

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

Barack Obama

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						EDUCATION				
	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)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)
BASE=TOTAL SAMPLE	600 100%	126 21%	87 14%	76 13%	106 18%	130 22%	75 12%	288 48%	312 52%	39 6%	84 14%	170 28%	122 20%	153 25%	89 15%	120 20%	64 11%	75 13%	123 20%	95 16%	152 25%	162 27%	175 29%	96 16%	
**D/S (FAVORABLE - UNFAVORABLE)	15 2%	13 10%	-3 -4%	-3 -4%	-5 -4%	17 13%	-4 -5%	-28 -10%	43 14%	-5 -12%	1 1%	-17 -10%	21 17%	11 7%	-14 -15%	-10 -8%	-5 -8%	18 24%	5 4%	17 18%	1 1%	-15 -9%	10 6%	20 20%	
TOTAL HEARD OF																									
APR 2013	600 100%	126 100%	87 100%	76 100%	106 100%	130 100%	75 100%	288 100%	312 100%	39 100%	84 100%	170 100%	122 100%	153 100%	89 100%	120 100%	64 100%	75 100%	123 100%	95 100%	152 100%	162 100%	175 100%	96 100%	
MAR 2013	599 100%	128 100%	80 100%	72 100%	111 99%	123 100%	85 100%	288 100%	311 100%	29 100%	106 100%	171 100%	114 99%	157 100%	76 100%	128 100%	75 100%	99 100%	113 99%	85 100%	169 100%	152 100%	184 100%	84 100%	
TOTAL FAVORABLE																									
APR 2013	294 49%	68 54%	39 45%	34 45%	48 45%	69 53%	35 47%	123 43%	170 55%	17 44%	40 48%	69 41%	71 58%	77 51%	35 40%	52 44%	28 43%	44 58%	62 51%	53 56%	74 49%	69 42%	88 50%	55 58%	
MAR 2013	271 45%	69 54%	36 45%	32 45%	43 39%	60 48%	31 36%	113 39%	158 51%	15 50%	46 44%	68 40%	57 50%	78 50%	26 34%	51 40%	35 46%	50 51%	58 50%	45 52%	61 36%	67 44%	85 46%	55 65%	
TOTAL UNFAVORABLE																									
APR 2013	279 46%	55 44%	42 49%	38 49%	53 50%	52 40%	38 51%	152 53%	127 41%	22 56%	39 47%	87 51%	50 41%	67 44%	49 55%	62 52%	33 52%	26 34%	58 47%	36 38%	73 48%	84 52%	78 45%	36 37%	
MAR 2013	310 52%	55 43%	44 55%	36 51%	64 57%	60 49%	51 60%	168 58%	142 46%	12 41%	55 52%	102 60%	53 46%	75 48%	49 64%	75 58%	40 53%	43 44%	53 47%	38 44%	102 60%	81 53%	94 51%	27 33%	
VERY FAVORABLE	192 32%	45 35%	26 30%	23 30%	32 30%	50 39%	16 21%	68 23%	124 40%	11 29%	25 30%	41 24%	44 36%	57 37%	15 17%	29 24%	18 28%	31 42%	43 35%	42 44%	50 33%	48 30%	53 30%	36 38%	
SOMEWHAT FAVORABLE	102 17%	23 19%	13 14%	11 15%	17 16%	19 15%	19 26%	56 19%	46 15%	6 15%	15 18%	29 17%	27 22%	21 14%	20 23%	23 20%	10 16%	12 16%	20 16%	12 12%	24 16%	21 13%	35 20%	19 20%	
SOMEWHAT UNFAVORABLE	58 10%	11 9%	11 12%	8 11%	9 8%	12 9%	7 9%	36 12%	22 7%	8 20%	12 14%	14 8%	9 7%	12 8%	18 20%	11 9%	7 11%	6 8%	9 7%	5 5%	18 12%	14 9%	15 8%	9 10%	

