

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

And thinking about the United States for a moment... Do you feel things in the United States are generally headed in the right direction or have things gotten off on the wrong track?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)	
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-267 -44%	-48 -38%	-40 -45%	-37 -54%	-46 -41%	-50 -40%	-46 -59%	-129 -45%	-138 -44%	-2 -12% KLMN	-47 -45%	-56 -30% MN	-80 -57%	-82 -53%	-26 -31% q	-59 -45%	-44 -59%	-28 -36%	-58 -45%	-53 -50%	-187 -48%	-27 -29% U	-19 -41%	-33 -49%	
RIGHT DIRECTION																									
MAY 20-22, 2014	139 23%	34 27% g	20 22%	12 17%	29 26% g	33 26% g	12 15%	72 25%	68 22%	6 43% mn	22 21%	56 30% MN	26 18%	30 19%	28 34% Q	31 24%	13 17%	16 21%	29 22%	22 21%	85 22%	28 30%	12 26%	13 19%	
APR 19, 21-22, 2014	177 29%	39 31%	19 23%	20 27%	30 27%	53 40% CeG	16 21%	73 25%	104 33% h	9 44%	33 32%	56 31%	37 29%	42 25%	30 35% Q	27 24%	16 18%	26 35% Q	49 34% Q	28 31% Q	107 28%	42 36% X	17 28%	9 20%	
MAR 18-20, 2014	167 28%	38 30%	19 21%	15 21%	35 30%	32 27% cd	28 36% cd	81 28%	86 28%	4 19%	31 32%	62 33%	32 24%	39 24%	24 30%	34 27%	23 28%	26 32%	41 31% t	19 19%	-	-	-	-	
JAN 23, 25-26, 2014	144 24%	32 26%	15 17%	18 26%	24 20%	37 30% Ce	18 22%	70 24%	74 24%	6 34%	31 31% N	45 24%	31 24%	31 18%	28 34% pQT	27 22%	15 19%	20 25%	34 25% t	20 20%	-	-	-	-	
WRONG TRACK																									
MAY 20-22, 2014	406 68%	82 65%	60 67%	48 71%	75 67%	83 66%	58 74%	200 70%	206 66%	8 55%	69 66%	112 60%	106 76% L	112 72% L	54 65%	90 69%	56 77% R	44 57%	87 68%	75 71% r	272 71% v	55 58%	32 66%	46 68%	
APR 19, 21-22, 2014	364 61%	71 57%	55 68% F	44 60%	72 64%	68 52% bF	54 72% bF	192 67% I	173 55%	10 50%	64 62%	102 57%	76 59%	113 66%	52 59%	72 64%	68 78% OPRST	43 57%	79 54%	50 55%	241 64% V	57 50%	36 60%	29 66% v	
MAR 18-20, 2014	383 64%	84 66%	61 68%	44 62%	72 62%	74 62%	49 63%	190 66%	193 62%	14 73%	59 62%	116 62%	90 68%	103 63%	54 67%	82 65%	54 66%	49 60%	82 61%	62 64%	-	-	-	-	
JAN 23, 25-26, 2014	393 66%	76 62%	68 73%	39 59%	79 68%	77 63%	54 68%	190 66%	203 65%	10 61%	57 57%	126 67% k	80 63%	120 71% K	44 54%	86 70% O	59 73% O	51 65%	85 64%	66 67% o	-	-	-	-	
DON'T KNOW/UNSURE	54 9%	11 8%	9 10%	8 12%	8 7%	9 7%	9 11%	16 5%	38 12% H	- 3%	14 13% j	19 10%	8 6%	13 8%	1 2%	10 8% O	4 6% OPQST	17 22% O	12 10% O	9 8% O	27 7% O	11 12%	4 8%	9 13%	

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

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)	
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-267 -44%	-177 -84%	-24 -9%	-66 -55%	-106 -87%	-71 -81%	7 6%	-31 -19%	-29 -49%	-37 -61%	9 7%	-63 -31%	-199 -80%	13 10%	-264 -61%	-13 -41%	-129 -42%	-110 -55%	-	-180 -84%	5 2%	-85 -59%	-59 -39%	-208 -46%	
RIGHT DIRECTION																									
MAY 20-22, 2014	139 23%	14 6%	104 39%	22 18%	7 6%	6 7%	52 49%	52 32%	13 21%	9 16%	55 47%	56 28%	22 9%	62 47%	68 16%	8 26%	73 24%	38 19%	16 46%	14 7%	102 44%	24 16%	37 25%	102 23%	
APR 19, 21-22, 2014	177 29%	12 6%	131 49%	33 28%	8 7%	5 5%	50 46%	81 51%	16 23%	18 33%	64 52%	80 40%	28 11%	70 53%	97 22%	9 32%	101 33%	53 25%	18 38%	9 4%	125 51%	42 28%	49 32%	128 28%	
MAR 18-20, 2014	167 28%	16 8%	120 44%	31 26%	8 8%	8 8%	58 50%	62 40%	15 24%	16 28%	66 54%	62 30%	28 12%	75 57%	82 19%	8 26%	91 31%	52 24%	13 28%	15 7%	124 48%	27 22%	44 29%	123 27%	
JAN 23, 25-26, 2014	144 24%	15 7%	96 36%	33 28%	6 6%	8 8%	49 40%	47 32%	15 24%	18 31%	60 50%	43 25%	34 12%	72 54%	61 14%	9 30%	80 26%	45 22%	11 34%	11 6%	106 42%	26 19%	44 29%	100 22%	
WRONG TRACK																									
MAY 20-22, 2014	406 68%	190 91%	128 47%	88 73%	113 93%	77 88%	46 43%	83 50%	42 70%	46 76%	47 40%	119 58%	221 89%	50 38%	332 77%	20 67%	202 65%	148 74%	16 47%	194 90%	97 42%	108 76%	96 64%	310 69%	
APR 19, 21-22, 2014	364 61%	190 90%	94 35%	80 67%	103 92%	87 89%	40 37%	54 34%	49 72%	31 59%	44 36%	98 49%	212 83%	33 25%	307 71%	20 68%	182 59%	138 65%	20 44%	186 92%	77 32%	99 65%	89 59%	275 61%	
MAR 18-20, 2014	383 64%	187 89%	110 41%	85 71%	98 90%	89 88%	46 40%	64 42%	46 74%	39 69%	40 33%	124 61%	205 84%	39 29%	322 75%	18 60%	183 63%	140 64%	30 65%	184 90%	93 36%	94 75%	98 66%	284 63%	
JAN 23, 25-26, 2014	393 66%	188 89%	128 47%	77 65%	94 91%	93 88%	54 44%	74 51%	41 68%	36 61%	42 35%	100 58%	233 84%	39 29%	331 77%	21 67%	203 65%	137 67%	18 53%	182 91%	104 41%	95 71%	93 62%	301 67%	
DON'T KNOW/UNSURE	54 9%	6 3%	38 14%	10 9%	2 2%	4 5%	8 8%	29 18%	5 9%	5 8%	15 13%	28 14%	6 2%	20 15%	31 7%	2 8%	33 11%	14 7%	2 7%	6 3%	34 15%	12 8%	17 11%	37 8%	

