

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Republican Primary for Governor were being held today to determine the Republican Nominee for Governor, would you vote for Pat McCrory or someone else?

BANNER 1

	MEDIA MARKET														KEY REGIONS				GENDER		AGE						PARTY REG		
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- INGTON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST NC (K)	PIED- MONT TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)					
BASE=GOP/OTHER	318 100%	98 31%	103 33%	55 17%	27 9%	13 4%	12 4%	10 3%	78 25%	38 12%	19 6%	54 17%	76 24%	53 17%	162 51%	156 49%	39 12%	85 27%	88 28%	45 14%	60 19%	198 62%	- -	120 38%					
**D/S (MCCRORY - SOMEONE ELSE)	66 21%	17 17% F	32 31% BdeFH	10 18% F	4 14%	- 2%	2 20%	1 8%	17 22% kn	5 14%	1 7%	8 15%	29 38% iJKLN	5 10%	33 20%	33 21%	8 20%	21 25%	12 14%	11 24%	13 22%	59 30% X	- -	7 6%					
TOTAL MCCRORY -----	122 38%	32 32%	53 51% BFG	21 38%	8 30%	3 23%	2 20%	3 31%	27 35%	10 26%	6 31%	20 37%	43 56% IJKLN	16 30%	58 36%	64 41%	13 34%	37 44%	32 36%	20 45%	19 32%	94 47% X	- -	28 23%					
TOTAL SOMEONE ELSE -----	56 18%	15 15% G	20 20% G	11 20% G	4 16% g	3 21%	- -	2 23%	10 13%	4 12%	5 24%	12 22%	14 19%	11 21%	25 15%	31 20%	6 14%	16 19%	20 22% U	9 20%	6 10%	35 18%	- -	21 17%					
TOTAL LEAN/UNDECIDED -----	126 40%	43 43% C	30 29%	22 41%	12 46%	6 47%	8 70% Cd	4 46%	33 42% M	21 57% M	7 39%	22 41% m	18 24%	24 45% M	70 43%	56 36%	20 52% t	32 38%	31 36%	13 29%	29 49% T	67 34%	- -	59 49% V					
DEFINITELY MCCRORY	62 19%	18 19%	27 26% f	10 18%	4 14%	1 8%	1 9%	1 9%	14 18%	9 23%	2 9%	9 16%	23 30% KLN	6 12%	29 18%	33 21%	2 6%	23 27% Q	16 18% q	10 23% Q	10 17%	49 25% X	- -	12 10%					
PROBABLY MCCRORY	60 19%	13 14%	26 25% b	11 20%	5 17%	2 15%	1 10%	2 22%	13 17% J	1 3%	4 22% j	11 20% J	20 27% J	10 19% J	29 18%	31 20%	11 28%	14 17%	16 18%	10 22%	9 15%	45 23% X	- -	16 13%					
LEAN MCCRORY	16 5%	5 5% FH	6 6% FH	3 5%	1 4%	- -	1 10%	- -	2 2%	3 8%	1 4%	3 5%	6 8%	1 2%	8 5%	8 5%	- -	8 10% Qst	2 2%	1 2%	5 7% Q	8 4%	- -	8 6%					
UNDECIDED	101 32%	35 36% C	23 22%	19 34%	9 34%	6 47%	5 40%	4 46%	28 36% M	16 42% M	7 35%	19 34% M	11 14%	20 39% M	54 33%	47 30%	13 35%	22 25%	29 33%	12 27%	24 40% r	53 27%	- -	48 40% V					
LEAN SOMEONE ELSE	10 3%	3 3%	1 1%	1 2%	2 9%	- -	2 21%	- -	3 4%	2 6%	- -	1 2%	1 1%	2 4%	9 5% P	1 1%	7 17% STu	2 2%	- -	- -	1 1%	6 3%	- -	4 3%					
PROBABLY SOMEONE ELSE	39 12%	11 11% G	13 12% G	10 17% G	3 12%	2 12%	- -	1 9%	8 10%	2 5%	3 18%	10 17% j	8 10%	8 16%	16 10%	22 14%	6 14%	12 14%	14 16% U	4 8%	4 6%	27 13%	- -	12 10%					
DEFINITELY SOMEONE ELSE	17 6%	5 5% G	8 7% G	2 3%	1 4%	1 9%	- -	1 14%	2 3%	3 7%	1 7%	3 5%	7 9%	2 5%	9 5%	9 6%	- -	4 5% q	5 6% Q	6 12% Q	2 4% q	9 4%	- -	9 7%					
REFUSED	14 4%	9 9% CDH	1 1%	- -	2 8%	1 9%	1 10%	- -	8 10% LM	2 5%	1 6%	- -	1 1%	2 4%	9 5%	5 3%	- -	- -	5 6% QR	3 6% qr	6 10% QR	2 1%	- -	12 10% 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
N A T I O N A L R E S E A R C H I N C

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Republican Primary for Governor were being held today to determine the Republican Nominee for Governor, would you vote for Pat McCrory or someone else?

