McCrory	6.00%	4.65%	20.74%
Total Pat McCrory	37.74%	38.49%	26.97%
Definitely voting for Roy Cooper	41.33%	36.02%	23.57%
Probably voting for Roy Cooper	3.66%	8.03%	0.00%
Total Roy Cooper	45.00%	44.05%	23.57%
Undecided	17.26%	17.46%	49.46%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Pat McCrory	72.38%	24.00%	61.93%	2.88%	0.00%
Probably voting for Pat McCrory	5.55%	27.14%	10.21%	1.42%	8.06%
Total Pat McCrory	77.93%	51.14%	72.14%	4.30%	8.06%
Definitely voting for Roy Cooper	5.71%	13.74%	7.44%	76.66%	37.70%
Probably voting for Roy Cooper	2.68%	0.64%	2.24%	5.74%	14.19%
Total Roy Cooper	8.39%	14.39%	9.68%	82.40%	51.89%
Undecided	13.68%	34.47%	18.17%	13.30%	40.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Pat McCrory	2.60%	22.16%
Probably voting for Pat McCrory	2.06%	6.06%
Total Pat McCrory	4.66%	28.22%
Definitely voting for Roy Cooper	72.90%	9.65%
Probably voting for Roy Cooper	6.56%	6.00%
Total Roy Cooper	79.45%	15.65%
Undecided	15.88%	56.12%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Pat McCrory	8.69%	15.76%	12.28%	77.33%	51.65%
Probably voting for Pat McCrory	0.66%	6.51%	3.63%	2.27%	14.56%
Total Pat McCrory	9.36%	22.27%	15.91%	79.59%	66.21%
Definitely voting for Roy Cooper	80.09%	54.86%	67.29%	4.43%	11.25%
Probably voting for Roy Cooper	1.83%	6.05%	3.97%	1.62%	3.19%
Total Roy Cooper	81.92%	60.91%	71.26%	6.05%	14.44%
Undecided	8.73%	16.82%	12.83%	14.35%	19.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Pat McCrory	66.75%	12.49%
Probably voting for Pat McCrory	7.33%	11.54%
Total Pat McCrory	74.08%	24.02%
Definitely voting for Roy Cooper	7.24%	24.08%
Probably voting for Roy Cooper	2.27%	11.57%
Total Roy Cooper	9.51%	35.65%
Undecided	16.41%	40.33%
Total	100.00%	100.00%

	Forest vs Cooper			
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper
Definitely voting for Pat McCrory	85.67%	12.16%	75.95%	3.58%
Probably voting for Pat McCrory	3.25%	72.70%	12.43%	0.67%
Total Pat McCrory	88.91%	84.87%	88.38%	4.25%
Definitely voting for Roy Cooper	4.69%	4.01%	4.60%	89.50%
Probably voting for Roy Cooper	0.00%	0.00%	0.00%	1.47%
Total Roy Cooper	4.69%	4.01%	4.60%	90.97%
Undecided	6.40%	11.12%	7.03%	4.78%
Total	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Pat McCrory	23.75%	6.60%	7.74%
Probably voting for Pat McCrory	7.96%	1.76%	4.44%
Total Pat McCrory	31.71%	8.36%	12.18%
Definitely voting for Roy Cooper	27.13%	80.15%	9.88%
Probably voting for Roy Cooper	31.50%	5.97%	9.31%
Total Roy Cooper	58.63%	86.12%	19.18%
Undecided	9.66%	5.51%	68.64%
Total	100.00%	100.00%	100.00%

	Grange vs Cooper			
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper
Definitely voting for Pat McCrory	85.48%	24.45%	79.18%	5.47%
Probably voting for Pat McCrory	4.27%	29.36%	6.86%	2.10%
Total Pat McCrory	89.75%	53.81%	86.04%	7.57%
Definitely voting for Roy Cooper	4.54%	5.30%	4.62%	85.52%
Probably voting for Roy Cooper	1.91%	0.00%	1.72%	2.89%
Total Roy Cooper	6.45%	5.30%	6.33%	88.41%
Undecided	3.79%	40.90%	7.62%	4.02%
Total	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Pat McCrory	1.83%	5.09%	28.71%
Probably voting for Pat McCrory	11.37%	3.06%	10.36%
Total Pat McCrory	13.20%	8.15%	39.07%
Definitely voting for Roy Cooper	30.54%	79.80%	7.84%
Probably voting for Roy Cooper	38.09%	6.55%	3.74%
Total Roy Cooper	68.63%	86.35%	11.58%
Undecided	18.17%	5.50%	49.35%
Total	100.00%	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Pat McCrory	30.07%	30.96%	30.32%	38.47%	45.52%
Probably voting for Pat McCrory	4.50%	12.47%	6.72%	1.30%	5.61%
Total Pat McCrory	34.56%	43.43%	37.04%	39.77%	51.12%
Definitely voting for Roy Cooper	47.77%	27.99%	42.24%	22.64%	27.39%
Probably voting for Roy Cooper	3.28%	8.89%	4.85%	1.45%	0.00%
Total Roy Cooper	51.04%	36.88%	47.09%	24.09%	27.39%
Undecided	14.39%	19.69%	15.87%	36.14%	21.49%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Pat McCrory	33.84%	31.11%	33.15%	18.02%	26.73%
Probably voting for Pat McCrory	4.24%	9.84%	5.65%	10.25%	13.46%
Total Pat McCrory	38.07%	40.95%	38.80%	28.27%	40.19%
Definitely voting for Roy Cooper	43.23%	32.78%	40.60%	30.24%	25.49%
Probably voting for Roy Cooper	4.61%	4.40%	4.56%	3.32%	0.00%
Total Roy Cooper	47.84%	37.18%	45.15%	33.56%	25.49%
Undecided	14.09%	21.87%	16.05%	38.17%	34.31%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Definitely voting for Pat McCrory	42.19%	49.48%	45.09%	21.75%	27.12%
Probably voting for Pat McCrory	4.37%	11.47%	7.19%	6.45%	3.34%
Total Pat McCrory	46.56%	60.95%	52.29%	28.20%	30.47%
Definitely voting for Roy Cooper	31.95%	24.88%	29.14%	46.06%	52.79%
Probably voting for Roy Cooper	3.95%	1.82%	3.10%	3.51%	8.31%
Total Roy Cooper	35.89%	26.70%	32.24%	49.57%	61.10%
Undecided	17.54%	12.35%	15.48%	22.23%	8.44%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Definitely voting for Pat McCrory	22.94%	48.33%
Probably voting for Pat McCrory	5.76%	6.57%
Total Pat McCrory	28.70%	54.90%
Definitely voting for Roy Cooper	47.54%	21.85%
Probably voting for Roy Cooper	4.57%	4.45%
Total Roy Cooper	52.11%	26.30%
Undecided	19.19%	18.80%
Total	100.00%	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Definitely voting for Pat McCrory	34.51%	36.84%	35.40%	25.78%	19.44%	36.77%
Probably voting for Pat McCrory	6.38%	3.87%	5.43%	5.82%	8.82%	3.84%
Total Pat McCrory	40.89%	40.71%	40.82%	31.60%	28.26%	40.61%
Definitely voting for Roy Cooper	36.69%	42.06%	38.74%	36.80%	50.72%	41.87%
Probably voting for Roy Cooper	2.68%	6.01%	3.94%	3.16%	7.47%	4.99%
Total Roy Cooper	39.37%	48.07%	42.68%	39.95%	58.18%	46.86%
Undecided	19.73%	11.22%	16.49%	28.45%	13.56%	12.53%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Definitely voting for Pat McCrory	28.11%	39.77%
Probably voting for Pat McCrory	6.33%	0.00%
Total Pat McCrory	34.44%	39.77%
Definitely voting for Roy Cooper	46.29%	41.37%
Probably voting for Roy Cooper	6.23%	0.00%
Total Roy Cooper	52.52%	41.37%
Undecided	13.05%	18.86%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Definitely voting for Pat McCrory	66.38%	8.95%	23.81%	27.28%
Probably voting for Pat McCrory	6.87%	4.07%	8.15%	0.00%
Total Pat McCrory	73.25%	13.02%	31.96%	27.28%
Definitely voting for Roy Cooper	9.95%	67.01%	37.41%	33.49%
Probably voting for Roy Cooper	1.46%	6.99%	4.59%	2.68%
Total Roy Cooper	11.41%	74.00%	42.00%	36.17%
Undecided	15.33%	12.98%	26.04%	36.55%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Definitely voting for Pat McCrory	62.22%	2.35%	26.97%	4.33%	18.32%
Probably voting for Pat McCrory	10.48%	1.53%	10.84%	0.00%	0.00%
Total Pat McCrory	72.70%	3.88%	37.81%	4.33%	18.32%
Definitely voting for Roy Cooper	8.90%	77.47%	24.02%	44.39%	12.78%
Probably voting for Roy Cooper	2.10%	7.15%	5.45%	0.00%	3.41%
Total Roy Cooper	11.00%	84.62%	29.47%	44.39%	16.19%
Undecided	16.30%	11.50%	32.72%	51.29%	65.49%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Definitely voting for Pat McCrory	67.07%	48.99%	60.08%	13.32%	13.89%
Probably voting for Pat McCrory	7.81%	8.67%	8.14%	5.66%	1.67%
Total Pat McCrory	74.88%	57.66%	68.22%	18.98%	15.56%
Definitely voting for Roy Cooper	10.62%	16.62%	12.94%	46.16%	72.00%
Probably voting for Roy Cooper	0.90%	5.69%	2.75%	7.80%	4.20%
Total Roy Cooper	11.52%	22.31%	15.69%	53.96%	76.20%
Undecided	13.60%	20.03%	16.09%	27.06%	8.23%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Definitely voting for Pat McCrory	3.40%	8.94%	5.76%
Probably voting for Pat McCrory	6.67%	4.03%	0.00%
Total Pat McCrory	10.07%	12.97%	5.76%
Definitely voting for Roy Cooper	80.74%	76.13%	47.86%
Probably voting for Roy Cooper	1.74%	3.04%	7.53%
Total Roy Cooper	82.48%	79.17%	55.39%
Undecided	7.45%	7.86%	38.85%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Definitely voting for Pat McCrory	22.06%	29.83%	32.24%	37.88%	28.50%	38.40%
Probably voting for Pat McCrory	6.30%	4.58%	11.22%	4.20%	5.27%	3.49%
Total Pat McCrory	28.36%	34.41%	43.45%	42.08%	33.78%	41.89%
Definitely voting for Roy Cooper	40.95%	43.10%	38.71%	35.21%	44.07%	36.53%
Probably voting for Roy Cooper	5.60%	3.15%	5.61%	5.52%	1.06%	6.60%
Total Roy Cooper	46.56%	46.24%	44.32%	40.73%	45.13%	43.13%
Undecided	25.08%	19.34%	12.22%	17.19%	21.09%	14.98%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Definitely voting for Pat McCrory	22.06%	31.13%	37.88%	32.47%
Probably voting for Pat McCrory	6.30%	8.17%	4.20%	4.56%
Total Pat McCrory	28.36%	39.30%	42.08%	37.03%
Definitely voting for Roy Cooper	40.95%	40.73%	35.21%	41.05%
Probably voting for Roy Cooper	5.60%	4.48%	5.52%	3.28%
Total Roy Cooper	46.56%	45.21%	40.73%	44.33%
Undecided	25.08%	15.49%	17.19%	18.64%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Definitely voting for Pat McCrory	38.06%	8.94%	29.20%
Probably voting for Pat McCrory	7.06%	4.17%	1.77%
Total Pat McCrory	45.13%	13.11%	30.98%
Definitely voting for Roy Cooper	35.31%	56.16%	39.58%
Probably voting for Roy Cooper	3.32%	9.51%	2.28%
Total Roy Cooper	38.62%	65.67%	41.86%
Undecided	16.25%	21.22%	27.16%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Definitely voting for Pat McCrory	28.23%	35.47%
Probably voting for Pat McCrory	6.42%	5.67%
Total Pat McCrory	34.65%	41.14%
Definitely voting for Roy Cooper	43.93%	34.96%
Probably voting for Roy Cooper	3.88%	5.17%
Total Roy Cooper	47.81%	40.13%
Undecided	17.54%	18.73%
Total	100.00%	100.00%

	Media Market			
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA
Definitely voting for Pat McCrory	30.94%	34.72%	43.68%	31.61%
Probably voting for Pat McCrory	8.75%	4.29%	8.84%	9.15%
Total Pat McCrory	39.69%	39.02%	52.52%	40.76%
Definitely voting for Roy Cooper	33.03%	38.66%	25.77%	37.80%
Probably voting for Roy Cooper	6.02%	5.21%	6.72%	0.00%
Total Roy Cooper	39.04%	43.87%	32.49%	37.80%
Undecided	21.27%	17.12%	14.99%	21.44%
Total	100.00%	100.00%	100.00%	100.00%

	Media Market	
	RALEIGH-DURHAM (FAYETVLLE)	WILMINGTON + MYRTLE BEACH
Definitely voting for Pat McCrory	29.34%	18.92%
Probably voting for Pat McCrory	3.10%	3.40%
Total Pat McCrory	32.45%	22.31%
Definitely voting for Roy Cooper	50.58%	43.08%
Probably voting for Roy Cooper	4.39%	0.00%
Total Roy Cooper	54.97%	43.08%
Undecided	12.59%	34.61%
Total	100.00%	100.00%

	General Vote History				
	0	1	2	3	4
Definitely voting for Pat McCrory	33.51%	30.11%	29.51%	33.76%	31.19%
Probably voting for Pat McCrory	4.15%	5.04%	4.91%	9.08%	5.43%
Total Pat McCrory	37.66%	35.16%	34.43%	42.84%	36.62%
Definitely voting for Roy Cooper	41.15%	30.47%	44.98%	36.67%	45.24%
Probably voting for Roy Cooper	6.73%	6.11%	3.81%	1.88%	5.60%
Total Roy Cooper	47.88%	36.58%	48.79%	38.55%	50.83%
Undecided	14.47%	28.26%	16.79%	18.61%	12.55%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Definitely voting for Pat McCrory	21.26%	37.10%
Probably voting for Pat McCrory	7.70%	5.20%
Total Pat McCrory	28.96%	42.31%
Definitely voting for Roy Cooper	43.25%	37.95%
Probably voting for Roy Cooper	5.22%	4.07%
Total Roy Cooper	48.48%	42.02%
Undecided	22.56%	15.67%
Total	100.00%	100.00%

Q10. And if the choices for Governor of North Carolina were Republican Holly Grange, OR Democrat Roy Cooper, who would you vote for?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Definitely voting for Holly Grange	24.06%	22.85%	35.29%
Probably voting for Holly Grange	2.93%	2.50%	0.00%
Total Holly Grange	27.00%	25.35%	35.29%
Definitely voting for Roy Cooper	43.03%	37.58%	3.27%
Probably voting for Roy Cooper	4.30%	6.97%	0.00%
Total Roy Cooper	47.34%	44.55%	3.27%
Undecided	25.67%	30.10%	61.44%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Holly Grange	53.13%	31.87%	48.53%	1.96%	0.00%
Probably voting for Holly Grange	2.87%	8.68%	4.13%	0.57%	7.85%
Total Holly Grange	56.00%	40.55%	52.65%	2.53%	7.85%
Definitely voting for Roy Cooper	9.64%	19.22%	11.72%	74.06%	42.12%
Probably voting for Roy Cooper	0.49%	3.39%	1.11%	7.92%	14.24%
Total Roy Cooper	10.13%	22.61%	12.83%	81.99%	56.36%
Undecided	33.88%	36.83%	34.52%	15.48%	35.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Holly Grange	1.77%	0.00%
Probably voting for Holly Grange	1.28%	6.06%
Total Holly Grange	3.04%	6.06%
Definitely voting for Roy Cooper	70.98%	9.65%
Probably voting for Roy Cooper	8.53%	0.00%
Total Roy Cooper	79.51%	9.65%
Undecided	17.45%	84.29%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Definitely voting for Holly Grange	5.00%	6.51%	5.77%	61.51%	43.37%
Probably voting for Holly Grange	0.00%	2.34%	1.19%	5.22%	4.89%
Total Holly Grange	5.00%	8.85%	6.95%	66.73%	48.27%
Definitely voting for Roy Cooper	80.77%	57.97%	69.20%	5.59%	17.14%
Probably voting for Roy Cooper	2.86%	10.64%	6.81%	0.00%	1.80%
Total Roy Cooper	83.62%	68.61%	76.01%	5.59%	18.95%
Undecided	11.38%	22.54%	17.04%	27.68%	32.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Definitely voting for Holly Grange	54.02%	14.54%
Probably voting for Holly Grange	5.08%	2.71%
Total Holly Grange	59.10%	17.25%
Definitely voting for Roy Cooper	10.36%	17.53%
Probably voting for Roy Cooper	0.74%	7.33%
Total Roy Cooper	11.11%	24.86%
Undecided	29.79%	57.89%
Total	100.00%	100.00%