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

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BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)	
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW	
**D/S (REPUBLICAN CANDIDATE - DEMOCRATIC CANDIDATE)	12 2%	-18 -14%	- B	10 14%	- BCE	9 7%	11 15%	30 11%	-19 -6%	-8 -53%	2 JL	-8 J	13 JKL	12 JkL	-14 -16%	24 OrST	20 ORST	6 OST	-23 -18%	-2 -2%	50 13%	-24 -25%	-5 -10%	-7 -10% v	
REPUBLICAN CANDIDATE																									
MAY 20-22, 2014	248 41%	44 35%	38 43%	30 44%	46 41%	53 42%	37 47%	134 47%	114 36%	2 I	41 39%	71 38%	65 47%	69 45%	26 31%	67 51%	42 57%	34 43%	38 30%	43 40%	183 48%	27 28%	15 30%	23 34%	
APR 19, 21-22, 2014	243 41%	42 34%	32 40%	30 41%	56 49%	45 34%	38 50%	133 46%	111 35%	5 24%	38 37%	65 37%	58 45%	77 45%	38 44%	47 42%	46 53%	23 30%	52 36%	36 39%	179 47%	33 29%	15 24%	17 38%	
JAN 23, 25-26, 2014	233 39%	39 32%	34 37%	26 40%	50 43%	47 39%	36 45%	113 39%	120 39%	7 42%	37 37%	78 42%	49 39%	62 37%	33 40%	51 41%	28 34%	28 35%	54 40%	38 39%	- -	- -	- -	- -	
DEMOCRATIC CANDIDATE																									
MAY 20-22, 2014	236 39%	62 49%	38 43%	20 29%	46 41%	44 35%	26 33%	104 36%	132 42%	10 66%	38 36%	79 43%	52 37%	57 37%	39 47%	43 33%	21 29%	27 35%	60 47%	45 42%	133 35%	50 54%	19 41%	30 44%	
APR 19, 21-22, 2014	267 44%	67 53%	32 39%	29 39%	43 38%	67 51%	29 39%	110 38%	156 50%	12 63%	45 44%	81 46%	57 44%	71 42%	38 44%	41 37%	31 35%	39 52%	73 50%	44 48%	148 39%	64 56%	33 54%	20 44%	
JAN 23, 25-26, 2014	233 39%	53 44%	33 35%	28 42%	42 36%	49 40%	28 35%	105 36%	128 41%	6 39%	47 47%	72 39%	43 34%	64 38%	34 41%	40 32%	30 37%	37 47%	54 40%	36 37%	- -	- -	- -	- -	
NEITHER																									
MAY 20-22, 2014	22 4%	3 2%	2 2%	4 6%	5 5%	7 6%	1 1%	12 4%	10 3%	1 8%	6 6%	7 4%	4 3%	4 2%	5 5%	7 6%	- -	3 4%	3 2%	4 4%	17 4%	3 3%	1 2%	2 2%	
APR 19, 21-22, 2014	16 3%	3 2%	5 7%	2 3%	4 3%	- -	1 2%	7 2%	9 3%	- -	8 7%	4 2%	1 1%	3 2%	3 3%	3 3%	- -	4 6%	1 1%	3 3%	10 3%	5 4%	1 2%	- -	
JAN 23, 25-26, 2014	24 4%	5 4%	7 8%	2 3%	2 2%	5 4%	3 4%	15 5%	9 3%	1 6%	4 4%	5 3%	6 5%	8 5%	4 5%	6 5%	5 6%	2 3%	3 2%	4 4%	- -	- -	- -	- -	
DON'T KNOW	90 15%	18 14%	8 9%	14 20%	15 13%	21 17%	15 19%	35 12%	55 18%	2 14%	20 19%	27 15%	18 13%	23 15%	14 17%	12 9%	9 13%	14 18%	26 20%	15 14%	49 13%	14 15%	13 27%	14 20%	

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Continued

And now thinking specifically about North Carolina... If the election for North Carolina State Legislature were held today, would you be voting for the:

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)
REFUSED	3 1%	- -	2 2%	1 1%	1 1%	- -	3 1%	1 -	- -	- -	1 1%	1 1%	1 1%	- -	1 1%	1 2%	- -	1 1%	- -	3 1%	- -	- -	- -	



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And now thinking specifically about North Carolina... If the election for North Carolina State Legislature were held today, would you be voting for the:

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)	
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%	
**D/S (REPUBLICAN CANDIDATE - DEMOCRATIC CANDIDATE)	12 2%	136 65% CD	-149 -55%	25 21% C	78 64% GHIJ	58 66% GHIJ	-58 -55%	-91 -56%	11 18% GH	14 24% GH	-79 -68%	-54 -27% K	146 59% KL	-90 -68%	109 25% NP	-8 -27% N	4 1% S	7 4% S	-12 -35%	154 72% UV	-170 -73%	24 17% U	2 2%	10 2%	
REPUBLICAN CANDIDATE																									

MAY 20-22, 2014	248 41%	155 74% CD	35 13%	58 48% C	89 73% GHIJ	66 75% GHIJ	18 17%	17 10%	27 45% GH	31 52% GH	12 11%	53 26% K	174 70% KL	12 9%	227 53% NP	8 25%	124 40% s	87 43% S	8 24%	172 80% UV	16 7%	57 40% U	61 41% U	187 42%	
APR 19, 21-22, 2014	243 41%	171 81% CD	24 9%	48 40% C	89 80% GHIJ	82 83% GHIJ	14 13%	10 6%	30 45% GH	18 35% GH	12 10%	48 24% K	180 70% KL	5 3%	225 52% N	11 37% N	125 41% S	89 42% S	9 20%	180 89% UV	13 5%	49 32% U	51 34% U	192 43%	
JAN 23, 25-26, 2014	233 39%	160 76% CD	27 10%	45 38% C	76 73% GHIJ	85 80% GHIJ	13 11%	14 10%	24 39% GH	21 36% GH	7 6%	43 25% K	181 65% KL	3 2%	217 50% N	12 39% N	122 39% S	76 37%	11 33%	162 81% UV	20 8%	47 35% U	59 39% U	174 39%	
DEMOCRATIC CANDIDATE																									

MAY 20-22, 2014	236 39%	19 9%	185 68% BD	33 27% B	12 10%	7 8%	76 72% EFIJ	108 66% EFIJ	16 27% EF	17 28% EF	92 78% LM	107 53% M	28 11%	102 77% OP	118 27%	16 51% o	120 39%	79 40%	21 60% QR	17 8% TV	186 80% TV	33 23% T	59 39% T	178 39%	
APR 19, 21-22, 2014	267 44%	9 5%	213 79% BD	44 37% B	6 5%	3 4%	81 74% EFIJ	131 82% EFIJ	23 34% EF	21 41% EF	101 81% LM	113 57% M	47 18%	111 84% OP	144 33%	10 34%	140 46%	95 44%	27 57%	6 3%	205 85% TV	55 36% T	81 54% X	186 41%	
JAN 23, 25-26, 2014	233 39%	9 5%	189 70% BD	34 29% B	7 6%	3 3%	82 67% EFIJ	106 73% EFIJ	16 26% EF	19 31% EF	100 83% LM	72 42% M	50 18%	109 82% OP	114 26%	10 31%	123 39%	78 38%	19 55% qr	9 5%	188 74% TV	33 25% T	67 44% T	166 37%	
NEITHER																									

MAY 20-22, 2014	22 4%	8 4%	10 4%	4 3%	7 6%	1 1%	3 2%	7 5%	3 5%	1 2%	4 3%	9 5%	9 3%	5 4% p	17 4% P	- -	14 4%	6 3%	1 3%	6 3%	5 2%	9 6% u	5 3%	17 4%	
APR 19, 21-22, 2014	16 3%	4 2%	8 3%	3 3%	2 2%	2 3%	4 4%	4 3%	1 2%	2 4%	2 2%	11 6% M	1 1%	3 2% P	12 3% P	- -	8 3%	2 1%	4 9%	3 1%	3 1%	10 6% TU	2 2%	13 3%	
JAN 23, 25-26, 2014	24 4%	8 4%	11 4%	5 4%	5 5%	3 3%	8 6%	4 2%	3 4%	2 4%	1 1%	13 7% Km	9 3%	5 4%	19 4% P	- -	13 4%	8 4%	1 1%	4 2%	8 3%	13 9% TU	7 5%	17 4%	
DON'T KNOW	90 15%	26 12%	40 15%	24 20% b	12 10%	13 15%	9 9%	31 19% eG	14 23% eG	11 18%	9 8%	34 17% K	36 15% k	13 10%	67 16% n	7 24%	48 16%	27 14%	4 13%	17 8%	25 11%	44 30% TU	24 16%	66 15%	

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

Continued

And now thinking specifically about North Carolina... If the election for North Carolina State Legislature were held today, would you be voting for the:

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
REFUSED	3 1%	3 1%	-	1 1%	2 2%	1 1%	-	-	1 1%	-	-	1 -	2 1%	-	3 1%	-	2 1%	1 1%	-	2 1%	1 -	1 -	1 1%	2 -



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And still thinking specifically 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?