BANNER 2

	GENDER/AGE				PARTY REG/GENDER				IDEOLOGY			RACE				EMPLOYMENT STATUS					
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	BLACK (O)	WHITE (P)	HISP- ANIC (Q)	OTHER (R)	FULL TIME (S)	RET- IRED (T)	UN- EMPL- OYED (U)
BASE=GOP/OTHER	318 100%	85 27%	77 24%	82 26%	73 23%	98 31%	100 31%	-	-	64 20%	56 18%	28 9%	94 30%	189 59%	11 3%	288 90%	2 1%	12 4%	184 58%	76 24%	33 10%
**D/S (MCCRORY - SOMEONE ELSE)	66 21%	15 18%	18 23%	20 24%	13 18%	29 30% JK	30 30% JK	-	-	4 6%	3 5%	1 2%	13 14% L	53 28% LM	1 7%	64 22% OR	-	1 6%	46 25%	13 17%	6 19%
TOTAL MCCRORY -----	122 38%	28 34%	30 38%	38 47%	25 35%	44 45% JK	50 50% JK	-	-	14 22%	14 25%	8 30%	29 31%	84 44% M	4 40%	113 39%	1 59%	3 28%	78 42%	25 33%	13 39%
TOTAL SOMEONE ELSE -----	56 18%	13 15%	12 16%	18 22%	13 17%	15 15%	20 20%	-	-	10 16%	11 19%	8 27%	15 16%	31 16%	4 33%	49 17%	1 41%	3 23%	31 17%	12 15%	7 21%
TOTAL LEAN/UNDECIDED -----	126 40%	40 47% d	30 39%	26 31%	30 41%	38 39%	29 29%	-	-	32 51% G	27 48% G	8 28%	44 47% 1	69 37%	3 27%	112 39% Q	-	6 49% Q	68 37%	33 44%	12 37%
DEFINITELY MCCRORY	62 19%	15 17%	14 18%	19 23%	14 19%	21 21% K	29 29% JK	-	-	8 13%	4 7%	5 17%	15 16%	41 22%	-	61 21% OQR	-	1 7%	42 23% U	14 18%	2 7%
PROBABLY MCCRORY	60 19%	14 16%	15 20%	19 24%	12 16%	24 24% J	21 21% J	-	-	6 9%	10 18%	4 13%	14 15%	43 23%	4 40%	52 18%	1 59%	3 21%	36 20%	11 15%	11 32% t
LEAN MCCRORY	16 5%	5 6%	3 4%	6 7%	2 3%	6 6%	2 2%	-	-	2 3%	6 10% g	-	9 10% Ln	7 3% L	-	16 5% OQR	-	-	8 4% U	4 5% U	-
UNDECIDED	101 32%	27 31%	27 35%	20 24%	27 37%	26 27%	27 27%	-	-	27 43% fg	20 36%	5 18%	32 34%	59 31%	3 27%	87 30% Q	-	6 49% Q	51 28%	29 37%	12 37%
LEAN SOMEONE ELSE	10 3%	9 10% CDE	-	-	1 1%	6 6% G	-	-	-	3 5% g	1 2%	3 10%	3 4%	3 2%	-	10 3% OQR	-	-	9 5% tU	1 1%	-
PROBABLY SOMEONE ELSE	39 12%	9 10%	8 10%	16 20% e	6 8%	11 11%	16 16%	-	-	5 8%	7 12%	4 13%	9 9%	24 13%	2 14%	33 12%	1 41%	3 23%	23 12%	8 10%	3 10%
DEFINITELY SOMEONE ELSE	17 6%	4 5%	4 6%	2 3%	7 9%	4 4%	4 5%	-	-	5 7%	4 8%	4 14%	7 7%	7 4%	2 19%	15 5% QR	-	-	9 5%	4 5%	3 11%
REFUSED	14 4%	3 4%	5 7% D	-	5 7% D	1 1%	1 1%	-	-	8 12% FG	5 8% fg	4 15%	5 6%	5 2%	-	14 5% OQR	-	-	7 4%	6 8%	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
N A T I O N A L R E S E A R C H I N C

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Republican Primary for Governor were being held today to determine the Republican Nominee for Governor, would you vote for Pat McCrory or someone else?

