

CIVITAS INSTITUTE / NORTH CAROLINA STATEWIDE STUDY / JUNE 23-25, 2015

If the election for North Carolina Governor were being held today, for whom would you vote between: Pat McCrory, the Republican, and Roy Cooper, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE					GENDER/AGE					EMPLOYMENT 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)	FULL TIME (U)	RET- IRED (V)	UN- EMPL- OYED (W)
BASE=TOTAL SAMPLE	600 100%	120 20%	89 15%	76 13%	113 19%	123 20%	79 13%	288 48%	312 52%	45 8%	112 19%	173 29%	120 20%	149 25%	106 18%	100 17%	82 14%	92 15%	140 23%	79 13%	338 56%	176 29%	34 6%
**D/S (MCCRORY - COOPER)	30 5%	-18 -15%	36 40%	15 20%	-6 -5%	3 2%	- 1%	46 16%	-16 -5%	12 27%	5 5%	8 5%	6 5%	-1 -	12 12%	24 24%	10 12%	-1 -1%	-7 -5%	-8 -10%	31 9%	-5 -3%	-5 -14%
TOTAL MCCRORY	258 43%	42 35%	53 59%	40 53%	43 38%	48 39%	31 39%	143 50%	115 37%	26 57%	46 41%	75 43%	49 41%	62 41%	50 48%	54 54%	38 47%	35 38%	52 37%	28 35%	153 45%	71 40%	12 37%
TOTAL COOPER	227 38%	59 49%	17 19%	25 33%	49 44%	45 37%	31 39%	96 33%	131 42%	14 31%	40 36%	67 39%	43 36%	63 42%	38 36%	29 29%	28 35%	36 39%	59 42%	36 45%	122 36%	76 43%	17 50%
TOTAL LEAN/UNDECIDED	100 17%	17 14%	17 19%	10 13%	16 14%	28 23%	12 15%	40 14%	61 19%	5 12%	26 23%	21 12%	25 21%	24 16%	13 12%	13 13%	14 17%	21 23%	24 17%	15 19%	51 15%	27 15%	4 11%
DEFINITELY MCCRORY	182 30%	29 24%	40 45%	23 30%	31 27%	37 30%	22 28%	103 36%	79 25%	15 32%	32 28%	54 31%	33 28%	48 32%	32 30%	41 41%	30 37%	24 26%	33 24%	21 27%	102 30%	51 29%	10 31%
PROBABLY MCCRORY	76 13%	13 10%	13 15%	18 23%	12 11%	12 9%	9 11%	40 14%	36 12%	11 25%	14 12%	21 12%	15 13%	14 9%	19 18%	12 12%	9 11%	11 12%	18 13%	7 8%	51 15%	20 11%	2 6%
LEAN MCCRORY	14 2%	2 2%	3 4%	1 2%	4 4%	1 1%	2 3%	4 1%	11 3%	1 2%	1 1%	7 4%	2 1%	3 2%	- -	2 2%	2 3%	2 2%	7 5%	1 2%	8 2%	4 2%	1 4%
UNDECIDED	70 12%	10 8%	12 13%	9 11%	10 9%	25 20%	5 7%	29 10%	41 13%	4 10%	23 20%	10 6%	18 15%	15 10%	11 11%	8 8%	9 11%	18 19%	13 10%	10 12%	37 11%	18 10%	2 7%
LEAN COOPER	16 3%	5 4%	2 2%	- -	2 2%	2 2%	4 6%	7 2%	9 3%	- -	2 1%	4 2%	6 5%	5 3%	2 1%	3 3%	3 4%	1 1%	4 3%	4 5%	6 2%	6 3%	- -
PROBABLY COOPER	55 9%	14 11%	4 5%	5 7%	18 16%	6 5%	8 11%	16 6%	39 13%	4 9%	1 1%	14 8%	19 16%	16 11%	4 4%	6 6%	6 7%	3 3%	25 18%	12 14%	26 8%	23 13%	4 11%
DEFINITELY COOPER	172 29%	46 38%	13 15%	20 26%	31 28%	40 32%	22 28%	80 28%	92 29%	10 22%	39 35%	53 31%	23 20%	46 31%	34 32%	23 23%	23 28%	33 36%	34 24%	24 31%	96 28%	53 30%	13 39%
REFUSED	15 2%	2 2%	2 2%	- 1%	4 4%	1 1%	5 7%	9 3%	6 2%	- -	- -	10 6%	3 3%	1 1%	4 4%	4 4%	1 1%	- -	5 4%	1 1%	12 4%	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/V/W
N A T I O N A L R E S E A R C H I N C

If the election for North Carolina Governor were being held today, for whom would you vote between: Pat McCrory, the Republican, and Roy Cooper, the Democrat?

