

Do you approve or disapprove of the job that Barack Obama is doing as President?

	MEDIA MARKET								KEY REGIONS						GENDER		AGE					PARTY ID	
	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)
BASE=TOTAL SAMPLE	400 100%	122 31%	115 29%	65 16%	36 9%	26 6%	22 6%	14 4%	97 24%	52 13%	38 9%	58 14%	91 23%	65 16%	192 48%	208 52%	48 12% RSTU	106 27% STU	115 29% U	71 18%	59 15%	108 27%	119 30% V
**D/S (APPROVE - DISAPPROVE)	-32 -8%	-7 -5% F	-5 -4% F	-8 -12% F	4 11% BCDFGH	-15 -59%	-1 -6% F	- -1% dF	1 1% JKLN	-8 -15%	-12 -32%	-9 -16%	10 11% IJKLN	-14 -22%	-10 -5% p	-22 -11%	4 7% STU	2 2% STU	-17 -15%	-17 -25%	-4 -7% T	-81 -75%	68 57% VX
TOTAL APPROVE	-----																						
AUG 14-18, 2011	175 44%	54 44% F	53 46% F	27 42% F	20 54% F	5 17%	9 43% f	7 49% f	45 46% f	20 39%	13 34%	23 40%	49 53% k	25 38%	85 44%	90 43%	24 50%	53 50%	45 39%	26 36%	27 45%	13 12%	92 77% VX
AUG 15-18, 2010	175 44%	54 47% fG	50 45% G	29 47% G	26 50% fG	6 28%	3 12%	6 41% g	47 51% J	7 15%	15 41% J	29 46% J	41 51% J	36 44% J	89 46%	86 41%	3 43%	29 49% u	66 50% U	42 44%	36 33%	16 12%	83 88% VX
TOTAL DISAPPROVE	-----																						
AUG 14-18, 2011	207 52%	61 50%	58 50%	35 54%	15 43% BCDEG	20 76% BCDEG	11 48%	7 51%	44 46% f	28 54%	25 66% iM	33 57%	38 42%	39 60% m	95 49%	112 54%	20 42%	51 47%	62 54%	43 61% q	31 52%	93 87% WX	24 20%
AUG 15-18, 2010	210 52%	58 50%	57 52%	29 47%	26 48% BcDe	17 72% BcDe	18 84% BCDEH	7 45%	42 46% f	36 80% IKLMN	19 53%	31 48%	37 46%	45 55%	96 50%	114 55%	4 57%	27 45%	63 47%	51 54%	65 60% rS	114 85% WX	10 11%
STRONGLY APPROVE	67 17%	25 20% eF	24 21% eF	9 14%	3 8%	2 7%	4 17%	1 7%	19 20% KN	11 22% kn	3 7%	8 13%	22 24% KN	5 8%	33 17%	34 16%	2 3%	19 17% Q	20 17% Q	13 19% Q	13 23% Q	4 4%	38 32% VX
SOMEWHAT APPROVE	108 27%	30 24% f	29 25% f	18 28% F	17 47% BcF	3 11%	6 26%	6 42% f	26 27%	9 17%	28 28%	16 27%	27 30%	31 31%	52 27%	56 27%	22 46% STU	34 32% T	25 22%	12 18%	13 23%	8 8%	54 45% VX
SOMEWHAT DISAPPROVE	67 17%	19 15%	18 15%	14 21%	5 14%	6 21%	5 25%	1 7%	16 17%	9 18%	7 18%	12 21%	11 12%	12 19%	21 11%	46 22% O	7 15%	26 24% tu	18 16%	9 13%	7 12%	20 19%	19 16%
STRONGLY DISAPPROVE	140 35%	42 35%	40 35%	22 33%	10 29% bcdeG	14 55% bcdeG	5 24%	6 43%	28 29%	19 37%	18 48% i	21 36%	28 30%	26 41%	74 38%	66 32%	13 27%	25 23%	44 38% R	34 48% QR	24 40% R	73 68% WX	5 4%
UNDECIDED/DON'T KNOW	18 5%	7 6% H	4 4% h	3 4%	1 3%	2 6%	9 9%	- -	8 8% Kn	4 7% k	- -	2 3%	4 5% k	1 2%	13 7% p	5 3%	4 8%	3 3%	8 7%	2 3%	2 3%	2 1%	3 2%