BANNER 3

	EDUCATION					PARTY AFFILIATION						
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)
BASE=GOP/OTHER	318 100%	81 25%	79 25%	107 34%	50 16%	10 3%	22 7%	31 10%	215 68%	171 54%	44 14%	58 18%
**D/S (MCCRORY - SOMEONE ELSE)	66 21%	9 11%	15 19%	39 36%	4 8%	-6 -61%	2 10%	-4 -12%	66 31%	48 28%	18 41%	7 13%
TOTAL MCCRORY -----	122 38%	27 33%	29 37%	50 46%	16 33%	- -	5 23%	5 16%	101 47%	75 44%	26 58%	16 28%
TOTAL SOMEONE ELSE -----	56 18%	18 22%	14 18%	11 10%	12 25%	6 61%	3 13%	9 27%	35 16%	27 16%	8 17%	9 15%
TOTAL LEAN/UNDECIDED -----	126 40%	32 40%	35 45%	39 37%	18 37%	4 39%	8 36%	12 37%	77 36%	67 39%	10 22%	31 54%
DEFINITELY MCCRORY	62 19%	13 16%	15 19%	24 23%	9 19%	- -	2 9%	2 6%	48 22%	33 19%	15 33%	12 21%
PROBABLY MCCRORY	60 19%	14 17%	14 18%	25 24%	7 14%	- -	3 14%	3 10%	53 25%	42 25%	11 25%	4 7%
LEAN MCCRORY	16 5%	6 7%	4 5%	3 3%	3 5%	1 11%	1 4%	2 6%	9 4%	7 4%	2 4%	5 8%
UNDECIDED	101 32%	24 30%	28 36%	34 32%	13 26%	3 28%	7 32%	10 31%	62 29%	54 32%	8 18%	23 39%
LEAN SOMEONE ELSE	10 3%	2 3%	3 4%	2 2%	2 5%	- -	- -	- -	6 3%	6 3%	- -	4 7%
PROBABLY SOMEONE ELSE	39 12%	12 15%	9 12%	9 8%	9 17%	3 28%	3 13%	5 17%	26 12%	21 12%	5 12%	4 7%
DEFINITELY SOMEONE ELSE	17 6%	6 7%	5 6%	2 2%	4 8%	3 33%	- -	3 10%	9 4%	6 4%	3 6%	5 8%
REFUSED	14 4%	4 5%	- -	7 7%	3 6%	- -	6 28%	6 20%	3 1%	2 1%	1 2%	2 4%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Democratic Primary for Governor were being held today to determine the Democratic Nominee for Governor, would you vote for Bev Perdue or someone else?