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

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Barack Obama

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						EDUCATION				
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)	
VERY UNFAVORABLE	221 37%	44 35%	32 36%	29 38%	44 42%	40 31%	32 42%	116 40%	106 34%	14 36%	28 33%	72 42%	41 34%	55 36%	32 35%	52 43% R	27 41% r	20 26%	49 40% r	31 33%	55 37%	70 43% X	64 36%	27 28%	
HEARD OF/NO OPINION	28 5%	3 2%	6 7%	4 6%	5 5%	8 6%	2 2%	13 5%	15 5%	- -	4 5% jm	14 8% JM	- -	9 6% JM	5 5%	5 4%	3 5%	6 8%	3 3%	6 6%	5 3%	10 6%	9 5%	5 5%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	1.2	0.9	0.9	0.9	1.3	0.9	0.8	1.3	0.8	1.0	0.8	1.4	1.2	0.7	0.8	0.8	1.7	1.1	1.5	1.0	0.8	1.1	1.5	



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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	600 100%	204 34%	258 43%	138 23%	104 17%	100 17%	111 18%	147 25%	74 12%	64 11%	124 21%	188 31%	259 43%	132 22%	432 72%	33 5%	299 50%	187 31%	55 9%	182 30%	213 36%	192 32%	150 25%	450 75%
**D/S (FAVORABLE - UNFAVORABLE)	15 2%	-148 -73%	178 69%	-15 -11%	-85 -82%	-63 -63%	66 59%	112 76%	-9 -12%	-6 -10%	108 87%	62 33%	-154 -59%	108 82%	-87 -20%	-4 -13%	-17 -6%	10 6%	17 31%	-143 -79%	178 84%	-18 -10%	-	14 3%
TOTAL HEARD OF																								
APR 2013	600 100%	204 100%	258 100%	138 100%	104 100%	100 100%	111 100%	147 100%	74 100%	64 100%	124 100%	188 100%	259 100%	132 100%	432 100%	33 100%	299 100%	187 100%	55 100%	182 100%	213 100%	192 100%	150 100%	450 100%
MAR 2013	599 100%	198 100%	263 100%	138 100%	100 100%	98 100%	116 100%	148 99%	73 100%	65 100%	101 100%	196 100%	279 100%	132 100%	431 100%	29 100%	298 100%	193 100%	52 100%	210 100%	213 100%	161 100%	150 100%	449 100%
TOTAL FAVORABLE																								
APR 2013	294 49%	24 12%	214 83%	56 40%	8 8%	16 16%	88 79%	126 86%	28 38%	28 43%	115 93%	121 64%	47 18%	116 88%	163 38%	14 43%	133 45%	96 52%	34 63%	17 10%	195 91%	78 41%	71 47%	222 49%
MAR 2013	271 45%	25 12%	190 72%	56 41%	9 9%	16 16%	81 70%	109 73%	23 32%	33 51%	88 87%	124 63%	49 17%	101 76%	154 36%	11 37%	121 40%	95 49%	33 63%	23 11%	176 83%	68 42%	68 46%	202 45%
TOTAL UNFAVORABLE																								
APR 2013	279 46%	172 84%	36 14%	71 51%	93 90%	79 79%	22 20%	14 10%	37 50%	34 53%	7 5%	59 31%	201 78%	8 6%	250 58%	18 56%	150 50%	86 46%	17 32%	160 88%	16 8%	96 50%	71 47%	208 46%
MAR 2013	310 52%	170 86%	62 23%	78 57%	90 91%	80 81%	29 25%	33 22%	49 68%	29 44%	12 12%	64 33%	223 80%	29 22%	262 61%	17 60%	168 56%	95 49%	19 36%	181 86%	31 14%	88 54%	77 51%	234 52%
VERY FAVORABLE	192 32%	9 4%	156 60%	27 19%	4 4%	5 5%	54 48%	102 70%	10 14%	17 26%	84 68%	71 38%	30 11%	97 74%	86 20%	7 23%	82 27%	66 35%	20 36%	7 4%	149 70%	34 18%	45 30%	146 33%
SOMEWHAT FAVORABLE	102 17%	15 7%	58 22%	29 21%	4 4%	11 11%	34 31%	24 16%	18 24%	11 17%	31 25%	50 26%	18 7%	19 14%	77 18%	7 20%	51 17%	30 16%	14 26%	11 6%	45 21%	44 23%	26 17%	76 17%
SOMEWHAT UNFAVORABLE	58 10%	29 14%	9 3%	20 15%	16 15%	13 13%	6 5%	3 2%	14 20%	6 9%	1 1%	18 9%	38 15%	5 3%	51 12%	2 5%	35 12%	15 8%	- -	30 16%	4 2%	23 12%	17 12%	40 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