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	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR-IED (U)	SIN-GLE (V)	DIV/SEP (W)	WID-OWED (X)	
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW	
**D/S (RIGHT DIRECTION - WRONG TRACK)	-157 -26%	-46 -36%	-32 -36%	-13 -20% b	-20 -17% BC	-27 -22%	-18 -23%	-38 -13% I	-119 -38%	-5 -30%	-37 -35%	-48 -26%	-42 -30%	-25 -16% kM	-16 -19% R	-30 -23% R	8 11% OPRST	-40 -51%	-42 -33%	-37 -35%	-91 -24%	-26 -28%	-20 -42%	-15 -22%	
RIGHT DIRECTION																									
MAY 20-22, 2014	199 33%	36 28%	24 27%	23 33%	42 38%	46 36%	28 35%	114 40% I	84 27%	5 32%	30 28%	61 33%	45 32%	59 38%	29 34%	47 36% R	39 53% OPRST	15 20%	38 30%	31 29%	135 35%	28 30%	12 25%	23 34%	
APR 19, 21-22, 2014	176 29%	32 26%	22 27%	20 27%	38 33%	43 33%	21 29%	106 37% I	70 23%	8 39%	18 18%	49 27%	42 33% K	59 35% K	24 27%	42 38% RST	39 45% ORST	14 19%	34 23%	22 25%	113 30%	35 30%	16 27%	12 28%	
MAR 18-20, 2014	189 32%	43 33%	35 39% d	17 25%	34 30%	41 35%	19 25%	110 38% I	79 25%	7 37%	24 25%	57 30%	40 30%	61 38% k	28 35% s	47 37% S	35 43% rSt	23 28%	26 20%	29 30% r	-	-	-	-	
JAN 23, 25-26, 2014	174 29%	43 35% c	20 22%	17 25%	37 32%	37 30%	21 26%	96 33% I	78 25%	2 10%	28 28% J	47 25% J	39 31% J	58 35% Jl	29 35% R	38 30% R	29 36% R	11 14%	33 25% r	35 35% R	-	-	-	-	
WRONG TRACK																									
MAY 20-22, 2014	355 59%	82 65%	56 64%	36 53%	62 55%	73 58%	46 58%	153 53% H	203 65% H	9 62%	67 64%	109 58%	87 62%	84 54%	45 54%	77 59% Q	31 42% Q	55 71% Q	80 63% Q	68 64% Q	226 59%	55 59%	32 66%	38 56%	
APR 19, 21-22, 2014	360 60%	81 65%	49 60%	49 67%	59 52%	76 58%	46 61%	161 56%	199 64% h	9 46%	70 68% N	119 67% N	77 60% n	84 50%	55 63% q	65 58%	42 47%	49 65% Q	102 70% pQT	48 53%	224 59%	71 61%	40 66%	23 52%	
MAR 18-20, 2014	343 57%	67 52%	46 51%	41 58%	75 65% c	62 52%	53 68% bcf	153 53%	190 61%	10 54%	61 64% N	112 59% N	85 63% N	75 46%	47 58%	68 55%	38 46%	46 56%	95 72% PQrT	49 50%	-	-	-	-	
JAN 23, 25-26, 2014	360 60%	67 55%	61 66%	36 54%	66 57%	79 64%	51 64%	159 55%	200 64% H	10 63%	63 63%	120 64% n	76 60%	90 53%	42 50%	73 59%	44 55%	60 76% OPQT	89 67% OT	50 51%	-	-	-	-	
DON'T KNOW/UNSURE	44 7%	7 6%	8 9%	10 14% f	8 7%	6 5%	5 6%	21 7%	23 7%	1 6%	7 7%	16 9%	8 6%	12 8%	10 12%	7 5%	4 5%	6 8%	10 7%	8 7%	22 6%	10 11%	4 9%	7 10%	
REFUSED	2 -	2 1%	-	-	-	-	-	-	2 -	-	2 1%	-	-	-	-	-	-	2 2%	-	-	2 -	-	-	-	

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

And still thinking specifically 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?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-157 -26%	24 12%	-153 -57%	-28 -23%	17 14%	7 8%	-57 -54%	-96 -58%	2 3%	-30 -50%	-78 -67%	-65 -32%	-1 -	-54 -41%	-92 -21%	-11 -35%	-90 -29%	-34 -17%	-9 -26%	-3 -1%	-121 -52%	-32 -22%	-64 -42%	-93 -21%
RIGHT DIRECTION																								
MAY 20-22, 2014	199 33%	109 52%	50 18%	40 34%	65 53%	44 50%	22 21%	27 17%	27 46%	13 22%	15 13%	60 30%	116 47%	33 25%	154 36%	9 31%	95 31%	77 38%	12 35%	99 46%	49 21%	50 35%	36 24%	162 36%
APR 19, 21-22, 2014	176 29%	89 42%	51 19%	36 30%	57 51%	31 32%	25 23%	26 16%	23 35%	13 24%	12 10%	49 24%	112 44%	29 22%	135 31%	12 42%	83 27%	68 32%	14 30%	89 44%	44 18%	41 27%	28 19%	148 33%
MAR 18-20, 2014	189 32%	111 53%	44 16%	34 28%	64 59%	47 47%	23 20%	21 13%	23 36%	11 20%	17 14%	52 26%	109 45%	24 18%	150 35%	13 43%	81 28%	82 37%	11 24%	110 54%	45 18%	30 24%	34 23%	155 35%
JAN 23, 25-26, 2014	174 29%	90 43%	51 19%	32 27%	47 46%	43 40%	32 26%	19 13%	16 27%	16 27%	14 12%	35 20%	121 43%	31 24%	135 31%	5 18%	87 28%	72 35%	8 24%	77 39%	47 18%	46 34%	33 22%	141 31%
WRONG TRACK																								
MAY 20-22, 2014	355 59%	84 40%	203 75%	68 57%	47 39%	37 42%	80 75%	123 75%	25 43%	43 71%	93 80%	125 62%	116 47%	87 66%	246 57%	20 66%	185 60%	111 56%	21 61%	102 48%	170 73%	82 57%	100 67%	255 57%
APR 19, 21-22, 2014	360 60%	88 42%	196 73%	76 63%	43 38%	45 46%	79 72%	117 73%	40 59%	36 69%	103 83%	134 67%	113 44%	93 71%	250 58%	13 43%	199 65%	120 56%	26 57%	83 41%	176 73%	100 66%	106 71%	255 57%
MAR 18-20, 2014	343 57%	76 36%	195 72%	72 60%	33 30%	43 43%	87 75%	108 70%	33 52%	39 69%	98 80%	130 64%	99 41%	95 72%	234 54%	12 39%	181 62%	108 49%	27 59%	74 37%	184 71%	77 61%	95 63%	248 55%
JAN 23, 25-26, 2014	360 60%	99 47%	189 70%	71 59%	45 43%	54 51%	81 65%	109 74%	34 56%	37 63%	100 83%	122 71%	122 44%	84 63%	253 59%	20 64%	193 61%	110 54%	19 57%	99 49%	180 71%	73 54%	102 68%	258 57%
DON'T KNOW/UNSURE	44 7%	17 8%	16 6%	11 9%	10 8%	7 8%	4 4%	12 7%	7 12%	4 7%	9 7%	18 9%	15 6%	10 8%	33 8%	1 4%	27 9%	12 6%	1 4%	14 6%	13 6%	12 8%	13 9%	31 7%
REFUSED	2 -	- -	2 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 1%	2 1%	- -	- -	2 -	- -	- -	- -	- -	- -	- -	2 -