BANNER 1

	MEDIA MARKET								KEY REGIONS						GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- INGTON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST NC (K)	PIED- MONT TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=DEM/OTHER	402 100%	125 31%	102 25%	76 19%	24 6%	36 9%	23 6%	15 4%	87 22%	68 17%	47 12%	75 19%	80 20%	44 11%	190 47%	212 53%	16 4%	83 21%	125 31%	77 19%	100 25%	-	282 70%	120 30%
**D/S (PERDUE - SOMEONE ELSE)	-3 -1%	-3 -2%	1 1% Bd	-2 -3%	2 10% bDGH	3 8% BDGH	-1 -2%	-3 -20%	-6 -7%	-7 -10%	7 16% IjLm	-4 -5%	4 5% IJL	3 6% IJL	6 3% P	-9 -4%	3 18% Rs	-7 -9%	-8 -6%	-2 -2%	11 11% RST	-	19 7% X	-23 -19%
TOTAL PERDUE -----	148 37%	46 37%	38 37%	27 36%	9 36%	15 42%	9 39%	4 28%	30 34%	23 34%	22 47%	27 36%	30 37%	17 38%	66 35%	82 39%	6 41%	29 34%	43 35%	29 38%	41 40%	-	119 42% X	30 25%
TOTAL SOMEONE ELSE -----	152 38%	49 39%	37 36%	29 39%	6 26%	13 35%	10 41%	8 49%	35 41%	30 45%	15 31%	31 41%	26 32%	14 32%	61 32%	91 43% O	4 23%	36 43%	51 41% u	31 40%	30 30%	-	99 35%	52 44%
TOTAL LEAN/UNDECIDED -----	97 24%	27 21%	27 26%	19 26%	8 34%	8 23%	4 16%	3 23%	20 23%	13 20%	10 22%	17 23%	25 31%	11 25%	58 31% P	39 18%	6 36%	19 23%	30 24%	15 20%	27 27%	-	63 23%	33 28%
DEFINITELY PERDUE	94 23%	32 25%	22 22%	14 19%	8 32%	8 22%	7 28%	4 23%	22 25%	13 20%	14 31%	14 19%	18 23%	12 27%	42 22%	53 25%	4 27%	18 22%	26 20%	17 22%	29 28%	-	76 27% X	18 15%
PROBABLY PERDUE	54 13%	15 12%	15 15% e	12 16% e	1 4%	7 20% e	2 10%	1 6%	8 9%	10 14%	8 16%	12 16%	11 14%	5 11%	25 13%	29 14%	2 13%	10 12%	18 14%	12 16%	12 12%	-	42 15%	12 10%
LEAN PERDUE	19 5%	4 4% FH	7 7% FH	4 5% fh	1 4%	-	2 10%	-	3 3%	4 6% k	-	4 5% k	7 9% K	1 2%	14 7% P	5 2%	-	4 5%	7 5% Qt	1 1%	7 7% QT	-	13 5%	6 5%
UNDECIDED	70 17%	22 17% g	18 17%	12 16%	6 23%	7 20%	1 6%	3 23%	16 19%	9 14%	10 20%	10 14%	16 20%	9 19%	37 19%	33 15%	6 36%	11 13%	22 18%	13 18%	17 17%	-	44 16%	25 21%
LEAN SOMEONE ELSE	8 2%	1 1%	2 2%	3 5% gh	1 6%	1 2%	-	-	1 1%	-	1 2%	3 5% j	2 2%	1 3%	7 4% P	1 1%	-	4 4%	1 1%	1 1%	2 2% q	-	6 2%	2 2%
PROBABLY SOMEONE ELSE	49 12%	16 12% H	11 11% H	12 15% H	1 5%	4 12% H	5 21% H	-	11 13%	8 12%	5 11%	12 15%	9 11%	3 7%	21 11%	28 13%	-	15 17% Q	14 11% Q	7 9% Q	14 14% Q	-	33 12%	16 13%
DEFINITELY SOMEONE ELSE	103 26%	34 27%	26 25%	18 23%	5 21%	8 22%	5 20%	8 49% cdeFg	24 27%	22 33%	9 20%	19 26%	17 21%	11 25%	40 21%	63 30% o	4 23%	21 26%	37 30% U	24 31% U	16 16%	-	66 24%	36 30%
REFUSED	6 1%	3 2%	1 1%	-	1 4%	-	1 5%	-	3 3%	1 2%	-	-	-	2 5%	5 3% p	1 -	-	-	1 1%	2 2%	3 3% qr	-	1 -	5 4% w

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Democratic Primary for Governor were being held today to determine the Democratic Nominee for Governor, would you vote for Bev Perdue or someone else?

