

CIVITAS INSTITUTE STATEWIDE STUDY / SEPTEMBER 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?

	MEDIA MARKET							KEY REGIONS							GENDER		AGE					PARTY REG			
	TOTAL (A)	RAL-EIGH (B)	CHAR-LOTTE (C)	GREENS-SBORO (D)	GREEN-VILLE (SC) (E)	GREEN-VILLE (NC) (F)	WILM-ING-TON (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%	110 18%	46 8%	45 7%	30 5%	23 4%	126 21%	83 14%	67 11%	112 19%	134 22%	78 13%	288 48%	312 52%	14 2%	89 15%	193 32%	106 18%	151 25%	198 33%	276 46%	126 21%	
**D/S (MCCRORY - PERDUE)	58 10%	-10 -5%	53 32%	18 16%	6 12%	6 14%	-9 -31%	-6 -28%	-8 -6%	-8 -10%	-5 -8%	20 18%	45 33%	14 19%	48 17%	10 3%	4 27%	-4 -4%	37 19%	- -	22 14%	143 72%	-111 -40%	27 21%	
TOTAL MCCRORY																									
SEP 22-25, 2011	284 47%	72 40%	101 61%	54 49%	21 45%	23 52%	7 24%	6 28%	51 41%	30 36%	27 39%	55 49%	83 62%	38 49%	146 51%	138 44%	9 63%	36 41%	100 52%	45 42%	75 50%	157 79%	61 22%	66 52%	
JUL 12-13, 2011	328 55%	88 49%	105 63%	62 55%	30 67%	19 43%	12 42%	12 54%	66 50%	44 49%	25 42%	62 55%	77 60%	55 69%	160 56%	168 54%	34 74%	95 64%	92 51%	49 48%	58 46%	177 89%	78 28%	73 61%	
TOTAL PERDUE																									
SEP 22-25, 2011	227 38%	82 45%	48 29%	36 32%	15 33%	17 38%	17 55%	13 56%	60 47%	38 46%	32 47%	35 31%	39 29%	23 30%	99 34%	128 41%	5 37%	40 45%	63 32%	44 42%	53 35%	14 7%	173 63%	40 31%	
JUL 12-13, 2011	217 36%	78 43%	50 30%	38 33%	10 22%	22 49%	14 49%	6 27%	57 43%	36 41%	28 47%	36 31%	46 36%	14 18%	101 35%	116 37%	8 18%	41 28%	71 39%	40 40%	56 45%	13 7%	171 61%	32 27%	
DEFINITELY MCCRORY	215 36%	50 28%	79 48%	40 36%	15 33%	21 46%	5 16%	5 21%	36 28%	26 31%	20 30%	40 36%	63 47%	30 38%	112 39%	103 33%	7 49%	27 30%	83 43%	37 35%	52 34%	133 67%	34 12%	48 38%	
PROBABLY MCCRORY	50 8%	16 9%	16 10%	11 10%	3 7%	2 3%	2 6%	1 3%	12 9%	3 3%	4 7%	12 11%	15 11%	5 6%	25 9%	25 8%	2 14%	7 8%	13 7%	5 4%	17 11%	19 10%	20 7%	11 9%	
LEAN MCCRORY	19 3%	6 3%	6 3%	3 3%	2 5%	1 2%	1 2%	1 4%	4 3%	2 2%	2 3%	3 3%	6 4%	3 4%	10 3%	9 3%	- -	3 3%	4 2%	4 4%	6 4%	6 3%	7 2%	7 5%	
LEAN PERDUE	16 3%	6 4%	5 3%	4 3%	- -	- -	1 3%	- -	6 5%	2 2%	- -	4 3%	2 2%	1 2%	7 2%	9 3%	1 7%	7 Su	2 1%	3 3%	2 1%	- -	8 3%	7 6%	
PROBABLY PERDUE	47 8%	14 8%	11 6%	10 9%	4 9%	2 4%	1 3%	5 23%	10 8%	4 4%	8 12%	9 8%	11 8%	5 7%	22 8%	25 8%	3 22%	13 15%	9 4%	6 5%	11 7%	4 2%	35 13%	8 7%	
DEFINITELY PERDUE	164 27%	61 34%	33 20%	22 20%	11 24%	15 34%	15 49%	8 33%	43 34%	33 39%	24 35%	22 20%	26 19%	17 22%	70 24%	94 30%	1 8%	20 23%	52 27%	36 34%	41 27%	11 5%	130 47%	24 19%	

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	TOTAL (A)	RAL- EIGH (B)	CHAR- LOTTE (C)	GREENS -SBORO (D)	GREEN- VILLE (SC) (E)	GREEN- VILLE (NC) (F)	WILM- ING- TON (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)
UNDECIDED	63 11%	20 11%	12 7%	13 12%	9 21% Cg	4 8%	2 7%	3 11%	12 9%	8 10%	7 10%	15 13%	10 7%	12 15% m	29 10%	34 11%	-	10 11% Q	21 11% Q	10 10% Q	17 11% Q	22 11%	28 10%	14 11%
REFUSED	26 4%	7 4%	5 3%	7 7%	1 2%	1 2%	4 14% ef	1 4%	3 2%	7 8% im	2 3%	7 7% m	2 2%	4 6%	14 5%	12 4%	-	2 3%	10 5% Q	6 6% Q	6 4% Q	5 3%	14 5%	7 5%