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

Summary Table: % Total Favorable

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)	
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11%	
PAT MCCRORY	288 48% (1)	61 48% (2)	39 44% (1)	32 46% (1)	52 47% (1)	70 56% (1)	34 43% (1)	150 52% (1) i	138 44% (2)	4 25% (2)	55 52% (1) J	76 41% (2)	72 51% (1) JL	81 53% (1) JL	35 42% (2)	70 54% (1) S	45 61% (1) OS	41 53% (2) S	45 36% (2)	51 48% (2) s	199 52% (1) V	33 36% (2) V	20 42% (2)	35 52% (2) v	
BARACK OBAMA	273 45% (2)	67 53% (1) d	38 43% (2)	27 39% (2)	51 45% (2)	58 46% (2)	32 41% (2)	113 39% (2)	160 51% (1) H	10 67% (1) Mn	47 45% (2)	91 49% (1)	58 41% (2)	68 44% (2)	40 48% (1) q	50 38% (2)	23 31% (2)	41 53% (1) pQ	63 50% (1) pQ	55 52% (1) PQ	151 39% (2)	59 64% (1) Uw	22 47% (1)	36 53% (1) U	
ROBIN HUDSON	109 18% (3)	30 24% (3) D	17 19% (3)	7 11% (3)	19 17% (3)	21 17% (3)	14 18% (3)	44 15% (3)	65 21% (3)	1 4% *(3)	29 27% (3) Jm	32 17% (3) J	21 15% (3) J	27 18% (3) J	17 20% (3)	17 13% (3)	10 14% (3)	17 22% (3)	29 22% (3) p	19 18% (3)	68 18% (3)	22 24% (3)	9 19% (3)	10 15% (3)	
ERIC LEVINSON	68 11% (4)	20 15% (4)	10 11% (4)	5 7% (4)	12 11% (4)	16 12% (4)	6 8% (4)	27 9% (4)	41 13% (4)	1 4% *(3)	13 12% (4)	24 13% (4)	14 10% (4)	17 11% (4)	7 8% (4)	13 10% (4)	7 10% (4)	13 16% (4)	16 12% (4)	13 12% (4)	46 12% (4)	9 10% (4)	3 5% (4)	9 14% (4)	



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

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%
PAT MCCRORY	288 48% (1)	146 69% (1) CD	80 30% (2)	62 52% (1) C	83 68% (1) GHIj	63 72% (1) GHIJ	36 34% (2)	44 27% (3)	31 52% (1) GH	31 51% (1) GH	21 18% (3)	84 69% (2) K	172 55% (1) KL	33 25% (2)	239 55% (1) N	14 47% (1) n	145 47% (1) S	106 53% (1) S	9 27% (2)	153 71% (1) UV	57 25% (3)	72 50% (1) U	69 46% (1)	219 49% (1)
BARACK OBAMA	273 45% (2)	26 12% (3)	199 74% (1) BD	48 40% (2) B	13 11% (4)	13 15% (3)	77 73% (1) EFIJ	122 74% (1) EFIJ	23 38% (2) EF	25 42% (2) EF	100 85% (1) LM	124 61% (1) M	35 14% (3)	116 88% (1) OP	144 33% (2)	12 38% (2)	140 45% (2)	90 45% (2)	21 60% (1)	29 13% (4)	194 83% (1) TV	48 34% (2) T	66 44% (2)	206 46% (2)
ROBIN HUDSON	109 18% (3)	25 12% (4)	69 26% (3) BD	15 12% (3)	14 12% (3)	11 13% (4)	23 22% (3) ei	46 28% (2) EFIJ	7 11% (3)	8 13% (4)	32 27% (2) LM	32 16% (3)	41 16% (2)	23 17% (3)	78 18% (3)	8 26% (3)	59 19% (3) s	36 18% (3)	3 9% (3)	29 14% (3)	60 26% (2) TV	18 13% (3)	23 16% (3)	86 19% (3)
ERIC LEVINSON	68 11% (4)	34 16% (2) C	21 8% (4)	14 11% (4)	17 14% (2) G	17 19% (2) GhI	5 5% (4)	16 9% (4)	4 7% (4)	9 15% (3) g	9 8% (4)	26 13% (4)	33 13% (4)	16 12% (4)	51 12% (4)	1 4% (4)	35 11% (4) S	23 12% (4) S	1 2% (4)	33 16% (2) U	20 8% (4)	15 11% (4)	16 11% (4)	52 12% (4)



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

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

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

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11% uVW
**D/S (FAVORABLE - UNFAVORABLE)	-40 -7%	11 9% CDEFG	-9 -11%	-12 -18%	-10 -9%	-8 -6% d	-12 -15%	-54 -19%	13 4% H	6 40% KLMN	-7 -6% m	-1 -	-22 -16%	-16 -11%	1 1% PQ	-28 -21%	-26 -36%	6 8% oPQ	3 2% PQ	5 4% PQ	-74 -19%	28 30% UWX	-2 -5% U	5 8% UW
TOTAL HEARD OF	599 100%	126 99%	88 100%	68 100%	112 100%	125 100%	79 100%	288 100%	311 100%	15 100%	105 100%	185 99%	140 100%	154 100%	84 100%	131 100%	73 100%	78 100%	126 99%	107 100%	384 100%	93 100%	48 100%	67 100%
TOTAL FAVORABLE																								
MAY 20-22, 2014	273 45%	67 53% d	38 43%	27 39%	51 45%	58 46%	32 41%	113 39%	160 51% H	10 67% Mn	47 45%	91 49%	58 41%	68 44%	40 48% q	50 38%	23 31%	41 53% pQ	63 50% pQ	55 52% PQ	151 39%	59 64% Uw	22 47%	36 53% U
APR 19, 21-22, 2014	289 48%	71 57% ceG	35 43%	33 45%	50 44%	73 55% G	27 35%	119 41%	170 54% H	14 68% n	51 49%	87 49%	62 48%	75 44%	43 50%	43 38%	32 37%	40 53% q	82 57% PQ	48 52% PQ	163 43%	72 63% UX	31 52%	19 43%
MAR 18-20, 2014	275 46%	62 49%	40 45%	37 52%	49 42%	57 48%	30 39%	114 40%	161 51% H	6 31%	46 48%	86 46%	67 50%	69 43%	32 40%	50 40%	32 39%	40 49%	73 55% oPQ	48 49%	-	-	-	-
JAN 23, 25-26, 2014	276 46%	62 51%	40 43%	33 50%	47 41%	62 51%	31 39%	128 44%	148 47%	8 46%	53 53%	86 46%	54 43%	74 44%	41 49%	54 43%	33 41%	43 55%	58 44%	46 47%	-	-	-	-
TOTAL UNFAVORABLE																								
MAY 20-22, 2014	313 52%	56 44%	48 54%	39 57%	61 54%	65 52%	44 56%	167 58% I	147 47% j	4 27% j	54 51% j	91 49% j	80 57% J	84 54% J	40 47%	78 60% rst	49 66% ORST	35 45%	61 48%	51 47%	224 58% Vx	31 33%	25 52% v	31 46%
APR 19, 21-22, 2014	291 48%	47 38%	44 54% B	37 50%	60 53% B	58 44%	45 59% Bf	159 55% I	132 42%	6 32%	49 47%	82 46%	64 50%	89 53%	43 49%	63 56% rS	53 60% RSt	30 39%	61 42%	41 45%	197 52% V	40 34%	28 47%	26 57% V
MAR 18-20, 2014	312 52%	60 47%	48 53%	31 44%	65 56%	61 51%	47 60% d	167 58% I	145 46%	12 63%	47 49%	99 52%	62 47%	91 56%	47 58%	70 56%	49 60% S	38 47%	59 44%	47 49%	-	-	-	-
JAN 23, 25-26, 2014	303 50%	57 46%	48 52%	30 44%	65 56%	58 48%	45 56%	152 53%	151 48%	8 50%	44 44%	96 51%	67 52%	88 52%	41 49%	67 54%	44 55%	33 42%	68 51%	49 50%	-	-	-	-
VERY FAVORABLE	175 29%	47 37% cD	21 24%	15 21%	38 34% d	33 26%	22 28%	70 24%	105 34% H	7 45%	26 25%	56 30%	41 29%	44 29%	24 29%	32 24%	14 19%	24 31%	42 33% Q	38 36% pQ	93 24%	37 40% U	16 33%	24 36% u
SOMEWHAT FAVORABLE	98 16%	21 16%	17 19%	12 18%	13 11%	25 20% e	10 13%	43 15%	55 18%	3 22%	21 20%	34 18%	17 12%	23 15%	16 19%	18 14%	9 12%	17 22%	21 17% Q	17 16% pQ	58 15%	22 23%	7 14%	11 17%