BANNER 2

	GENDER/AGE				PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS			
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	BLACK (O)	WHITE (P)	HISP- ANIC (Q)	OTHER (R)	FULL TIME (S)	RET- IRED (T)	UN- EMPL- OYED (U)
BASE=DEM/OTHER	402 100%	66 16%	124 31%	74 18%	138 34%	-	-	126 31%	156 39%	64 16%	56 14%	91 23%	189 47%	114 28%	103 26%	277 69%	3 1%	13 3%	197 49%	129 32%	44 11%
**D/S (PERDUE - SOMEONE ELSE)	-3 -1%	4 6% DE	2 1% DE	-7 -10%	-2 -1% d	-	-	21 17% IJK	-2 -1% JK	-16 -25%	-7 -12%	27 30% MN	12 6% N	-41 -36%	29 29% PR	-29 -10%	-3 -100%	1 9% P	3 2%	9 7% S	3 6%
TOTAL PERDUE -----	148 37%	20 31%	46 37%	27 36%	55 40%	-	-	56 45% J	62 40% J	10 16%	20 35% J	49 54% MN	75 40% N	22 20%	55 54% PQ	86 31% Q	-	5 41% Q	74 38%	50 39%	20 45%
TOTAL SOMEONE ELSE -----	152 38%	16 25%	44 36%	34 46% B	57 41% B	-	-	35 28%	64 41% H	26 40%	27 47% H	22 24%	63 33%	63 55% LM	26 25%	114 41% O	3 100% OPR	4 32%	71 36%	42 32%	17 39%
TOTAL LEAN/UNDECIDED -----	97 24%	28 43% CDE	29 24%	13 17%	26 19%	-	-	35 28% i	29 18%	23 36% IK	10 18%	19 21%	50 26%	26 23%	21 21% Q	71 26% Q	-	4 27% q	49 25% u	35 27% u	6 13%
DEFINITELY PERDUE	94 23%	11 17%	30 24%	17 23%	36 26%	-	-	36 29% J	40 26% J	5 8%	12 22% j	31 34% N	46 24% N	17 14%	39 38% PQ	52 19% Q	-	3 21%	47 24%	38 29%	8 18%
PROBABLY PERDUE	54 13%	9 13%	16 13%	10 14%	19 14%	-	-	20 16% j	22 14%	5 7%	7 13%	18 20% N	29 15% N	6 5%	16 16% Q	34 12% Q	-	3 20%	27 14%	13 10%	12 28% st
LEAN PERDUE	19 5%	7 10% d	8 6% d	1 2%	3 2%	-	-	10 8% I	3 2%	4 6%	2 3%	3 3%	12 6%	4 4%	4 4% qr	14 5% QR	-	-	8 4%	7 6%	1 3%
UNDECIDED	70 17%	18 28% c	19 15%	10 14%	22 16%	-	-	20 16%	24 16%	17 27% i	8 15%	15 16%	34 18%	19 16%	16 16% Q	49 18% Q	-	4 27% q	36 18%	24 19%	5 11%
LEAN SOMEONE ELSE	8 2%	4 6%	3 3% e	1 2%	-	-	-	5 4% K	1 1%	2 3%	-	1 1%	4 2%	3 3%	1 1%	7 3% QR	-	-	5 2% U	3 3% u	-
PROBABLY SOMEONE ELSE	49 12%	8 13%	12 10%	10 13%	18 13%	-	-	13 10%	20 13%	8 13%	8 14%	9 10%	22 11%	18 16%	11 11% R	35 13% R	1 38%	-	18 9%	17 13%	6 14%
DEFINITELY SOMEONE ELSE	103 26%	8 12%	32 26% B	25 33% B	38 28% B	-	-	22 18%	44 28% H	18 28%	19 33% H	13 15%	42 22%	45 39% LM	15 15%	80 29% O	2 62%	4 32%	53 27% t	24 19%	11 25%
REFUSED	6 1%	1 2%	4 3% D	-	1 1%	-	-	-	1 1%	5 8% HIK	-	1 1%	1 1%	3 3%	-	6 2% OQR	-	-	3 1%	2 1%	1 2%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the Democratic Primary for Governor were being held today to determine the Democratic Nominee for Governor, would you vote for Bev Perdue or someone else?

BANNER 3

	EDUCATION					PARTY AFFILIATION						
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)
BASE=DEM/OTHER	402 100%	98 24%	76 19%	143 36%	80 20%	78 19%	146 36%	224 56%	76 19%	66 16%	10 2%	79 20%
**D/S (PERDUE - SOMEONE ELSE)	-3 -1%	-9 -9%	-1 -2%	3 2%	5 6%	33 42%	31 21%	64 28%	-35 -46%	-32 -49%	-3 -28%	-24 -31%
TOTAL PERDUE -----	148 37%	32 33%	26 35%	55 39%	33 41%	47 60%	72 50%	119 53%	9 11%	7 11%	1 13%	15 19%
TOTAL SOMEONE ELSE -----	152 38%	41 42%	28 36%	52 37%	28 35%	15 19%	41 28%	56 25%	44 57%	40 60%	4 40%	39 50%
TOTAL LEAN/UNDECIDED -----	97 24%	23 24%	22 29%	33 23%	17 22%	16 21%	32 22%	48 21%	20 27%	17 26%	4 36%	24 31%
DEFINITELY PERDUE	94 23%	20 20%	9 12%	42 29%	22 28%	34 43%	45 31%	79 35%	7 9%	6 9%	1 13%	7 9%
PROBABLY PERDUE	54 13%	12 13%	17 22%	14 10%	11 14%	13 17%	27 19%	41 18%	2 2%	2 3%	- -	8 11%
LEAN PERDUE	19 5%	4 4%	4 5%	8 6%	3 3%	7 9%	5 3%	12 6%	1 1%	1 2%	- -	4 6%
UNDECIDED	70 17%	17 17%	17 22%	22 15%	14 17%	8 10%	26 18%	34 15%	17 23%	14 21%	4 36%	15 20%
LEAN SOMEONE ELSE	8 2%	3 3%	2 2%	3 2%	1 2%	1 1%	1 1%	2 1%	2 3%	2 3%	- -	4 6%
ghK												
PROBABLY SOMEONE ELSE	49 12%	8 8%	6 8%	24 17%	11 14%	3 3%	15 10%	18 8%	16 22%	15 23%	1 12%	9 12%
DEFINITELY SOMEONE ELSE	103 26%	33 34%	22 28%	29 20%	17 21%	12 15%	26 18%	38 17%	27 36%	24 37%	3 29%	30 38%
REFUSED	6 1%	2 2%	- -	3 2%	1 1%	- -	1 1%	1 -	3 4%	2 3%	1 11%	- -

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the election for Governor were held today and you had to make a choice, for whom would you vote if the candidates were Pat McCrory, the Republican or Bev Perdue, the Democrat?