	Forest vs Cooper			
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper
Definitely voting for Holly Grange	69.09%	17.71%	62.27%	0.72%
Probably voting for Holly Grange	3.10%	21.94%	5.60%	0.00%
Total Holly Grange	72.19%	39.65%	67.88%	0.72%
Definitely voting for Roy Cooper	2.02%	14.02%	3.61%	92.60%
Probably voting for Roy Cooper	1.20%	0.00%	1.04%	2.02%
Total Roy Cooper	3.22%	14.02%	4.65%	94.62%
Undecided	24.58%	46.33%	27.47%	4.66%
Total	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Holly Grange	6.23%	1.54%	6.40%
Probably voting for Holly Grange	0.00%	0.00%	4.07%
Total Holly Grange	6.23%	1.54%	10.47%
Definitely voting for Roy Cooper	27.75%	82.89%	10.95%
Probably voting for Roy Cooper	53.03%	9.66%	0.00%
Total Roy Cooper	80.78%	92.55%	10.95%
Undecided	12.99%	5.91%	78.58%
Total	100.00%	100.00%	100.00%

	McCrory vs Cooper			
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper
Definitely voting for Holly Grange	65.41%	16.90%	57.56%	2.74%
Probably voting for Holly Grange	2.15%	13.37%	3.97%	0.37%
Total Holly Grange	67.57%	30.27%	61.53%	3.11%
Definitely voting for Roy Cooper	7.12%	14.10%	8.25%	87.85%
Probably voting for Roy Cooper	0.28%	8.88%	1.67%	3.64%
Total Roy Cooper	7.39%	22.97%	9.92%	91.49%
Undecided	25.04%	46.75%	28.56%	5.40%
Total	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper		
	Probably voting for Roy Cooper	Total Roy Cooper	Undecided
Definitely voting for Holly Grange	10.29%	3.51%	5.05%
Probably voting for Holly Grange	0.00%	0.33%	6.26%
Total Holly Grange	10.29%	3.84%	11.31%
Definitely voting for Roy Cooper	26.39%	81.64%	9.10%
Probably voting for Roy Cooper	40.38%	7.35%	4.77%
Total Roy Cooper	66.77%	88.99%	13.87%
Undecided	22.94%	7.17%	74.83%
Total	100.00%	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Holly Grange	21.70%	28.59%	23.62%	25.40%	36.74%
Probably voting for Holly Grange	2.68%	3.97%	3.04%	1.30%	0.00%
Total Holly Grange	24.38%	32.56%	26.66%	26.71%	36.74%
Definitely voting for Roy Cooper	48.52%	26.84%	42.46%	33.61%	15.20%
Probably voting for Roy Cooper	4.77%	6.71%	5.31%	1.45%	0.00%
Total Roy Cooper	53.28%	33.55%	47.77%	35.06%	15.20%
Undecided	22.34%	33.89%	25.57%	38.24%	48.05%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Definitely voting for Holly Grange	24.26%	22.53%	23.82%	22.74%	36.69%
Probably voting for Holly Grange	2.52%	4.30%	2.97%	1.51%	0.00%
Total Holly Grange	26.78%	26.82%	26.79%	24.25%	36.69%
Definitely voting for Roy Cooper	46.08%	31.34%	42.37%	28.86%	25.49%
Probably voting for Roy Cooper	5.56%	4.05%	5.18%	1.68%	0.00%
Total Roy Cooper	51.63%	35.39%	47.55%	30.54%	25.49%
Undecided	21.59%	37.79%	25.66%	45.21%	37.81%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Definitely voting for Holly Grange	30.98%	42.02%	35.37%	15.91%	24.48%
Probably voting for Holly Grange	1.61%	3.78%	2.47%	3.55%	1.99%
Total Holly Grange	32.59%	45.80%	37.84%	19.46%	26.48%
Definitely voting for Roy Cooper	32.33%	20.09%	27.46%	48.54%	51.25%
Probably voting for Roy Cooper	2.84%	10.61%	5.93%	3.84%	4.20%
Total Roy Cooper	35.17%	30.70%	33.39%	52.38%	55.45%
Undecided	32.24%	23.50%	28.76%	28.16%	18.07%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Definitely voting for Holly Grange	17.80%	32.48%
Probably voting for Holly Grange	3.21%	1.69%
Total Holly Grange	21.01%	34.17%
Definitely voting for Roy Cooper	49.13%	26.80%
Probably voting for Roy Cooper	3.92%	6.48%
Total Roy Cooper	53.05%	33.27%
Undecided	25.93%	32.55%
Total	100.00%	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Definitely voting for Holly Grange	24.37%	29.36%	26.27%	21.46%	11.50%	27.74%
Probably voting for Holly Grange	2.51%	5.04%	3.48%	1.87%	4.99%	0.61%
Total Holly Grange	26.88%	34.40%	29.74%	23.32%	16.49%	28.35%
Definitely voting for Roy Cooper	36.39%	40.79%	38.06%	36.47%	58.31%	45.65%
Probably voting for Roy Cooper	2.79%	3.12%	2.92%	9.97%	7.61%	1.21%
Total Roy Cooper	39.18%	43.91%	40.98%	46.43%	65.92%	46.86%
Undecided	33.94%	21.69%	29.27%	30.24%	17.59%	24.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Definitely voting for Holly Grange	19.63%	41.45%
Probably voting for Holly Grange	2.80%	0.00%
Total Holly Grange	22.43%	41.45%
Definitely voting for Roy Cooper	51.97%	39.70%
Probably voting for Roy Cooper	4.41%	0.00%
Total Roy Cooper	56.38%	39.70%
Undecided	21.19%	18.86%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Definitely voting for Holly Grange	51.28%	7.54%	18.01%	2.38%
Probably voting for Holly Grange	4.32%	0.00%	4.80%	0.00%
Total Holly Grange	55.60%	7.54%	22.80%	2.38%
Definitely voting for Roy Cooper	11.54%	67.51%	37.37%	54.81%
Probably voting for Roy Cooper	4.61%	6.78%	2.69%	0.00%
Total Roy Cooper	16.15%	74.29%	40.06%	54.81%
Undecided	28.25%	18.17%	37.13%	42.81%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Definitely voting for Holly Grange	50.39%	0.84%	6.05%	4.33%	0.00%
Probably voting for Holly Grange	4.30%	0.91%	15.04%	0.00%	0.00%
Total Holly Grange	54.69%	1.75%	21.09%	4.33%	0.00%
Definitely voting for Roy Cooper	11.46%	77.32%	18.09%	44.39%	20.47%
Probably voting for Roy Cooper	1.53%	8.35%	6.13%	0.00%	9.24%
Total Roy Cooper	12.98%	85.68%	24.21%	44.39%	29.71%
Undecided	32.33%	12.57%	54.70%	51.29%	70.29%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Definitely voting for Holly Grange	54.49%	35.35%	47.10%	10.01%	9.64%
Probably voting for Holly Grange	2.77%	3.72%	3.14%	4.18%	0.00%
Total Holly Grange	57.27%	39.07%	50.23%	14.19%	9.64%
Definitely voting for Roy Cooper	8.52%	15.91%	11.37%	49.25%	76.41%
Probably voting for Roy Cooper	2.43%	5.84%	3.75%	7.99%	2.36%
Total Roy Cooper	10.95%	21.74%	15.12%	57.24%	78.77%
Undecided	31.78%	39.19%	34.64%	28.58%	11.59%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Definitely voting for Holly Grange	0.46%	5.32%	1.27%
Probably voting for Holly Grange	0.00%	0.00%	6.17%
Total Holly Grange	0.46%	5.32%	7.44%
Definitely voting for Roy Cooper	83.74%	79.86%	47.86%
Probably voting for Roy Cooper	3.02%	2.67%	4.64%
Total Roy Cooper	86.76%	82.53%	52.51%
Undecided	12.78%	12.15%	40.05%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Definitely voting for Holly Grange	13.34%	21.90%	30.56%	31.02%	16.88%	28.48%
Probably voting for Holly Grange	0.00%	4.49%	1.33%	2.77%	4.98%	2.67%
Total Holly Grange	13.34%	26.39%	31.89%	33.79%	21.86%	31.14%
Definitely voting for Roy Cooper	54.02%	46.47%	35.10%	33.03%	45.57%	33.37%
Probably voting for Roy Cooper	2.28%	2.12%	9.96%	1.83%	1.49%	12.06%
Total Roy Cooper	56.30%	48.59%	45.07%	34.85%	47.07%	45.43%
Undecided	30.35%	25.02%	23.04%	31.36%	31.08%	23.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Definitely voting for Holly Grange	13.34%	26.58%	31.02%	21.55%
Probably voting for Holly Grange	0.00%	2.78%	2.77%	4.05%
Total Holly Grange	13.34%	29.36%	33.79%	25.60%
Definitely voting for Roy Cooper	54.02%	40.33%	33.03%	40.66%
Probably voting for Roy Cooper	2.28%	6.36%	1.83%	5.75%
Total Roy Cooper	56.30%	46.69%	34.85%	46.41%
Undecided	30.35%	23.95%	31.36%	28.00%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Definitely voting for Holly Grange	28.86%	8.88%	18.82%
Probably voting for Holly Grange	2.95%	2.27%	2.36%
Total Holly Grange	31.82%	11.15%	21.18%
Definitely voting for Roy Cooper	37.32%	55.74%	36.45%
Probably voting for Roy Cooper	4.26%	8.01%	0.86%
Total Roy Cooper	41.58%	63.75%	37.31%
Undecided	26.60%	25.10%	41.51%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Definitely voting for Holly Grange	20.93%	27.81%
Probably voting for Holly Grange	2.11%	3.55%
Total Holly Grange	23.04%	31.36%
Definitely voting for Roy Cooper	42.45%	39.16%
Probably voting for Roy Cooper	5.35%	4.04%
Total Roy Cooper	47.80%	43.21%
Undecided	29.17%	25.43%
Total	100.00%	100.00%

	Media Market			
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA
Definitely voting for Holly Grange	22.41%	29.06%	38.66%	21.54%
Probably voting for Holly Grange	2.13%	7.20%	3.79%	3.30%
Total Holly Grange	24.55%	36.26%	42.46%	24.84%
Definitely voting for Roy Cooper	39.29%	33.66%	30.82%	40.80%
Probably voting for Roy Cooper	8.88%	4.74%	1.00%	3.28%
Total Roy Cooper	48.17%	38.40%	31.82%	44.08%
Undecided	27.28%	25.34%	25.72%	31.09%
Total	100.00%	100.00%	100.00%	100.00%

	Media Market	
	RALEIGH-DURHAM (FAYETVLLE)	WILMINGTON + MYRTLE BEACH
Definitely voting for Holly Grange	20.35%	23.09%
Probably voting for Holly Grange	0.59%	2.98%
Total Holly Grange	20.94%	26.07%
Definitely voting for Roy Cooper	49.70%	36.21%
Probably voting for Roy Cooper	2.56%	3.66%
Total Roy Cooper	52.26%	39.87%
Undecided	26.80%	34.06%
Total	100.00%	100.00%

	General Vote History				
	0	1	2	3	4
Definitely voting for Holly Grange	27.29%	17.70%	20.53%	32.41%	21.76%
Probably voting for Holly Grange	3.98%	0.84%	0.00%	4.06%	4.60%
Total Holly Grange	31.27%	18.54%	20.53%	36.47%	26.36%
Definitely voting for Roy Cooper	37.55%	33.88%	49.28%	39.96%	41.82%
Probably voting for Roy Cooper	5.93%	10.22%	2.68%	2.79%	3.93%
Total Roy Cooper	43.48%	44.11%	51.95%	42.75%	45.75%
Undecided	25.25%	37.35%	27.52%	20.78%	27.89%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Definitely voting for Holly Grange	18.76%	26.96%
Probably voting for Holly Grange	3.10%	2.59%
Total Holly Grange	21.86%	29.56%
Definitely voting for Roy Cooper	43.83%	39.38%
Probably voting for Roy Cooper	4.22%	5.04%
Total Roy Cooper	48.05%	44.42%
Undecided	30.10%	26.03%
Total	100.00%	100.00%

Q11. Have you seen, read, or heard anything in the news recently about President Trump urging the President of Ukraine to investigate allegations of corruption in that country?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Yes, I have heard a lot	66.39%	52.02%	36.46%
Yes, just some	21.12%	35.43%	30.56%
Total Yes	87.51%	87.45%	67.02%
No	11.15%	6.93%	29.71%
Unsure/Refused	1.34%	5.62%	3.27%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Yes, I have heard a lot	53.69%	61.07%	55.29%	73.73%	56.99%
Yes, just some	27.60%	31.45%	28.44%	19.87%	25.94%
Total Yes	81.28%	92.52%	83.72%	93.60%	82.94%
No	14.81%	4.90%	12.66%	6.22%	14.89%
Unsure/Refused	3.90%	2.58%	3.61%	0.18%	2.17%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Yes, I have heard a lot	72.10%	23.85%
Yes, just some	20.46%	20.66%
Total Yes	92.56%	44.51%
No	7.06%	42.71%
Unsure/Refused	0.37%	12.78%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Yes, I have heard a lot	72.53%	67.10%	69.76%	60.19%	60.65%
Yes, just some	15.28%	21.85%	18.62%	30.16%	25.38%
Total Yes	87.81%	88.94%	88.39%	90.35%	86.03%
No	11.87%	10.65%	11.25%	9.24%	7.89%
Unsure/Refused	0.32%	0.41%	0.37%	0.41%	6.07%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Yes, I have heard a lot	60.38%	43.56%
Yes, just some	28.19%	34.71%
Total Yes	88.57%	78.27%
No	8.68%	14.01%
Unsure/Refused	2.74%	7.72%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	60.76%	52.79%	59.70%	75.79%	55.09%
Yes, just some	26.58%	36.15%	27.85%	17.37%	21.51%
Total Yes	87.33%	88.95%	87.55%	93.16%	76.59%
No	8.43%	2.95%	7.70%	6.26%	23.41%
Unsure/Refused	4.24%	8.11%	4.75%	0.58%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	72.67%	44.62%
Yes, just some	18.00%	32.60%
Total Yes	90.67%	77.22%
No	8.84%	20.92%
Unsure/Refused	0.49%	1.86%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	59.79%	46.11%	57.57%	75.25%	47.02%
Yes, just some	23.85%	49.52%	28.02%	17.08%	49.42%
Total Yes	83.63%	95.63%	85.58%	92.33%	96.44%
No	13.09%	2.29%	11.34%	6.10%	3.56%
Unsure/Refused	3.28%	2.08%	3.08%	1.56%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	72.46%	49.65%
Yes, just some	20.28%	26.32%
Total Yes	92.74%	75.97%
No	5.85%	21.34%
Unsure/Refused	1.41%	2.68%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	56.43%	60.37%	56.84%	74.39%	62.60%
Yes, just some	28.80%	34.61%	29.40%	15.94%	34.14%
Total Yes	85.23%	94.98%	86.24%	90.34%	96.74%
No	11.31%	5.02%	10.66%	8.82%	3.26%
Unsure/Refused	3.46%	0.00%	3.10%	0.84%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	73.16%	51.06%
Yes, just some	17.85%	30.01%
Total Yes	91.00%	81.06%
No	8.24%	14.96%
Unsure/Refused	0.76%	3.98%
Total	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Yes, I have heard a lot	86.14%	17.02%	68.71%	12.98%	9.96%
Yes, just some	7.57%	74.13%	24.36%	28.22%	0.00%
Total Yes	93.72%	91.15%	93.07%	41.21%	9.96%
No	5.43%	5.53%	5.46%	54.89%	26.73%
Unsure/Refused	0.85%	3.32%	1.47%	3.91%	63.31%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Yes, I have heard a lot	65.69%	63.42%	64.78%	68.87%	64.54%	67.93%
Yes, just some	27.12%	29.97%	28.25%	21.63%	26.42%	22.68%
Total Yes	92.81%	93.39%	93.04%	90.50%	90.97%	90.61%
No	7.19%	2.96%	5.51%	9.28%	5.11%	8.37%
Unsure/Refused	0.00%	3.65%	1.45%	0.21%	3.92%	1.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Yes, I have heard a lot	42.34%
Yes, just some	25.07%
Total Yes	67.41%
No	24.15%
Unsure/Refused	8.44%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Yes, I have heard a lot	63.67%	67.22%	65.03%	64.32%	64.46%	61.24%
Yes, just some	22.70%	24.32%	23.32%	23.57%	30.91%	19.65%
Total Yes	86.38%	91.55%	88.35%	87.89%	95.36%	80.89%
No	11.36%	5.78%	9.22%	9.63%	4.64%	16.10%
Unsure/Refused	2.27%	2.68%	2.42%	2.48%	0.00%	3.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Yes, I have heard a lot	62.84%	45.07%
Yes, just some	25.27%	21.48%
Total Yes	88.12%	66.55%
No	10.37%	15.47%
Unsure/Refused	1.51%	17.98%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Yes, I have heard a lot	49.11%	69.68%	69.52%	39.89%
Yes, just some	32.15%	20.62%	21.26%	17.19%
Total Yes	81.26%	90.30%	90.77%	57.08%
No	15.19%	8.69%	7.22%	33.01%
Unsure/Refused	3.55%	1.01%	2.01%	9.90%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Yes, I have heard a lot	55.67%	73.11%	78.58%	73.16%	43.48%
Yes, just some	27.35%	20.10%	21.42%	16.27%	38.44%
Total Yes	83.02%	93.21%	100.00%	89.44%	81.92%
No	13.56%	5.68%	0.00%	10.56%	9.18%
Unsure/Refused	3.41%	1.11%	0.00%	0.00%	8.89%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Yes, I have heard a lot	55.08%	62.31%	57.86%	59.67%	76.65%	77.87%
Yes, just some	29.83%	27.64%	28.99%	25.01%	13.17%	20.18%
Total Yes	84.91%	89.95%	86.85%	84.68%	89.82%	98.04%
No	9.29%	10.05%	9.58%	13.74%	9.38%	1.96%
Unsure/Refused	5.80%	0.00%	3.57%	1.58%	0.80%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Yes, I have heard a lot	77.23%	45.25%
Yes, just some	16.50%	17.34%
Total Yes	93.73%	62.59%
No	5.85%	32.16%
Unsure/Refused	0.42%	5.24%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Yes, I have heard a lot	47.37%	54.23%	69.73%	68.05%	71.05%	59.98%
Yes, just some	24.74%	30.65%	23.87%	25.48%	18.15%	22.70%
Total Yes	72.11%	84.87%	93.59%	93.53%	89.20%	82.68%
No	27.89%	11.06%	6.41%	5.59%	8.23%	9.41%
Unsure/Refused	0.00%	4.07%	0.00%	0.88%	2.57%	7.91%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Yes, I have heard a lot	47.37%	62.64%	68.05%	66.59%
Yes, just some	24.74%	26.97%	25.48%	19.98%
Total Yes	72.11%	89.60%	93.53%	86.57%
No	27.89%	8.54%	5.59%	8.70%
Unsure/Refused	0.00%	1.86%	0.88%	4.72%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Yes, I have heard a lot	63.24%	59.96%	64.79%
Yes, just some	23.51%	27.26%	23.87%
Total Yes	86.76%	87.23%	88.66%
No	11.03%	11.81%	5.11%
Unsure/Refused	2.21%	0.96%	6.23%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Yes, I have heard a lot	58.21%	68.03%
Yes, just some	25.14%	23.28%
Total Yes	83.36%	91.31%
No	13.79%	7.11%
Unsure/Refused	2.85%	1.58%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Yes, I have heard a lot	61.86%	60.06%	63.28%	53.01%	66.49%
Yes, just some	24.56%	36.87%	21.70%	23.68%	18.03%
Total Yes	86.42%	96.92%	84.98%	76.69%	84.52%
No	10.35%	2.28%	15.02%	21.84%	12.12%
Unsure/Refused	3.23%	0.80%	0.00%	1.47%	3.37%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Yes, I have heard a lot	73.12%
Yes, just some	26.88%
Total Yes	100.00%
No	0.00%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Yes, I have heard a lot	57.33%	55.80%	62.34%	67.54%	65.28%
Yes, just some	24.86%	26.91%	17.16%	24.68%	27.46%
Total Yes	82.19%	82.72%	79.50%	92.21%	92.75%
No	17.81%	13.21%	17.86%	4.44%	6.83%
Unsure/Refused	0.00%	4.07%	2.64%	3.35%	0.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Yes, I have heard a lot	57.26%	65.64%
Yes, just some	26.59%	23.05%
Total Yes	83.85%	88.69%
No	14.60%	8.65%
Unsure/Refused	1.56%	2.65%
Total	100.00%	100.00%