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

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

Continued

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

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)
SOMEWHAT UNFAVORABLE	54 9%	10 8%	7 8%	6 9%	10 8%	15 12%	6 8%	27 10%	27 9%	2 13%	13 13%	16 9%	11 8%	11 7%	13 16% prt	8 6%	6 9%	4 6%	16 13% pt	6 6%	33 9%	9 10%	6 12%	5 8%
VERY UNFAVORABLE	259 43%	46 36%	40 45%	33 48%	51 46%	51 40%	38 48%	139 48% I	120 38%	2 14%	40 38% J	75 40% J	69 49% J	73 47% J	27 32%	70 54% OrSt	42 58% OrST	31 40%	44 35%	45 42%	192 50% Vx	22 23%	19 39% v	25 38% v
HEARD OF/NO OPINION	13 2%	2 2%	3 3%	3 4%	1 1%	2 2%	2 2%	8 3%	5 1%	1 6%	4 4%	3 2%	2 1%	3 2%	4 5%	2 2%	2 3%	1 2%	3 2%	1 1%	9 2%	3 3%	1 1%	1 1%
NEVER HEARD OF	1 -	1 1%	-	-	-	-	-	-	1 -	-	-	1 1%	-	-	-	-	-	-	1 1%	-	1 -	-	-	-
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.2	0.8	0.7	0.8	0.9	0.7	0.7	1.1	2.5	0.9	1.0	0.7	0.8	1.0	0.6	0.5	1.2	1.0	1.1	0.7	1.9	0.9	1.2



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

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

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

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600	210	270	120	122	88	106	164	60	60	117	204	249	132	432	31	308	200	34	215	233	143	150	450
	100%	35%	45%	20%	20%	15%	18%	27%	10%	10%	19%	34%	41%	22%	72%	5%	51%	33%	6%	36%	39%	24%	25%	75%
**D/S (FAVORABLE - UNFAVORABLE)	-40	-152	134	-22	-92	-60	51	83	-13	-9	85	48	-173	99	-131	-7	-22	-18	9	-153	160	-44	-13	-27
	-7%	-72%	50%	-19%	-75%	-68%	48%	50%	-22%	-15%	72%	24%	-70%	75%	-30%	-21%	-7%	-9%	26%	-71%	69%	-30%	-8%	-6%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP				QR		TV	T			
TOTAL HEARD OF	599	209	270	120	122	87	106	164	60	60	117	203	249	132	431	31	307	200	34	214	233	143	150	449
-----	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
TOTAL FAVORABLE																								

MAY 20-22, 2014	273	26	199	48	13	13	77	122	23	25	100	124	35	116	144	12	140	90	21	29	194	48	66	206
	45%	12%	74%	40%	11%	15%	73%	74%	38%	42%	85%	61%	14%	88%	33%	38%	45%	45%	60%	13%	83%	34%	44%	46%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP						TV	T			
APR 19, 21-22, 2014	289	17	215	57	8	9	80	135	30	26	108	118	53	118	154	15	148	103	29	12	207	69	77	212
	48%	8%	80%	47%	7%	9%	74%	84%	45%	50%	87%	59%	21%	89%	36%	51%	48%	48%	61%	6%	85%	45%	51%	47%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP						TV	T			
MAR 18-20, 2014	275	22	201	52	9	13	81	120	25	27	106	104	46	117	144	11	129	100	25	13	212	46	74	201
	46%	10%	74%	43%	8%	13%	69%	78%	39%	47%	86%	51%	19%	89%	33%	38%	44%	46%	55%	6%	82%	37%	49%	45%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP						TV	T			
JAN 23, 25-26, 2014	276	21	199	56	13	8	88	111	27	29	106	92	60	119	137	18	148	90	18	18	207	46	80	196
	46%	10%	74%	47%	12%	7%	71%	76%	44%	49%	88%	53%	21%	90%	32%	59%	47%	44%	55%	9%	82%	34%	53%	44%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP		O				TV	T		x	
TOTAL UNFAVORABLE																								

MAY 20-22, 2014	313	177	66	70	105	73	26	39	36	35	15	75	209	16	275	18	161	108	12	181	34	92	79	234
	52%	84%	24%	58%	86%	83%	25%	24%	60%	57%	13%	37%	84%	12%	64%	59%	52%	54%	34%	85%	15%	64%	53%	52%
			CD	C		GHIJ	GHIJ		GH	GH	K	KL	KL	N	N	N	s	S		UV	U			
APR 19, 21-22, 2014	291	189	41	61	103	86	20	21	36	25	11	75	197	7	269	10	148	107	16	188	25	76	69	222
	48%	90%	15%	51%	93%	87%	18%	13%	53%	48%	9%	38%	77%	5%	62%	35%	48%	50%	33%	93%	10%	50%	46%	49%
			CD	C	GHIJ	GHIJ			GH	GH	K	KL	NP	N	N	s				UV	U			
MAR 18-20, 2014	312	183	68	61	96	86	35	32	35	26	16	94	192	12	278	17	152	117	19	184	43	74	71	240
	52%	87%	25%	51%	88%	85%	31%	21%	55%	46%	13%	46%	79%	9%	64%	58%	52%	53%	42%	91%	17%	59%	47%	53%
			CD	C	GHIJ	GHIJ			GH	GH	K	KL	N	N						UV	U			
JAN 23, 25-26, 2014	303	184	58	60	88	96	32	26	32	29	15	69	213	7	281	12	156	106	15	175	38	82	69	234
	50%	88%	22%	50%	85%	90%	26%	18%	52%	48%	12%	40%	76%	6%	65%	38%	49%	52%	44%	88%	15%	61%	46%	52%
			CD	C	GHIJ	GHIJ			GH	GH	K	KL	NP	N						UV	U			
VERY FAVORABLE	175	7	141	26	6	2	52	89	12	14	76	72	16	86	79	8	80	63	14	8	140	27	36	139
	29%	4%	52%	22%	5%	2%	49%	54%	21%	23%	65%	35%	7%	65%	18%	27%	26%	31%	42%	4%	60%	19%	24%	31%
			BD	B			EFIJ	EFIJ	EF	EF	LM	M	OP	OP						TV	T			