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	GENDER/AGE							PARTY REG/GENDER						IDEOLOGY			RACE			
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	LIB (N)	MOD (O)	CONS (P)	BLACK (Q)	WHITE (R)	HISP- ANIC (S)	OTHER (T)
BASE=TOTAL SAMPLE	600 100%	70 12%	123 20% BE	69 12% BE	83 14%	117 20% BE	89 15% BE	106 18%	92 15%	111 19%	165 27%	71 12%	55 9%	97 16%	219 37%	247 41%	120 20%	442 74%	9 2%	15 2%
**D/S (MCCRORY - PERDUE)	58 10%	17 24% EG	18 14% Eg	10 14% E	-10 -12%	19 16% EG	6 7% E	77 73% JKLM	65 71% JKLM	-47 -42%	-64 -39%	18 25% JK	9 16% JK	-64 -66%	-20 -9% N	155 63% NO	-63 -52%	124 28% QST	- -2%	-5 -35% Q
TOTAL MCCRORY																				
SEP 22-25, 2011	284 47%	39 55% E	60 49%	35 50%	31 37%	60 51% e	40 45%	84 79% JKLM	73 79% JKLM	24 21%	38 23%	39 55% JK	27 49% JK	11 11%	82 37% N	183 74% NO	22 18%	248 56% QT	4 44%	4 26%
JUL 12-13, 2011	328 55%	81 64% cDFG	49 50%	30 46%	88 63% cDFG	50 47%	30 46%	88 90% JKLM	88 89% JKLM	32 25%	47 30%	40 64% JK	33 58% JK	22 22%	103 44% N	198 77% NO	21 20%	290 63% Q	4 100% QRT	9 45% Q
TOTAL PERDUE																				
SEP 22-25, 2011	227 38%	22 31%	42 35%	25 36%	41 49% BCdf	41 35%	34 38%	7 6%	8 8%	71 63% HILM	102 62% HILM	21 30% HI	18 33% HI	75 77% OP	102 47% P	28 12%	85 71% R	124 28%	4 46%	9 62% R
JUL 12-13, 2011	217 36%	36 29%	37 38%	28 43% bE	38 27%	47 43% BE	31 48% BE	8 8%	5 5%	78 62% HILM	93 60% HILM	14 23% HI	18 32% HI	71 71% OP	108 46% P	35 14%	77 72% RST	129 28% S	- -	8 39% S
DEFINITELY MCCRORY	215 36%	31 44% eG	47 38%	26 38%	24 29%	51 43% EG	26 29%	70 66% JKLM	63 68% JKLM	14 13%	20 12%	28 39% JK	21 37% JK	5 6%	53 24% N	150 61% NO	13 10%	194 44% QT	2 23%	2 17%
PROBABLY MCCRORY	50 8%	5 7%	8 7%	8 12%	5 6%	8 7% 10%	9 10%	10 9%	9 10%	8 8%	12 7%	7 9%	4 8%	4 4%	25 11% N	21 8%	7 6%	38 9%	1 12%	1 9%
LEAN MCCRORY	19 3%	3 4%	5 4% Df	- -	2 2%	1 1%	6 7% DF	4 4%	2 2%	1 1%	6 3%	5 7% j	2 4%	2 2%	4 2%	13 5% no	2 2%	16 4% T	1 9%	- -
LEAN PERDUE	16 3%	4 6% c	1 1%	1 1%	4 4%	4 4%	1 1%	- -	- -	2 2%	7 4% HI	5 7% HI	2 4%	7 8% P	7 3% P	1 -	4 4% t	9 2% T	2 22%	- -
PROBABLY PERDUE	47 8%	4 5%	10 8% F	6 8% f	15 18% BCdFG	2 2%	5 6%	3 2%	1 1%	15 13% HI1	20 12% HI	4 6%	4 7% i	13 14% P	19 9% P	7 3%	19 16% R	24 5%	1 9%	1 7%
DEFINITELY PERDUE	164 27%	14 20%	32 26%	18 27%	22 27%	35 29%	28 31%	4 4%	7 7%	54 48% HILM	76 46% HILM	12 17% Hi	12 21% HI	54 56% OP	76 35% P	21 8%	61 51% RS	91 21%	1 15%	8 54% RS

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UNDECIDED	63 11%	6 9%	13 11%	7 10%	10 12%	11 9%	11 12%	12 11%	10 11%	10 9%	18 11%	7 10%	7 12%	6 6%	24 11%	28 12%	8 6%	52 12%	1 10%	1 7%
REFUSED	26 4%	3 5%	7 6%	3 4%	1 2%	6 5%	4 5%	4 3%	2 2%	7 6%	7 4%	4 5%	3 6%	5 5%	12 5%	7 3%	6 5%	18 4%	- -	1 6%