Q12. And, have you seen, read or heard anything in the news recently about a whistleblower in the U.S. intelligence community who filed a complaint in August about President Trump's actions?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Yes, I have heard a lot	71.30%	55.06%	35.44%
Yes, just some	18.58%	37.68%	18.81%
Total Yes	89.88%	92.74%	54.25%
No	9.41%	5.69%	41.91%
Unsure/Refused	0.71%	1.57%	3.84%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Yes, I have heard a lot	67.73%	54.91%	64.94%	73.34%	56.99%
Yes, just some	23.08%	34.96%	25.66%	19.52%	20.91%
Total Yes	90.80%	89.87%	90.60%	92.86%	77.90%
No	7.83%	10.13%	8.33%	6.96%	22.10%
Unsure/Refused	1.37%	0.00%	1.07%	0.18%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Yes, I have heard a lot	71.79%	23.85%
Yes, just some	19.65%	20.66%
Total Yes	91.44%	44.51%
No	8.39%	42.71%
Unsure/Refused	0.16%	12.78%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Yes, I have heard a lot	73.99%	73.45%	73.71%	65.10%	72.89%
Yes, just some	17.66%	21.40%	19.56%	25.23%	23.96%
Total Yes	91.65%	94.84%	93.28%	90.32%	96.85%
No	8.02%	5.16%	6.56%	8.45%	1.62%
Unsure/Refused	0.33%	0.00%	0.16%	1.23%	1.53%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Yes, I have heard a lot	68.31%	41.65%
Yes, just some	24.70%	27.97%
Total Yes	93.02%	69.62%
No	5.63%	27.70%
Unsure/Refused	1.36%	2.69%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	70.53%	37.65%	66.10%	74.79%	83.88%
Yes, just some	22.78%	44.93%	25.76%	17.92%	13.84%
Total Yes	93.30%	82.59%	91.86%	92.71%	97.72%
No	5.56%	14.73%	6.79%	6.98%	2.28%
Unsure/Refused	1.14%	2.68%	1.34%	0.31%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	76.17%	47.75%
Yes, just some	17.30%	29.17%
Total Yes	93.47%	76.92%
No	6.27%	21.22%
Unsure/Refused	0.26%	1.86%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	71.73%	46.28%	67.59%	73.51%	70.39%
Yes, just some	22.17%	36.11%	24.44%	18.74%	22.58%
Total Yes	93.90%	82.40%	92.03%	92.25%	92.97%
No	5.30%	15.52%	6.96%	7.14%	7.03%
Unsure/Refused	0.80%	2.08%	1.01%	0.61%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	73.20%	51.75%
Yes, just some	19.12%	27.01%
Total Yes	92.32%	78.76%
No	7.13%	19.46%
Unsure/Refused	0.55%	1.79%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Yes, I have heard a lot	68.32%	60.37%	67.49%	75.56%	77.72%
Yes, just some	21.33%	34.61%	22.72%	17.28%	19.02%
Total Yes	89.65%	94.98%	90.21%	92.84%	96.74%
No	8.89%	5.02%	8.48%	6.57%	3.26%
Unsure/Refused	1.46%	0.00%	1.31%	0.59%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Yes, I have heard a lot	75.79%	52.53%
Yes, just some	17.46%	30.91%
Total Yes	93.25%	83.43%
No	6.22%	15.26%
Unsure/Refused	0.53%	1.30%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Yes, I have heard a lot	91.81%	20.75%	71.91%	35.47%	24.93%
Yes, just some	6.12%	68.49%	23.58%	12.18%	32.77%
Total Yes	97.92%	89.24%	95.49%	47.65%	57.70%
No	1.93%	10.76%	4.40%	49.87%	15.93%
Unsure/Refused	0.15%	0.00%	0.11%	2.48%	26.36%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Yes, I have heard a lot	72.14%	66.85%	70.04%	70.69%	68.43%	70.20%
Yes, just some	18.34%	28.53%	22.39%	21.53%	24.83%	22.26%
Total Yes	90.48%	95.38%	92.43%	92.23%	93.26%	92.45%
No	8.74%	4.62%	7.10%	7.77%	6.16%	7.42%
Unsure/Refused	0.78%	0.00%	0.47%	0.00%	0.58%	0.13%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Yes, I have heard a lot	53.54%
Yes, just some	21.64%
Total Yes	75.18%
No	19.96%
Unsure/Refused	4.86%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Yes, I have heard a lot	70.20%	69.51%	69.94%	66.95%	61.18%	69.52%
Yes, just some	20.84%	19.73%	20.42%	24.79%	29.63%	19.93%
Total Yes	91.04%	89.24%	90.35%	91.74%	90.81%	89.45%
No	8.64%	10.05%	9.17%	5.80%	9.19%	10.55%
Unsure/Refused	0.32%	0.71%	0.47%	2.46%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Yes, I have heard a lot	65.35%	66.55%
Yes, just some	24.78%	0.00%
Total Yes	90.13%	66.55%
No	9.87%	15.47%
Unsure/Refused	0.00%	17.98%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Yes, I have heard a lot	60.57%	70.28%	70.09%	68.17%
Yes, just some	27.44%	19.18%	21.95%	18.50%
Total Yes	88.01%	89.46%	92.04%	86.67%
No	10.87%	9.79%	7.54%	3.43%
Unsure/Refused	1.12%	0.75%	0.42%	9.90%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Yes, I have heard a lot	66.20%	73.04%	67.29%	74.07%	27.67%
Yes, just some	24.68%	18.19%	32.71%	15.36%	42.15%
Total Yes	90.87%	91.23%	100.00%	89.44%	69.82%
No	8.04%	7.92%	0.00%	10.56%	26.88%
Unsure/Refused	1.08%	0.85%	0.00%	0.00%	3.30%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Yes, I have heard a lot	65.45%	65.58%	65.50%	68.82%	72.47%	69.68%
Yes, just some	22.75%	28.02%	24.78%	23.52%	15.11%	20.50%
Total Yes	88.21%	93.60%	90.28%	92.34%	87.58%	90.18%
No	10.68%	4.83%	8.44%	6.94%	12.42%	9.82%
Unsure/Refused	1.11%	1.56%	1.28%	0.72%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Yes, I have heard a lot	71.15%	46.85%
Yes, just some	17.65%	22.74%
Total Yes	88.81%	69.59%
No	11.19%	25.17%
Unsure/Refused	0.00%	5.24%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Yes, I have heard a lot	59.37%	55.81%	73.28%	72.09%	71.70%	67.53%
Yes, just some	21.60%	28.33%	20.39%	21.40%	21.20%	23.01%
Total Yes	80.97%	84.14%	93.67%	93.50%	92.89%	90.55%
No	19.03%	13.44%	6.33%	5.63%	6.13%	7.83%
Unsure/Refused	0.00%	2.42%	0.00%	0.87%	0.98%	1.63%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Yes, I have heard a lot	59.37%	65.21%	72.09%	70.03%
Yes, just some	21.60%	24.06%	21.40%	21.92%
Total Yes	80.97%	89.27%	93.50%	91.96%
No	19.03%	9.62%	5.63%	6.81%
Unsure/Refused	0.00%	1.12%	0.87%	1.24%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Yes, I have heard a lot	68.80%	60.51%	68.43%
Yes, just some	22.22%	21.25%	29.25%
Total Yes	91.03%	81.76%	97.68%
No	8.09%	17.24%	0.78%
Unsure/Refused	0.88%	0.99%	1.54%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Yes, I have heard a lot	66.23%	68.25%
Yes, just some	20.91%	24.54%
Total Yes	87.13%	92.78%
No	12.06%	6.10%
Unsure/Refused	0.81%	1.12%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Yes, I have heard a lot	66.32%	62.09%	66.32%	61.35%	71.10%
Yes, just some	22.30%	29.11%	17.39%	28.68%	18.81%
Total Yes	88.62%	91.20%	83.71%	90.03%	89.90%
No	10.72%	7.41%	13.16%	8.52%	9.71%
Unsure/Refused	0.66%	1.39%	3.13%	1.44%	0.39%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Yes, I have heard a lot	79.14%
Yes, just some	20.86%
Total Yes	100.00%
No	0.00%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Yes, I have heard a lot	78.99%	62.86%	63.01%	66.36%	69.85%
Yes, just some	12.49%	23.93%	24.93%	24.63%	21.50%
Total Yes	91.48%	86.79%	87.94%	90.99%	91.35%
No	5.93%	11.03%	12.06%	8.26%	8.27%
Unsure/Refused	2.59%	2.18%	0.00%	0.75%	0.37%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Yes, I have heard a lot	58.41%	71.85%
Yes, just some	25.75%	20.87%
Total Yes	84.16%	92.72%
No	14.28%	6.65%
Unsure/Refused	1.56%	0.63%
Total	100.00%	100.00%