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

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

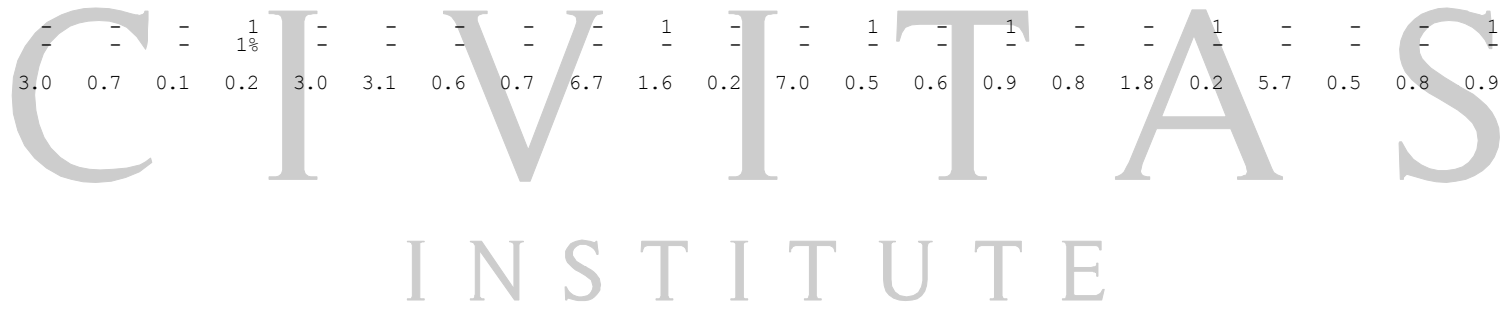
Continued

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

Barack Obama

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EML- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
SOMEWHAT FAVORABLE	98 16%	18 9%	58 21% B	22 18% B	7 6%	11 12%	25 24% Ef	33 20% E	10 17% E	11 19% E	24 21% M	52 26% M	19 8%	29 22%	65 15%	3 11%	59 19%	27 14%	6 18%	20 9%	55 23% Tv	21 15%	30 20%	68 15%
SOMEWHAT UNFAVORABLE	54 9%	19 9%	23 8%	12 10%	13 10%	7 8%	7 6%	16 10%	8 14%	4 7%	5 4%	25 12% K	22 9% k	5 4%	42 10% N	6 21% n	30 10%	15 7%	3 8%	15 7%	17 7%	22 16% TU	14 10%	40 9%
VERY UNFAVORABLE	259 43%	158 75% CD	43 16% C	58 48% C	92 76% GHIJ	66 75% GHIJ	20 18%	23 14%	27 46% GH	31 51% GH	10 9%	51 25% K	187 75% KL	11 8%	233 54% N	12 38% N	131 43% s	93 47% S	9 27%	167 78% UV	17 7%	70 49% U	65 43%	194 43%
HEARD OF/NO OPINION	13 2%	6 3%	5 2%	2 2%	4 3%	2 2%	3 3%	2 1%	2 3%	1 1%	2 2%	3 2%	5 2%	- -	12 3% N	1 2%	6 2%	2 1%	2 6%	3 2%	4 2%	3 2%	4 3%	9 2%
NEVER HEARD OF	1 -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 -	- -	- -	1 -	- -	1 -	- -	- -	1 -	- -	- -	- -	1 -
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.1	3.0	0.7	0.1	0.2	3.0	3.1	0.6	0.7	6.7	1.6	0.2	7.0	0.5	0.6	0.9	0.8	1.8	0.2	5.7	0.5	0.8	0.9



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

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

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

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)	
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11%	
**D/S (FAVORABLE - UNFAVORABLE)	58 10%	4 3%	9 10% b	10 15% BEG	4 4%	28 22% BCEG	3 4%	48 17% I	10 3%	-6 -39%	19 18% JL	-7 -4% j	19 14% JL	33 21% JLm	-4 -4% s	24 18% OST	28 38% OPRST	15 19% OS	-15 -12% OS	10 10% OS	61 16% VW	-13 -14% VW	-2 -4% v	15 23% vW	
TOTAL HEARD OF	578 96%	126 99% Dg	86 97%	62 90%	110 98% d	122 98% d	73 93%	279 97%	299 96%	15 100% LMN	100 96%	179 96%	135 97%	149 96%	80 95%	130 100% qS	69 94%	78 100% oQSt	118 93%	103 97%	370 96%	90 96%	48 100% Ux	64 94%	
TOTAL FAVORABLE																									
MAY 20-22, 2014	288 48%	61 48%	39 44%	32 46%	52 47%	70 56%	34 43%	150 52% i	138 44%	4 25%	55 52% J	76 41%	72 51% JL	81 53% JL	35 42%	70 54% S	45 61% OS	41 53% S	45 36%	51 48% s	199 52% V	33 36%	20 42%	35 52% v	
APR 19, 21-22, 2014	264 44%	41 32%	38 46% b	35 48% b	61 54% B	57 44%	31 42%	138 48% i	125 40%	10 51%	36 35%	74 42%	56 44%	87 51% K	33 37%	57 51% S	48 55% OS	31 41%	52 36%	42 47%	178 47%	44 38%	25 41%	18 39%	
MAR 18-20, 2014	264 44%	63 49% E	42 47%	25 36%	39 34%	63 53% DE	32 41%	139 48% i	125 40%	9 46%	44 47%	81 43%	50 38%	80 49% m	39 49% s	61 49% S	38 47% S	35 44%	43 32%	47 48% S	-	-	-	-	
JAN 23, 25-26, 2014	259 43%	47 39%	38 41%	26 39%	54 46%	61 50% b	32 40%	123 43%	136 44%	3 19%	48 48% J	78 42% J	55 43% J	75 44% J	30 36%	56 45% J	37 46%	40 50% o	54 40%	42 43%	-	-	-	-	
TOTAL UNFAVORABLE																									
MAY 20-22, 2014	229 38%	57 45% d	30 34%	21 31%	48 43%	42 34%	31 39%	101 35%	128 41%	10 64% KMN	36 34%	83 44% N	53 38%	49 32%	39 46% Q	46 35% q	17 23%	27 34%	61 48% pQ	41 38% Q	138 36%	46 49% UX	22 45% x	19 29%	
APR 19, 21-22, 2014	252 42%	72 58% CDEG	29 35%	22 29%	39 35%	62 48% cDe	28 37%	114 40%	138 44%	9 44%	38 37%	85 48% N	58 45%	62 36%	37 42%	44 39%	33 38%	30 40%	76 52% pQT	32 35%	155 41%	49 43%	31 52% x	14 32%	
MAR 18-20, 2014	279 46%	56 44%	38 42%	34 48%	64 55% f	49 41%	38 49%	126 44%	153 49%	7 37%	42 44%	92 49%	74 56% N	63 39%	36 44%	58 46%	32 40%	33 41%	78 58% pORT	42 43%	-	-	-	-	
JAN 23, 25-26, 2014	262 44%	65 53% E	42 45%	28 42%	42 37%	52 43%	32 41%	123 43%	139 45%	9 57%	43 43%	80 43%	56 44%	73 43%	41 50% p	47 38%	34 42%	30 38%	65 49% p	43 44%	-	-	-	-	
VERY FAVORABLE	105 18%	18 14%	16 18%	11 16%	23 20%	25 20%	13 16%	60 21% i	45 15%	1 8%	10 10%	28 15%	35 25% JKL	30 20% k	10 11%	29 23% OR	21 28% ORSt	8 10%	19 15%	18 17%	75 19% V	8 8%	9 19%	12 18% v	

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

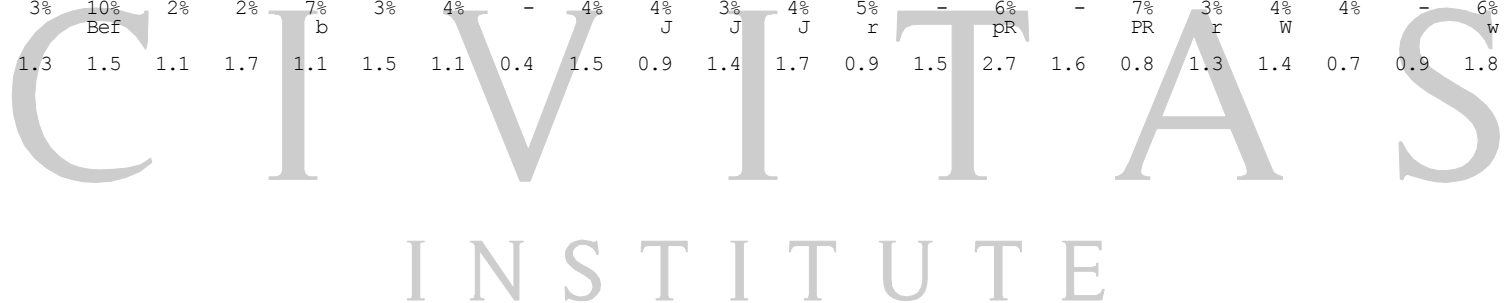
NATIONAL RESEARCH INC

Continued

now, please tell me if you have a favorable or unfavorable opinion of ... Pat McCrory