Continued

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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)
VERY UNFAVORABLE	221 37%	144 70% CD	27 11%	51 37% C	77 74% GHIJ	66 66% GHIJ	16 15% h	11 7%	22 30% GH	28 44% GH	6 5%	41 22% K	164 63% KL	4 3%	199 46% N	17 51% N	114 38%	71 38%	17 32%	130 72% UV	12 6%	73 38% U	54 36%	168 37%
HEARD OF/NO OPINION	28 5%	8 4%	8 3%	12 8% c	3 3%	5 5%	1 1%	7 5%	9 12% EG	3 4%	2 2%	9 5%	10 4%	8 6%	19 4%	- 1%	16 5% r	4 2%	3 6%	4 2%	2 1%	18 9% TU	8 5%	20 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.1	0.1	6.0	0.8	0.1	0.2	4.0	9.0	0.8	0.8	17.1	2.0	0.2	14.1	0.7	0.8	0.9	1.1	2.0	0.1	12.0	0.8	1.0	1.1



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Pat McCrory

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION				
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)		
BASE=TOTAL SAMPLE	600 100%	126 21%	87 14%	76 13%	106 18%	130 22%	75 12%	288 48%	312 52%	39 6%	84 14%	170 28%	122 20%	153 25%	89 15%	120 20%	64 11%	75 13%	123 20%	95 16%	152 25%	162 27%	175 29%	96 16%		
**D/S (FAVORABLE - UNFAVORABLE)	143 24%	23 18%	19 22%	33 43%	33 31%	21 16%	14 19%	86 30%	56 18%	8 20%	18 22%	60 35%	20 16%	32 21%	28 31%	38 31%	19 30%	13 17%	29 24%	11 12%	69 45%	41 25%	33 19%	-6 -6%		
TOTAL HEARD OF																										
APR 2013	581 97%	126 100%	78 89%	73 96%	104 98%	128 98%	72 96%	279 97%	302 97%	35 90%	83 99%	163 96%	122 100%	146 95%	84 94%	119 99%	62 96%	71 95%	121 98%	91 96%	142 93%	162 100%	171 98%	92 96%		
MAR 2013	580 97%	124 97%	74 92%	69 96%	111 98%	119 97%	83 98%	280 97%	300 96%	27 94%	103 97%	166 97%	112 97%	152 97%	73 95%	125 98%	73 97%	97 97%	109 95%	82 97%	161 95%	146 96%	181 98%	82 98%		
TOTAL FAVORABLE																										
APR 2013	322 54%	65 52%	42 48%	47 62%	63 60%	69 53%	35 47%	163 56%	159 51%	19 50%	43 51%	101 59%	64 53%	78 51%	50 56%	72 60%	34 53%	36 47%	68 55%	45 48%	96 63%	88 54%	91 52%	37 39%		
MAR 2013	339 56%	67 53%	43 53%	40 56%	57 51%	77 63%	53 63%	168 58%	170 55%	15 52%	55 52%	101 59%	63 55%	93 59%	42 55%	75 58%	48 64%	50 51%	65 57%	47 55%	99 59%	81 54%	110 60%	40 48%		
TOTAL UNFAVORABLE																										
APR 2013	179 30%	42 34%	23 26%	14 19%	30 29%	48 37%	21 28%	76 27%	103 33%	12 30%	25 29%	40 24%	44 36%	46 30%	22 25%	34 29%	15 23%	23 30%	39 31%	34 36%	28 18%	47 29%	59 34%	43 45%		
MAR 2013	150 25%	40 31%	18 22%	16 23%	26 24%	31 26%	18 21%	69 24%	81 26%	7 24%	27 25%	38 22%	35 31%	36 23%	18 24%	31 24%	16 22%	26 26%	32 28%	20 23%	32 19%	33 22%	47 25%	36 43%		
VERY FAVORABLE	151 25%	33 26%	13 15%	21 28%	24 23%	45 35%	15 21%	85 30%	66 21%	6 17%	20 24%	48 28%	27 22%	40 26%	22 24%	39 33%	20 31%	13 17%	26 21%	21 22%	43 28%	43 27%	44 25%	14 15%		
SOMEWHAT FAVORABLE	171 28%	32 26%	29 34%	26 34%	39 37%	24 18%	20 26%	78 27%	93 30%	13 33%	23 27%	52 31%	37 30%	38 25%	29 32%	33 27%	14 22%	22 30%	42 34%	24 26%	53 35%	44 27%	48 27%	23 24%		
SOMEWHAT UNFAVORABLE	71 12%	17 13%	9 10%	8 11%	7 7%	21 16%	9 12%	26 9%	45 14%	3 8%	13 15%	17 10%	18 15%	15 10%	9 10%	10 9%	5 7%	13 17%	18 14%	11 12%	10 7%	18 11%	24 14%	15 16%		