Q13. Do you approve or disapprove of the U.S. House of Representatives starting an impeachment inquiry against President Trump?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Strongly approve	40.13%	35.06%	32.54%
Somewhat approve	6.83%	7.28%	3.84%
Total approve	46.96%	42.34%	36.38%
Strongly disapprove	42.87%	43.33%	34.36%
Somewhat disapprove	5.15%	6.99%	0.00%
Total disapprove	48.02%	50.32%	34.36%
Unsure/Refused	5.02%	7.34%	29.26%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly approve	2.23%	5.49%	2.94%	80.22%	27.73%
Somewhat approve	1.26%	8.95%	2.93%	9.63%	22.19%
Total approve	3.49%	14.43%	5.88%	89.85%	49.92%
Strongly disapprove	90.88%	54.88%	83.04%	4.79%	3.29%
Somewhat disapprove	3.80%	19.78%	7.28%	0.90%	34.20%
Total disapprove	94.68%	74.66%	90.32%	5.70%	37.49%
Unsure/Refused	1.83%	10.91%	3.81%	4.45%	12.59%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Strongly approve	75.48%	19.55%
Somewhat approve	10.76%	6.15%
Total approve	86.24%	25.69%
Strongly disapprove	4.66%	15.82%
Somewhat disapprove	3.91%	0.00%
Total disapprove	8.57%	15.82%
Unsure/Refused	5.19%	58.49%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly approve	68.93%	49.27%	58.96%	11.57%	20.88%
Somewhat approve	7.57%	9.43%	8.51%	3.38%	5.22%
Total approve	76.50%	58.69%	67.47%	14.95%	26.10%
Strongly disapprove	19.53%	27.50%	23.57%	77.76%	62.61%
Somewhat disapprove	0.85%	8.15%	4.55%	7.30%	8.53%
Total disapprove	20.38%	35.65%	28.13%	85.05%	71.14%
Unsure/Refused	3.12%	5.65%	4.41%	0.00%	2.76%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Strongly approve	15.41%	27.93%
Somewhat approve	4.14%	7.86%
Total approve	19.55%	35.79%
Strongly disapprove	71.50%	38.29%
Somewhat disapprove	7.81%	2.71%
Total disapprove	79.31%	40.99%
Unsure/Refused	1.14%	23.22%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	3.82%	4.01%	3.85%	75.89%	41.02%
Somewhat approve	0.73%	1.00%	0.77%	9.54%	15.13%
Total approve	4.55%	5.01%	4.61%	85.43%	56.15%
Strongly disapprove	91.37%	43.59%	84.93%	9.18%	25.64%
Somewhat disapprove	3.32%	28.86%	6.76%	2.49%	6.46%
Total disapprove	94.69%	72.45%	91.69%	11.66%	32.09%
Unsure/Refused	0.76%	22.54%	3.70%	2.91%	11.76%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	70.78%	28.68%
Somewhat approve	10.36%	9.87%
Total approve	81.13%	38.55%
Strongly disapprove	11.59%	38.41%
Somewhat disapprove	3.07%	8.51%
Total disapprove	14.66%	46.92%
Unsure/Refused	4.21%	14.53%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	6.36%	13.11%	7.46%	74.25%	38.27%
Somewhat approve	0.86%	0.00%	0.72%	8.69%	17.85%
Total approve	7.22%	13.11%	8.18%	82.95%	56.12%
Strongly disapprove	86.86%	43.29%	79.75%	12.26%	21.00%
Somewhat disapprove	4.40%	26.04%	7.93%	2.00%	0.00%
Total disapprove	91.26%	69.32%	87.68%	14.26%	21.00%
Unsure/Refused	1.52%	17.56%	4.14%	2.79%	22.88%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	70.63%	28.19%
Somewhat approve	9.62%	12.94%
Total approve	80.25%	41.13%
Strongly disapprove	13.14%	37.23%
Somewhat disapprove	1.80%	8.91%
Total disapprove	14.94%	46.14%
Unsure/Refused	4.82%	12.73%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly approve	5.02%	0.00%	4.49%	71.49%	58.47%
Somewhat approve	0.93%	1.71%	1.02%	8.93%	14.30%
Total approve	5.95%	1.71%	5.51%	80.42%	72.77%
Strongly disapprove	89.81%	76.95%	88.46%	14.54%	6.10%
Somewhat disapprove	3.26%	16.32%	4.63%	3.13%	8.16%
Total disapprove	93.07%	93.27%	93.09%	17.67%	14.27%
Unsure/Refused	0.98%	5.02%	1.41%	1.91%	12.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Strongly approve	70.14%	20.80%
Somewhat approve	9.49%	8.16%
Total approve	79.63%	28.97%
Strongly disapprove	13.66%	46.60%
Somewhat disapprove	3.65%	9.11%
Total disapprove	17.31%	55.71%
Unsure/Refused	3.06%	15.32%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	48.02%	26.60%	42.00%	17.61%	12.11%
Somewhat approve	6.73%	7.21%	6.86%	6.29%	9.76%
Total approve	54.75%	33.81%	48.86%	23.90%	21.87%
Strongly disapprove	38.65%	48.76%	41.49%	52.71%	51.20%
Somewhat disapprove	3.69%	7.77%	4.83%	11.74%	0.00%
Total disapprove	42.34%	56.53%	46.33%	64.45%	51.20%
Unsure/Refused	2.91%	9.66%	4.81%	11.65%	26.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly approve	45.64%	26.14%	40.73%	25.53%	0.00%
Somewhat approve	4.26%	11.57%	6.10%	13.58%	12.42%
Total approve	49.90%	37.71%	46.83%	39.11%	12.42%
Strongly disapprove	43.21%	45.42%	43.77%	32.61%	50.16%
Somewhat disapprove	3.50%	11.82%	5.59%	4.39%	0.00%
Total disapprove	46.71%	57.24%	49.36%	36.99%	50.16%
Unsure/Refused	3.40%	5.05%	3.81%	23.90%	37.42%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Strongly approve	34.47%	26.33%	31.29%	43.59%	54.17%	45.93%
Somewhat approve	5.31%	1.43%	3.79%	10.55%	3.41%	8.98%
Total approve	39.78%	27.76%	35.09%	54.15%	57.58%	54.90%
Strongly disapprove	50.56%	54.53%	52.11%	35.54%	36.18%	35.68%
Somewhat disapprove	1.67%	12.21%	5.79%	5.63%	4.11%	5.30%
Total disapprove	52.23%	66.74%	57.90%	41.17%	40.29%	40.97%
Unsure/Refused	7.99%	5.50%	7.02%	4.68%	2.13%	4.12%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Strongly approve	21.66%
Somewhat approve	2.45%
Total approve	24.11%
Strongly disapprove	58.90%
Somewhat disapprove	5.62%
Total disapprove	64.53%
Unsure/Refused	11.36%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Strongly approve	38.10%	36.97%	37.67%	43.68%	50.00%	31.11%
Somewhat approve	4.43%	7.96%	5.78%	9.09%	7.31%	8.43%
Total approve	42.53%	44.94%	43.44%	52.77%	57.30%	39.55%
Strongly disapprove	44.40%	48.32%	45.89%	36.46%	26.76%	56.02%
Somewhat disapprove	4.59%	3.41%	4.14%	6.66%	11.05%	1.80%
Total disapprove	48.99%	51.73%	50.03%	43.13%	37.81%	57.81%
Unsure/Refused	8.48%	3.34%	6.52%	4.10%	4.88%	2.64%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Strongly approve	40.63%	9.68%
Somewhat approve	7.87%	3.39%
Total approve	48.50%	13.07%
Strongly disapprove	41.27%	41.45%
Somewhat disapprove	6.46%	15.42%
Total disapprove	47.73%	56.87%
Unsure/Refused	3.77%	30.06%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Strongly approve	9.00%	63.90%	39.57%	37.90%
Somewhat approve	0.87%	10.77%	8.39%	5.54%
Total approve	9.87%	74.67%	47.96%	43.44%
Strongly disapprove	79.43%	12.23%	41.78%	46.62%
Somewhat disapprove	7.02%	5.26%	4.33%	0.00%
Total disapprove	86.45%	17.49%	46.11%	46.62%
Unsure/Refused	3.68%	7.84%	5.93%	9.94%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Strongly approve	3.34%	78.34%	19.87%	59.85%	26.89%
Somewhat approve	0.62%	11.63%	19.32%	1.97%	26.38%
Total approve	3.96%	89.97%	39.20%	61.81%	53.26%
Strongly disapprove	84.92%	2.47%	41.63%	20.28%	18.11%
Somewhat disapprove	8.34%	2.35%	6.34%	6.14%	9.08%
Total disapprove	93.26%	4.81%	47.97%	26.42%	27.19%
Unsure/Refused	2.77%	5.21%	12.83%	11.77%	19.54%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Strongly approve	12.04%	19.91%	15.06%	47.73%	64.63%	73.46%
Somewhat approve	1.35%	0.00%	0.83%	12.42%	14.26%	6.02%
Total approve	13.40%	19.91%	15.89%	60.15%	78.89%	79.49%
Strongly disapprove	79.93%	61.53%	72.88%	27.06%	13.72%	6.21%
Somewhat disapprove	2.26%	10.89%	5.56%	6.70%	4.59%	3.39%
Total disapprove	82.18%	72.42%	78.45%	33.76%	18.31%	9.60%
Unsure/Refused	4.42%	7.67%	5.66%	6.09%	2.80%	10.91%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Strongly approve	68.79%	43.05%
Somewhat approve	10.37%	8.58%
Total approve	79.17%	51.63%
Strongly disapprove	10.18%	39.83%
Somewhat disapprove	4.02%	3.28%
Total disapprove	14.20%	43.11%
Unsure/Refused	6.63%	5.26%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Strongly approve	25.88%	42.58%	45.93%	33.71%	45.36%	35.69%
Somewhat approve	21.34%	5.97%	5.71%	2.07%	6.12%	1.99%
Total approve	47.22%	48.55%	51.64%	35.79%	51.48%	37.68%
Strongly disapprove	43.23%	31.36%	36.94%	54.17%	43.50%	49.10%
Somewhat disapprove	3.54%	10.00%	8.34%	3.42%	2.44%	3.87%
Total disapprove	46.77%	41.37%	45.28%	57.60%	45.94%	52.97%
Unsure/Refused	6.01%	10.09%	3.08%	6.62%	2.58%	9.34%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Strongly approve	25.88%	44.40%	33.71%	41.50%
Somewhat approve	21.34%	5.83%	2.07%	4.47%
Total approve	47.22%	50.22%	35.79%	45.97%
Strongly disapprove	43.23%	34.38%	54.17%	45.74%
Somewhat disapprove	3.54%	9.10%	3.42%	3.01%
Total disapprove	46.77%	43.49%	57.60%	48.75%
Unsure/Refused	6.01%	6.29%	6.62%	5.28%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Strongly approve	32.69%	62.80%	37.55%
Somewhat approve	5.36%	11.18%	10.21%
Total approve	38.05%	73.98%	47.76%
Strongly disapprove	50.87%	13.60%	39.95%
Somewhat disapprove	5.73%	3.64%	7.08%
Total disapprove	56.60%	17.24%	47.03%
Unsure/Refused	5.35%	8.79%	5.21%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Strongly approve	44.19%	32.72%
Somewhat approve	6.25%	7.57%
Total approve	50.44%	40.29%
Strongly disapprove	37.18%	49.39%
Somewhat disapprove	4.85%	6.11%
Total disapprove	42.02%	55.50%
Unsure/Refused	7.53%	4.21%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Strongly approve	38.83%	30.61%	28.87%	26.00%	51.62%
Somewhat approve	6.71%	4.07%	4.85%	6.89%	8.17%
Total approve	45.54%	34.68%	33.72%	32.90%	59.80%
Strongly disapprove	41.80%	54.89%	52.01%	48.35%	31.52%
Somewhat disapprove	6.08%	5.53%	9.94%	5.40%	4.39%
Total disapprove	47.88%	60.43%	61.95%	53.76%	35.92%
Unsure/Refused	6.58%	4.89%	4.33%	13.35%	4.29%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Strongly approve	33.45%
Somewhat approve	11.92%
Total approve	45.37%
Strongly disapprove	51.82%
Somewhat disapprove	0.00%
Total disapprove	51.82%
Unsure/Refused	2.81%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Strongly approve	39.13%	37.82%	46.60%	34.55%	38.01%
Somewhat approve	0.00%	10.50%	8.18%	4.91%	7.76%
Total approve	39.13%	48.32%	54.78%	39.46%	45.77%
Strongly disapprove	47.73%	41.69%	35.61%	46.35%	43.75%
Somewhat disapprove	8.55%	4.67%	5.93%	5.68%	4.09%
Total disapprove	56.28%	46.36%	41.54%	52.03%	47.84%
Unsure/Refused	4.60%	5.32%	3.68%	8.51%	6.39%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Strongly approve	40.29%	38.19%
Somewhat approve	11.99%	4.09%
Total approve	52.28%	42.28%
Strongly disapprove	31.02%	49.11%
Somewhat disapprove	8.60%	3.72%
Total disapprove	39.62%	52.83%
Unsure/Refused	8.10%	4.89%
Total	100.00%	100.00%

And, thinking now about education…

Q14. Some have proposed basing part of a teacher's salary on student performance on state tests. Do you favor or oppose this proposal?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Strongly favor	13.36%	9.26%	0.00%
Somewhat favor	7.78%	9.94%	0.00%
Total favor	21.14%	19.21%	0.00%
Strongly oppose	50.90%	43.87%	60.89%
Somewhat oppose	12.27%	21.55%	3.84%
Total oppose	63.16%	65.42%	64.72%
Unsure/Refused	15.69%	15.37%	35.28%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly favor	16.47%	6.16%	14.21%	10.46%	11.22%
Somewhat favor	11.32%	9.65%	10.96%	4.54%	16.65%
Total favor	27.79%	15.82%	25.17%	15.00%	27.87%
Strongly oppose	36.15%	59.54%	41.27%	58.24%	58.42%
Somewhat oppose	13.13%	3.75%	11.07%	17.98%	10.33%
Total oppose	49.28%	63.29%	52.34%	76.22%	68.76%
Unsure/Refused	22.93%	20.90%	22.49%	8.78%	3.37%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Strongly favor	10.53%	7.44%
Somewhat favor	5.69%	0.00%
Total favor	16.22%	7.44%
Strongly oppose	58.26%	40.87%
Somewhat oppose	17.26%	7.91%
Total oppose	75.52%	48.78%
Unsure/Refused	8.27%	43.78%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Strongly favor	11.68%	9.71%	10.68%	15.51%	14.34%
Somewhat favor	3.65%	7.49%	5.61%	10.85%	14.19%
Total favor	15.33%	17.19%	16.28%	26.35%	28.53%
Strongly oppose	63.07%	51.02%	56.93%	41.75%	39.82%
Somewhat oppose	10.71%	19.16%	15.02%	12.36%	16.98%
Total oppose	73.78%	70.18%	71.95%	54.11%	56.79%
Unsure/Refused	10.89%	12.62%	11.77%	19.53%	14.68%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Strongly favor	15.03%	10.89%
Somewhat favor	12.21%	5.59%
Total favor	27.24%	16.49%
Strongly oppose	40.96%	45.95%
Somewhat oppose	14.25%	10.32%
Total oppose	55.21%	56.27%
Unsure/Refused	17.55%	27.25%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly favor	18.56%	1.00%	16.18%	8.02%	7.86%
Somewhat favor	13.27%	17.31%	13.82%	5.43%	9.89%
Total favor	31.83%	18.31%	30.00%	13.44%	17.74%
Strongly oppose	34.17%	59.72%	37.64%	62.10%	31.97%
Somewhat oppose	12.65%	18.03%	13.38%	17.58%	13.89%
Total oppose	46.82%	77.75%	51.02%	79.68%	45.86%
Unsure/Refused	21.34%	3.94%	18.98%	6.87%	36.40%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Strongly favor	7.99%	14.94%
Somewhat favor	6.09%	2.20%
Total favor	14.08%	17.14%
Strongly oppose	57.64%	52.74%
Somewhat oppose	17.03%	8.17%
Total oppose	74.67%	60.91%
Unsure/Refused	11.25%	21.96%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly favor	16.37%	8.64%	15.10%	9.84%	11.35%
Somewhat favor	12.68%	14.98%	13.05%	5.06%	3.45%
Total favor	29.04%	23.61%	28.15%	14.90%	14.80%
Strongly oppose	34.27%	51.77%	37.14%	57.60%	40.97%
Somewhat oppose	12.09%	7.59%	11.35%	18.67%	27.45%
Total oppose	46.35%	59.36%	48.49%	76.27%	68.42%
Unsure/Refused	24.60%	17.03%	23.36%	8.83%	16.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Strongly favor	9.98%	11.67%
Somewhat favor	4.90%	5.43%
Total favor	14.89%	17.09%
Strongly oppose	55.99%	60.06%
Somewhat oppose	19.52%	6.44%
Total oppose	75.51%	66.50%
Unsure/Refused	9.60%	16.41%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Strongly favor	15.96%	7.01%	15.01%	9.60%	7.32%
Somewhat favor	14.30%	10.82%	13.93%	3.94%	18.08%
Total favor	30.26%	17.83%	28.94%	13.54%	25.40%
Strongly oppose	33.29%	62.60%	36.40%	58.53%	40.23%
Somewhat oppose	14.49%	9.94%	14.01%	17.48%	12.45%
Total oppose	47.78%	72.55%	50.41%	76.02%	52.68%
Unsure/Refused	21.96%	9.62%	20.65%	10.44%	21.92%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Strongly favor	9.36%	14.29%
Somewhat favor	5.40%	6.88%
Total favor	14.76%	21.17%
Strongly oppose	56.64%	50.69%
Somewhat oppose	16.96%	9.20%
Total oppose	73.61%	59.89%
Unsure/Refused	11.63%	18.94%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly favor	12.73%	13.72%	13.01%	8.53%	0.00%
Somewhat favor	8.12%	10.02%	8.64%	2.32%	12.82%
Total favor	20.85%	23.74%	21.65%	10.85%	12.82%
Strongly oppose	54.22%	44.47%	51.52%	44.70%	4.59%
Somewhat oppose	14.16%	15.14%	14.43%	6.86%	23.64%
Total oppose	68.38%	59.61%	65.95%	51.56%	28.23%
Unsure/Refused	10.77%	16.65%	12.40%	37.59%	58.94%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Strongly favor	13.06%	10.10%	12.33%	11.41%	9.96%
Somewhat favor	7.99%	10.38%	8.58%	3.98%	0.00%
Total favor	21.06%	20.48%	20.91%	15.39%	9.96%
Strongly oppose	51.99%	48.17%	51.04%	41.20%	0.00%
Somewhat oppose	14.23%	15.71%	14.60%	9.23%	8.47%
Total oppose	66.22%	63.88%	65.64%	50.43%	8.47%
Unsure/Refused	12.72%	15.64%	13.44%	34.18%	81.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Strongly favor	15.40%	12.09%	14.14%	7.88%	14.87%	10.53%	12.70%
Somewhat favor	4.37%	7.67%	5.63%	9.60%	14.19%	10.23%	12.21%
Total favor	19.78%	19.76%	19.77%	17.47%	29.07%	20.77%	24.91%
Strongly oppose	46.38%	56.55%	50.25%	44.33%	56.74%	50.72%	53.73%
Somewhat oppose	10.78%	11.49%	11.05%	23.99%	10.86%	12.46%	11.66%
Total oppose	57.16%	68.04%	61.30%	68.32%	67.60%	63.18%	65.39%
Unsure/Refused	23.06%	12.20%	18.93%	14.20%	3.33%	16.05%	9.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Strongly favor	0.00%
Somewhat favor	0.00%
Total favor	0.00%
Strongly oppose	9.68%
Somewhat oppose	17.10%
Total oppose	26.78%
Unsure/Refused	73.22%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Strongly favor	16.31%	14.59%	5.92%	0.00%
Somewhat favor	12.79%	6.11%	5.57%	8.41%
Total favor	29.10%	20.70%	11.50%	8.41%
Strongly oppose	36.16%	52.45%	59.17%	63.28%
Somewhat oppose	10.64%	16.55%	15.29%	1.90%
Total oppose	46.80%	68.99%	74.47%	65.18%
Unsure/Refused	24.10%	10.30%	14.04%	26.41%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Strongly favor	14.01%	10.70%	10.32%	10.28%	7.36%
Somewhat favor	13.45%	3.69%	3.81%	12.08%	0.00%
Total favor	27.45%	14.38%	14.13%	22.35%	7.36%
Strongly oppose	39.36%	58.68%	60.71%	57.07%	52.70%
Somewhat oppose	12.00%	18.52%	3.25%	2.67%	16.66%
Total oppose	51.36%	77.20%	63.96%	59.74%	69.35%
Unsure/Refused	21.19%	8.42%	21.91%	17.91%	23.29%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Strongly favor	16.13%	9.89%	13.73%	10.33%	10.46%	11.50%
Somewhat favor	11.94%	15.90%	13.47%	5.54%	0.85%	5.65%
Total favor	28.07%	25.79%	27.19%	15.87%	11.31%	17.15%
Strongly oppose	44.09%	39.07%	42.16%	56.36%	63.51%	48.70%
Somewhat oppose	8.37%	11.94%	9.74%	16.33%	16.03%	22.25%
Total oppose	52.46%	51.00%	51.90%	72.68%	79.54%	70.95%
Unsure/Refused	19.46%	23.21%	20.91%	11.45%	9.15%	11.90%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Strongly favor	10.95%	18.23%
Somewhat favor	3.11%	0.00%
Total favor	14.07%	18.23%
Strongly oppose	56.52%	36.15%
Somewhat oppose	18.96%	12.06%
Total oppose	75.49%	48.21%
Unsure/Refused	10.45%	33.56%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Strongly favor	9.49%	8.34%	11.24%	16.44%	11.30%	17.27%
Somewhat favor	1.23%	12.76%	9.51%	7.86%	4.84%	12.12%
Total favor	10.72%	21.10%	20.75%	24.30%	16.14%	29.39%
Strongly oppose	60.22%	58.78%	52.22%	45.25%	49.08%	27.74%
Somewhat oppose	11.40%	12.50%	15.00%	16.43%	14.41%	13.35%
Total oppose	71.62%	71.28%	67.22%	61.68%	63.49%	41.09%
Unsure/Refused	17.66%	7.63%	12.03%	14.02%	20.37%	29.52%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Strongly favor	9.49%	9.91%	16.44%	13.69%
Somewhat favor	1.23%	11.00%	7.86%	7.74%
Total favor	10.72%	20.91%	24.30%	21.43%
Strongly oppose	60.22%	55.23%	45.25%	40.56%
Somewhat oppose	11.40%	13.85%	16.43%	13.99%
Total oppose	71.62%	69.08%	61.68%	54.55%
Unsure/Refused	17.66%	10.01%	14.02%	24.02%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Strongly favor	10.35%	17.78%	15.73%
Somewhat favor	8.89%	4.86%	8.44%
Total favor	19.25%	22.64%	24.17%
Strongly oppose	49.10%	54.23%	43.01%
Somewhat oppose	14.52%	11.19%	16.70%
Total oppose	63.62%	65.43%	59.71%
Unsure/Refused	17.13%	11.93%	16.12%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Strongly favor	10.21%	14.60%
Somewhat favor	4.79%	11.96%
Total favor	15.00%	26.55%
Strongly oppose	51.22%	47.75%
Somewhat oppose	15.61%	12.18%
Total oppose	66.83%	59.93%
Unsure/Refused	18.17%	13.52%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Strongly favor	13.71%	19.86%	11.22%	12.17%	7.09%
Somewhat favor	5.25%	14.38%	9.45%	7.46%	6.70%
Total favor	18.97%	34.24%	20.66%	19.64%	13.80%
Strongly oppose	51.06%	41.20%	45.34%	39.61%	56.15%
Somewhat oppose	13.92%	10.78%	22.86%	7.61%	16.80%
Total oppose	64.97%	51.98%	68.20%	47.22%	72.95%
Unsure/Refused	16.06%	13.79%	11.14%	33.14%	13.25%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Strongly favor	11.93%
Somewhat favor	12.17%
Total favor	24.09%
Strongly oppose	58.50%
Somewhat oppose	8.26%
Total oppose	66.76%
Unsure/Refused	9.14%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Strongly favor	11.01%	14.77%	14.62%	8.64%	12.61%
Somewhat favor	9.45%	11.32%	6.50%	9.54%	4.81%
Total favor	20.46%	26.09%	21.12%	18.18%	17.42%
Strongly oppose	47.47%	49.05%	53.55%	52.07%	45.28%
Somewhat oppose	13.95%	5.75%	11.38%	13.37%	23.09%
Total oppose	61.41%	54.80%	64.93%	65.43%	68.37%
Unsure/Refused	18.13%	19.11%	13.95%	16.38%	14.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Strongly favor	10.53%	13.12%
Somewhat favor	7.40%	8.43%
Total favor	17.93%	21.55%
Strongly oppose	56.25%	46.10%
Somewhat oppose	14.80%	13.63%
Total oppose	71.05%	59.73%
Unsure/Refused	11.02%	18.71%
Total	100.00%	100.00%