BANNER 1

	MEDIA MARKET							KEY REGIONS							GENDER		AGE					PARTY REG		
	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -BORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- INGTON (G)	ALL OTHERS (H)	TRI- ANGLE (I)	SOUTH -EAST (J)	NORTH -EAST NC (K)	PIED- MONT TRIAD (L)	CHAR- LOTTE (M)	WEST- ERN NC (N)	MEN (O)	WOMEN (P)	18-25 (Q)	26-40 (R)	41-55 (S)	56-65 (T)	66+ (U)	GOP (V)	DEM (W)	IND (X)
BASE=TOTAL SAMPLE	600 100%	180 30%	166 28%	114 19%	45 7%	44 7%	28 5%	23 4%	131 22%	89 15%	59 10%	114 19%	128 21%	79 13%	288 48%	312 52%	45 8%	148 25%	180 30%	101 17%	124 21%	198 33%	282 47%	120 20%
**D/S (MCCRORY - PERDUE)	108 18%	9 5% FG	55 33% BDFG	23 20% BFG	21 47% BDFGH	-4 -10%	-2 -7%	5 22% bFG	8 6% K	7 7% K	-5 -9%	24 21% IJK	32 25% IJK	42 53% IJKLM	57 20%	50 16%	24 52% rSTU	47 32% STU	26 15% U	10 10% U	1 1%	156 79% WX	-88 -31%	40 33% W
TOTAL MCCRORY -----	316 53%	85 47%	102 61% BF	60 52%	30 67% BFg	16 37%	12 42%	11 48%	63 48%	42 47%	22 37%	59 52% k	75 58% K	55 69% IJKL	154 54%	162 52%	32 70% sTU	88 60% tU	92 51%	48 48%	55 44%	168 85% WX	78 27%	70 59% W
TOTAL PERDUE -----	209 35%	76 42% CE	47 28%	37 32%	9 20% CE	20 47% CE	14 49% cE	6 27%	56 42% lN	36 40% N	27 46% lN	35 31% N	42 33% N	13 16%	97 34%	111 36%	8 18%	41 28%	66 37% Q	38 38% Q	54 44% QR	12 6%	166 59% VX	31 26% V
TOTAL LEAN/UNDECIDED -----	68 11%	16 9%	17 10%	15 13%	5 10%	7 17%	2 8%	6 25% b	10 8%	10 12%	10 17% i	17 15% i	11 9%	9 11%	33 12%	35 11%	5 11%	19 13%	16 9%	14 14%	14 11%	18 9%	34 12%	16 14%
DEFINITELY MCCRORY	215 36%	61 34%	75 45% bF	40 35%	15 34%	10 22%	8 30%	6 28%	44 34% k	30 34%	13 21%	40 35% k	57 44% K	32 40% K	99 34%	116 37%	10 22% QsU	67 45% QsU	63 35%	37 36%	38 31%	120 61% WX	43 15%	52 43% W
PROBABLY MCCRORY	101 17%	24 14%	27 16%	20 17%	15 33% Bcdfg	7 15%	3 12%	5 20%	19 14%	12 13%	9 16%	20 17%	18 14% IJKLM	23 29% IJKLM	56 19%	45 14%	22 49% RSTU	21 14%	29 16%	12 12%	17 14%	48 24% Wx	35 12%	19 16%
LEAN MCCRORY	12 2%	2 1%	3 2%	3 2%	- -	3 6%	- -	1 6%	2 2%	1 2%	3 5%	3 2%	3 2%	- -	6 2%	6 2%	2 4%	7 5% S	- -	1 1%	3 2% s	9 4% W	1 -	3 2%
UNDECIDED	48 8%	12 7%	11 6%	12 10%	3 8%	3 8%	2 8%	4 19%	7 5%	8 9%	6 11%	14 12% iM	5 4%	8 10%	24 8%	24 8%	4 8%	12 8%	12 6%	11 11%	10 8%	8 4%	28 10% V	12 10% v
LEAN PERDUE	8 1%	2 1%	3 2%	1 1%	1 2%	1 3%	- -	- -	1 1%	1 1%	1 2%	1 1%	3 3%	1 1%	4 1%	4 1%	- -	- -	5 3% QR	2 2%	2 1%	1 1%	5 2%	2 1%
PROBABLY PERDUE	57 9%	17 9%	13 8%	11 10%	2 5%	8 19% ceh	5 17%	1 4%	11 8%	15 17% ilN	7 11%	9 8%	11 9%	3 4%	28 10%	29 9%	4 9%	13 9%	13 7%	9 9%	17 14% s	5 2%	43 15% VX	9 8% v
DEFINITELY PERDUE	152 25%	59 33% CdE	34 20%	25 22%	7 15%	12 27%	9 33%	5 22%	45 34% lN	21 23% n	20 34% N	25 22% n	31 24% N	10 12%	69 24%	82 26%	4 9%	28 19%	53 29% Qr	29 29% Qr	37 30% Qr	7 4%	123 44% VX	22 18% V
REFUSED	7 1%	3 1%	1 1%	2 2%	2 3%	- -	- -	- -	2 1%	1 1%	- -	2 2%	- -	2 3%	3 1%	4 1%	- -	- -	6 3% QRu	1 1%	1 1%	- -	5 2% V	3 2%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the election for Governor were held today and you had to make a choice, for whom would you vote if the candidates were Pat McCrory, the Republican or Bev Perdue, the Democrat?