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Pat McCrory

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						EDUCATION			
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
VERY UNFAVORABLE	108 18%	26 20% D	14 16%	6 8%	23 22% D	27 21% D	12 16%	50 17%	58 19%	8 22%	12 14%	23 14%	26 21%	31 20%	13 15%	24 20%	10 16%	10 13%	21 17%	23 24% r	18 12%	29 18%	34 20% u	27 29% Uv
HEARD OF/NO OPINION	80 13%	19 15% f	13 15%	11 15%	11 10%	10 8%	16 21% eF	40 14%	40 13%	4 10%	15 18%	22 13%	14 11%	21 14%	12 13%	13 11%	13 20%	13 17%	14 12%	11 12%	18 12%	27 16%	21 12%	12 13%
NEVER HEARD OF	19 3%	- -	9 11% BEF	3 4%	2 2%	2 2%	3 4%	9 3%	10 3%	4 10% m	1 1%	7 4% M	- -	7 5% M	5 6% p	1 1%	3 4%	4 5%	2 2%	4 4%	10 7% Vw	1 -	4 2%	4 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.8	1.5	1.8	3.3	2.1	1.4	1.7	2.1	1.5	1.7	1.7	2.5	1.5	1.7	2.3	2.1	2.3	1.6	1.8	1.3	3.5	1.9	1.6	0.9