Q15. In your opinion, which of the following is most important to providing a quality education in grades K through 12?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Small class size	34.33%	31.97%	52.64%
High quality teachers	45.57%	48.63%	22.24%
Up-to-date technology	10.24%	10.30%	5.07%
Unsure/Refused	9.86%	9.09%	20.05%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Small class size	33.64%	25.91%	32.01%	34.87%	51.58%
High quality teachers	46.62%	46.67%	46.63%	46.28%	41.01%
Up-to-date technology	10.11%	19.25%	12.04%	9.48%	3.37%
Unsure/Refused	9.63%	8.17%	9.32%	9.37%	4.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Small class size	36.46%	28.80%
High quality teachers	45.78%	32.88%
Up-to-date technology	8.90%	0.00%
Unsure/Refused	8.86%	38.32%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Small class size	33.80%	32.66%	33.22%	29.44%	36.80%
High quality teachers	44.64%	50.71%	47.72%	56.57%	41.99%
Up-to-date technology	11.62%	7.34%	9.44%	8.87%	11.96%
Unsure/Refused	9.94%	9.29%	9.61%	5.12%	9.25%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Small class size	32.46%	40.77%
High quality teachers	50.58%	27.86%
Up-to-date technology	10.14%	12.93%
Unsure/Refused	6.82%	18.44%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Small class size	31.61%	30.58%	31.47%	32.82%	31.35%
High quality teachers	52.99%	47.07%	52.18%	46.09%	58.55%
Up-to-date technology	9.86%	4.42%	9.11%	9.97%	10.10%
Unsure/Refused	5.55%	17.93%	7.24%	11.12%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Small class size	32.60%	42.90%
High quality teachers	47.93%	28.71%
Up-to-date technology	9.99%	12.59%
Unsure/Refused	9.47%	15.80%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Small class size	30.24%	41.55%	31.98%	30.05%	43.13%
High quality teachers	54.54%	44.91%	53.06%	46.75%	21.69%
Up-to-date technology	7.89%	2.75%	7.10%	12.61%	13.35%
Unsure/Refused	7.33%	10.79%	7.86%	10.59%	21.83%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Small class size	31.31%	45.28%
High quality teachers	44.32%	34.84%
Up-to-date technology	12.68%	10.33%
Unsure/Refused	11.68%	9.55%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Small class size	31.27%	28.07%	30.93%	32.86%	44.52%
High quality teachers	49.73%	69.08%	51.80%	43.74%	40.37%
Up-to-date technology	11.88%	0.00%	10.61%	10.14%	15.12%
Unsure/Refused	7.12%	2.85%	6.67%	13.27%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Small class size	34.06%	37.37%
High quality teachers	43.39%	44.19%
Up-to-date technology	10.65%	8.91%
Unsure/Refused	11.90%	9.53%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Small class size	33.80%	37.94%	34.94%	28.32%	23.45%
High quality teachers	48.34%	44.08%	47.18%	37.20%	37.72%
Up-to-date technology	9.66%	9.14%	9.52%	17.39%	3.53%
Unsure/Refused	8.19%	8.83%	8.37%	17.08%	35.30%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Small class size	32.15%	38.51%	33.72%	37.98%	36.69%
High quality teachers	49.82%	40.55%	47.54%	31.46%	20.39%
Up-to-date technology	9.39%	11.21%	9.84%	13.69%	8.47%
Unsure/Refused	8.64%	9.72%	8.91%	16.87%	34.45%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Small class size	33.13%	19.70%	27.69%	42.86%	34.61%	41.04%
High quality teachers	54.36%	64.76%	58.57%	39.17%	39.79%	39.31%
Up-to-date technology	10.34%	10.43%	10.38%	10.00%	14.33%	10.96%
Unsure/Refused	2.17%	5.11%	3.36%	7.96%	11.27%	8.69%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Small class size	14.03%
High quality teachers	56.29%
Up-to-date technology	6.67%
Unsure/Refused	23.01%
Total	100.00%

	Food Origin Labels					
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never
Small class size	36.84%	39.37%	37.80%	36.79%	33.30%	17.34%
High quality teachers	43.21%	44.28%	43.62%	52.01%	49.81%	49.41%
Up-to-date technology	11.17%	8.51%	10.15%	7.99%	6.11%	17.45%
Unsure/Refused	8.78%	7.84%	8.43%	3.22%	10.78%	15.80%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin Labels	
	Total Rarely/Never	Unsure/Refused
Small class size	25.26%	9.68%
High quality teachers	49.61%	4.38%
Up-to-date technology	11.82%	17.10%
Unsure/Refused	13.31%	68.84%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Small class size	31.14%	34.50%	37.83%	19.02%
High quality teachers	50.87%	45.42%	42.07%	31.92%
Up-to-date technology	11.52%	10.63%	8.66%	3.11%
Unsure/Refused	6.46%	9.46%	11.45%	45.95%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Small class size	31.92%	35.98%	27.44%	34.55%	40.22%
High quality teachers	48.03%	47.96%	58.82%	34.98%	15.66%
Up-to-date technology	11.84%	8.30%	13.74%	18.22%	2.25%
Unsure/Refused	8.21%	7.76%	0.00%	12.26%	41.87%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Small class size	39.25%	28.07%	34.93%	30.73%	36.86%	36.29%
High quality teachers	45.90%	48.09%	46.74%	48.29%	46.61%	43.57%
Up-to-date technology	7.20%	15.74%	10.51%	12.95%	8.04%	1.44%
Unsure/Refused	7.65%	8.10%	7.82%	8.03%	8.49%	18.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Small class size	36.60%	35.41%
High quality teachers	45.21%	21.40%
Up-to-date technology	5.00%	18.20%
Unsure/Refused	13.19%	24.99%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Small class size	47.14%	33.86%	38.85%	28.20%	35.96%	18.74%
High quality teachers	33.67%	47.32%	50.87%	46.83%	43.23%	51.08%
Up-to-date technology	11.48%	9.61%	6.75%	13.87%	7.44%	13.59%
Unsure/Refused	7.71%	9.20%	3.53%	11.10%	13.37%	16.59%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Small class size	47.14%	36.56%	28.20%	29.08%
High quality teachers	33.67%	49.24%	46.83%	46.37%
Up-to-date technology	11.48%	8.06%	13.87%	9.89%
Unsure/Refused	7.71%	6.13%	11.10%	14.66%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Small class size	33.87%	36.85%	29.86%
High quality teachers	48.53%	37.21%	41.71%
Up-to-date technology	8.14%	17.26%	11.85%
Unsure/Refused	9.46%	8.68%	16.58%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Small class size	32.27%	36.32%
High quality teachers	49.34%	41.71%
Up-to-date technology	9.88%	10.50%
Unsure/Refused	8.50%	11.47%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Small class size	36.07%	36.84%	47.24%	21.61%	30.88%
High quality teachers	38.60%	45.94%	35.89%	56.78%	50.37%
Up-to-date technology	12.56%	10.82%	5.76%	6.68%	10.48%
Unsure/Refused	12.77%	6.40%	11.11%	14.93%	8.26%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Small class size	41.05%
High quality teachers	51.59%
Up-to-date technology	7.36%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Small class size	23.34%	37.64%	31.78%	37.43%	34.23%
High quality teachers	49.59%	47.27%	44.36%	41.69%	48.75%
Up-to-date technology	7.97%	8.83%	14.91%	7.02%	11.49%
Unsure/Refused	19.09%	6.27%	8.95%	13.85%	5.53%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Small class size	41.75%	30.13%
High quality teachers	38.44%	49.72%
Up-to-date technology	13.31%	8.52%
Unsure/Refused	6.50%	11.63%
Total	100.00%	100.00%

Q16. Students are often given the grades A, B, C, D and Fail to denote the quality of their work. If you were asked to grade the traditional local public schools in your county in the same way, what grade would you assign to them?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
A	7.16%	12.25%	0.00%
B	30.91%	28.68%	27.72%
C	31.10%	36.84%	12.02%
D	8.28%	7.31%	28.97%
F	4.09%	2.45%	0.00%
Unsure/Refused	18.46%	12.47%	31.29%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
A	11.37%	5.84%	10.19%	6.96%	0.00%
B	19.27%	54.33%	26.75%	35.59%	24.91%
C	37.04%	16.58%	32.67%	30.28%	52.96%
D	7.48%	2.88%	6.50%	9.13%	11.56%
F	6.36%	0.00%	5.00%	2.44%	4.68%
Unsure/Refused	18.49%	20.38%	18.89%	15.60%	5.89%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
A	6.30%	6.54%
B	34.57%	16.94%
C	32.45%	14.13%
D	9.36%	22.03%
F	2.65%	0.00%
Unsure/Refused	14.67%	40.37%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
A	10.58%	3.92%	7.19%	9.22%	7.98%
B	50.10%	26.19%	37.95%	24.90%	29.70%
C	20.30%	35.34%	27.94%	40.26%	37.03%
D	5.40%	7.19%	6.31%	6.88%	9.64%
F	2.60%	3.46%	3.04%	6.94%	3.33%
Unsure/Refused	11.03%	23.92%	17.57%	11.80%	12.31%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
A	8.71%	10.21%
B	26.88%	12.67%
C	38.93%	28.62%
D	8.02%	16.57%
F	5.45%	1.59%
Unsure/Refused	12.01%	30.34%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	7.55%	17.20%	8.88%	9.12%	1.22%
B	24.12%	38.50%	26.09%	42.33%	9.41%
C	37.31%	31.23%	36.48%	26.48%	49.19%
D	4.80%	8.98%	5.38%	6.67%	11.33%
F	7.00%	0.00%	6.04%	2.17%	5.37%
Unsure/Refused	19.22%	4.08%	17.14%	13.23%	23.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
A	7.93%	7.26%
B	37.39%	21.29%
C	29.89%	28.90%
D	7.37%	16.56%
F	2.65%	1.73%
Unsure/Refused	14.77%	24.26%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	7.31%	14.96%	8.51%	7.63%	1.93%
B	23.20%	29.30%	24.16%	42.68%	5.70%
C	39.25%	44.17%	40.02%	24.40%	39.63%
D	4.98%	10.50%	5.84%	7.13%	38.78%
F	6.47%	0.00%	5.46%	2.61%	0.00%
Unsure/Refused	18.79%	1.07%	16.02%	15.56%	13.95%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
A	7.07%	10.04%
B	39.08%	21.79%
C	25.88%	30.99%
D	10.21%	8.89%
F	2.35%	3.36%
Unsure/Refused	15.40%	24.92%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	6.18%	5.84%	6.15%	8.62%	1.73%
B	25.82%	32.44%	26.53%	41.02%	9.07%
C	40.21%	37.97%	39.97%	27.45%	52.50%
D	6.62%	15.31%	7.56%	8.70%	5.14%
F	6.63%	8.44%	6.83%	1.64%	8.65%
Unsure/Refused	14.54%	0.00%	12.97%	12.57%	22.90%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
A	7.90%	10.54%
B	37.67%	21.71%
C	30.07%	27.70%
D	8.33%	9.15%
F	2.38%	2.86%
Unsure/Refused	13.65%	28.03%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
A	10.64%	2.25%	8.35%	5.73%	11.35%
B	32.75%	29.37%	31.83%	22.38%	4.59%
C	29.25%	41.90%	32.69%	30.57%	17.71%
D	7.48%	11.41%	8.55%	8.75%	0.00%
F	4.56%	3.30%	4.22%	0.00%	0.00%
Unsure/Refused	15.33%	11.77%	14.36%	32.57%	66.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
A	10.00%	2.16%	8.06%	9.93%	0.00%
B	30.26%	33.09%	30.96%	28.04%	0.00%
C	30.50%	42.19%	33.40%	19.70%	23.43%
D	8.43%	5.41%	7.68%	15.84%	0.00%
F	4.50%	2.89%	4.10%	0.00%	0.00%
Unsure/Refused	16.30%	14.26%	15.80%	26.50%	76.57%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
A	9.30%	5.84%	7.92%	8.74%	9.65%	8.95%
B	30.87%	22.04%	27.33%	36.85%	21.89%	33.51%
C	35.48%	48.75%	40.79%	30.54%	37.15%	32.02%
D	9.13%	7.12%	8.32%	8.17%	10.97%	8.80%
F	4.29%	7.58%	5.61%	2.60%	3.16%	2.72%
Unsure/Refused	10.93%	8.67%	10.03%	13.10%	17.18%	14.01%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
A	5.23%
B	21.77%
C	21.11%
D	6.58%
F	5.14%
Unsure/Refused	40.18%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
A	8.67%	5.77%	7.56%	7.04%	10.96%	8.62%	9.79%
B	26.53%	36.40%	30.30%	29.83%	35.63%	26.94%	31.28%
C	33.31%	34.85%	33.90%	33.24%	33.90%	25.47%	29.68%
D	4.87%	10.09%	6.86%	5.26%	13.86%	13.84%	13.85%
F	6.75%	1.73%	4.83%	2.98%	0.00%	4.95%	2.47%
Unsure/Refused	19.87%	11.16%	16.54%	21.65%	5.65%	20.19%	12.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
A	17.10%
B	0.00%
C	0.00%
D	0.00%
F	0.00%
Unsure/Refused	82.90%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
A	10.20%	8.75%	5.51%	4.06%
B	27.40%	32.04%	32.62%	8.17%
C	34.99%	33.83%	27.45%	21.29%
D	6.33%	10.10%	8.00%	13.44%
F	5.93%	1.67%	4.06%	0.00%
Unsure/Refused	15.14%	13.60%	22.36%	53.04%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
A	9.67%	7.60%	7.17%	6.73%	0.00%
B	27.08%	34.36%	43.68%	19.18%	16.99%
C	35.12%	29.76%	26.83%	25.14%	40.59%
D	6.62%	10.95%	0.00%	12.21%	5.37%
F	5.23%	2.56%	0.00%	6.14%	0.00%
Unsure/Refused	16.28%	14.77%	22.33%	30.59%	37.04%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
A	11.91%	7.82%	10.32%	6.25%	3.41%	13.14%
B	23.95%	26.83%	25.07%	36.51%	33.93%	29.35%
C	30.96%	33.59%	31.98%	32.56%	37.70%	31.49%
D	6.99%	5.52%	6.42%	10.92%	14.01%	2.57%
F	4.64%	6.70%	5.44%	2.05%	0.44%	3.23%
Unsure/Refused	21.55%	19.54%	20.77%	11.72%	10.51%	20.22%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
A	7.89%	0.00%
B	31.82%	33.90%
C	34.84%	10.88%
D	8.74%	7.75%
F	1.72%	9.57%
Unsure/Refused	14.99%	37.89%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
A	4.88%	6.75%	9.36%	8.72%	9.35%	8.98%
B	25.15%	37.30%	26.70%	38.85%	29.39%	21.14%
C	44.55%	25.55%	34.18%	33.25%	32.24%	22.32%
D	12.43%	7.76%	8.30%	7.43%	7.56%	7.43%
F	0.00%	5.90%	6.37%	3.26%	2.13%	3.11%
Unsure/Refused	12.99%	16.74%	15.10%	8.49%	19.33%	37.03%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
A	4.88%	8.15%	8.72%	9.20%
B	25.15%	31.61%	38.85%	26.10%
C	44.55%	30.18%	33.25%	28.28%
D	12.43%	8.05%	7.43%	7.51%
F	0.00%	6.15%	3.26%	2.52%
Unsure/Refused	12.99%	15.86%	8.49%	26.39%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
A	8.45%	9.41%	2.25%
B	30.48%	32.43%	24.59%
C	34.61%	23.82%	28.74%
D	6.62%	13.57%	11.53%
F	3.70%	3.67%	3.62%
Unsure/Refused	16.14%	17.11%	29.28%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
A	9.83%	6.12%
B	26.91%	34.59%
C	31.29%	32.99%
D	10.10%	6.24%
F	3.43%	4.00%
Unsure/Refused	18.44%	16.06%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
A	8.80%	1.63%	10.86%	5.95%	11.52%
B	29.98%	30.07%	27.39%	40.09%	27.82%
C	31.97%	39.86%	27.74%	25.44%	31.40%
D	9.97%	9.57%	13.68%	2.39%	7.73%
F	4.15%	4.88%	1.43%	1.79%	4.38%
Unsure/Refused	15.13%	13.99%	18.89%	24.36%	17.16%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
A	5.46%
B	32.78%
C	33.35%
D	3.10%
F	1.01%
Unsure/Refused	24.30%
Total	100.00%

