

NORTH CAROLINA DEM PRIMARY STUDY / JANUARY 13-14 & 16, 2016

Do you feel things in North Carolina are generally heading in the right direction, or have things gotten off on the wrong track?

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	500 100%	125 25%	77 15%	73 15%	79 16%	87 17%	60 12%	230 46%	270 54%	28 6%	75 15%	105 21%	106 21%	186 37%	52 10%	68 14%	110 22%	68 14%	122 24%	80 16%	107 21%	117 23%	145 29%	126 25%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-191 -38%	-69 -55%	-13 -17%	-1 -1%	-44 -55%	-25 -29%	-40 -67%	-51 -22%	-140 -52%	1 2%	-34 -45%	-48 -46%	-45 -43%	-65 -35%	-6 -11%	-14 -20%	-32 -29%	-32 -47%	-72 -59%	-36 -45%	-14 -13%	-41 -35%	-68 -47%	-64 -51%
RIGHT DIRECTION	132 26%	25 20%	28 36%	29 40%	15 19%	27 31%	8 14%	76 33%	55 21%	14 51%	17 22%	25 24%	27 25%	49 26%	21 41%	24 36%	31 28%	15 22%	22 18%	18 23%	40 38%	33 28%	31 22%	27 21%
WRONG TRACK	323 65%	93 75%	41 53%	30 41%	59 74%	52 60%	48 81%	128 56%	195 72%	14 49%	50 67%	73 69%	72 68%	114 61%	27 51%	38 56%	63 57%	47 69%	94 77%	55 68%	54 50%	74 63%	100 69%	91 72%
DON'T KNOW/UNSURE	45 9%	7 5%	8 10%	14 19%	6 7%	8 9%	3 5%	26 11%	19 7%	- -	8 10%	7 7%	8 7%	23 12%	4 8%	6 9%	16 15%	6 10%	6 5%	7 9%	13 12%	11 9%	14 10%	8 6%
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

NORTH CAROLINA DEM PRIMARY STUDY / JANUARY 13-14 & 16,

Do you feel things in North Carolina are generally heading in the right direction, or have things gotten off on the wrong track?

BANNER 2

	PARTY REG			PARTY REG/GENDER				IDEOLOGY			RACE		EMPLOYMENT STATUS			MARITAL STATUS		INCOME			
	TOTAL (A)	DEM (B)	IND (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	FULL TIME (M)	RET- IRED (N)	UN-EMPL- OYED (O)	MRRD (P)	SNGL (Q)	\$50K AND UNDER (R)	\$50K- \$100K (S)	\$100K- \$200K (T)	\$200K+ (U)
BASE=TOTAL SAMPLE	500 100%	430 86%	70 14%	197 39%	233 47%	33 7%	37 7%	217 43%	149 30%	120 24%	158 32%	311 62%	244 49%	206 41%	30 6%	319 64%	80 16%	154 31%	142 28%	56 11%	12 2%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-191 -38%	-146 -34%	-45 -65%	-36 -18% Efg	-110 -47% g	-15 -46%	-30 -82%	-129 -59%	-42 -28% H	-7 -6% HI	-35 -22% L	-146 -47%	-97 -40%	-67 -33%	-12 -39%	-153 -48%	-10 -12% P	-29 -19% ST	-72 -51%	-26 -47%	-4 -37%
RIGHT DIRECTION	132 26%	121 28% C	11 16%	68 34% EG	53 23% G	9 26% G	2 7%	37 17%	43 29% H	52 43% HI	51 32% 1	72 23%	65 27%	58 28%	7 24%	72 22%	30 38% P	52 34% S	31 22%	14 25%	4 31%
WRONG TRACK	323 65%	267 62%	56 80% B	104 53%	163 70% D	24 72% D	32 89% DEf	166 76% IJ	85 57%	59 49%	86 55%	218 70% K	162 66%	125 61%	19 63%	225 70% Q	40 50%	81 52%	103 73% R	40 72% R	8 69%
DON'T KNOW/UNSURE	45 9%	43 10% C	3 4%	25 13% Fg	18 8%	1 3%	2 5%	14 7%	21 14% Hj	9 7%	21 13% L	21 7%	18 7%	24 12%	4 13%	22 7%	10 12%	21 14% STU	7 5% U	2 3%	-
REFUSED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

NORTH CAROLINA DEM PRIMARY STUDY / JANUARY 13-14 & 16, 2016

Thinking, for a moment, back to 2010, in your opinion are things in North Carolina today better or worse than they were in 2010, or are things about the same?

