

CIVITAS INSTITUTE NORTH CAROLINA STATEWIDE STUDY / MAY 2012

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 Walter Dalton, the Democrat?

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%	121 20%	91 15%	70 12%	110 18%	130 22%	78 13%	288 48%	312 52%	16 3%	61 10%	193 32%	137 23%	146 24%	62 10%	145 24%	61 10%	52 9%	140 23%	93 16%	182 30%	125 21%	173 29%	96 16%		
**D/S (MCCRORY - DALTON)	63 10%	-13 -11%	5 6%	16 22%	27 24%	18 14%	10 13%	61 21%	2 1%	-1 -7%	-9 -15%	25 13%	21 15%	22 15%	2 2%	30 21%	21 35%	-13 -24%	11 8%	6 7%	10 6%	29 23%	29 17%	-11 -11%		
TOTAL MCCRORY																										
MAY, 2012	290 48%	45 37%	42 46%	35 51%	62 56%	69 53%	36 46%	153 53%	137 44%	5 30%	18 29%	98 51%	75 55%	73 50%	23 37%	80 55%	37 61%	15 29%	71 51%	43 46%	80 44%	72 57%	91 52%	36 38%		
MAR, 2012	289 48%	51 44%	37 42%	31 42%	50 45%	76 61%	44 52%	152 53%	137 44%	3 16%	37 59%	99 53%	60 49%	67 44%	30 52%	66 53%	43 53%	28 50%	71 52%	26 34%	77 48%	82 49%	80 53%	45 44%		
FEB, 2012	291 49%	56 47%	39 44%	32 43%	54 50%	70 57%	40 46%	160 56%	131 42%	7 50%	42 48%	101 52%	58 46%	69 46%	40 54%	73 57%	41 55%	35 44%	57 44%	32 38%	-	-	-	-		
TOTAL DALTON																										
MAY, 2012	227 38%	58 48%	37 41%	20 28%	36 32%	51 39%	26 33%	92 32%	135 43%	6 36%	27 44%	73 38%	54 39%	51 35%	22 35%	50 34%	15 25%	28 53%	60 43%	36 39%	70 38%	42 34%	62 36%	47 49%		
MAR, 2012	192 32%	42 36%	32 36%	30 41%	34 30%	36 29%	19 22%	79 27%	113 36%	7 45%	16 25%	56 30%	38 31%	55 36%	17 29%	35 28%	24 29%	17 30%	46 34%	33 42%	55 34%	53 32%	37 24%	36 36%		
FEB, 2012	179 30%	42 35%	23 25%	25 33%	26 24%	36 30%	28 32%	71 25%	107 34%	1 6%	26 29%	58 30%	42 33%	46 31%	20 28%	32 24%	18 24%	24 30%	47 36%	31 37%	-	-	-	-		
DEFINITELY MCCRORY	218 36%	29 24%	32 35%	24 34%	48 43%	56 43%	29 37%	124 43%	94 30%	1 7%	12 19%	72 37%	62 45%	58 40%	13 22%	70 48%	31 51%	9 17%	49 35%	33 36%	61 34%	53 42%	71 41%	25 26%		
PROBABLY MCCRORY	54 9%	13 11%	8 9%	9 13%	10 9%	7 5%	6 8%	25 9%	29 9%	4 23%	3 5%	20 10%	9 7%	12 8%	9 14%	8 5%	5 9%	3 6%	16 11%	7 7%	16 9%	13 11%	15 9%	7 7%		
LEAN MCCRORY	18 3%	3 2%	2 2%	2 3%	4 4%	6 5%	1 1%	4 1%	14 4%	-	3 5%	6 3%	4 3%	3 2%	1 1%	3 2%	1 1%	3 6%	6 4%	3 3%	3 1%	6 4%	5 3%	5 5%		
LEAN DALTON	15 2%	1 1%	5 5%	-	1 1%	4 3%	4 5%	5 2%	9 3%	-	2 4%	5 2%	4 3%	4 3%	2 3%	3 2%	-	3 6%	2 2%	4 4%	5 3%	4 3%	5 3%	2 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