	General Vote History				
	0	1	2	3	4
A	0.00%	10.98%	9.88%	9.25%	6.65%
B	23.87%	22.01%	32.87%	37.53%	29.75%
C	37.09%	33.10%	32.82%	27.93%	32.98%
D	11.35%	13.46%	5.91%	5.80%	8.03%
F	4.85%	3.79%	0.66%	3.49%	5.80%
Unsure/Refused	22.83%	16.65%	17.85%	16.01%	16.78%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
A	6.34%	9.12%
B	29.07%	31.11%
C	35.16%	30.39%
D	9.70%	7.62%
F	4.60%	3.20%
Unsure/Refused	15.12%	18.57%
Total	100.00%	100.00%

Q17. And, what grade would you assign to public schools as a whole in North Carolina?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
A	2.74%	4.71%	0.00%
B	21.95%	21.77%	28.97%
C	39.87%	46.79%	0.00%
D	10.37%	6.49%	27.72%
F	3.04%	3.45%	0.00%
Unsure/Refused	22.02%	16.79%	43.31%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
A	3.81%	0.00%	3.00%	2.94%	0.00%
B	20.00%	35.93%	23.39%	18.83%	34.83%
C	40.45%	28.40%	37.89%	47.07%	25.66%
D	9.96%	11.54%	10.29%	9.34%	13.45%
F	3.89%	0.00%	3.07%	2.27%	12.90%
Unsure/Refused	21.89%	24.14%	22.36%	19.56%	13.16%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
A	2.66%	14.03%
B	20.36%	27.97%
C	45.03%	14.13%
D	9.73%	1.46%
F	3.28%	0.00%
Unsure/Refused	18.94%	42.40%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
A	6.32%	0.19%	3.20%	6.69%	0.00%
B	27.92%	14.11%	20.88%	22.41%	26.52%
C	41.22%	49.53%	45.46%	31.44%	52.20%
D	8.29%	7.45%	7.86%	16.35%	6.23%
F	1.29%	3.10%	2.21%	6.93%	0.00%
Unsure/Refused	14.96%	25.61%	20.39%	16.18%	15.06%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
A	3.93%	0.85%
B	24.11%	20.91%
C	40.01%	25.56%
D	12.17%	10.67%
F	4.07%	3.79%
Unsure/Refused	15.72%	38.22%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	4.69%	0.00%	4.05%	1.68%	0.00%
B	19.32%	24.63%	20.05%	22.75%	13.63%
C	37.43%	49.03%	39.02%	46.58%	56.67%
D	14.66%	5.45%	13.40%	8.68%	3.16%
F	4.03%	0.00%	3.47%	2.34%	4.48%
Unsure/Refused	19.87%	20.90%	20.01%	17.97%	22.07%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
A	1.43%	5.56%
B	21.38%	27.36%
C	48.10%	26.12%
D	7.85%	7.51%
F	2.66%	3.42%
Unsure/Refused	18.58%	30.03%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	4.61%	0.00%	3.89%	1.50%	0.00%
B	19.83%	20.10%	19.87%	23.14%	15.89%
C	39.37%	54.42%	41.72%	46.74%	55.71%
D	11.34%	9.19%	11.00%	8.39%	14.41%
F	4.32%	0.00%	3.65%	2.74%	0.00%
Unsure/Refused	20.53%	16.28%	19.87%	17.48%	14.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
A	1.35%	5.90%
B	22.44%	25.30%
C	47.61%	22.22%
D	8.98%	9.22%
F	2.48%	3.46%
Unsure/Refused	17.14%	33.91%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
A	3.33%	5.84%	3.60%	1.46%	1.03%
B	21.30%	45.33%	23.89%	22.55%	11.85%
C	40.67%	27.72%	39.27%	46.36%	64.39%
D	12.69%	21.11%	13.60%	9.30%	3.32%
F	4.30%	0.00%	3.84%	2.67%	0.00%
Unsure/Refused	17.71%	0.00%	15.80%	17.66%	19.41%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
A	1.41%	5.59%
B	21.43%	21.11%
C	48.25%	29.59%
D	8.68%	7.88%
F	2.39%	3.56%
Unsure/Refused	17.84%	32.28%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
A	4.06%	0.50%	3.09%	4.19%	0.00%
B	19.35%	22.80%	20.29%	33.18%	31.65%
C	40.88%	50.07%	43.37%	24.54%	17.71%
D	11.12%	7.46%	10.12%	9.22%	0.00%
F	3.27%	2.58%	3.08%	3.95%	0.00%
Unsure/Refused	21.32%	16.59%	20.04%	24.92%	50.63%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
A	3.82%	1.50%	3.25%	2.23%	0.00%
B	19.09%	24.46%	20.42%	37.89%	20.39%
C	41.44%	45.75%	42.51%	26.90%	13.46%
D	11.32%	6.12%	10.04%	7.18%	9.96%
F	3.69%	2.28%	3.34%	0.92%	0.00%
Unsure/Refused	20.63%	19.90%	20.44%	24.89%	56.18%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
A	4.26%	0.60%	2.78%	2.81%	2.18%	2.66%
B	23.44%	30.64%	26.35%	22.61%	18.82%	21.77%
C	38.51%	48.24%	42.44%	40.08%	54.60%	43.32%
D	14.68%	6.80%	11.49%	11.04%	9.84%	10.77%
F	0.86%	5.21%	2.62%	3.98%	2.67%	3.69%
Unsure/Refused	18.25%	8.52%	14.31%	19.48%	11.88%	17.79%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
A	5.42%
B	17.35%
C	28.63%
D	3.57%
F	1.31%
Unsure/Refused	43.73%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
A	5.75%	0.91%	3.91%	1.49%	2.06%	4.39%	3.23%
B	17.82%	26.22%	21.02%	22.40%	22.06%	25.20%	23.63%
C	40.10%	38.59%	39.53%	43.85%	51.79%	31.81%	41.79%
D	10.30%	11.04%	10.58%	8.22%	9.96%	10.32%	10.14%
F	3.22%	3.27%	3.24%	3.88%	2.48%	2.26%	2.37%
Unsure/Refused	22.80%	19.98%	21.73%	20.16%	11.65%	26.03%	18.84%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
A	0.00%
B	0.00%
C	26.78%
D	0.00%
F	0.00%
Unsure/Refused	73.22%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
A	4.18%	3.61%	1.39%	4.06%
B	19.78%	22.11%	25.07%	4.47%
C	43.38%	46.38%	32.46%	19.58%
D	10.53%	9.73%	9.00%	10.87%
F	2.14%	1.50%	6.17%	0.00%
Unsure/Refused	19.99%	16.66%	25.91%	61.03%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
A	3.14%	2.51%	4.85%	12.27%	0.00%
B	24.20%	19.36%	17.50%	11.37%	38.10%
C	38.45%	46.94%	43.72%	26.05%	18.98%
D	10.78%	10.58%	0.00%	6.97%	2.60%
F	3.89%	2.38%	0.00%	8.42%	0.00%
Unsure/Refused	19.54%	18.22%	33.92%	34.92%	40.32%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
A	4.77%	2.16%	3.75%	1.76%	6.35%	1.50%
B	26.64%	17.96%	23.25%	26.16%	16.20%	12.47%
C	35.56%	34.70%	35.22%	45.84%	45.12%	49.44%
D	9.73%	8.14%	9.11%	9.03%	6.27%	16.76%
F	2.67%	5.09%	3.62%	2.92%	4.42%	0.00%
Unsure/Refused	20.63%	31.94%	25.06%	14.28%	21.64%	19.82%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
A	4.12%	0.00%
B	14.48%	25.59%
C	47.11%	23.82%
D	11.10%	14.18%
F	2.39%	3.15%
Unsure/Refused	20.80%	33.26%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
A	0.00%	1.01%	3.63%	6.33%	2.74%	4.39%
B	26.96%	18.77%	13.00%	23.91%	27.44%	25.02%
C	50.08%	39.49%	45.74%	43.95%	34.64%	29.15%
D	8.00%	9.67%	12.46%	9.47%	9.20%	8.75%
F	4.68%	8.07%	2.75%	1.09%	1.70%	0.00%
Unsure/Refused	10.27%	23.00%	22.42%	15.26%	24.30%	32.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
A	0.00%	2.42%	6.33%	3.40%
B	26.96%	15.67%	23.91%	26.47%
C	50.08%	42.84%	43.95%	32.44%
D	8.00%	11.17%	9.47%	9.02%
F	4.68%	5.21%	1.09%	1.02%
Unsure/Refused	10.27%	22.69%	15.26%	27.65%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
A	3.21%	2.87%	2.96%
B	19.76%	33.59%	14.23%
C	42.19%	36.06%	39.73%
D	10.18%	8.36%	9.47%
F	2.87%	2.65%	6.20%
Unsure/Refused	21.78%	16.46%	27.41%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
A	2.69%	3.65%
B	18.18%	26.58%
C	43.76%	37.28%
D	10.92%	8.40%
F	3.94%	2.08%
Unsure/Refused	20.51%	22.01%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
A	5.05%	1.13%	1.86%	0.00%	4.20%
B	26.27%	19.68%	33.06%	23.44%	16.57%
C	35.90%	55.96%	32.70%	36.60%	41.16%
D	9.05%	7.27%	5.18%	5.60%	14.12%
F	2.39%	3.71%	5.14%	0.00%	4.50%
Unsure/Refused	21.34%	12.24%	22.06%	34.35%	19.44%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
A	1.01%
B	16.06%
C	40.90%
D	12.71%
F	0.00%
Unsure/Refused	29.31%
Total	100.00%

	General Vote History				
	0	1	2	3	4
A	3.77%	6.16%	2.45%	2.16%	2.20%
B	17.53%	30.45%	22.16%	23.32%	16.07%
C	44.28%	28.35%	45.45%	36.64%	49.09%
D	14.75%	12.85%	4.98%	7.17%	12.15%
F	2.32%	2.37%	0.41%	4.85%	4.27%
Unsure/Refused	17.35%	19.83%	24.55%	25.86%	16.21%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
A	1.92%	3.77%
B	21.56%	22.24%
C	39.91%	41.30%
D	11.40%	8.90%
F	5.57%	1.76%
Unsure/Refused	19.63%	22.04%
Total	100.00%	100.00%

Now, let's talk about food and farming.

