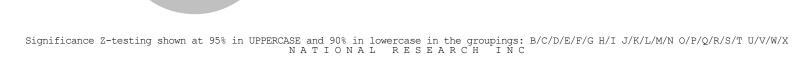Do you feel things in North Carolina are generally heading in the right direction, or have things gotten off on the wrong track?

BANNER 1

	TOTAL (A)	KEY REGIONS TRI-ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	GENDER MEN (H)	WOMEN (I)	AGE 18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GENDER/AGE MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	EDUCATION HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	500 100%	90 18%	64 13%	37 7%	108 22%	117 23%	84 17%	250 50%	250 50%	27 5%	59 12%	140 28%	110 22%	164 33%	85 17%	93 19%	72 14%	35 7%	112 22%	103 21%	110 22%	152 30%	157 31%	75 15%
**D/S (RIGHT DIRECTION - WRONG TRACK)	111 22%	39 44% CFG	15 23% F	11 31% Fg	38 35% FG	-5 -4%	13 16% F	88 35% I	23 9%	2 6%	22 37% JLM	25 18%	17 16%	46 28% JLM	30 36% RST	23 25% RT	34 48% PRST	-4 -12%	20 18% RT	7 7% R	15 14%	26 17%	52 33% UV	18 23%
RIGHT DIRECTION	275 55%	60 67% FG	34 53%	22 60% f	69 63% Fg	48 41%	42 50%	157 63% I	118 47%	12 44%	38 64%	74 53%	60 54%	92 56%	53 62% rT	54 58% t	50 70% RST	14 41%	59 53%	45 44%	57 52%	81 53%	94 60%	41 55%
WRONG TRACK	164 33%	21 23%	19 30%	11 29%	31 29%	53 46% BcdE	29 34%	69 28%	95 38% H	10 38%	16 27%	49 35%	42 39%	47 29%	23 27%	30 33%	16 22%	19 54% OPQs	38 34% q	38 37% Q	42 38% w	55 36%	42 27%	24 31%
DON'T KNOW/UNSURE	57 11%	7 8%	10 15%	4 11%	8 7%	15 13%	13 16%	23 9%	34 14%	5 18%	5 9%	17 12%	7 6%	24 14% M	9 11%	8 9%	6 8%	2 5%	13 12%	19 19% pqR	10 10%	16 10%	20 13%	9 12%
REFUSED	3 1%	1 1%	1 2%	-	1 1%	-	-	1 -	2 1%	-	-	1 1%	1 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	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

Civitas Institute

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

	TOTAL (A)	PARTY REG GOP (B)	PARTY REG IND (C)	GOP MEN (D)	GOP 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%	395 79%	105 21%	187 37%	208 42%	63 13%	42 8%	28 6%	87 17%	377 75%	9 2%	466 93%	253 51%	191 38%	20 4%	376 75%	55 11%	100 20%	152 30%	76 15%	19 4%
**D/S (RIGHT DIRECTION - WRONG TRACK)	111 22%	100 25% C	11 10%	81 44% EFG	19 9%	6 10%	4 10%	-1 -4%	-5 -6%	113 30% HI	3 33%	99 21%	61 24%	40 21% O	-3 -13% O	82 22%	15 28%	22 22%	37 24%	24 32%	2 11% u
RIGHT DIRECTION	275 55%	224 57%	51 49%	125 67% EFG	99 47%	32 50%	20 47%	12 42%	35 40%	223 59% I	6 66%	254 54%	147 58% o	101 53%	7 35%	209 55%	30 56%	54 54%	91 60%	44 58%	8 45%
WRONG TRACK	164 33%	124 31%	41 39%	44 23%	80 38% D	25 40% D	16 37%	13 46%	40 46%	110 29% J	3 34%	154 33%	86 34%	61 32%	10 49%	126 34%	15 27%	31 31%	54 35%	20 26%	6 34%
DON'T KNOW/UNSURE	57 11%	44 11%	13 12%	17 9%	28 13%	6 10%	7 16%	3 12%	10 12%	41 11%	- -	55 12% K	19 8%	28 15% M	3 16%	39 10%	9 17%	15 15% S	8 5%	11 15% S	4 22%
REFUSED	3 1%	3 1%	- -	1 1%	2 1%	- -	- -	- -	1 1%	2 1%	- -	3 1%	- -	1 -	- -	2 1%	- -	- -	- -	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