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 2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	500 100%	125 25%	77 15%	73 15%	79 16%	87 17%	60 12%	230 46%	270 54%	28 6%	75 15%	105 21%	106 21%	186 37%	52 10%	68 14%	110 22%	68 14%	122 24%	80 16%	107 21%	117 23%	145 29%	126 25%
**D/S (BETTER - WORSE)	-69 -14%	-27 -22%	1 2% BEFG	2 3% BEFG	-20 -25%	-5 -5% BEG	-20 -34%	-7 -3% I	-62 -23%	2 6% KLMN	-13 -17%	-8 -8% N	-8 -8% N	-41 -22%	6 11% QRST	8 11% QRST	-20 -18%	-18 -27%	-20 -16%	-24 -30%	9 8% VWX	-6 -5% WX	-29 -20% x	-44 -35%
BETTER	136 27%	32 26%	22 29%	27 36% G	19 23%	25 29%	12 20%	77 33% I	59 22%	11 41%	21 28%	29 28%	34 32% n	41 22%	19 37% T	30 44% QRST	28 25%	16 23%	31 25%	13 16%	35 33% X	35 30% x	37 26%	26 20%
WORSE	205 41%	59 47% Cdf	21 27%	25 34%	38 48% Cf	30 34%	32 53% CDF	83 36%	121 45% h	10 36% h	33 44%	38 36%	42 40%	82 44%	14 26%	22 32%	48 43% o	34 50% Op	50 41% o	37 46% Op	27 25%	41 35%	66 46% Uv	70 55% UV
ABOUT THE SAME	150 30%	30 24%	32 42% BG	22 30%	22 28%	29 34%	14 24%	68 30%	81 30%	6 23%	19 26%	36 34%	27 26%	61 33%	18 35%	16 24%	34 31%	16 24%	37 30%	28 35%	44 41% WX	40 34% X	38 26%	27 21%
DON'T KNOW/REFUSED	10 2%	3 2% de	2 3%	- -	- -	3 3%	2 3%	2 1%	8 3% h	- -	2 2%	2 2%	3 3% j	3 2% j	1 2%	- -	1 1%	2 3%	4 3% p	2 3%	1 1%	1 1%	4 3%	4 3%

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BANNER 2

	PARTY REG			PARTY REG/GENDER				IDEOLOGY			RACE		EMPLOYMENT STATUS			MARITAL STATUS		INCOME			
	TOTAL (A)	DEM (B)	IND (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF. AMER. (K)	WHITE (L)	FULL TIME (M)	RET- IRED (N)	UN-EMPL- OYED (O)	MRRD (P)	SNGL (Q)	\$50K AND UNDER (R)	\$50K- \$100K (S)	\$100K- \$200K (T)	\$200K+ (U)
BASE=TOTAL SAMPLE	500 100%	430 86%	70 14%	197 39%	233 47%	33 7%	37 7%	217 43%	149 30%	120 24%	158 32%	311 62%	244 49%	206 41%	30 6%	319 64%	80 16%	154 31%	142 28%	56 11%	12 2%
**D/S (BETTER - WORSE)	-69 -14%	-54 -13%	-15 -21%	1 - EFG	-55 -23%	-7 -22%	-7 -20%	-56 -26%	-9 -6% H	1 1% HI	- -	-71 -23%	-35 -14%	-35 -17%	4 14% MN	-71 -22%	7 9% P	-3 -2% ST	-22 -15%	-18 -33%	-4 -35%
BETTER	136 27%	119 28%	17 24%	69 35% E	50 21%	7 22%	9 25%	54 25%	42 28%	37 30%	49 31%	77 25%	68 28%	49 24%	14 45% n	78 25%	29 36% p	46 30% U	41 29% U	12 22%	1 8%
WORSE	205 41%	173 40%	31 45%	68 35% D	105 45% D	15 44%	17 45%	110 51% IJ	51 34%	35 29%	48 30%	148 48% K	104 42%	84 40%	9 31%	150 47% Q	22 28%	50 32%	63 44% r	30 55% R	5 44%
ABOUT THE SAME	150 30%	128 30%	22 31%	57 29%	71 30%	11 33%	11 30%	46 21%	54 36% H	47 39% H	59 37% L	79 25%	70 29%	69 33%	6 21%	86 27%	25 31%	53 34% t	38 27%	12 22%	6 48%
DON'T KNOW/REFUSED	10 2%	10 2% C	- -	2 1%	8 3% dFG	- -	- -	7 3%	2 1%	1 1%	3 2%	7 2%	3 1%	5 2%	1 3%	5 2%	4 5%	5 3% SU	- -	1 2%	- -