Q18. Some people are concerned about where the food they eat is produced, and others do not really care. When you purchase food or beverages, how often do you look at the labels to see the country or state in which they were produced?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Always	31.01%	28.84%	6.03%
Most of the time	18.73%	18.69%	8.14%
Total Always/Most of the time	49.74%	47.53%	14.17%
Sometimes	19.86%	26.64%	85.83%
Rarely	14.87%	11.38%	0.00%
Never	14.32%	13.48%	0.00%
Total Rarely/Never	29.19%	24.86%	0.00%
Unsure/Refused	1.21%	0.97%	0.00%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Always	34.09%	26.96%	32.58%	26.57%	25.09%
Most of the time	19.20%	18.79%	19.11%	17.86%	27.06%
Total Always/Most of the time	53.29%	45.74%	51.69%	44.43%	52.15%
Sometimes	18.96%	30.35%	21.38%	23.68%	15.99%
Rarely	8.63%	11.09%	9.15%	19.83%	13.03%
Never	17.87%	10.56%	16.32%	11.81%	18.82%
Total Rarely/Never	26.50%	21.64%	25.47%	31.64%	31.85%
Unsure/Refused	1.25%	2.26%	1.46%	0.24%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Always	26.43%	59.28%
Most of the time	18.74%	6.45%
Total Always/Most of the time	45.17%	65.73%
Sometimes	22.94%	21.52%
Rarely	19.18%	0.00%
Never	12.48%	0.00%
Total Rarely/Never	31.66%	0.00%
Unsure/Refused	0.22%	12.75%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Always	30.21%	28.19%	29.18%	31.13%	33.38%
Most of the time	14.10%	18.60%	16.39%	22.66%	19.57%
Total Always/Most of the time	44.31%	46.79%	45.57%	53.79%	52.95%
Sometimes	19.85%	25.44%	22.70%	24.74%	25.10%
Rarely	18.38%	12.37%	15.32%	8.22%	14.03%
Never	17.01%	14.02%	15.49%	13.00%	7.92%
Total Rarely/Never	35.40%	26.40%	30.81%	21.22%	21.96%
Unsure/Refused	0.45%	1.38%	0.92%	0.24%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Always	32.07%	29.62%
Most of the time	21.37%	19.68%
Total Always/Most of the time	53.44%	49.30%
Sometimes	24.89%	13.69%
Rarely	10.65%	16.22%
Never	10.88%	16.31%
Total Rarely/Never	21.53%	32.54%
Unsure/Refused	0.14%	4.47%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Always	32.32%	37.43%	33.01%	24.05%	35.19%
Most of the time	19.80%	17.84%	19.53%	19.99%	9.61%
Total Always/Most of the time	52.12%	55.27%	52.54%	44.04%	44.80%
Sometimes	19.22%	21.58%	19.54%	19.74%	34.94%
Rarely	9.40%	18.03%	10.56%	20.63%	13.37%
Never	17.72%	5.12%	16.02%	14.76%	6.89%
Total Rarely/Never	27.12%	23.15%	26.58%	35.38%	20.26%
Unsure/Refused	1.54%	0.00%	1.33%	0.83%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Always	25.73%	36.03%
Most of the time	18.43%	17.14%
Total Always/Most of the time	44.16%	53.17%
Sometimes	22.02%	27.60%
Rarely	19.54%	6.44%
Never	13.58%	10.92%
Total Rarely/Never	33.11%	17.35%
Unsure/Refused	0.71%	1.87%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Always	33.34%	33.82%	33.41%	27.42%	18.54%
Most of the time	21.89%	12.61%	20.46%	19.33%	25.60%
Total Always/Most of the time	55.22%	46.43%	53.87%	46.75%	44.14%
Sometimes	18.26%	22.63%	18.94%	20.17%	16.04%
Rarely	8.66%	21.55%	10.64%	17.47%	23.85%
Never	16.40%	9.40%	15.32%	14.45%	15.97%
Total Rarely/Never	25.06%	30.94%	25.97%	31.92%	39.82%
Unsure/Refused	1.45%	0.00%	1.23%	1.17%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Always	26.55%	32.75%
Most of the time	19.94%	11.46%
Total Always/Most of the time	46.49%	44.20%
Sometimes	19.77%	34.63%
Rarely	18.09%	10.37%
Never	14.59%	9.60%
Total Rarely/Never	32.69%	19.98%
Unsure/Refused	1.06%	1.19%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Always	31.30%	26.30%	30.75%	26.43%	17.34%
Most of the time	23.20%	32.41%	24.21%	18.22%	11.94%
Total Always/Most of the time	54.50%	58.71%	54.96%	44.65%	29.28%
Sometimes	20.22%	14.31%	19.57%	19.43%	45.45%
Rarely	6.81%	24.04%	8.70%	19.52%	21.80%
Never	16.46%	2.95%	14.98%	15.31%	3.47%
Total Rarely/Never	23.27%	26.99%	23.68%	34.83%	25.27%
Unsure/Refused	2.02%	0.00%	1.80%	1.09%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Always	25.48%	37.82%
Most of the time	17.56%	14.86%
Total Always/Most of the time	43.04%	52.69%
Sometimes	22.15%	24.72%
Rarely	19.76%	9.04%
Never	14.07%	12.76%
Total Rarely/Never	33.83%	21.79%
Unsure/Refused	0.98%	0.80%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Always	29.90%	28.56%	29.54%	35.19%	28.88%
Most of the time	19.55%	18.95%	19.39%	11.08%	21.15%
Total Always/Most of the time	49.45%	47.51%	48.93%	46.27%	50.03%
Sometimes	22.31%	21.91%	22.20%	22.03%	23.37%
Rarely	14.05%	18.05%	15.14%	6.67%	0.00%
Never	13.37%	11.50%	12.86%	23.20%	17.87%
Total Rarely/Never	27.43%	29.55%	28.00%	29.87%	17.87%
Unsure/Refused	0.81%	1.03%	0.87%	1.83%	8.74%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Always	31.21%	28.15%	30.46%	30.02%	9.96%
Most of the time	19.01%	16.39%	18.36%	21.48%	13.46%
Total Always/Most of the time	50.22%	44.55%	48.82%	51.50%	23.43%
Sometimes	21.84%	24.57%	22.51%	14.79%	55.59%
Rarely	12.54%	18.45%	14.01%	14.73%	0.00%
Never	14.28%	12.43%	13.82%	16.94%	0.00%
Total Rarely/Never	26.82%	30.89%	27.83%	31.67%	0.00%
Unsure/Refused	1.12%	0.00%	0.84%	2.04%	20.98%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay				
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose
Always	38.18%	15.96%	29.19%	28.34%	23.01%
Most of the time	18.43%	17.22%	17.94%	21.26%	15.08%
Total Always/Most of the time	56.62%	33.18%	47.14%	49.60%	38.09%
Sometimes	14.32%	25.70%	18.92%	19.87%	37.56%
Rarely	17.00%	23.88%	19.78%	15.99%	10.69%
Never	12.06%	17.25%	14.16%	14.31%	12.28%
Total Rarely/Never	29.06%	41.13%	33.94%	30.30%	22.97%
Unsure/Refused	0.00%	0.00%	0.00%	0.22%	1.38%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay	
	Total oppose	Unsure/Refused
Always	27.16%	43.76%
Most of the time	19.88%	14.24%
Total Always/Most of the time	47.04%	57.99%
Sometimes	23.81%	19.77%
Rarely	14.81%	2.91%
Never	13.86%	14.06%
Total Rarely/Never	28.67%	16.98%
Unsure/Refused	0.48%	5.26%
Total	100.00%	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Always	32.09%	24.38%	35.29%	33.39%
Most of the time	21.96%	15.46%	19.29%	12.58%
Total Always/Most of the time	54.06%	39.85%	54.58%	45.96%
Sometimes	19.35%	25.99%	20.61%	17.12%
Rarely	7.32%	21.77%	11.66%	2.33%
Never	17.89%	11.62%	12.57%	18.54%
Total Rarely/Never	25.22%	33.39%	24.23%	20.86%
Unsure/Refused	1.37%	0.77%	0.58%	16.06%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Always	32.33%	23.49%	52.98%	55.81%	30.02%
Most of the time	20.64%	17.63%	3.51%	15.01%	20.56%
Total Always/Most of the time	52.97%	41.12%	56.48%	70.82%	50.58%
Sometimes	18.73%	25.93%	31.03%	7.00%	29.80%
Rarely	9.76%	21.16%	2.88%	7.51%	0.00%
Never	17.50%	11.14%	9.60%	14.67%	9.00%
Total Rarely/Never	27.25%	32.30%	12.48%	22.18%	9.00%
Unsure/Refused	1.05%	0.64%	0.00%	0.00%	10.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology				
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal
Always	32.59%	40.16%	35.56%	24.54%	29.24%
Most of the time	26.67%	9.87%	20.08%	17.29%	20.28%
Total Always/Most of the time	59.26%	50.03%	55.64%	41.82%	49.52%
Sometimes	15.57%	22.30%	18.21%	28.82%	18.08%
Rarely	7.02%	15.37%	10.29%	15.61%	19.31%
Never	18.16%	11.12%	15.40%	12.53%	11.38%
Total Rarely/Never	25.17%	26.49%	25.69%	28.14%	30.69%
Unsure/Refused	0.00%	1.18%	0.46%	1.22%	1.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology		
	Very Liberal	Total Liberal	Unsure/Refused
Always	24.86%	27.22%	33.85%
Most of the time	16.54%	18.56%	12.03%
Total Always/Most of the time	41.40%	45.78%	45.89%
Sometimes	28.40%	22.84%	11.01%
Rarely	18.00%	18.71%	10.19%
Never	11.23%	11.31%	26.18%
Total Rarely/Never	29.24%	30.02%	36.37%
Unsure/Refused	0.96%	1.36%	6.74%
Total	100.00%	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Always	21.94%	15.20%	41.37%	35.10%	33.17%	30.44%
Most of the time	19.95%	24.38%	18.01%	10.38%	19.93%	20.25%
Total Always/Most of the time	41.89%	39.57%	59.39%	45.48%	53.10%	50.69%
Sometimes	25.90%	28.53%	18.49%	22.61%	18.66%	19.65%
Rarely	12.94%	23.81%	11.98%	11.76%	11.58%	10.92%
Never	19.27%	6.13%	10.14%	19.08%	16.66%	13.85%
Total Rarely/Never	32.21%	29.93%	22.12%	30.84%	28.24%	24.77%
Unsure/Refused	0.00%	1.96%	0.00%	1.07%	0.00%	4.89%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Always	21.94%	29.21%	35.10%	32.07%
Most of the time	19.95%	20.97%	10.38%	20.06%
Total Always/Most of the time	41.89%	50.18%	45.48%	52.13%
Sometimes	25.90%	23.15%	22.61%	19.06%
Rarely	12.94%	17.48%	11.76%	11.31%
Never	19.27%	8.27%	19.08%	15.53%
Total Rarely/Never	32.21%	25.75%	30.84%	26.84%
Unsure/Refused	0.00%	0.91%	1.07%	1.97%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Always	31.17%	24.06%	36.62%
Most of the time	19.92%	15.89%	12.87%
Total Always/Most of the time	51.09%	39.95%	49.48%
Sometimes	20.69%	28.46%	20.34%
Rarely	12.08%	21.72%	11.81%
Never	15.02%	9.30%	15.63%
Total Rarely/Never	27.10%	31.02%	27.44%
Unsure/Refused	1.12%	0.57%	2.74%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Always	31.14%	29.09%
Most of the time	19.12%	17.94%
Total Always/Most of the time	50.26%	47.03%
Sometimes	21.66%	22.78%
Rarely	12.25%	15.96%
Never	14.44%	13.36%
Total Rarely/Never	26.70%	29.32%
Unsure/Refused	1.37%	0.87%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE- N.BERN + NORFOLK	GREENVLL- SPART- ASHEVLL + CHATTANOO GA + ATLANTA	RALEIGH- DURHAM (FAYETVLLE)
Always	27.09%	30.36%	19.46%	40.07%	30.35%
Most of the time	18.58%	21.49%	36.64%	12.37%	16.06%
Total Always/Most of the time	45.67%	51.86%	56.10%	52.44%	46.42%
Sometimes	20.48%	19.66%	35.37%	22.57%	18.44%
Rarely	16.39%	15.78%	3.74%	6.19%	17.56%
Never	15.38%	11.71%	4.79%	17.28%	16.88%
Total Rarely/Never	31.77%	27.49%	8.52%	23.47%	34.44%
Unsure/Refused	2.07%	1.00%	0.00%	1.52%	0.70%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Always	43.60%
Most of the time	7.90%
Total Always/Most of the time	51.50%
Sometimes	40.13%
Rarely	5.46%
Never	2.91%
Total Rarely/Never	8.36%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Always	44.14%	32.19%	34.25%	22.66%	28.00%
Most of the time	20.78%	19.11%	11.20%	17.47%	24.34%
Total Always/Most of the time	64.91%	51.30%	45.45%	40.13%	52.33%
Sometimes	20.95%	23.66%	20.93%	22.54%	22.13%
Rarely	5.63%	14.82%	13.92%	18.04%	12.27%
Never	8.52%	8.15%	19.69%	18.41%	11.18%
Total Rarely/Never	14.14%	22.98%	33.61%	36.45%	23.45%
Unsure/Refused	0.00%	2.05%	0.00%	0.88%	2.08%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Always	24.22%	33.44%
Most of the time	19.43%	18.13%
Total Always/Most of the time	43.65%	51.58%
Sometimes	26.56%	19.80%
Rarely	15.35%	13.17%
Never	13.47%	14.22%
Total Rarely/Never	28.81%	27.39%
Unsure/Refused	0.98%	1.23%
Total	100.00%	100.00%

Q19. How important is it that the food you eat comes from farms in the United States rather than from foreign countries?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Very important	62.70%	59.28%	75.02%
Somewhat important	23.26%	27.91%	16.84%
Total important	85.96%	87.19%	91.86%
Not very important	6.61%	7.67%	0.00%
Not important at all	5.76%	4.95%	0.00%
Total not important	12.37%	12.62%	0.00%
Unsure/Refused	1.67%	0.18%	8.14%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Very important	72.40%	54.95%	68.67%	52.97%	71.21%
Somewhat important	17.97%	29.52%	20.44%	29.98%	16.06%
Total important	90.37%	84.47%	89.11%	82.95%	87.27%
Not very important	4.07%	5.06%	4.28%	10.39%	0.00%
Not important at all	5.20%	7.67%	5.73%	4.81%	12.73%
Total not important	9.26%	12.73%	10.01%	15.20%	12.73%
Unsure/Refused	0.36%	2.80%	0.89%	1.85%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Very important	54.71%	89.06%
Somewhat important	28.65%	3.38%
Total important	83.37%	92.44%
Not very important	9.40%	0.00%
Not important at all	5.56%	0.00%
Total not important	14.96%	0.00%
Unsure/Refused	1.67%	7.56%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Very important	62.36%	55.16%	58.69%	67.17%	67.88%
Somewhat important	20.10%	27.02%	23.63%	27.30%	27.03%
Total important	82.46%	82.18%	82.32%	94.46%	94.91%
Not very important	8.70%	7.06%	7.87%	4.02%	5.09%
Not important at all	6.81%	9.38%	8.12%	1.52%	0.00%
Total not important	15.51%	16.44%	15.99%	5.54%	5.09%
Unsure/Refused	2.03%	1.38%	1.70%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Very important	67.46%	61.77%
Somewhat important	27.19%	17.47%
Total important	94.65%	79.25%
Not very important	4.46%	8.62%
Not important at all	0.89%	7.92%
Total not important	5.35%	16.54%
Unsure/Refused	0.00%	4.21%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	70.03%	76.34%	70.90%	52.83%	64.11%
Somewhat important	22.57%	15.35%	21.57%	28.18%	23.32%
Total important	92.59%	91.68%	92.47%	81.01%	87.43%
Not very important	4.43%	4.74%	4.47%	9.64%	8.94%
Not important at all	2.66%	3.57%	2.79%	6.66%	3.63%
Total not important	7.09%	8.32%	7.26%	16.29%	12.57%
Unsure/Refused	0.31%	0.00%	0.27%	2.70%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Very important	54.53%	64.20%
Somewhat important	27.45%	20.94%
Total important	81.98%	85.14%
Not very important	9.53%	4.16%
Not important at all	6.20%	9.13%
Total not important	15.73%	13.29%
Unsure/Refused	2.29%	1.57%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	69.05%	64.97%	68.41%	53.54%	73.78%
Somewhat important	22.34%	28.84%	23.36%	27.55%	5.50%
Total important	91.39%	93.81%	91.77%	81.09%	79.28%
Not very important	5.12%	3.17%	4.82%	9.78%	5.46%
Not important at all	2.62%	3.02%	2.68%	7.05%	15.26%
Total not important	7.74%	6.19%	7.50%	16.84%	20.72%
Unsure/Refused	0.87%	0.00%	0.74%	2.07%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Very important	55.51%	65.74%
Somewhat important	25.41%	22.73%
Total important	80.91%	88.47%
Not very important	9.36%	4.21%
Not important at all	7.85%	5.51%
Total not important	17.21%	9.72%
Unsure/Refused	1.87%	1.81%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	64.92%	59.93%	64.38%	54.16%	71.35%
Somewhat important	28.25%	35.41%	29.03%	26.06%	15.95%
Total important	93.17%	95.34%	93.41%	80.22%	87.31%
Not very important	4.33%	4.66%	4.37%	9.35%	12.69%
Not important at all	2.09%	0.00%	1.86%	7.99%	0.00%
Total not important	6.42%	4.66%	6.23%	17.34%	12.69%
Unsure/Refused	0.41%	0.00%	0.36%	2.44%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Very important	55.96%	70.64%
Somewhat important	25.00%	17.89%
Total important	80.96%	88.54%
Not very important	9.70%	3.98%
Not important at all	7.15%	6.28%
Total not important	16.86%	10.26%
Unsure/Refused	2.19%	1.21%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Very important	59.81%	65.95%	61.48%	62.83%	80.48%
Somewhat important	26.21%	22.83%	25.29%	15.69%	17.87%
Total important	86.02%	88.78%	86.77%	78.52%	98.35%
Not very important	8.27%	5.29%	7.46%	1.87%	0.00%
Not important at all	5.43%	3.22%	4.83%	13.46%	0.00%
Total not important	13.70%	8.51%	12.29%	15.34%	0.00%
Unsure/Refused	0.28%	2.71%	0.94%	6.14%	1.65%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Very important	61.37%	61.25%	61.34%	66.72%	96.04%
Somewhat important	25.42%	27.30%	25.89%	8.59%	0.00%
Total important	86.79%	88.55%	87.22%	75.31%	96.04%
Not very important	6.94%	8.47%	7.32%	1.47%	0.00%
Not important at all	5.29%	2.50%	4.60%	15.88%	0.00%
Total not important	12.23%	10.97%	11.92%	17.36%	0.00%
Unsure/Refused	0.98%	0.48%	0.86%	7.34%	3.96%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Very important	71.97%	54.39%	64.86%	61.52%	57.24%	60.56%
Somewhat important	13.77%	34.74%	22.25%	23.84%	30.17%	25.25%
Total important	85.74%	89.13%	87.11%	85.35%	87.41%	85.81%
Not very important	6.77%	7.84%	7.20%	7.49%	8.19%	7.65%
Not important at all	7.50%	3.03%	5.69%	5.24%	4.41%	5.06%
Total not important	14.26%	10.87%	12.89%	12.73%	12.59%	12.70%
Unsure/Refused	0.00%	0.00%	0.00%	1.91%	0.00%	1.48%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Very important	65.02%
Somewhat important	22.23%
Total important	87.24%
Not very important	2.48%
Not important at all	7.14%
Total not important	9.62%
Unsure/Refused	3.14%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Very important	87.36%	72.39%	81.61%	55.03%	38.97%	29.93%	34.44%
Somewhat important	10.20%	22.39%	14.88%	35.76%	37.44%	26.13%	31.78%
Total important	97.56%	94.78%	96.49%	90.80%	76.41%	56.06%	66.23%
Not very important	0.40%	3.02%	1.40%	8.82%	17.15%	12.24%	14.69%
Not important at all	2.05%	1.62%	1.88%	0.39%	3.26%	28.17%	15.73%
Total not important	2.44%	4.65%	3.29%	9.20%	20.41%	40.41%	30.42%
Unsure/Refused	0.00%	0.58%	0.22%	0.00%	3.18%	3.53%	3.35%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Very important	56.04%
Somewhat important	9.68%
Total important	65.72%
Not very important	0.00%
Not important at all	0.00%
Total not important	0.00%
Unsure/Refused	34.28%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Very important	71.60%	58.39%	57.54%	55.14%
Somewhat important	18.62%	24.34%	29.48%	25.65%
Total important	90.21%	82.73%	87.02%	80.79%
Not very important	4.31%	9.09%	5.95%	14.06%
Not important at all	5.47%	4.90%	6.45%	2.71%
Total not important	9.79%	13.99%	12.40%	16.77%
Unsure/Refused	0.00%	3.28%	0.58%	2.43%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Very important	70.88%	52.53%	57.85%	69.54%	61.71%
Somewhat important	18.86%	30.48%	28.41%	11.21%	25.60%
Total important	89.74%	83.01%	86.26%	80.75%	87.31%
Not very important	3.51%	10.23%	13.74%	4.04%	2.07%
Not important at all	6.54%	4.82%	0.00%	12.28%	0.00%
Total not important	10.05%	15.04%	13.74%	16.32%	2.07%
Unsure/Refused	0.21%	1.94%	0.00%	2.93%	10.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Very important	72.69%	69.86%	71.57%	57.64%	50.70%	56.90%
Somewhat important	19.46%	18.06%	18.91%	29.85%	29.45%	22.36%
Total important	92.15%	87.92%	90.47%	87.49%	80.16%	79.26%
Not very important	1.86%	7.12%	3.95%	7.71%	12.52%	8.96%
Not important at all	5.60%	4.97%	5.35%	3.59%	1.08%	10.85%
Total not important	7.47%	12.08%	9.30%	11.29%	13.61%	19.81%
Unsure/Refused	0.38%	0.00%	0.23%	1.22%	6.24%	0.93%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Very important	53.56%	48.50%
Somewhat important	26.19%	25.69%
Total important	79.74%	74.19%
Not very important	10.88%	3.29%
Not important at all	5.58%	21.50%
Total not important	16.46%	24.79%
Unsure/Refused	3.79%	1.02%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Very important	52.64%	47.28%	70.64%	64.59%	63.65%	73.57%
Somewhat important	20.51%	35.23%	19.60%	23.97%	26.55%	16.72%
Total important	73.15%	82.51%	90.24%	88.56%	90.20%	90.29%
Not very important	13.67%	6.34%	6.67%	4.80%	4.80%	5.79%
Not important at all	10.19%	7.61%	3.09%	6.43%	4.46%	1.61%
Total not important	23.86%	13.95%	9.76%	11.23%	9.26%	7.40%
Unsure/Refused	2.99%	3.54%	0.00%	0.21%	0.54%	2.31%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Very important	52.64%	59.82%	64.59%	67.69%
Somewhat important	20.51%	26.84%	23.97%	22.54%
Total important	73.15%	86.66%	88.56%	90.23%
Not very important	13.67%	6.52%	4.80%	5.21%
Not important at all	10.19%	5.18%	6.43%	3.30%
Total not important	23.86%	11.70%	11.23%	8.50%
Unsure/Refused	2.99%	1.64%	0.21%	1.26%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Very important	61.68%	63.60%	62.72%
Somewhat important	25.64%	20.09%	20.64%
Total important	87.32%	83.70%	83.36%
Not very important	6.75%	6.62%	7.05%
Not important at all	5.14%	6.84%	5.62%
Total not important	11.89%	13.47%	12.67%
Unsure/Refused	0.79%	2.84%	3.97%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Very important	65.49%	58.11%
Somewhat important	23.68%	24.75%
Total important	89.18%	82.85%
Not very important	6.02%	7.63%
Not important at all	3.07%	8.44%
Total not important	9.08%	16.07%
Unsure/Refused	1.74%	1.08%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO -H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Very important	61.10%	61.82%	79.09%	55.83%	58.47%
Somewhat important	25.84%	21.25%	17.32%	28.59%	26.10%
Total important	86.93%	83.07%	96.41%	84.42%	84.57%
Not very important	5.62%	9.22%	2.31%	9.47%	7.87%
Not important at all	6.51%	7.71%	0.00%	6.12%	4.11%
Total not important	12.12%	16.93%	2.31%	15.58%	11.98%
Unsure/Refused	0.94%	0.00%	1.28%	0.00%	3.45%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Very important	76.83%
Somewhat important	14.06%
Total important	90.89%
Not very important	0.00%
Not important at all	9.11%
Total not important	9.11%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Very important	73.24%	74.57%	57.74%	55.31%	59.48%
Somewhat important	18.66%	14.43%	24.93%	30.77%	25.92%
Total important	91.90%	89.00%	82.67%	86.08%	85.40%
Not very important	3.84%	4.54%	6.59%	7.36%	8.91%
Not important at all	0.00%	2.92%	10.74%	5.78%	5.00%
Total not important	3.84%	7.46%	17.33%	13.14%	13.91%
Unsure/Refused	4.26%	3.54%	0.00%	0.78%	0.69%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Very important	52.39%	67.43%
Somewhat important	26.85%	22.71%
Total important	79.24%	90.14%
Not very important	10.86%	4.52%
Not important at all	8.27%	4.01%
Total not important	19.13%	8.53%
Unsure/Refused	1.63%	1.33%
Total	100.00%	100.00%

Q20. And, how important is it that your food comes from farms in North Carolina rather than from outside of the state?