Continued

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	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)	
PROBABLY DALTON	57 9%	14 11%	13 14% g	5 8%	7 6%	13 10%	4 6%	24 8%	33 10%	2 12%	8 12%	17 9%	16 11%	9 6%	5 9%	13 9%	4 6%	9 16% t	15 10%	6 6%	17 9%	14 11%	14 8%	11 12%		
DEFINITELY DALTON	156 26%	44 36% CDefG	19 21%	14 20%	28 25%	34 26%	18 23%	63 22%	93 30% H	4 24%	18 29%	51 26%	35 25%	38 26%	14 23%	33 23%	12 19%	16 31%	43 31% q	27 29%	49 27%	25 20%	43 25%	34 36% Vw		
UNDECIDED																										
MAY, 2012	75 12%	13 11%	10 11%	13 19% F	12 11%	10 8%	16 20% beF	36 13%	39 12%	5 34% lM	16 26% LMN	18 10%	8 6%	19 13% m	17 28% PQSt	11 8%	6 10%	9 18% s	9 7%	13 14% s	27 15% v	10 8%	21 12%	13 13%		
MAR, 2012	107 18%	21 18% f	19 21% F	11 14%	26 23% F	12 10%	19 22% F	51 18%	56 18%	6 38% kl	8 13%	28 15%	21 17%	26 17%	10 17%	22 17%	12 15%	10 18%	18 13%	18 23% s	28 18%	28 17%	28 19%	18 18%		
FEB, 2012	118 20%	19 16%	25 28% bF	15 21% f	28 26% bF	13 11%	17 20% f	49 17%	69 22%	4 33% 33	17 20%	32 16%	26 21%	30 20%	13 17%	21 16%	13 18%	18 23%	26 20%	18 22%	- -	- -	- -	- -		
REFUSED	8 1%	4 4% EFG	2 2%	1 2%	- -	- -	- -	7 2% i	1 -	- -	- -	4 2% jkm	- -	3 2% jkm	- -	4 2% ors	2 3%	- -	- -	1 1% WX	6 3%	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/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