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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)
BASE=TOTAL SAMPLE	600 100%	204 34%	258 43%	138 23%	104 17%	100 17%	111 18%	147 25%	74 12%	64 11%	124 21%	188 31%	259 43%	132 22%	432 72%	33 5%	299 50%	187 31%	55 9%	182 30%	213 36%	192 32%	150 25%	450 75%
**D/S (FAVORABLE - UNFAVORABLE)	143 24%	160 79% CD	-41 -16%	24 17% C	84 81% GHIJ	76 76% GHIJ	-18 -17%	-23 -16%	21 29% GHJ	3 4% GH	-34 -27%	7 4% K	161 62% KL	-14 -11%	148 34% N	8 23% N	73 24%	41 22%	16 29%	149 82% UV	-47 -22%	33 17% U	36 24%	106 24%
TOTAL HEARD OF																								
APR 2013	581 97%	202 99% C	244 94%	135 98% c	103 99% Gh	99 99% Gh	104 94%	140 95%	73 99% g	63 97%	118 95%	185 98%	253 98%	121 92%	423 98% N	33 100% NO	292 98% S	182 97% S	47 86%	179 99% U	200 94%	189 98% U	144 96%	437 97%
MAR 2013	580 97%	194 98%	253 96%	134 97%	98 98%	96 98%	112 97%	141 95%	70 96%	63 97%	97 95%	190 97%	271 97%	124 94%	422 98%	27 94%	290 97%	188 97%	48 93%	204 97%	204 96%	157 97%	146 98%	434 96%
TOTAL FAVORABLE																								
APR 2013	322 54%	173 85% CD	84 33%	64 47% C	90 87% GHIJ	83 83% GHIJ	34 31%	50 34%	38 52% GH	26 40%	35 28%	83 44% K	190 73% KL	43 33%	258 60% N	18 55% N	163 54%	99 53%	27 49%	156 86% UV	64 30%	92 48% U	78 52%	244 54%
MAR 2013	339 56%	152 77% CD	99 37%	88 64% C	79 79% GHI	73 75% GHi	45 39%	53 36%	44 61% GH	44 67% GH	16 16%	98 50% K	213 76% KL	51 38%	268 62% N	17 58% n	162 54%	118 61%	27 52%	164 78% UV	76 35%	89 55% U	85 56%	254 56%
TOTAL UNFAVORABLE																								
APR 2013	179 30%	13 6%	125 49% BD	41 30% B	6 6%	7 7%	53 47% EFI	73 49% EFI	17 24% EF	23 36% EF	68 55% LM	76 40% M	29 11%	57 44% O	111 26%	11 32%	90 30%	59 31%	11 20%	8 4%	111 52% TV	59 31% T	42 28%	138 31%
MAR 2013	150 25%	20 10%	97 37% BD	33 24% B	8 8%	12 12%	44 38% EFIj	53 35% Efi	16 23% Ef	16 25% EF	59 59% LM	54 28% M	30 11%	44 33% OP	98 23%	5 16%	81 27%	44 23%	14 27%	19 9%	91 43% TV	37 23% T	31 21%	119 26%
VERY FAVORABLE	151 25%	94 46% CD	28 11%	29 21% C	57 56% FGHIJ	36 36% GHiJ	11 10%	17 12%	17 23% Gh	13 20%	14 11%	27 14%	102 39% KL	15 11%	127 29% N	8 25%	73 24%	47 25%	10 19%	84 46% UV	22 10%	38 20% U	33 22%	118 26%
SOMEWHAT FAVORABLE	171 28%	80 39% CD	56 22%	35 25%	33 32% g	47 47% EGHIJ	23 21%	33 22%	22 30%	13 21%	21 17%	56 30% K	88 34% K	29 22%	131 30% n	10 31%	90 30%	52 28%	17 31%	72 40% UV	42 20%	54 28% u	45 30%	126 28%
SOMEWHAT UNFAVORABLE	71 12%	6 3%	45 18% B	20 14% B	2 2%	5 5%	18 17% EF	27 18% EFI	6 9% e	13 21% Efi	18 15% M	37 20% M	14 5%	23 17% 11%	46 11%	3 9%	38 13% S	21 11% s	2 4%	4 2%	40 19% T	25 13% T	17 11%	54 12%