BANNER 2

	GENDER/AGE					PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS		
	TOTAL (A)	MEN 18-44 (B)	MEN 45+ (C)	WOMEN 18-44 (D)	WOMEN 45+ (E)	GOP MEN (F)	GOP WOMEN (G)	DEM MEN (H)	DEM WOMEN (I)	IND MEN (J)	IND WOMEN (K)	LIB (L)	MOD (M)	CONS (N)	BLACK (O)	WHITE (P)	HISP-ANIC (Q)	OTHER (R)	FULL TIME (S)	RET- IRED (T)	UN-EMPL- OYED (U)
BASE=TOTAL SAMPLE	600 100%	125 21%	162 27%	139 23%	173 29%	98 16%	100 17%	126 21%	156 26%	64 11%	56 9%	99 17%	234 39%	256 43%	108 18%	461 77%	4 1%	20 3%	327 55%	162 27%	64 11%
**D/S (MCCRORY - PERDUE)	108 18%	42 34%	15 9%	47 34%	3 2%	76 77%	80 80%	-45 -35%	-44 -28%	26 41%	14 25%	-49 -50%	-1 -	155 60%	-54 -50%	155 34%	4 100%	1 5%	92 28%	-7 -4%	6 10%
TOTAL MCCRORY -----	316 53%	76 61%	78 48%	84 61%	77 45%	83 85%	85 85%	25% 25%	29% 29%	40 62%	31 55%	21% 21%	101 43%	188 74%	21 20%	278 60%	4 100%	9 45%	190 58%	67 41%	31 48%
TOTAL PERDUE -----	209 35%	34 27%	63 39%	36 26%	75 43%	7 7%	5 5%	76 61%	90 57%	14 21%	17 30%	71% 71%	102 44%	34 13%	75 70%	123 27%	- -	8 39%	98 30%	74 45%	25 38%
TOTAL LEAN/UNDECIDED -----	68 11%	15 12%	19 12%	17 12%	18 10%	8 8%	10 10%	17 13%	17 11%	9 14%	8 14%	8 8%	26 11%	32 13%	9 9%	54 12%	- -	3 16%	37 11%	19 12%	7 10%
DEFINITELY MCCRORY	215 36%	43 34%	56 34%	57 41%	60 34%	56 57%	64 65%	13 11%	30 19%	29 46%	22 40%	12 12%	63 27%	136 53%	8 7%	197 43%	2 48%	6 28%	133 41%	44 27%	19 29%
PROBABLY MCCRORY	101 17%	33 26%	23 14%	27 20%	18 10%	27 28%	20 21%	18 14%	16 10%	10 16%	8 15%	9 9%	38 16%	52 20%	13 12%	81 18%	2 52%	3 17%	57 17%	23 14%	12 19%
LEAN MCCRORY	12 2%	5 4%	1 1%	4 3%	3 2%	5 5%	4 4%	- -	1 1%	1 1%	2 3%	1 1%	2 1%	9 4%	- -	12 3%	- -	- -	5 2%	3 2%	2 3%
UNDECIDED	48 8%	7 6%	16 10%	12 9%	12 7%	2 2%	6 6%	12% 12%	8% 8%	11% 11%	9% 9%	7% 7%	18% 8%	22% 8%	7% 7%	37% 8%	- -	3 16%	29 9%	13 8%	4 6%
LEAN PERDUE	8 1%	2 2%	2 1%	1 1%	3 2%	1 1%	- -	2 2%	3 2%	1 1%	1 2%	- -	6 3%	1 -	2 2%	6 1%	- -	- -	3 1%	3 2%	1 2%
PROBABLY PERDUE	57 9%	9 7%	18 11%	11 8%	18 10%	3 3%	2 2%	21 17%	22 14%	4 6%	5 10%	14 14%	28 12%	15 6%	21 19%	36 8%	- -	- -	20 6%	22 14%	10 16%
DEFINITELY PERDUE	152 25%	25 20%	45 28%	25 18%	57 33%	4 4%	3 3%	55 44%	68 43%	10 16%	12 21%	57 57%	74 31%	19 7%	55 51%	87 19%	- -	8 39%	78 24%	52 32%	15 23%
REFUSED	7 1%	1 1%	2 1%	2 1%	3 2%	- -	- -	1 1%	4 2%	2 3%	1 1%	- -	5 2%	2 1%	2 2%	5 1%	- -	- -	2 1%	3 2%	2 3%