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BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	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)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)	
BASE=TOTAL SAMPLE	600 100%	198 33%	270 45%	132 22%	106 18%	92 15%	107 18%	163 27%	75 12%	57 10%	111 18%	197 33%	247 41%	132 22%	449 75%	19 3%	286 48%	200 33%	56 9%	99 17% UVWX	105 17%	101 17%	56 9%	96 16% U	
**D/S (MCCRORY - DALTON)	63 10%	153 77% CD	-110 -41%	20 15% C	90 84% FGHIJ	64 70% GHIJ	-37 -34%	-73 -45%	8 11% GH	11 20% GH	-59 -54%	-21 -11% K	137 55% KL	-80 -61%	139 31% N	4 22% N	29 10% S	29 15% S	-3 -5%	-8 -8% T	-1 -1% TU	28 28% TUx	19 34% TUx	20 21% TU	
TOTAL MCCRORY																									
MAY, 2012	290 48%	169 85% CD	58 21%	64 48% C	95 89% GHIJ	74 80% GHIJ	24 22%	34 21%	35 46% GH	30 52% GH	20 18%	68 34% K	181 73% KL	16 12%	265 59% N	9 46% N	140 49%	101 51%	21 37%	38 39%	47 45%	57 57% T	33 60% Tu	56 58% Tu	
MAR, 2012	289 48%	161 81% CD	62 23%	65 49% C	90 86% GHIJ	72 77% GHIJ	28 25%	34 22%	34 49% GH	31 49% GH	12 10%	81 43% K	184 72% KL	14 11%	267 59% N	5 43% N	161 54% Rs	86 43%	16 38%	31 41%	57 46%	65 59% Tu	33 51%	53 57% T	
FEB, 2012	291 49%	150 76% CD	73 27%	68 51% C	82 81% fGHIJ	69 71% GHIJ	40 36% H	33 21%	38 51% gH	29 52% gH	17 15%	64 40% K	194 70% KL	27 20%	256 57% N	6 41% n	166 53% rs	81 45%	18 38%	- - 40%	81 53% U	65 59% U	40 59% U	61 61% U	
TOTAL DALTON																									
MAY, 2012	227 38%	15 8%	168 62% BD	44 34% B	5 5%	10 11%	61 57% EFIJ	107 66% EFIJ	26 35% EF	18 32% EF	79 72% LM	89 45% M	44 18%	97 73% OP	126 28%	4 23%	110 39%	72 36%	23 42%	46 46% VW	48 46% VW	29 29%	14 26% 26%	35 37%	
MAR, 2012	192 32%	10 5%	156 58% BD	27 20% B	5 5%	4 5%	63 55% EFIJ	92 59% EFIJ	10 15% EF	17 26% EF	77 65% LM	67 35% M	36 14%	90 68% OP	99 22%	2 17%	84 28%	75 38%	14 33%	31 41% Vx	48 38% Vx	24 21%	19 29%	26 28%	
FEB, 2012	179 30%	10 5%	136 51% BD	33 25% B	6 6%	4 4%	47 42% EFIJ	89 56% EFGIJ	18 24% EF	14 25% EF	72 61% LM	61 38% M	32 11%	76 57% OP	98 22%	5 33%	76 24%	64 35% Q	18 37%	- - 38%	77 38% vWX	33 27%	16 25%	20 20%	
DEFINITELY MCCRORY	218 36%	144 73% CD	35 13%	39 30% C	82 77% GHIJ	62 67% GHIJ	17 16%	18 11%	24 33% GH	15 26% H	15 13%	38 20%	151 61% KL	12 9%	199 44% N	7 35% n	102 36%	84 42% S	14 25%	31 31%	35 33%	42 42% 48%	27 48% Tu	39 41%	
PROBABLY MCCRORY	54 9%	20 10%	16 6%	18 14% C	12 11% g	8 8%	4 4%	12 7%	9 12% g	9 16% G	3 2%	21 11% K	23 9% K	4 3%	48 11% N	2 10%	27 10%	14 7%	12 12%	4 4%	9 9%	12 12% t	5 9%	10 10%	
LEAN MCCRORY	18 3%	5 3%	6 2%	6 5% 5%	1 1% 5%	4 5%	2 2%	4 2%	1 1%	5 9% ei	3 2%	8 4%	7 3%	- -	18 4% NP	- -	11 4%	4 2%	1 1%	3 3%	3 3%	3 3%	1 2%	6 7%	
LEAN DALTON	15 2%	3 2%	9 3%	2 2%	2 2%	1 1%	2 2%	7 4%	1 1%	1 2%	7 6% IM	3 1%	2 1%	3 2%	12 3% p	- -	9 3%	3 2%	2 4%	1 1%	2 2%	1 1%	2 3%	3 3%	