BANNER 1

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



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

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

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN- EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)	
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%	
**D/S (FAVORABLE - UNFAVORABLE)	58 10%	111 53% CD	-70 -26%	18 15% C	64 53% GHIJ	47 53% GHIJ	-20 -19%	-50 -31%	5 8% GH	13 22% GHI	-60 -51%	-10 -5% K	128 52% KL	-42 -32%	99 23% NP	2 8% N	19 6% S	36 18% QS	-9 -26%	120 56% UV	-84 -36%	19 13% U	11 8%	47 10%	
TOTAL HEARD OF	578 96%	202 96%	260 96%	116 97%	116 95%	86 98%	104 98%	156 96%	59 99%	57 94%	113 96%	197 97%	240 97%	125 95%	418 97%	30 98%	300 97%	194 97%	34 100% QR	208 97%	225 97%	138 96%	144 96%	434 96%	
TOTAL FAVORABLE																									
MAY 20-22, 2014	288 48%	146 69% CD	80 30%	62 52% C	83 68% GHIJ	63 72% GHIJ	36 34%	44 27%	31 52% GH	31 51% GH	21 18%	84 41% K	172 69% KL	33 25%	239 55% N	14 47% n	145 47% S	106 53% S	9 27%	153 71% UV	57 25%	72 50% U	69 46%	219 49%	
APR 19, 21-22, 2014	264 44%	146 70% CD	67 25%	50 42% C	83 74% GHIJ	63 64% GHIJ	28 25%	39 24%	28 41% GH	23 43% GH	26 21%	67 34% K	167 65% KL	28 21%	222 51% N	11 37% n	130 42% S	100 47% S	17 36%	145 72% UV	56 23%	61 40% U	62 41%	202 45%	
MAR 18-20, 2014	264 44%	149 71% CD	68 25%	47 39% C	83 77% FGHIJ	65 65% GHIJ	31 26%	38 25%	25 40% gH	22 38% h	21 17%	82 40% K	154 63% KL	26 20%	216 50% N	19 62% N	133 46% s	101 46% s	14 30%	146 72% UV	51 20%	63 50% U	62 41%	202 45%	
JAN 23, 25-26, 2014	259 43%	148 71% CD	60 22%	50 42% C	70 68% GHIJ	78 73% GHIJ	33 27%	27 19%	20 32% H	31 52% GHi	14 12%	57 33% K	185 66% KL	22 17%	222 51% N	12 40% n	141 45% n	89 43%	10 31%	139 69% UV	56 22%	59 44% U	61 40%	198 44%	
TOTAL UNFAVORABLE																									
MAY 20-22, 2014	229 38%	35 17%	150 56% BD	44 37% B	19 15%	16 18%	56 53% EFJ	94 57% EFiJ	26 44% EF	18 29% e	81 69% LM	94 46% M	44 18%	75 57% O	140 32%	12 39%	127 41% S	69 35%	18 53% r	33 15%	141 61% TV	53 37% T	57 38%	172 38%	
APR 19, 21-22, 2014	252 42%	33 16%	168 62% BD	51 43% B	17 15%	16 17%	70 64% EFiJ	98 61% EFiJ	28 41% EF	24 45% EF	85 68% LM	101 51% M	59 23%	86 65% O	150 35%	13 45%	134 43% S	92 43% S	19 42%	29 14% TV	155 64% TV	67 44% T	65 43%	188 42%	
MAR 18-20, 2014	279 46%	36 17%	185 69% BD	57 48% B	14 13%	22 21%	81 70% EFiJ	104 68% EFiJ	31 49% EF	27 47% EF	89 72% LM	110 54% M	64 26%	88 67% OP	179 41%	11 36%	134 46% S	98 45% S	22 49%	36 18% TV	183 71% TV	51 40% T	74 50%	204 45%	
JAN 23, 25-26, 2014	262 44%	45 21%	167 62% BD	51 43% B	24 23%	21 20%	71 57% EFJ	96 65% EFiJ	28 47% EF	23 38% eF	88 73% LM	96 56% M	62 22%	82 62% O	165 38%	14 44%	138 44% S	87 42% S	16 47%	41 20% TV	160 63% TV	57 42% T	65 43%	198 44%	
VERY FAVORABLE	105 18%	63 30% CD	22 8%	20 17% C	38 31% GHJ	25 29% GHJ	10 10%	12 7%	12 19% H	9 14%	4 4%	21 10% K	76 31% KL	5 3%	95 22% N	4 14%	49 16%	44 22% S	3 7%	65 30% UV	13 5%	25 18% U	15 10%	90 20% W	

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

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

Continued

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

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
SOMEWHAT FAVORABLE	183 30%	83 39% C	58 21%	42 35% C	45 37% gH	38 43% GH	26 24%	32 20%	19 32% h	23 37% H	17 14%	63 31% K	96 39% K	28 21%	144 33% N	10 33%	96 31%	61 30%	7 20%	89 41% U	45 19%	47 33% U	54 36%	129 29%
SOMEWHAT UNFAVORABLE	77 13%	17 8%	43 16% B	17 14%	11 9%	6 6%	11 10%	33 20% EFG	9 16% f	7 12%	20 17% m	32 16% M	22 9%	26 20% O	46 11%	4 13%	46 15% r	19 9%	3 10%	18 8%	35 15% T	24 17% T	29 19% x	48 11%
VERY UNFAVORABLE	152 25%	18 9%	107 40% BD	27 23% B	8 6%	11 12%	46 43% EFiJ	61 38% EFJ	17 29% EF	10 17% e	61 52% LM	62 30% M	22 9%	48 37% O	94 22%	8 26%	81 26%	51 25%	15 43% qr	15 7%	106 46% TV	29 20% T	29 19%	124 27% w
HEARD OF/NO OPINION	61 10%	21 10%	30 11%	10 8%	14 12% I	7 8%	12 11% i	19 11% I	2 3% I	8 14% I	11 10%	19 9%	23 9%	18 13%	39 9%	4 12%	27 9%	19 9%	7 20%	21 10%	27 12%	13 9%	18 12%	43 10%
NEVER HEARD OF	22 4%	8 4%	10 4%	4 3%	6 5%	2 2%	2 2%	7 4%	1 1%	3 6%	4 4%	6 3%	8 3%	7 5%	14 3%	1 2%	8 3% S	7 3% S	-	7 3%	7 3%	5 4%	6 4%	16 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	4.2	0.5	1.4	4.4	3.9	0.6	0.5	1.2	1.8	0.3	0.9	3.9	0.4	1.7	1.2	1.1	1.5	0.5	4.6	0.4	1.4	1.2	1.3



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

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)
BASE=TOTAL SAMPLE	600 100%	127 21%	88 15%	68 11%	112 19%	125 21%	79 13%	288 48%	312 52%	15 3%	105 17%	186 31%	140 23%	154 26%	84 14%	131 22%	73 12%	78 13%	127 21%	107 18%	385 64%	93 16%	48 8%	67 11%
THE JOB KAY HAGAN IS DOING AS US SENATOR?	268 45% (1)	58 45% (2)	44 49% (1)	26 38% (1)	52 47% (1)	59 47% (2)	30 38% (1)	123 43% (1)	145 47% (2)	9 61% (2)	43 41% (2)	87 47% (2)	60 43% (1)	68 44% (1)	41 49% (2)	54 41% (1)	28 38% (1)	33 43% (2)	63 49% (1)	49 46% (2)	156 40% (1)	55 59% (2)	23 49% (1)	31 45% (2)
THE JOB BARACK OBAMA IS DOING AS PRESIDENT?	268 45% (2)	67 53% (1) Dg	41 46% (2)	24 35% (2)	48 42% (2)	60 48% (1)	29 37% (2)	117 41% (2)	151 49% (1)	11 69% (1) h kLMN	46 44% (1)	90 49% (1)	57 41% (2)	64 41% (2)	44 52% (1) Q	52 40% (2)	21 29% (2)	37 47% (1)	62 49% (2)	53 49% (1) Q	149 39% (2)	59 63% (1) U	23 47% (2)	34 50% (1)



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

PAGE 28
Table 10-2
Summary Table: % Total Approve

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%
THE JOB KAY HAGAN IS DOING AS US SENATOR?	268 45% (1)	32 15% (1)	188 70% (2)	49 40% (2)	15 12% (1)	17 19% (1)	81 76% (1)	107 65% (2)	27 45% (1)	22 36% (2)	94 80% (2)	120 59% (1)	40 16% (1)	99 75% (2)	153 35% (1)	15 49% (2)	139 45% (1)	92 46% (1)	18 53% (2)	37 17% (1)	176 76% (2)	53 37% (1)	70 47% (1)	199 44% (2)
THE JOB BARACK OBAMA IS DOING AS PRESIDENT?	268 45% (2)	24 12% (2)	194 72% (1)	50 41% (1)	13 11% (2)	11 13% (2)	78 73% (2)	116 71% (1)	26 43% (2)	24 40% (1)	100 86% (1)	116 57% (2)	37 15% (2)	113 86% (1)	137 32% (2)	16 53% (1)	137 44% (2)	87 44% (2)	22 64% (1)	24 11% (2)	196 84% (1)	47 33% (2)	67 44% (2)	202 45% (1)



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

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Now, please tell me whether you approve or disapprove of... The job Barack Obama is doing as President?