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

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)
VERY UNFAVORABLE	108 18%	7 3%	80 31% BD	21 15% B	5 5%	2 2%	34 31% EfiJ	46 31% EfiJ	11 15% EF	10 15% eF	50 40% IM	39 21% M	15 6%	35 26% O	65 15%	8 24%	52 17%	38 20%	9 16%	3 2%	70 33% TV	34 18% T	25 16%	83 19%
HEARD OF/NO OPINION	80 13%	16 8%	34 13% b	30 22% Bc	6 6%	9 9%	17 15% E	17 31% EfiJ	17 23% EFh	13 20% Ef	15 12%	26 14%	33 13%	20 15%	54 13%	4 12%	39 13%	24 13%	9 17%	15 8%	25 12%	38 20% TU	24 16%	55 12%
NEVER HEARD OF	19 3%	2 1%	14 6% Bd	3 2%	1 1%	1 1%	7 6% Efi	7 5% ef	1 1%	2 3%	6 5%	3 2%	6 2%	11 8% OP	9 2% P	- -	7 2%	5 3%	7 14% QR	3 1%	13 6% TV	3 2%	6 4%	13 3%
**RATIO (FAVORABLE / UNFAVORABLE)	1.8	13.1	0.7	1.6	14.0	12.3	0.6	0.7	2.2	1.1	0.5	1.1	6.5	0.8	2.3	1.7	1.8	1.7	2.4	20.1	0.6	1.6	1.9	1.8



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North Carolina Legislature

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE						EDUCATION				
	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)	HS LESS (U)	OR COLL (V)	2 YR COLL (W)	4 YR COLL (X)	POST GRAD (Y)
BASE=TOTAL SAMPLE	600 100%	126 21%	87 14%	76 13%	106 18%	130 22%	75 12%	288 48%	312 52%	39 6% LMN	84 14% l	170 28%	122 20%	153 25%	89 15% PQRs	120 20%	64 11%	75 13%	123 20%	95 16% pqs	152 25%	162 27%	175 29%	96 16%	
**D/S (FAVORABLE - UNFAVORABLE)	44 7%	14 11% CFG	-3 -3%	26 34% BCEFG	9 8% CFG	-1 -1%	- -1%	12 4%	32 10% H	5 12% K	-3 -3%	10 6% K	22 18% KLN	7 5% K	-4 -4%	9 8% OT	6 9% OT	9 12% OT	20 16% OPT	- -	22 14% X	23 14% X	15 9% X	-22 -23%	
TOTAL HEARD OF																									
APR 2013	576 96%	124 98% f	83 96%	72 95%	101 95%	122 94%	73 98%	281 97%	296 95%	36 93%	79 94%	165 97%	118 97%	148 97%	85 95%	117 98%	64 100% OrST	71 94%	118 96%	90 95%	143 94%	156 96%	171 98%	91 95%	
MAR 2013	583 97%	125 98%	77 95%	70 98%	109 97%	119 97%	83 98%	282 98%	302 97%	28 97%	102 96%	168 98%	113 98%	151 96%	74 97%	127 99%	72 96%	96 97%	111 97%	83 97%	165 97%	148 97%	177 96%	84 100% UVW	
TOTAL FAVORABLE																									
APR 2013	243 40%	60 47% cF	30 34%	41 54% CFG	43 41%	43 33%	26 35%	116 40%	127 41%	16 41%	29 35%	66 39%	59 48% k	61 40%	31 35%	51 43%	28 44%	32 43%	52 43%	35 37%	62 41% x	69 42% x	74 43% x	29 30%	
MAR 2013	220 37%	46 36%	23 29%	22 30%	49 44% Cd	50 40%	30 35%	109 38%	111 35%	10 35%	43 40%	68 40%	36 31%	60 38%	28 37%	47 37%	33 44%	40 40%	40 35%	29 34%	66 39%	55 36%	72 39%	25 30%	
TOTAL UNFAVORABLE																									
APR 2013	198 33%	46 36% D	33 37% D	15 20% d	35 32% d	44 34% D	27 36% D	104 36%	95 30%	11 29%	31 38%	56 33%	37 30%	54 35%	35 39% s	42 35%	22 35%	23 31%	32 26%	35 36%	40 26%	45 28%	59 34%	51 54% UVW	
MAR 2013	204 34%	57 44% cdeFG	25 31%	23 32%	37 33%	39 31%	25 29%	102 35%	103 33%	10 33%	30 29%	51 30%	50 43% KLn	51 33%	27 35%	46 36%	24 31%	28 28%	38 33%	29 34%	40 24%	51 33% u	64 35% U	45 54% UVW	
VERY FAVORABLE	38 6%	14 11% EF	5 6%	6 8%	4 3%	4 3%	5 7%	22 8%	16 5%	3 7%	4 5%	10 6%	11 9%	6 4%	7 8%	11 9%	3 5%	4 6%	5 4%	4 4%	9 6%	12 7%	8 4%	4 5%	
SOMEWHAT FAVORABLE	204 34%	46 36%	24 28%	35 46% CFG	40 37%	39 30%	21 28%	94 32%	111 36%	13 34%	25 29%	56 33%	48 39%	55 36%	25 28%	40 33%	25 39%	28 37%	47 39%	31 33%	53 35%	56 35%	67 38% X	24 25%	
SOMEWHAT UNFAVORABLE	121 20%	24 19%	19 22%	11 15%	20 19%	30 23%	17 23%	59 21%	62 20%	11 29%	24 29% Mn	36 21%	19 15%	26 17%	28 31% PQSt	21 17%	9 14%	18 23%	22 18%	19 20%	28 19%	32 19%	30 17%	29 30% uvw	