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	PARTY REG			PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME					
	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)	UNDER \$25K (T)	\$25-\$50K (U)	\$50-\$75K (V)	\$75-\$100K (W)	OVER \$100K (X)	
PROBABLY DALTON	57 9%	1 1%	39 14% B	17 13% B	1 1%	- -	12 11% EF	27 17% EF	11 15% EF	5 10% eF	17 15% M	22 11% M	13 5%	20 15% O	33 7% 7%	3 15%	25 9%	15 7%	13 23% QR	15 15% Vw	9 9%	4 4%	4 6%	9 9%	
DEFINITELY DALTON	156 26%	11 5%	120 44% BD	26 19% B	2 2%	9 9% E	47 44% EFIJ	73 45% EFIJ	14 19% E	12 20% E	55 50% LM	64 32% M	28 11%	74 56% OP	81 18%	1 8%	76 27% s	54 27% s	9 15%	30 30% w	36 35% W	25 24%	9 16%	24 25%	
UNDECIDED																									
MAY, 2012	75 12%	14 7%	40 15% B	21 16% B	6 6%	8 9%	18 17% E	22 14% E	12 16% E	9 15%	10 9%	39 20% KM	19 8%	18 14%	54 12%	3 17%	35 12%	23 12%	10 18%	13 13% x	9 8%	13 13% x	8 15% x	5 5%	
MAR, 2012	107 18%	27 14%	45 17% BC	34 26% BC	10 9%	17 18% e	20 18% e	25 16% EfgH	21 30% E	14 22% E	24 20%	39 20% M	33 13%	24 18%	77 17%	4 35% o	47 16%	35 18%	11 26%	13 17%	16 13%	22 20%	11 17%	13 14%	
FEB, 2012	118 20%	35 18%	54 20%	29 22%	11 11%	23 24% E	20 18%	34 21% E	17 23% e	12 21% 21%	24 20%	31 19%	47 17%	27 20%	87 19%	3 22%	64 21%	31 17%	12 25%	- -	45 22% W	23 19%	8 11%	18 18%	
REFUSED	8 1%	- -	5 2% B	3 2%	- -	- -	5 4% EFH	- -	2 3%	1 2%	1 1%	1 1%	3 1%	1 1%	4 1%	3 14%	1 -	3 2%	1 2%	2 2%	1 1%	1 1%	- -	- -	

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N A T I O N A L R E S E A R C H I N C

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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 you never heard of them, just tell me and we'll go on to the next one.

Walter Dalton

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 BCG (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%	121 20%	91 15%	70 12%	110 18%	130 22%	78 13%	288 48%	312 52%	16 3%	61 10%	193 32%	137 23%	146 24%	62 10%	145 24%	61 10%	52 9%	140 23%	93 16%	182 30%	125 21%	173 29%	96 16%