BANNER 1

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

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

Continued

Now, please tell me whether you approve or disapprove of... The job Barack Obama is doing as President?

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						MARITAL STATUS			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED -MONT TRIAD (E)	CHAR- LOTTE (F)	WEST- ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	MARR- IED (U)	SIN- GLE (V)	DIV/ SEP (W)	WID- OWED (X)	
SOMEWHAT DISAPPROVE	67 11%	18 14%	8 9%	5 8%	13 12%	16 13%	7 9%	30 10%	37 12%	2 11%	17 16% m	25 13% M	9 7%	15 10%	11 14%	12 9%	7 9%	9 12%	19 15%	9 9%	44 12%	11 11%	4 8%	8 13%	
STRONGLY DISAPPROVE	258 43%	42 33%	40 45% b	35 51% B	52 46% b	49 39%	40 51% B	138 48% I	119 38%	3 20%	40 38%	70 37%	72 52% JkL	73 47% Jl	27 32%	66 51% OST	45 62% ORST	32 41%	45 35%	42 40%	190 49% VX	22 23%	20 42% V	23 35%	
UNDECIDED/DON'T KNOW	7 1%	1 -	- -	4 6% bcef	- -	- -	2 2%	3 1%	4 1%	- -	2 2%	1 -	1 1%	2 1%	2 3%	1 -	- -	- -	2 1%	2 2%	2 -	2 2%	1 2%	2 3%	



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

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Now, please tell me whether you approve or disapprove of ... The job Barack Obama is doing as President?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE	
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
BASE=TOTAL SAMPLE	600 100%	210 35%	270 45%	120 20%	122 20%	88 15%	106 18%	164 27%	60 10%	60 10%	117 19%	204 34%	249 41%	132 22%	432 72%	31 5%	308 51%	200 33%	34 6%	215 36%	233 39%	143 24%	150 25%	450 75%
**D/S (APPROVE - DISAPPROVE)	-57 -9%	-159 -76%	122 45% BD	-20 -17% B	-93 -77%	-66 -75%	50 47% EFIJ	72 71% EFIJ	-8 -14% EF	-12 -20% EF	84 72% LM	31 15% M	-173 -70%	95 72% OP	-152 -35%	2 8% O	-33 -11%	-24 -12%	10 29% QR	-166 -77%	160 69% TV	-47 -33% T	-14 -10%	-42 -9%
TOTAL APPROVE																								
MAY 20-22, 2014	268 45%	24 12%	194 72% BD	50 41% B	13 11%	11 13%	78 73% EFIJ	116 71% EFIJ	26 43% EF	24 40% EF	100 86% LM	116 57% M	37 15%	113 86% OP	137 32%	16 53% o	137 44%	87 44%	22 64% QR	24 11%	196 84% TV	47 33% T	67 44%	202 45%
APR 19, 21-22, 2014	280 47%	16 8%	211 78% BD	52 43% B	7 7%	9 9%	81 74% EFIJ	130 81% EFIJ	27 40% EF	25 47% EF	105 84% LM	119 60% M	48 19%	116 88% OP	147 34%	14 47%	151 49%	95 45%	25 55%	13 7%	201 83% TV	64 42% T	71 47%	209 46%
MAR 18-20, 2014	276 46%	24 12%	202 75% BD	50 42% B	11 10%	13 13%	79 68% EFIJ	122 79% EFIJ	21 34% EF	29 51% EFI	104 85% LM	104 51% M	49 20%	118 89% OP	143 33%	14 47%	131 45%	100 46%	25 54%	17 9%	208 81% TV	47 37% T	73 49%	203 45%
JAN 23, 25-26, 2014	268 45%	19 9%	197 73% BD	52 44% B	10 10%	9 8%	87 70% EFIJ	110 75% EFIJ	24 39% EF	28 48% EF	103 85% LM	89 52% M	55 20%	121 92% OP	127 29%	17 57% O	142 45%	90 44%	18 55%	16 8%	203 80% TV	43 32% T	78 52% x	190 42%
TOTAL DISAPPROVE																								
MAY 20-22, 2014	325 54%	183 87% CD	72 27% C	69 58% C	106 87% GHIJ	77 87% GHIJ	28 27%	44 27%	34 57% GH	36 59% GH	16 14%	85 42% K	210 85% KL	18 14%	290 67% Np	14 45% N	169 55% S	111 55% S	12 36%	190 89% UV	35 15%	94 66% U	81 54%	244 54%
APR 19, 21-22, 2014	300 50%	193 92% CD	42 16% C	65 54% C	104 93% GHIJ	88 90% GHIJ	20 18%	22 14%	38 56% GH	27 52% GH	12 10%	77 38% K	204 79% KL	7 6%	275 64% Np	12 42% N	144 47%	115 54%	40% 40%	19 93% UV	29 12%	80 52% U	72 48%	228 51%
MAR 18-20, 2014	317 53%	185 88% CD	67 25% C	65 54% C	97 89% GHIJ	88 87% GHIJ	37 32%	30 20%	40 63% GHJ	26 45% H	17 14%	98 48% K	194 80% KL	12 9%	285 66% N	16 53% N	156 54%	117 53%	20 44%	184 91% UV	46 18%	76 61% U	75 50%	242 54%
JAN 23, 25-26, 2014	314 52%	188 89% CD	63 23% C	63 52% C	91 88% GHIJ	96 91% GHIJ	33 27%	30 20%	33 55% GH	30 50% GH	15 12%	74 43% K	218 78% KL	5 4%	293 68% NP	12 40% N	163 52%	107 52%	15 45%	181 91% UV	41 16%	84 63% U	69 46%	244 54%
STRONGLY APPROVE	139 23%	5 2% BD	112 42% B	21 18% B	2 2%	2 3%	49 46% EFIJ	64 39% EFIJ	9 15% EF	13 21% EF	63 54% LM	51 25% M	15 6%	68 52% Op	60 14%	9 29%	62 20%	50 25%	13 37% q	5 2%	114 49% TV	19 13% T	29 19%	110 24%
SOMEWHAT APPROVE	130 22%	20 9%	82 30% B	28 24% B	11 9%	9 10%	29 28% EF	53 32% EFJ	17 29% EF	11 19%	38 32% M	65 32% M	22 9%	45 34% O	77 18%	7 24%	75 24%	37 18%	9 28%	19 9%	81 35% TV	27 19% T	38 25%	92 20%

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

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

Now, please tell me whether you approve or disapprove of ... The job Barack Obama is doing as President?

BANNER 2

	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS			PARTY ID			PHONE TYPE		
	TOTAL (A)	GOP (B)	DEM (C)	IND (D)	GOP MEN (E)	GOP WOMEN (F)	DEM MEN (G)	DEM WOMEN (H)	IND MEN (I)	IND WOMEN (J)	LIB (K)	MOD (L)	CONS (M)	BLACK (N)	WHITE (O)	OTHER (P)	FULL TIME (Q)	RET- IRED (R)	UN-EMPL- OYED (S)	GOP (T)	DEM (U)	IND (V)	CELL (W)	LAND (X)
SOMEWHAT DISAPPROVE	67 11%	28 13%	25 9%	15 12%	14 12%	13 15%	10 9%	15 9%	6 10%	9 14%	8 7%	30 15% K	28 11%	9 7%	54 13% n	3 11%	42 13%	18 9%	2 7%	26 12%	17 7%	24 17% U	14 9%	53 12%
STRONGLY DISAPPROVE	258 43%	156 74% CD	47 18%	55 46% C	92 76% GHIJ	63 72% GHIJ	18 17%	29 18%	28 47% GH	27 45% GH	8 7%	55 27% K	183 74% KL	9 6%	236 55% Np	11 34% N	128 42%	93 47% s	10 29%	164 76% UV	19 8%	70 49% U	67 45%	191 42%
UNDECIDED/DON'T KNOW	7 1%	3 1%	3 1%	1 1%	3 2%	-	-	3 2%	-	1 1%	1 -	3 2%	1 -	1 1%	5 1%	1 2%	1 -	2 1%	-	1 -	1 1%	3 2%	2 1%	4 1%



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



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