Civitas Institute

NORTH CAROLINA GOP 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?
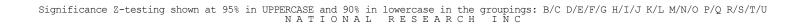
BANNER 1

	TOTAL (A)	KEY REGIONS TRI-ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WEST-ERN NC (G)	GENDER MEN (H)	WOMEN (I)	AGE 18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GENDER/AGE MEN 18-44 (O)	MEN 45-64 (P)	MEN 65+ (Q)	WOMEN 18-44 (R)	WOMEN 45-64 (S)	WOMEN 65+ (T)	EDUCATION HS OR LESS (U)	2 YR COLL (V)	4 YR COLL (W)	POST GRAD (X)
BASE=TOTAL SAMPLE	500 100%	90 18%	64 13%	37 7%	108 22%	117 23%	84 17%	250 50%	250 50%	27 5%	59 12%	140 28%	110 22%	164 33%	85 17%	93 19%	72 14%	35 7%	112 22%	103 21%	110 22%	152 30%	157 31%	75 15%
**D/S (BETTER - WORSE)	87 17%	20 22% CG	5 8%	13 36% CFG	26 24% CG	18 15% g	6 7%	64 26% I	23 9%	-4 -15%	14 23% J	32 23% J	19 17% J	26 16% J	14 17% RT	31 34% ORST	19 26% RT	-4 -11%	22 20% RT	4 4% R	9 9%	14 9%	46 29% UV	18 25% UV
BETTER	208 42%	42 47%	21 33%	20 54% c	45 42%	48 41%	32 38%	117 47% I	91 36%	4 16%	27 46% J	62 44% J	46 42% J	68 41% J	35 41%	49 52% RT	34 47% R	9 25%	46 41% r	36 35%	41 38%	55 36%	77 49% uV	34 45%
WORSE	121 24%	22 25%	16 25%	7 18%	19 18%	31 26%	26 31% E	53 21%	68 27%	8 31%	13 22%	30 22%	27 25%	42 26%	21 25%	17 18%	15 21%	13 36% p	23 21%	32 31% p	32 29%	41 27%	31 20%	15 21%
ABOUT THE SAME	151 30%	24 26%	24 37%	11 28%	38 35%	34 29%	22 26%	75 30%	76 30%	13 50% m	17 29%	45 32%	27 24%	49 30%	27 32%	25 27%	23 32%	14 39%	33 30%	30 29%	32 29%	49 32%	47 30%	20 26%
DON'T KNOW/REFUSED	19 4%	2 2%	3 5% d	-	6 6% D	4 4% d	3 4% d	4 2%	15 6% H	1 3%	2 3%	3 2%	10 9% kLn	4 3%	2 3%	2 2%	-	-	10 9% opQR	5 5% QR	5 4%	7 5% W	1 1%	6 8% W

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

Civitas Institute

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 2

	TOTAL (A)	PARTY REG GOP (B)	PARTY REG IND (C)	GOP MEN (D)	GOP 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%	395 79%	105 21%	187 37%	208 42%	63 13%	42 8%	28 6%	87 17%	377 75%	9 2%	466 93%	253 51%	191 38%	20 4%	376 75%	55 11%	100 20%	152 30%	76 15%	19 4%
**D/S (BETTER - WORSE)	87 17%	76 19% C	11 11%	55 29% EFG	21 10%	10 15% g	2 4%	-1 -3%	4 4% H	82 22% HI	1 9%	80 17%	58 23% nO	29 15% O	-2 -9%	66 18% q	4 8%	14 14% U	31 20% U	23 30% RU	– 1%
BETTER	208 42%	166 42%	42 40%	90 48% E	75 36%	27 43%	16 37%	5 19%	30 34%	170 45% Hi	2 20%	197 42%	116 46% O	78 41% O	4 20%	161 43%	17 32%	37 37%	67 44%	38 50% u	5 24%
WORSE	121 24%	90 23%	31 30%	36 19%	54 26%	17 27%	14 33% d	6 22%	26 30%	88 23%	1 11%	116 25%	58 23%	48 25%	6 29%	95 25%	13 24%	24 23%	37 24%	15 20%	4 24%
ABOUT THE SAME	151 30%	122 31%	30 29%	57 31%	64 31%	18 29%	12 28%	16 58% IJ	28 33%	103 27%	6 69% l	134 29%	70 28%	59 31%	9 46%	107 28%	22 40%	35 35%	47 31%	20 26%	9 47%
DON'T KNOW/REFUSED	19 4%	18 4% c	2 1%	4 2%	14 7% DF	1 1%	1 2%	– –	3 3%	17 4% H	– –	19 4% K	9 3%	6 3%	1 5%	13 3%	2 4%	4 4%	2 1%	3 4%	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