**D/S (FAVORABLE - UNFAVORABLE)	69 11%	9 7%	3 4%	11 16% BCG	20 18% BCG	24 18% BCG	2 2%	25 9%	43 14% h	2 14%	10 17% N	33 17% mN	14 10%	7 5%	8 12% Q	19 13% QT	-1 -1%	17 32% OPQST	20 14% QT	4 5% Q	17 9%	9 7%	20 11%	18 18% uV
TOTAL HEARD OF -----	452 75%	99 82% FG	68 74%	53 75%	86 78%	93 71%	54 69%	209 73%	243 78%	6 39%	42 69% J	145 75% J	110 80% J	118 81% J	39 62%	113 77% O	43 71%	35 67%	113 81% Or	80 85% OQR	129 71%	101 81% uW	121 70%	85 89% UW
TOTAL FAVORABLE -----	196 33%	42 34%	24 27%	25 36%	40 37% g	46 35% g	18 24%	88 31%	108 35%	2 14%	20 33% j	68 35% J	51 37% J	43 30%	15 24%	51 35%	16 26%	22 43% oq	52 37% o	28 30%	55 30%	39 31%	52 30%	42 44% UvW
TOTAL UNFAVORABLE -----	127 21%	33 27% f	21 23%	14 20%	20 19%	22 17%	17 21%	63 22%	65 21%	- -	10 16% J	35 18% J	37 27% JL	36 25% J	8 12%	33 23% oR	16 27% OR	6 11%	32 22% or	23 25% OR	38 21%	30 24%	32 19%	24 25%
VERY FAVORABLE	64 11%	16 14% d	6 7%	4 6%	12 11%	15 12%	10 12%	29 10%	35 11%	2 14%	7 12%	17 9%	18 13%	15 10%	5 8%	19 13%	5 8%	8 16%	13 9%	10 11%	21 11%	8 6%	15 9%	18 18% vW
SOMEWHAT FAVORABLE	132 22%	25 21% g	18 20%	21 30% G	29 26% G	31 24% G	9 11%	59 20%	73 23%	- -	13 21% J	50 26% J	32 23% J	28 19% J	10 16%	33 23%	11 17%	14 27%	39 28% o	18 19%	35 19%	32 25%	36 21%	24 25%
SOMEWHAT UNFAVORABLE	77 13%	20 17% Def	16 18% def	5 7%	10 9%	12 9%	14 17% de	40 14%	37 12%	- -	5 9% J	26 13% J	17 13% J	22 15% J	6 9%	18 13%	11 19% R	3 6%	18 13%	14 14% r	25 14%	15 12%	16 9%	18 19% w
VERY UNFAVORABLE	51 8%	13 10% g	4 5%	9 13% g	11 10%	11 8%	3 4%	23 8%	28 9%	- -	5 7% J	9 5% J	19 14% JL	14 10% JL	2 3%	15 10% o	5 8%	3 5%	13 9% o	10 11% o	13 7%	15 12%	16 9%	7 7%
HEARD OF/NO OPINION	129 21%	25 20%	22 25%	14 20%	25 23%	24 19%	19 24%	58 20%	70 23%	4 25%	12 19%	43 22%	23 17%	38 26% m	16 25%	28 19%	11 19%	7 13%	30 21%	29 31% pqR	36 20%	32 25%	37 21%	19 20%
NEVER HEARD OF	148 25%	22 18%	23 26%	17 25%	24 22%	37 29% b	24 31% B	79 27%	69 22%	10 61% KLMN	19 31%	48 25%	28 20%	28 19%	23 38% PST	33 23%	18 29% T	17 33% sT	27 19%	14 15%	53 29% vX	24 19%	52 30% VX	11 11%
**RATIO (FAVORABLE / UNFAVORABLE)	1.5	1.3	1.2	1.8	2.0	2.1	1.1	1.4	1.7	-	2.0	2.0	1.4	1.2	2.0	1.6	1.0	4.0	1.6	1.2	1.4	1.3	1.6	1.7