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

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North Carolina Legislature

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						EDUCATION				
	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)	HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)		
VERY UNFAVORABLE	77 13%	22 17% D	14 16% D	4 5%	14 13% d	15 11%	10 13%	44 15%	33 11%	- -	8 9% J	20 11% J	18 15% J	29 19% JKL	7 8%	21 18% OrS	14 21% ORS	6 8%	11 9%	16 17% ors	12 8%	14 8%	29 17% UV	22 23% UV		
HEARD OF/NO OPINION	135 23%	19 15%	21 25%	16 21%	24 22%	35 27% B	20 27% b	61 21%	74 24%	9 22%	19 22%	44 26%	22 18%	33 21%	18 20%	24 20%	14 21%	15 20%	34 27%	21 22%	41 27% X	42 26% X	37 21% X	11 12%		
NEVER HEARD OF	24 4%	2 2%	3 4%	4 5%	5 5%	8 6% b	2 2%	7 3%	16 5%	3 7%	5 6%	5 3%	4 3%	5 3%	5 5% Q	3 2%	- -	4 6% q	5 4% Q	5 5% Q	9 6%	7 4%	4 2%	4 5%		
**RATIO (FAVORABLE / UNFAVORABLE)	1.2	1.3	0.9	2.7	1.3	1.0	1.0	1.1	1.3	1.4	0.9	1.2	1.6	1.1	0.9	1.2	1.3	1.4	1.6	1.0	1.5	1.5	1.3	0.6		