NATIONAL RESEARCH INC

Civitas Institute

Do you feel things in the United States 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%	90 18%	64 13%	37 7%	108 22%	117 23%	84 17%	250 50%	250 50%	27 5%	59 12%	140 28%	110 22%	164 33%	85 17%	93 19%	72 14%	35 7%	112 22%	103 21%	110 22%	152 30%	157 31%	75 15%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-393 -79%	-67 -75%	-44 -69%	-29 -77%	-88 -82%	-98 -84%	-66 -79%	-191 -76%	-202 -81%	-21 -77%	-38 -64%	-107 -76%	-101 -92%	-127 -77%	-61 -72%	-73 -78%	-57 -79%	-23 -64%	-99 -88%	-81 -79%	-89 -81%	-134 -88%	-116 -74%	-52 -68%
RIGHT DIRECTION	46 9%	11 13%	9 14%	4 11%	8 7%	8 7%	6 7%	27 11%	20 8%	3 11%	10 17% M	15 11% M	3 3%	15 9% M	11 13% s	9 10%	6 9%	6 17% s	5 5%	9 8%	10 9%	8 5%	20 13% V	8 10%
WRONG TRACK	439 88%	78 87%	53 84%	33 89%	96 89%	106 91%	72 86%	217 87%	222 89%	24 89%	48 81%	122 87%	104 94% KLN	142 87%	73 86%	81 87%	63 88%	28 81%	104 93%	90 87%	99 90% X	142 93% wX	135 86%	59 79%
DON'T KNOW/UNSURE	13 3%	- -	- -	- -	4 4% bcd	3 3%	6 7% BCD	5 2%	8 3%	- -	1 2%	4 3% j	2 2%	7 4% J	1 1%	2 2%	2 3%	1 3%	3 3%	4 4%	1 1%	2 1%	2 1%	7 10% UVW
REFUSED	1 -	- -	1 2%	- -	- -	- -	- -	1 -	- -	- -	- -	- -	1 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	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

Do you feel things in the United States 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)	GOP (B)	IND (C)	GOP MEN (D)	GOP 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%	395 79%	105 21%	187 37%	208 42%	63 13%	42 8%	28 6%	87 17%	377 75%	9 2%	466 93%	253 51%	191 38%	20 4%	376 75%	55 11%	100 20%	152 30%	76 15%	19 4%
**D/S (RIGHT DIRECTION - WRONG TRACK)	-393 -79%	-320 -81%	-73 -70%	-149 -80%	-171 -82%	-41 -66%	-32 -76%	-9 -33% J	-56 -64%	-321 -85%	-1 -11% L	-376 -81%	-206 -82%	-149 -78%	-16 -79%	-294 -78%	-37 -67%	-73 -73%	-127 -83%	-62 -82%	-19 -100%
RIGHT DIRECTION	46 9%	31 8%	15 14%	16 9%	15 7%	10 16% e	5 11%	9 33% J	12 14% j	25 7%	4 45%	38 8%	20 8%	18 9%	2 10%	37 10%	7 14%	12 12% U	12 8% U	5 7% U	- -
WRONG TRACK	439 88%	351 89%	88 84%	166 89%	186 89%	52 82%	36 87%	18 67%	68 78%	346 92% HI	5 55%	414 89%	227 90%	167 87%	18 90%	330 88%	44 81%	85 84%	139 91%	67 89%	19 100% RST
DON'T KNOW/UNSURE	13 3%	11 3%	2 2%	4 2%	7 4%	1 1%	1 2%	- -	6 7% Hj	6 2% H	- -	13 3%	6 2% O	7 3% O	- -	8 2%	3 6%	4 4% u	2 1%	3 4% u	- -
REFUSED	1 -	1 -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	- -	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

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