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N A T I O N A L R E S E A R C H I N C

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Walter Dalton

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	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)	UNDER \$25K (T)	\$25- \$50K (U)	\$50- \$75K (V)	\$75- \$100K (W)	OVER \$100K (X)	
BASE=TOTAL SAMPLE	600 100%	198 33%	270 45%	132 22%	106 18%	92 15%	107 18%	163 27%	75 12%	57 10%	111 18%	197 33%	247 41%	132 22%	449 75%	19 3%	286 48%	200 33%	56 9%	99 17%	105 17%	101 17%	56 9%	96 16%	
**D/S (FAVORABLE - UNFAVORABLE)	69 11%	-43 -21%	88 33%	23 18%	-22 -20%	-21 -23%	29 27%	59 36%	17 23%	6 10%	53 48%	41 21%	-31 -12%	54 41%	12 3%	3 14%	28 10%	13 6%	16 29%	17 18%	17 16%	2 2%	5 9%	19 20%	
TOTAL HEARD OF	452 75%	143 24%	220 37%	90 15%	78 13%	64 11%	80 13%	139 23%	50 8%	40 7%	89 15%	151 25%	178 30%	110 19%	334 56%	8 1%	214 36%	158 26%	40 7%	74 12%	79 13%	74 12%	38 6%	77 13%	
TOTAL FAVORABLE	196 33%	27 4%	126 21%	43 7%	16 3%	10 2%	46 8%	81 14%	26 4%	17 3%	63 11%	76 13%	46 8%	72 12%	120 20%	4 1%	88 15%	62 10%	24 4%	34 6%	36 6%	29 5%	16 3%	37 6%	
TOTAL UNFAVORABLE	127 21%	69 11%	38 6%	20 3%	38 6%	31 5%	16 3%	22 4%	9 1%	11 2%	10 2%	35 6%	77 13%	17 3%	108 18%	2 0%	60 10%	49 8%	8 1%	17 3%	20 3%	27 5%	11 2%	18 3%	
VERY FAVORABLE	64 11%	4 1%	51 9%	9 2%	3 1%	1 0%	22 4%	29 5%	4 1%	5 1%	23 4%	26 4%	12 2%	24 4%	40 7%	- 0%	26 4%	26 4%	9 2%	15 3%	12 2%	10 2%	6 1%	12 2%	
SOMEWHAT FAVORABLE	132 22%	22 4%	76 13%	34 6%	13 2%	9 2%	24 4%	52 9%	22 4%	12 2%	40 7%	49 8%	34 6%	47 8%	81 13%	4 1%	61 10%	36 6%	15 3%	19 3%	24 4%	19 3%	11 2%	25 4%	
SOMEWHAT UNFAVORABLE	77 13%	44 7%	22 4%	11 2%	25 4%	20 3%	10 2%	12 2%	5 1%	6 1%	5 1%	23 4%	43 7%	11 2%	66 11%	- 0%	40 7%	26 4%	3 1%	9 2%	8 1%	19 3%	6 1%	12 2%	
VERY UNFAVORABLE	51 8%	25 4%	17 3%	9 2%	13 2%	12 2%	6 1%	11 2%	4 1%	5 1%	4 1%	12 2%	34 6%	7 1%	43 7%	1 0%	20 3%	23 4%	4 1%	8 1%	11 2%	8 1%	5 1%	6 1%	
HEARD OF/NO OPINION	129 21%	47 8%	55 9%	27 5%	25 4%	22 4%	19 3%	36 6%	15 2%	12 2%	17 3%	41 7%	56 9%	21 4%	105 17%	3 1%	66 11%	48 8%	8 1%	23 4%	23 4%	18 3%	11 2%	22 4%	
NEVER HEARD OF	148 25%	55 9%	50 8%	42 7%	28 5%	28 5%	26 4%	24 4%	25 4%	17 3%	22 4%	45 8%	69 11%	22 4%	115 19%	10 2%	72 12%	41 7%	16 3%	26 4%	25 4%	27 5%	18 3%	18 3%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.5	0.4	3.3	2.2	0.4	0.3	2.8	3.6	3.0	1.5	6.6	2.2	0.6	4.1	1.1	2.7	1.5	1.3	3.1	2.0	1.8	1.1	1.5	2.1	

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/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 / MAY 2012

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 you never heard of them, just tell me and we'll go on to the next one.