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	GENDER/AGE					PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			RACE					
	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)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	HISP- ANIC (W)	OTHE (X)		
BASE=TOTAL SAMPLE	400 100%	83 21% CE	109 27%	113 28% CE	95 24%	56 14%	52 13%	51 13% fg	68 17%	79 20%	72 18%	70 18% n	173 43% n	131 33%	45 11%	159 40% Q	173 43%	141 35% t	94 23%	140 35%	40 10% V	317 79%	11 3% V	1 4		
**D/S (APPROVE - DISAPPROVE)	-32 -8%	20 24% CDE	-30 -27%	-9 -8% C	-13 -14% C	-37 -67%	-44 -84%	34 66% FGJK	34 50% FGJK	-6 -7% FG	-5 -6% FG	29 41% MN	26 15% N	-83 -63%	25 56% PQ	38 24% Q	-84 -48%	43 31% ST	7 7% T	-77 -55%	26 66% VMX	-70 -22%	3 27% V	13		
TOTAL APPROVE																										

AUG 14-18, 2011	175 44%	48 58% Ce	37 34%	50 45%	40 42%	9 16%	4 7%	41 81% FGJK	51 75% FGJK	32 40% FG	32 45% FG	48 68% mN	94 54% N	22 17%	34 76% pQ	95 60% Q	40 23%	89 63% sT	46 49% T	31 22%	32 80% V	116 37%	7 59%	56		
AUG 15-18, 2010	175 44%	27 50%	62 45%	22 41%	64 42%	11 16%	5 8%	35 95% FGiJK	48 84% FGJK	42 51% FG	30 38% FG	55 96% MN	103 62% N	13 8%	39 91% PQ	85 75% Q	45 20%	101 83% ST	46 49% T	24 14%	14 94% Vx	155 42%	2 64%	57		
TOTAL DISAPPROVE																										

AUG 14-18, 2011	207 52%	28 34%	66 61% B	59 53% B	53 56% B	46 83% HIJK	47 91% HIJK	8 15%	16 24%	38 47% HI	37 51% HI	19 28%	68 39%	105 80% LM	9 20%	57 36% o	124 72% OP	46 32%	39 42%	107 76% RS	6 14%	186 59% U	4 32%	44		
AUG 15-18, 2010	210 52%	26 49%	70 51%	27 49%	87 56%	57 81% HIJK	57 90% HIJK	2 5%	8 15%	37 45% HI	45 55% HI	2 4%	54 33% L	148 90% LM	4 9%	24 22% O	175 76% OP	16 13%	46 49% R	140 83% RS	1 6%	201 54% U	1 36%	43		
STRONGLY APPROVE	67 17%	17 21%	15 14%	12 10%	23 24% cD	4 7%	1 1%	16 31% FGjk	22 33% FGJK	12 15% G	10 14% G	23 33% mN	32 19% N	11 8%	19 42% PQ	30 19% Q	16 9%	37 27% ST	14 15%	14 10%	19 48% V	37 12%	3 26%	25		
SOMEWHAT APPROVE	108 27%	31 37% CE	21 19%	39 34% CE	17 18%	5 9%	3 6%	25 50% FGJk	28 42% FGj	20 25% FG	22 31% FG	25 36% N	62 36% N	12 9%	15 34% Q	65 41% Q	24 14%	52 37% T	32 34% T	17 12%	13 32%	79 25%	4 33%	32		
SOMEWHAT DISAPPROVE	67 17%	9 11%	12 11%	29 26% EC	17 18%	6 11%	14 27% fHJ	5 10%	14 20%	9 11%	12 16%	11 15%	31 18%	23 17%	5 10%	29 18%	29 17%	26 18%	15 16%	24 17%	2 6%	60 19% U	2 15%	17		
STRONGLY DISAPPROVE	140 35%	19 23%	54 50% BDe	30 27%	36 38% b	40 71% HIJK	34 65% HIJK	3 5%	3 4%	29 37% HI	25 35% HI	9 13%	36 21%	82 63% LM	4 10%	28 18%	95 55% OP	20 14%	24 26% r	83 59% RS	3 8%	126 40% Uw	2 17%	26		
UNDECIDED/DON'T KNOW	18 5%	7 8%	6 5%	3 3%	2 3%	1 2%	1 1%	2 4%	1 1%	10 13% FGIk	3 4%	3 4%	12 7%	3 3%	2 4%	6 4%	9 5%	6 4%	9 9% T	3 2%	2 6%	15 5% X	1 9%			

Now I am going to read you a list of people active in politics. After I read each name, please tell me if you have a favorable or unfavorable opinion of that person. If have never heard of them just tell me and we'll go on to the next one.