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**D/S (RIGHT DIRECTION - WRONG TRACK)	38 8%	9 7% F	6 7%	16 21% BCEFG	4 4%	1 2%	3 5%	29 13% I	9 3%	15 53% KLMN	13 18% LN	- -	15 14% LN	-5 -3%	16 31% PQST	4 6% T	8 8% T	16 23% POST	5 4% T	-11 -14%	- -	-13 -11% V	30 21% UVx	16 13% UV
RIGHT DIRECTION	245 49%	62 49%	38 49%	41 56%	37 46%	41 47%	28 47%	119 52%	126 47%	19 68% n	41 55%	48 46%	58 54% n	80 43%	30 57% T	35 52% t	54 49% t	40 58% T	58 47%	29 36%	48 45%	47 40%	82 56% V	64 50%
WRONG TRACK	207 41%	53 42%	32 41%	25 35%	33 42%	39 45%	25 42%	90 39%	117 43%	4 15% j	28 37% J	48 45% J	42 40% J	85 46% J	14 26%	31 46% O	46 42% o	24 35%	53 43% o	40 50% O	48 45%	60 51% WX	52 35%	47 38%
DON'T KNOW/UNSURE	47 9%	11 8%	8 10%	7 9%	9 12%	6 7%	7 11%	21 9%	26 10%	5 17%	6 8%	8 8%	6 6%	21 11% m	9 17% P	2 3%	10 9% p	4 6%	11 9% p	11 14% P	11 10%	10 8%	12 8%	14 11%
REFUSED	1 -	- -	- -	- -	- -	1 1%	- -	- -	1 -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%

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**D/S (RIGHT DIRECTION - WRONG TRACK)	38 8%	41 9%	-2 -3%	28 14%	12 5%	1 2%	-3 -8%	54 25%	6 4%	-18 -15%	55 35%	-24 -8%	22 9%	10 5%	15 49%	10 3%	30 38%	10 6%	-7 -5%	13 24%	8 73%
RIGHT DIRECTION	245 49%	216 50%	30 42%	103 52%	112 48%	16 48%	13 37%	126 58%	71 48%	44 37%	97 61%	129 41%	122 50%	97 47%	22 72%	150 47%	52 65%	74 48%	63 44%	33 59%	8 73%
WRONG TRACK	207 41%	175 41%	32 46%	75 38%	100 43%	15 46%	17 45%	71 33%	65 44%	63 52%	42 26%	153 49%	100 41%	87 42%	7 23%	140 44%	21 27%	65 42%	70 50%	20 35%	- -
DON'T KNOW/UNSURE	47 9%	38 9%	9 12%	19 9%	20 8%	2 6%	7 18%	19 9%	13 9%	13 11%	19 12%	28 9%	21 9%	23 11%	2 6%	28 9%	7 8%	15 10%	9 6%	2 4%	3 27%
REFUSED	1 -	1 -	- -	- -	1 -	- -	- -	1 -	- -	- -	- -	1 -	1 -	- -	- -	1 -	- -	- -	- -	1 2%	- -

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

Civitas