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 LESS (U)	OR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	600 100%	121 20%	91 15%	70 12%	110 18%	130 22%	78 13%	288 48%	312 52%	16 3%	61 10%	193 32%	137 23%	146 24%	62 10%	145 24%	61 10%	52 9%	140 23%	93 16%	182 30%	125 21%	173 29%	96 16%
**D/S (FAVORABLE - UNFAVORABLE)	164 27%	12 10%	17 18%	26 37% BC	37 34% BC	45 34% BC	28 36% BC	84 29%	80 26%	- -1%	2 3% J	63 33% JK	37 27% JK	56 38% JKM	6 10%	42 29% OR	30 50% OPRSt	4 8%	42 30% OR	32 34% OR	44 24% x	47 38% UX	58 33% uX	15 15%
TOTAL HEARD OF	508 85%	96 80%	78 86% d	50 72%	98 89% bD	122 93% BDG	63 82%	241 84%	267 85%	6 40%	50 82% J	169 87% J	125 91% JN	121 83% J	45 72%	130 90% OR	51 83%	39 75%	129 92% ORT	77 83%	136 75%	110 88% U	155 90% U	86 90% U
TOTAL FAVORABLE	286 48%	44 37%	37 41%	31 44%	59 53% Bc	77 59% BCD	39 50% b	143 50%	143 46%	1 9%	19 31% J	102 53% JK	70 51% JK	77 53% JK	19 31%	77 53% OR	36 60% OR	18 35%	71 51% Or	47 50% O	75 41%	68 54% U	95 55% Ux	42 44%
TOTAL UNFAVORABLE	122 20%	32 26% DG	20 22% D	5 7%	21 19% D	33 25% DG	10 13%	58 20%	63 20%	2 10%	18 29% jN	39 20% N	33 24% N	21 15%	36 24% Q	6 10%	14 27% Q	29 20% q	15 16%	31 17%	21 16%	37 22%	28 29% UV	
VERY FAVORABLE	143 24%	21 17%	15 17%	13 19%	26 23% BCDE	47 36% BCDE	21 26%	73 25%	69 22%	1 9%	3 5% J	51 26% JK	42 31% JK	38 26% JK	5 9%	43 30% OR	18 30% OR	6 12%	38 27% OR	24 26% OR	36 20%	38 30% u	45 26% u	21 21%
SOMEWHAT FAVORABLE	144 24%	24 19%	21 24%	17 25%	33 30% b	30 23%	18 23%	70 24%	74 24%	- -	16 26% J	51 27% J	28 20% J	39 27% J	14 23%	34 24%	18 30%	12 23%	33 24%	23 24%	39 21%	30 24%	51 29%	22 23%
SOMEWHAT UNFAVORABLE	45 7%	9 8% d	8 9% d	1 2%	9 8% d	12 9% D	5 7%	18 6%	27 8%	1 5%	8 13% l	8 4%	13 10% l	11 8%	7 10%	4 6%	6 12%	11 8%	7 8%	14 8%	5 4%	13 8%	10 11% v	
VERY UNFAVORABLE	77 13%	23 19% DG	12 13%	4 5%	12 11%	21 16% DG	5 7%	40 14%	37 12%	1 5%	10 16%	31 16% N	20 15% N	10 7%	28 20% QT	2 4%	8 15% q	18 13% Q	8 8%	17 9%	15 12%	24 14%	17 18% u	
HEARD OF/NO OPINION	100 17%	20 17% f	21 23% F	15 21% F	18 16% f	12 9% cEF	14 19% f	40 14%	60 19% h	3 21%	14 22%	28 14%	21 16%	22 15%	12 20%	17 12%	8 14%	6 12%	29 21% p	15 16%	30 17%	21 17%	23 13%	16 17%
NEVER HEARD OF	92 15%	25 20% eF	13 14%	20 28% cEF	12 11%	9 7%	14 18% F	47 16%	45 15%	9 60% KLMN	11 18%	25 13%	13 9%	25 17% M	17 28% PS	15 10%	10 17%	13 25% PS	11 8%	16 17% S	46 25% VWX	16 12%	18 10%	10 10%
**RATIO (FAVORABLE / UNFAVORABLE)	2.4	1.4	1.8	6.0	2.8	2.4	3.7	2.4	2.3	0.9	1.1	2.6	2.1	3.6	1.5	2.2	5.9	1.3	2.5	3.1	2.4	3.3	2.6	1.5