Bev Perdue

	MEDIA MARKET														KEY REGIONS				GENDER		AGE					PARTY ID	
	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)				
BASE=TOTAL SAMPLE	400 100%	122 31%	115 29%	65 16%	36 9%	26 6%	22 6%	14 4%	97 24%	52 13%	38 9%	58 14%	91 23%	65 16%	192 48%	208 52%	48 12% RSTU	106 27% STU	115 29% U	71 18%	59 15%	108 27%	119 30% V				
**D/S (FAVORABLE - UNFAVORABLE)	-22 -6%	-14 -11%	3 2% BDFg	-12 -19%	4 11% BDFg	-4 -15%	-	1 4% BDF	-12 -13%	-3 -7%	-3 -7%	-8 -14%	7 8% IJKLN	-3 -5%	-22 -12%	-	6 13% rSTU	1 1% STU	-16 -14%	-8 -12%	-5 -9%	-49 -45%	41 35% VX				
TOTAL HEARD OF																											
AUG 14-18, 2011	389 97%	121 99% c	109 95%	65 100% C	34 95%	25 94%	21 96%	14 100% C	97 100% N	49 96%	37 98%	58 100% N	90 98% n	59 91%	188 98%	202 97%	45 93%	106 99% u	114 99% u	69 98%	55 93%	103 95%	117 98%				
AUG 15-18, 2010	391 98%	114 98%	108 98%	61 99%	50 95%	23 100% e	21 100% e	14 93%	91 99%	44 98%	36 100% n	63 99%	80 98%	79 95%	188 98%	203 98%	7 100% U	58 98%	133 100% U	93 99% U	101 94%	133 99%	92 97%				
FAVORABLE																											
AUG 14-18, 2011	155 39%	49 40%	46 40%	22 33%	17 47%	9 33%	9 39%	5 32%	37 39%	20 38%	14 37%	21 36%	40 44%	23 35%	74 38%	81 39%	22 46%	44 41%	39 34%	26 37%	24 40%	21 19%	70 58% VX				
AUG 15-18, 2010	169 42%	47 41% G	49 44% G	28 46% G	26 50% G	8 36%	4 21%	6 37%	41 45% J	8 17%	15 42% J	29 46% J	41 51% J	35 42% J	76 40%	93 45%	4 64%	20 34%	56 42%	40 43%	50 46%	35 26%	68 72% VX				
UNFAVORABLE																											
AUG 14-18, 2011	177 44%	63 51% c	43 37%	34 52% c	13 35%	13 48%	9 39%	4 28%	50 51% m	23 45%	17 45%	29 50%	33 36%	26 40%	96 50% P	81 39%	16 33%	43 40%	55 48%	34 49%	29 49%	69 65% WX	29 24%				
AUG 15-18, 2010	161 40%	47 41%	44 40%	26 42%	21 39%	12 50%	8 40%	4 25%	38 41%	20 46%	13 36%	27 42%	27 34%	36 44%	82 43%	79 38%	2 36%	26 45% u	58 44% U	42 45% U	32 30%	75 56% WX	18 19%				
HEARD OF/NO OPINION	57 14%	10 8%	20 18% B	10 15%	5 13%	3 13%	4 18%	6 40% B	10 10%	6 12%	6 16%	8 14%	17 19%	10 15%	18 9%	39 19% O	7 14%	19 18% U	20 17% U	9 13% u	3 4%	13 12%	18 15%				
NEVER HEARD OF	11 3%	1 1%	6 5% bDH	-	2 5%	1 6%	1 4%	-	-	2 4%	1 2%	-	2 2%	6 9% IIIm	4 2%	6 3%	3 7%	1 1%	1 1%	2 2%	4 7% rs	5 5% x	2 2%				
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	0.8	1.1	0.6	1.3	0.7	1.0	1.2	0.8	0.9	0.8	0.7	1.2	0.9	0.8	1.0	1.4	1.0	0.7	0.8	0.8	0.3	2.4				