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

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / JULY 12-13, 2011

If the election for Governor were held today and you had to make a choice, for whom would you vote if the candidates were Pat McCrory, the Republican or Bev Perdue, the Democrat?

BANNER 3

	EDUCATION					PARTY AFFILIATION						
	TOTAL (A)	HS OR LESS (B)	2 YR COLL (C)	4 YR COLL (D)	POST GRAD (E)	ALWAYS DEM (F)	MOSTLY DEM (G)	TOTAL DEM (H)	TOTAL REP (I)	MOSTLY REP (J)	ALWAYS REP (K)	SPLIT (L)
BASE=TOTAL SAMPLE	600 100%	152 25%	128 21%	210 35%	106 18%	81 13%	148 25%	229 38%	239 40%	192 32%	47 8%	103 17%
**D/S (MCCRORY - PERDUE)	108 18%	41 27% dE	36 28% dE	38 18% E	-4 -4%	-49 -61%	-77 -52%	-126 -55%	202 88% FGHL	162 85% FGHL	40 84% FGHL	26 25% FGH
TOTAL MCCRORY -----	316 53%	85 56% e	73 57% E	112 54% e	45 43%	11 14%	29 20%	41 18% FGHL	210 88% FGHL	170 89% FGHL	40 84% FGHL	52 50% FGH
TOTAL PERDUE -----	209 35%	45 29%	37 29%	75 36%	50 47% BCd	60 75% IJKL	107 72% IJKL	167 73% IJKL	8 3% K	8 4% K	- -	26 25% IJK
TOTAL LEAN/UNDECIDED -----	68 11%	17 11%	18 14%	21 10%	10 9%	9 11%	10 6%	19 8%	20 8%	14 7%	6 13%	25 24% FGHIJ
DEFINITELY MCCRORY	215 36%	56 36%	53 41% E	78 37% e	29 27%	7 9%	16 11%	23 10% FGHL	152 63% FGHL	119 62% FGHL	32 68% FGHL	31 30% FGH
PROBABLY MCCRORY	101 17%	30 20%	20 16%	34 16%	17 16%	4 5%	13 9%	18 8% FGH	59 24% FGH	51 27% FGH	8 16%	21 20% FGH
LEAN MCCRORY	12 2%	3 2%	4 3%	2 1%	4 3%	- -	1 1%	1 -	9 4% FGH	5 3% Fh	4 8% fh	2 2%
UNDECIDED	48 8%	9 6%	14 11%	18 8%	5 5%	7 8%	6 4%	13 6%	11 5%	9 5%	3 6%	20 20% FGHIJ K
LEAN PERDUE	8 1%	6 4% Cde	- -	1 1%	1 1%	2 3%	2 2%	5 2% IJK	- -	- -	- -	3 3%
PROBABLY PERDUE	57 9%	13 9%	13 10%	21 10%	10 9%	7 8% IJK	30 20% FIJK	37 16% fIJK	3 1%	3 1%	- -	15 14% IJK
DEFINITELY PERDUE	152 25%	32 21%	24 19%	54 26%	40 38% BCd	54 66% GIJKL	77 52% IJKL	130 57% IJKL	5 2% K	5 3% K	- -	11 11% IJK
REFUSED	7 1%	5 3% C	- -	2 1%	1 1%	- -	3 2%	3 1%	1 -	- -	1 2%	1 1%

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