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

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Pat McCrory

BANNER 2

	PARTY REG				PARTY REG/GENDER						IDEOLOGY			RACE			EMPLOYMENT STATUS				INCOME				
	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)	UNDER \$25K (T)	\$25-\$50K (U)	\$50-\$75K (V)	\$75-\$100K (W)	OVER \$100K (X)	
BASE=TOTAL SAMPLE	600 100%	198 33%	270 45%	132 22%	106 18%	92 15%	107 18%	163 27%	75 12%	57 10%	111 18%	197 33%	247 41%	132 22%	449 75%	19 3%	286 48%	200 33%	56 9%	99 17%	105 17%	101 17%	56 9%	96 16%	
**D/S (FAVORABLE - UNFAVORABLE)	164 27%	137 69% CD	-1 -	28 21% C	76 72% GHIJ	61 66% GHIJ	-7 -6%	6 4% G	15 19% GH	13 23% GH	-7 -6%	31 16% K	132 53% KL	-13 -10%	175 39% NP	2 12% N	71 25% Q	69 35% Q	13 23%	21 21% U	9 9%	40 40% TU	31 56% TUvX	34 35% TU	
TOTAL HEARD OF -----	508 85%	182 92% CD	216 80%	110 83%	98 92% GHi	84 92% GH	81 75%	135 83%	62 83%	48 83%	96 86%	158 80%	216 87% l	104 79%	393 88% NP	11 57%	254 89% S	168 84% s	39 70%	74 75%	82 78%	90 89% TU	52 93% TU	87 91% TU	
TOTAL FAVORABLE -----	286 48%	148 75% CD	82 30%	56 42% C	82 77% GHIJ	67 73% GHIJ	30 28%	53 32%	32 42% g	24 42% g	34 31%	75 38% KL	161 65% KL	35 27%	246 55% NP	5 27%	139 49%	103 52%	23 40%	40 40%	38 36%	58 58% TU	37 66% TU	55 57% TU	
TOTAL UNFAVORABLE -----	122 20%	11 6%	83 31% BD	28 21% B	5 5%	6 7%	36 34% EFJ	46 28% EF	17 23% EF	11 19% Ef	41 37% LM	45 23% M	29 12%	48 37% Op	70 16%	3 15%	67 24% r	34 17%	10 17%	19 19%	29 28% vW	18 18%	6 10%	21 22% W	
VERY FAVORABLE	143 24%	93 47% CD	24 9%	25 19% C	51 48% GHIJ	43 47% GHIJ	10 9%	14 9%	12 16%	13 22% gH	10 9%	28 14%	97 39% KL	9 7%	129 29% N	4 19%	67 23% r	52 26% s	13 24%	22 23%	27 25%	24 24%	17 31%	31 32%	
SOMEWHAT FAVORABLE	144 24%	55 28%	58 21%	31 23%	31 29% g	24 26%	19 18%	39 24%	19 26%	12 20%	25 22%	48 24%	64 26%	26 19%	116 26% P	2 8%	72 25%	51 26%	9 16%	17 18%	12 11%	34 34% TU	20 35% TU	24 25% U	
SOMEWHAT UNFAVORABLE	45 7%	6 3%	23 9% B	15 12% B	2 2%	4 4%	7 6%	17 10% Ef	9 12% Ef	6 11% e	16 14% M	16 8% m	9 4%	12 9% P	32 7% P	- -	21 7% r	17 8% s	5 9%	8 8%	12 11% w	5 5%	2 3%	6 6%	
VERY UNFAVORABLE	77 13%	5 3%	59 22% BD	12 9% B	3 3%	2 2%	29 28% EFhIJ	30 18% EFj	8 10% ef	5 8%	25 23% M	29 15% M	20 8%	36 28% O	38 8%	3 15%	47 16% Rs	17 9%	5 8%	11 11%	17 17% w	12 12%	4 7%	16 16% w	
HEARD OF/NO OPINION	100 17%	23 11%	51 19% B	26 20% b	11 10% B	11 12%	15 14%	36 22% Efg	14 19%	13 22% e	20 18% m	38 19% M	26 10%	20 15%	77 17%	3 15%	48 17%	30 15%	15 15%	15 14%	14 14%	10 17%	10 12%	11 12%	
NEVER HEARD OF	92 15%	16 8%	54 20% B	22 17% B	8 8%	8 8%	26 25% EF	28 17% EF	13 17% e	10 17%	15 14%	39 20% m	32 13%	28 21% O	56 12%	8 43% O	32 11%	32 16%	16 30% Qr	25 25% VWX	23 22% VWX	11 11%	4 7%	9 9%	
**RATIO (FAVORABLE / UNFAVORABLE)	2.4	13.2	1.0	2.0	15.6	11.1	0.8	1.1	1.9	2.2	0.8	1.7	5.5	0.7	3.5	1.8	2.1	3.0	2.3	2.1	1.3	3.3	6.6	2.6	

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