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North Carolina Legislature

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%	204 34%	258 43%	138 23%	104 17%	100 17%	111 18%	147 25%	74 12%	64 11%	124 21%	188 31%	259 43%	132 22%	432 72%	33 5%	299 50%	187 31%	55 9%	182 30%	213 36%	192 32%	150 25%	450 75%	
**D/S (FAVORABLE - UNFAVORABLE)	44 7%	59 29%	-10 -4%	-5 -3%	26 25%	33 33%	-3 -3%	-7 -5%	-11 -15%	6 9%	-17 -14%	-10 -5%	68 26%	23 18%	11 3%	9 27%	3 1%	23 12%	18 34%	60 33%	-15 -7%	-7 -4%	-5 -3%	49 11%	
TOTAL HEARD OF																									
APR 2013	576 96%	195 96%	244 94%	137 99%	100 96%	96 95%	107 97%	136 93%	74 100%	64 99%	117 94%	183 97%	249 96%	123 93%	418 97%	33 99%	290 97%	179 96%	50 92%	176 97%	201 94%	186 97%	144 96%	432 96%	
MAR 2013	583 97%	191 97%	259 98%	133 96%	97 97%	94 96%	114 98%	146 98%	71 97%	61 94%	99 98%	188 96%	275 98%	125 94%	423 98%	29 100%	290 97%	187 97%	50 97%	203 97%	209 98%	156 97%	147 98%	437 97%	
TOTAL FAVORABLE																									
APR 2013	243 40%	106 52%	90 35%	47 34%	52 50%	54 53%	42 38%	48 33%	22 30%	25 38%	38 31%	66 35%	129 50%	54 41%	169 39%	19 56%	113 38%	83 45%	27 50%	96 53%	72 34%	66 35%	49 33%	193 43%	
MAR 2013	220 37%	92 46%	76 29%	52 38%	47 47%	45 46%	35 30%	41 27%	27 37%	25 38%	30 29%	55 28%	129 46%	41 31%	165 38%	11 38%	109 36%	72 37%	21 41%	91 43%	58 27%	62 39%	47 31%	173 38%	
TOTAL UNFAVORABLE																									
APR 2013	198 33%	47 23%	100 39%	51 37%	26 25%	21 21%	45 41%	55 38%	33 45%	19 29%	55 45%	76 40%	62 24%	30 23%	158 36%	10 30%	109 37%	60 32%	9 16%	37 20%	87 41%	74 38%	54 36%	144 32%	
MAR 2013	204 34%	48 24%	111 42%	46 33%	29 29%	19 20%	48 42%	62 42%	25 34%	21 32%	52 51%	79 40%	67 24%	47 36%	147 34%	6 21%	105 35%	70 36%	11 22%	56 27%	98 46%	49 31%	57 38%	148 33%	
VERY FAVORABLE	38 6%	16 8%	18 7%	5 3%	13 12%	3 3%	8 7%	10 7%	2 3%	3 4%	5 4%	10 5%	20 8%	7 5%	27 6%	3 11%	16 5%	12 7%	6 11%	16 9%	13 6%	7 4%	9 6%	29 7%	
SOMEWHAT FAVORABLE	204 34%	90 44%	73 28%	42 30%	40 38%	50 50%	34 31%	38 26%	20 27%	22 34%	33 27%	56 30%	109 42%	47 36%	142 33%	15 46%	97 32%	71 38%	21 39%	81 44%	59 28%	59 31%	40 27%	164 36%	
SOMEWHAT UNFAVORABLE	121 20%	32 16%	56 22%	33 24%	18 17%	14 14%	22 20%	34 23%	20 27%	13 20%	31 25%	47 25%	43 17%	19 14%	95 22%	7 22%	70 23%	30 16%	5 10%	28 15%	49 23%	43 22%	41 27%	80 18%	

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

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North Carolina Legislature

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)
VERY UNFAVORABLE	77 13%	15 7%	44 17% B	19 13%	8 8%	7 7%	23 21% EFJ	21 14% f	13 18% ef	5 8%	24 20% M	29 16% M	19 7%	12 9%	62 14%	2 7%	40 13%	30 16% S	3 6%	9 5%	37 18% T	31 16% T	13 9%	64 14%
HEARD OF/NO OPINION	135 23%	43 21%	53 21%	39 28%	21 21%	21 21%	21 19% EFJ	33 22%	19 26%	20 32% g	23 18%	41 22%	58 22%	38 29% P	92 21%	4 13%	68 23%	36 19%	14 25%	44 24%	43 20%	46 24%	41 27%	95 21%
NEVER HEARD OF	24 4%	9 4% D	14 6% D	1 1%	4 4% i	5 5% I	3 3% i	11 7% IJ	- -	1 1%	7 6%	5 3%	10 4%	9 7% p	14 3%	- 1%	9 3%	7 4%	5 8%	6 3%	12 6% 3%	6 3%	6 4%	18 4%
**RATIO (FAVORABLE / UNFAVORABLE)	1.2	2.3	0.9	0.9	2.0	2.6	0.9	0.9	0.7	1.3	0.7	0.9	2.1	1.8	1.1	1.9	1.0	1.4	3.1	2.6	0.8	0.9	0.9	1.3



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