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	GENDER/AGE					PARTY ID/GENDER						IDEOLOGY			FISCAL IDEOLOGY			SOCIAL IDEOLOGY			RACE					
	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)	LIB (O)	MOD (P)	CONS (Q)	LIB (R)	MOD (S)	CONS (T)	BLACK (U)	WHITE (V)	HISP- ANIC (W)	OTHE (X)		
BASE=TOTAL SAMPLE	400 100%	83 21% CE	109 27%	113 28% CE	95 24%	56 14%	52 13%	51 13% fg	68 17%	79 20%	72 18%	70 18% n	173 43% n	131 33%	45 11%	159 40% Q	173 43%	141 35% t	94 23%	140 35%	40 10% V	317 79%	11 3% V	1 4		
**D/S (FAVORABLE - UNFAVORABLE)	-22 -6%	2 2% CE	-24 -22%	6 5% CE	-6 -6% C	-23 -41%	-26 -50%	16 31% FGJK	26 38% FGJK	-14 -18% fg	-	9 13% N	22 13% N	-48 -37%	11 24% Q	26 16% Q	-55 -32%	45 32% ST	-6 -6% T	-58 -41%	5 13% VWX	-22 -7%	-2 -18%	-		
TOTAL HEARD OF																										
AUG 14-18, 2011	389 97%	81 98%	106 98%	110 98%	91 96%	53 95%	50 96%	51 100%	66 96%	78 99%	72 100%	69 99%	171 99%	126 96%	45 100% Q	157 99%	168 97%	140 99%	93 99%	135 97%	40 100% V	309 97%	11 100% V	1 95		
AUG 15-18, 2010	391 98%	54 100% ce	134 97%	53 98%	150 98%	71 100%	63 99%	36 97%	55 96%	79 97%	79 98%	56 98%	160 97%	163 99%	42 98%	109 97%	228 99%	122 100% st	91 97%	165 98%	13 91%	364 98%	3 100% V	87		
FAVORABLE																										
AUG 14-18, 2011	155 39%	39 47% c	35 32%	45 40%	36 38%	14 25%	6 13%	31 60% FGJK	39 57% FGJK	27 34% G	29 40% fg	35 50% N	83 48% N	30 23%	26 58% Q	77 49% Q	46 26%	82 58% ST	35 38% T	31 22%	20 50%	123 39%	3 24%	29		
AUG 15-18, 2010	169 42%	20 38%	56 40%	21 40%	72 47%	16 23%	19 29%	30 79% FGJK	38 67% FGJK	29 36% f	33 41% F	47 82% MN	82 50% N	35 21%	36 83% PQ	70 62% Q	59 26%	81 66% ST	43 45% T	42 25%	8 55%	150 40%	2 64%	62		
UNFAVORABLE																										
AUG 14-18, 2011	177 44%	37 45%	59 54% D	39 35%	42 44%	37 66% HIK	32 63% HIK	15 30%	13 19%	41 52% HI	29 40% I	26 37%	61 35%	78 60% LM	15 34%	52 33%	100 58% OP	37 26%	41 44% R	89 63% RS	15 37%	145 46%	5 41%	43		
AUG 15-18, 2010	161 40%	27 51% e	55 40%	21 39%	58 37%	42 60% HIJK	33 52% HI	6 16%	12 22%	34 42% HI	32 39% HI	6 11%	57 34% L	95 58% LM	5 12%	26 23% o	125 54% OP	27 22%	36 39% R	93 55% RS	3 23%	156 42% X	1 36%	13		
HEARD OF/NO OPINION	57 14%	5 6%	13 12%	26 23% BCe	13 13%	2 3%	11 21% F	5 10%	14 20% F	11 13% F	14 19% F	9 12%	28 16%	18 14%	4 8%	28 18%	22 13%	21 15%	16 18%	16 11%	5 13%	42 13%	4 35%	23		
NEVER HEARD OF	11 3%	2 2%	2 2%	2 2%	4 4%	3 5%	2 4%	- -	2 4%	1 1%	- -	1 1%	2 1%	5 4%	- -	2 1%	5 3% O	1 1%	1 1%	5 3%	- -	8 3% UW	- -	5		
**RATIO (FAVORABLE / UNFAVORABLE)	0.9	1.0	0.6	1.1	0.9	0.4	0.2	2.0	2.9	0.7	1.0	1.4	1.4	0.4	1.7	1.5	0.5	2.2	0.9	0.3	1.4	0.8	0.6	0.		