	Voter Likelihood		
	Extremely likely	Very likely	Somewhat likely
Very important	41.84%	40.02%	18.33%
Somewhat important	34.73%	35.98%	70.86%
Total important	76.57%	76.00%	89.19%
Not very important	15.81%	14.96%	0.00%
Not important at all	6.98%	9.03%	10.81%
Total not important	22.79%	24.00%	10.81%
Unsure/Refused	0.64%	0.00%	0.00%
Total	100.00%	100.00%	100.00%

	Trump Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Very important	43.55%	41.19%	43.05%	38.54%	46.51%
Somewhat important	37.95%	34.73%	37.26%	34.36%	25.89%
Total important	81.50%	75.91%	80.31%	72.90%	72.40%
Not very important	11.89%	12.83%	12.09%	18.95%	17.80%
Not important at all	6.61%	9.51%	7.23%	7.45%	9.80%
Total not important	18.50%	22.34%	19.32%	26.40%	27.60%
Unsure/Refused	0.00%	1.74%	0.37%	0.70%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Trump Job Approval	
	Total disapprove	Unsure/Refused
Very important	39.30%	41.96%
Somewhat important	33.55%	41.06%
Total important	72.86%	83.01%
Not very important	18.84%	9.28%
Not important at all	7.68%	7.71%
Total not important	26.51%	16.99%
Unsure/Refused	0.63%	0.00%
Total	100.00%	100.00%

	Cooper Job Approval				
	Strongly approve	Somewhat approve	Total approve	Strongly disapprove	Somewhat disapprove
Very important	49.75%	29.89%	39.67%	42.45%	43.49%
Somewhat important	26.03%	43.23%	34.76%	37.66%	38.82%
Total important	75.78%	73.12%	74.43%	80.11%	82.32%
Not very important	15.57%	15.84%	15.70%	17.17%	11.73%
Not important at all	8.66%	9.59%	9.13%	2.72%	5.95%
Total not important	24.22%	25.43%	24.84%	19.89%	17.68%
Unsure/Refused	0.00%	1.45%	0.73%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Cooper Job Approval	
	Total disapprove	Unsure/Refused
Very important	42.88%	41.34%
Somewhat important	38.15%	31.62%
Total important	81.03%	72.96%
Not very important	14.91%	15.90%
Not important at all	4.06%	10.23%
Total not important	18.97%	26.13%
Unsure/Refused	0.00%	0.91%
Total	100.00%	100.00%

	Forest vs Cooper				
	Definitely voting for Dan Forest	Probably voting for Dan Forest	Total Dan Forest	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	44.76%	24.58%	41.97%	38.74%	28.68%
Somewhat important	37.55%	62.67%	41.02%	33.28%	43.96%
Total important	82.31%	87.25%	82.99%	72.02%	72.64%
Not very important	12.97%	10.44%	12.62%	16.67%	20.16%
Not important at all	4.72%	2.31%	4.39%	10.05%	7.20%
Total not important	17.69%	12.75%	17.01%	26.71%	27.36%
Unsure/Refused	0.00%	0.00%	0.00%	1.26%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Forest vs Cooper	
	Total Roy Cooper	Undecided
Very important	37.23%	49.52%
Somewhat important	34.89%	25.95%
Total important	72.12%	75.47%
Not very important	17.19%	16.46%
Not important at all	9.62%	8.07%
Total not important	26.81%	24.53%
Unsure/Refused	1.07%	0.00%
Total	100.00%	100.00%

	McCrory vs Cooper				
	Definitely voting for Pat McCrory	Probably voting for Pat McCrory	Total Pat McCrory	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	42.77%	31.69%	41.03%	38.57%	43.92%
Somewhat important	36.73%	61.50%	40.61%	34.22%	23.59%
Total important	79.50%	93.19%	81.64%	72.79%	67.51%
Not very important	13.52%	3.17%	11.90%	16.76%	28.50%
Not important at all	6.42%	3.64%	5.98%	9.66%	3.99%
Total not important	19.94%	6.81%	17.88%	26.42%	32.49%
Unsure/Refused	0.56%	0.00%	0.48%	0.78%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	McCrory vs Cooper	
	Total Roy Cooper	Undecided
Very important	39.09%	46.55%
Somewhat important	33.19%	30.51%
Total important	72.28%	77.06%
Not very important	17.91%	16.52%
Not important at all	9.11%	6.42%
Total not important	27.01%	22.94%
Unsure/Refused	0.71%	0.00%
Total	100.00%	100.00%

	Grange vs Cooper				
	Definitely voting for Holly Grange	Probably voting for Holly Grange	Total Holly Grange	Definitely voting for Roy Cooper	Probably voting for Roy Cooper
Very important	43.58%	40.66%	43.26%	39.07%	38.10%
Somewhat important	38.48%	44.98%	39.19%	34.21%	37.95%
Total important	82.06%	85.64%	82.45%	73.28%	76.05%
Not very important	9.95%	14.36%	10.43%	16.73%	21.13%
Not important at all	7.99%	0.00%	7.12%	8.80%	2.82%
Total not important	17.94%	14.36%	17.55%	25.53%	23.95%
Unsure/Refused	0.00%	0.00%	0.00%	1.19%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Grange vs Cooper	
	Total Roy Cooper	Undecided
Very important	38.97%	42.81%
Somewhat important	34.60%	33.31%
Total important	73.57%	76.12%
Not very important	17.19%	17.30%
Not important at all	8.18%	6.58%
Total not important	25.37%	23.88%
Unsure/Refused	1.06%	0.00%
Total	100.00%	100.00%

	Investigation Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Very important	40.98%	48.30%	42.96%	20.94%	46.27%
Somewhat important	35.66%	37.43%	36.14%	30.06%	34.82%
Total important	76.64%	85.73%	79.11%	51.00%	81.10%
Not very important	17.30%	10.48%	15.45%	19.53%	0.00%
Not important at all	5.29%	3.79%	4.89%	29.47%	18.90%
Total not important	22.59%	14.27%	20.33%	49.00%	18.90%
Unsure/Refused	0.77%	0.00%	0.56%	0.00%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Whistleblower Awareness				
	Yes, I have heard a lot	Yes, just some	Total Yes	No	Unsure/Refused
Very important	40.34%	43.51%	41.12%	41.11%	42.78%
Somewhat important	36.36%	35.84%	36.23%	26.70%	40.19%
Total important	76.70%	79.35%	77.35%	67.82%	82.97%
Not very important	16.01%	15.52%	15.89%	12.14%	0.00%
Not important at all	6.75%	5.14%	6.35%	18.54%	17.03%
Total not important	22.76%	20.65%	22.24%	30.68%	17.03%
Unsure/Refused	0.54%	0.00%	0.41%	1.50%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay					
	Strongly favor	Somewhat favor	Total favor	Strongly oppose	Somewhat oppose	Total oppose
Very important	43.77%	43.39%	43.61%	39.73%	40.92%	40.00%
Somewhat important	35.58%	39.74%	37.26%	35.82%	33.62%	35.32%
Total important	79.34%	83.13%	80.88%	75.55%	74.54%	75.32%
Not very important	10.35%	14.96%	12.21%	18.25%	17.77%	18.14%
Not important at all	9.28%	1.91%	6.30%	5.81%	7.69%	6.23%
Total not important	19.63%	16.87%	18.52%	24.06%	25.46%	24.37%
Unsure/Refused	1.02%	0.00%	0.61%	0.39%	0.00%	0.30%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Performance Pay
	Unsure/Refused
Very important	42.56%
Somewhat important	33.74%
Total important	76.30%
Not very important	8.44%
Not important at all	14.11%
Total not important	22.56%
Unsure/Refused	1.15%
Total	100.00%

	Food Origin Labels						
	Always	Most of the time	Total Always/Most of the time	Sometimes	Rarely	Never	Total Rarely/Never
Very important	53.34%	46.00%	50.53%	35.66%	29.53%	27.91%	28.72%
Somewhat important	33.94%	42.57%	37.25%	42.36%	27.96%	28.29%	28.13%
Total important	87.28%	88.57%	87.77%	78.02%	57.49%	56.20%	56.84%
Not very important	10.92%	7.43%	9.58%	13.90%	34.92%	19.85%	27.37%
Not important at all	1.80%	4.00%	2.64%	7.21%	6.70%	23.96%	15.34%
Total not important	12.72%	11.43%	12.23%	21.11%	41.62%	43.80%	42.71%
Unsure/Refused	0.00%	0.00%	0.00%	0.87%	0.89%	0.00%	0.45%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Food Origin ...
	Unsure/Refused
Very important	59.31%
Somewhat important	5.18%
Total important	64.49%
Not very important	0.00%
Not important at all	17.26%
Total not important	17.26%
Unsure/Refused	18.25%
Total	100.00%

	Party Registration			
	Republican	Democrat	Unaffiliated voter	Unsure/Refused
Very important	46.67%	41.21%	36.83%	15.05%
Somewhat important	35.99%	32.31%	38.10%	49.18%
Total important	82.66%	73.52%	74.94%	64.23%
Not very important	7.69%	17.53%	20.33%	21.76%
Not important at all	9.66%	8.09%	4.15%	14.02%
Total not important	17.34%	25.62%	24.48%	35.77%
Unsure/Refused	0.00%	0.86%	0.58%	0.00%
Total	100.00%	100.00%	100.00%	100.00%

	2016 Vote				
	Republican Donald Trump	Democrat Hillary Clinton	Someone else	Did not vote	Unsure/Refused
Very important	41.82%	35.61%	34.11%	82.53%	61.32%
Somewhat important	37.74%	35.81%	35.85%	14.17%	25.85%
Total important	79.55%	71.42%	69.96%	96.70%	87.16%
Not very important	12.22%	19.74%	30.04%	3.30%	2.17%
Not important at all	8.23%	8.11%	0.00%	0.00%	5.64%
Total not important	20.45%	27.84%	30.04%	3.30%	7.82%
Unsure/Refused	0.00%	0.73%	0.00%	0.00%	5.02%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology					
	Very Conservative	Somewhat Conservative	Total Conservative	Moderate	Somewhat Liberal	Very Liberal
Very important	57.15%	40.03%	50.35%	32.83%	33.60%	42.68%
Somewhat important	29.52%	34.66%	31.56%	41.78%	35.05%	35.63%
Total important	86.67%	74.69%	81.91%	74.61%	68.65%	78.30%
Not very important	6.17%	19.94%	11.64%	20.39%	22.52%	9.23%
Not important at all	7.16%	5.37%	6.45%	3.73%	7.90%	12.47%
Total not important	13.33%	25.31%	18.09%	24.11%	30.43%	21.70%
Unsure/Refused	0.00%	0.00%	0.00%	1.28%	0.93%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Ideology	
	Total Liberal	Unsure/Refused
Very important	37.78%	24.35%
Somewhat important	35.32%	32.03%
Total important	73.10%	56.38%
Not very important	16.40%	13.19%
Not important at all	10.01%	30.43%
Total not important	26.41%	43.62%
Unsure/Refused	0.50%	0.00%
Total	100.00%	100.00%

	Age					
	18-34	35-44	45-54	55-64	65-74	75 or older
Very important	32.24%	35.17%	32.22%	56.86%	38.86%	53.59%
Somewhat important	31.54%	35.04%	48.59%	25.72%	38.20%	29.47%
Total important	63.77%	70.21%	80.81%	82.58%	77.06%	83.06%
Not very important	23.03%	21.34%	14.93%	11.31%	15.48%	5.64%
Not important at all	13.19%	7.44%	4.26%	6.11%	7.47%	8.68%
Total not important	36.23%	28.78%	19.19%	17.42%	22.94%	14.32%
Unsure/Refused	0.00%	1.01%	0.00%	0.00%	0.00%	2.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

	Combined Age			
	18-34	35-54	55-64	65 or older
Very important	32.24%	33.59%	56.86%	44.81%
Somewhat important	31.54%	42.31%	25.72%	34.67%
Total important	63.77%	75.90%	82.58%	79.48%
Not very important	23.03%	17.90%	11.31%	11.50%
Not important at all	13.19%	5.73%	6.11%	7.96%
Total not important	36.23%	23.63%	17.42%	19.46%
Unsure/Refused	0.00%	0.47%	0.00%	1.06%
Total	100.00%	100.00%	100.00%	100.00%

	Race		
	White	African American	Another race or ethnicity
Very important	38.65%	46.24%	51.48%
Somewhat important	38.06%	29.96%	25.32%
Total important	76.71%	76.20%	76.80%
Not very important	15.93%	13.51%	15.42%
Not important at all	7.36%	8.65%	5.53%
Total not important	23.29%	22.16%	20.95%
Unsure/Refused	0.00%	1.64%	2.25%
Total	100.00%	100.00%	100.00%

	Gender	
	Female	Male
Very important	41.18%	41.09%
Somewhat important	36.10%	34.73%
Total important	77.27%	75.83%
Not very important	15.98%	14.76%
Not important at all	6.52%	8.60%
Total not important	22.50%	23.36%
Unsure/Refused	0.23%	0.82%
Total	100.00%	100.00%

	Media Market				
	CHARLOTTE	GREENSBORO-H.POINT-W. SALEM	GREENVILLE-N.BERN + NORFOLK	GREENVLL-SPART-ASHEVLL + CHATTANOOGA + ATLANTA	RALEIGH-DURHAM (FAYETVLLE)
Very important	44.16%	41.69%	43.71%	26.63%	42.03%
Somewhat important	31.76%	37.21%	39.83%	44.75%	32.53%
Total important	75.93%	78.90%	83.55%	71.38%	74.56%
Not very important	17.36%	15.97%	15.14%	14.24%	14.13%
Not important at all	6.71%	5.13%	1.32%	14.39%	9.69%
Total not important	24.07%	21.10%	16.45%	28.62%	23.82%
Unsure/Refused	0.00%	0.00%	0.00%	0.00%	1.62%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Media Market
	WILMINGTON + MYRTLE BEACH
Very important	42.92%
Somewhat important	42.41%
Total important	85.34%
Not very important	13.36%
Not important at all	1.31%
Total not important	14.66%
Unsure/Refused	0.00%
Total	100.00%

	General Vote History				
	0	1	2	3	4
Very important	40.70%	48.29%	45.42%	33.23%	40.75%
Somewhat important	28.19%	34.31%	29.62%	41.75%	37.23%
Total important	68.90%	82.60%	75.04%	74.98%	77.98%
Not very important	21.59%	8.27%	16.80%	17.72%	14.96%
Not important at all	7.45%	8.18%	8.15%	6.83%	7.06%
Total not important	29.03%	16.45%	24.96%	24.54%	22.02%
Unsure/Refused	2.07%	0.95%	0.00%	0.48%	0.00%
Total	100.00%	100.00%	100.00%	100.00%	100.00%

	Type of Phone	
	Cellphone	Landline
Very important	35.67%	44.11%
Somewhat important	31.84%	37.46%
Total important	67.51%	81.57%
Not very important	19.49%	13.21%
Not important at all	12.50%	4.73%
Total not important	31.99%	17.94%
Unsure/Refused	0.50%	0.49%
Total	100.00%	100.00%