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			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)	LAND (Q)	CELL (R)
BASE=TOTAL SAMPLE	600 100%	192 32%	258 43%	150 25%	107 18%	85 14%	107 18%	151 25%	74 12%	76 13%	147 24%	141 24%	282 47%	138 23%	426 71%	31 5%	420 70%	180 30%
**D/S (MCCRORY - COOPER)	30 5%	104 54% CD	-88 -34%	15 10% C	61 57% GHIJ	43 50% GHIJ	-32 -30%	-57 -37%	17 23% GHJ	-2 -3% GH	-67 -46%	-37 -26% k	134 48% KL	-70 -50%	90 21% N	10 32% N	10 2% N	20 11% Q
TOTAL MCCRORY -----	258 43%	135 71% CD	56 22%	66 44% C	79 74% GHIJ	56 66% GHIJ	28 26%	28 19%	36 49% GH	30 40% H	24 16%	34 24%	189 67% KL	21 15%	217 51% N	18 57% N	172 41%	86 48%
TOTAL COOPER -----	227 38%	32 17% BD	144 56% BD	51 34% B	18 17%	14 16%	59 56% EFI	85 56% EFI	19 25%	33 43% EFi	91 62% M	72 51% M	55 19%	90 65% OP	127 30%	8 25%	162 39%	65 36%
TOTAL LEAN/UNDECIDED -----	100 17%	24 13%	53 20% b	23 16%	10 9%	14 17%	19 17%	34 23% E	11 15%	12 16%	31 21% m	27 19%	35 12%	27 20%	68 16%	5 16%	80 19% r	21 12%
DEFINITELY MCCRORY	182 30%	101 52% CD	33 13%	49 32% C	56 53% GHJ	44 52% GHJ	17 16%	16 10%	30 40% GH	19 25% h	11 8%	22 16%	142 50% KL	10 7%	160 38% N	10 31% n	124 30%	57 32%
PROBABLY MCCRORY	76 13%	35 18% C	23 9%	18 12%	23 21% gHI	12 14%	11 10%	12 8%	6 8%	12 15%	13 9%	12 9%	47 17% kl	10 8%	57 13%	8 26%	47 11%	28 16%
LEAN MCCRORY	14 2%	7 4%	4 2%	3 2%	1 1%	6 7% ehi	2 2% 2	2 1%	1 1%	2 3%	1 1%	1 1%	12 4% kL	2 1%	11 3%	1 4%	11 3%	4 2%
UNDECIDED	70 12%	16 8%	40 16% b	13 9%	9 8%	7 9%	13 12%	27 18% ef	7 9%	6 9%	22 15% m	24 17% M	18 6%	24 17%	42 10%	4 13%	56 13%	13 7%
LEAN COOPER	16 3%	1 -	9 3% b	7 5% b	- -	1 1%	4 3%	5 3% e	4 5% e	3 4%	8 6%	2 2%	5 2%	2 1%	15 3% P	- -	12 3%	4 2%
PROBABLY COOPER	55 9%	13 7%	33 13% bd	9 6%	3 3%	9 11% e	10 9%	23 15% EI	3 3%	7 9%	18 12% m	20 14% M	14 5%	16 12%	36 8%	3 9%	44 11%	11 6%
DEFINITELY COOPER	172 29%	19 10%	111 43% BD	42 28% B	15 14% f	4 5%	49 46% EFI	62 41% EFI	16 22% F	26 34% EF	73 50% lM	51 36% M	41 14%	74 54% OP	91 21%	5 16%	117 28%	55 30%
REFUSED	15 2%	1 -	5 2%	9 6% B	- -	1 1%	1 1%	4 3% e	8 11% EFGhJ	1 1%	- -	8 6% Km	4 1%	- -	14 3% N	- 1%	7 2%	8 5%

CVITAS

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