

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Now I am going to read you a list of people active in politics or in the news. 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						PARTY REG		
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)	
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18%	139 23%	150 25%	158 26%	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%	
**D/S (FAVORABLE - UNFAVORABLE)	66 11%	-4 -3%	9 11%	25 34%	15 13%	13 10%	9 12%	57 20%	9 3%	-3 -19%	1 1%	13 9%	37 25%	20 12%	-1 -1%	36 32%	20 25%	- -1%	9 7%	4 4%	117 59%	-76 -30%	25 16%	
TOTAL HEARD OF	589 98%	130 99%	77 98%	72 97%	108 97%	125 99%	77 98%	281 98%	308 99%	15 100%	105 97%	138 99%	148 99%	153 97%	83 97%	112 98%	78 96%	58 98%	135 99%	94 98%	198 100%	243 96%	148 99%	
TOTAL FAVORABLE	308 51%	58 44%	41 52%	45 61%	59 53%	65 51%	41 52%	162 56%	147 47%	5 35%	49 45%	71 51%	89 59%	81 51%	38 45%	71 63%	47 58%	26 44%	67 49%	46 48%	152 77%	73 29%	84 56%	
TOTAL UNFAVORABLE	242 40%	62 47%	32 41%	20 28%	44 40%	52 41%	32 40%	105 36%	138 44%	8 54%	47 44%	58 42%	52 35%	62 39%	39 46%	35 31%	27 34%	26 44%	58 42%	42 44%	34 17%	149 59%	59 39%	
VERY FAVORABLE	152 25%	25 19%	18 23%	28 37%	31 28%	25 20%	25 32%	83 29%	69 22%	3 17%	24 22%	34 24%	40 27%	42 27%	22 26%	36 32%	21 26%	10 16%	27 20%	26 27%	85 43%	28 11%	39 26%	
SOMEWHAT FAVORABLE	156 26%	33 25%	23 29%	18 24%	27 25%	39 31%	16 20%	79 27%	77 25%	3 17%	25 23%	37 27%	49 33%	39 25%	16 19%	35 31%	26 33%	16 27%	40 29%	19 20%	67 34%	45 18%	45 30%	
SOMEWHAT UNFAVORABLE	73 12%	19 15%	10 13%	9 12%	12 10%	14 11%	9 12%	38 13%	36 11%	5 31%	19 18%	15 11%	17 12%	14 9%	21 24%	11 10%	5 6%	7 12%	17 12%	10 11%	18 9%	38 15%	17 11%	
VERY UNFAVORABLE	169 28%	43 33%	22 28%	12 16%	32 29%	38 30%	22 28%	67 23%	102 33%	4 23%	28 26%	43 31%	34 23%	48 30%	19 22%	24 21%	23 28%	19 32%	41 30%	32 33%	16 8%	111 44%	42 28%	
HEARD OF/NO OPINION	38 6%	10 8%	4 5%	6 8%	5 5%	9 7%	4 5%	14 5%	24 8%	2 11%	9 8%	9 7%	8 5%	10 6%	5 6%	5 5%	4 5%	6 10%	11 8%	6 7%	12 6%	21 8%	5 3%	
NEVER HEARD OF	11 2%	1 1%	2 2%	2 3%	3 3%	1 1%	2 2%	7 2%	4 1%	- -	3 3%	1 1%	2 1%	5 3%	2 3%	2 2%	3 4%	1 2%	1 1%	2 2%	- -	9 4%	2 1%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	0.9	1.3	2.2	1.3	1.2	1.3	1.5	1.1	0.6	1.0	1.2	1.7	1.3	1.0	2.0	1.7	1.0	1.2	1.1	4.4	0.5	1.4	

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

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Pat McCrory

BANNER 2

	PARTY REG/GENDER						IDEOLOGY				RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET-IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)
BASE=TOTAL SAMPLE	600 100%	109 18%	89 15%	109 18%	143 24%	70 12%	80 13%	159 27%	154 26%	267 44%	108 18%	432 72%	41 7%	290 48%	217 36%	43 7%	438 73%	162 27%	54 9%	105 17%	80 13%	74 12%	145 24%	122 20%	
**D/S (FAVORABLE - UNFAVORABLE)	66 11%	67 61% DEFG	50 57% DEFG	-20 -18% E	-56 -39% DE	10 14% DE	15 18% DE	-80 -50% H	-16 -10% HI	159 60% HI	-23 -22% KM	99 23% KM	-6 -15% R	35 12%	21 9%	3 6%	65 15% R	1 -	-25 -46% R	-55 -53% R	-12 -16% R	-3 -5% R	90 62% R	69 57% R	
TOTAL HEARD OF	589 98%	109 100% DE	89 100% DE	104 95%	139 97%	68 97%	80 100% DE	156 98%	149 97%	265 99%	107 99%	424 98%	40 98%	286 99%	210 97%	43 100% nO	429 98%	160 99%	52 96%	104 99%	76 95%	73 99%	144 99%	121 99%	
TOTAL FAVORABLE	308 51%	86 78% DEFG	66 74% DEFG	39 36% E	34 24% E	37 53% DE	46 58% DE	33 21% IJ	60 39% H	205 77% HI	36 34% L	251 58% KM	14 34% L	153 53% L	109 50% L	20 48% L	233 53% L	76 47% L	12 23% L	21 20% L	29 36% L	32 42% L	115 79% L	90 74% L	
TOTAL UNFAVORABLE	242 40%	19 17%	15 17%	59 54% BCfg	90 63% BCFG	27 39% BC	32 40% BC	113 71% IJ	76 50% J	45 17% J	60 55% L	152 35% L	20 49% L	117 41% L	88 41% L	18 41% L	167 38% L	75 46% q	37 68% L	76 73% L	41 52% L	35 47% L	25 17% L	21 17% L	
VERY FAVORABLE	152 25%	50 45% DEFG	35 40% DEFG	14 13%	14 10%	19 27% DE	20 25% dE	13 8% IJ	22 14% H	113 42% HI	12 11% L	129 30% K	9 23% L	86 30% oP	48 22% p	5 12%	113 26% L	39 24% L	6 10% L	8 7% L	13 16% L	10 13% L	62 43% L	51 42% L	
SOMEWHAT FAVORABLE	156 26%	36 33% dE	31 34% dE	24 22%	20 14%	19 27% E	26 33% E	20 12% IJ	38 25% H	92 35% HI	24 23% L	122 28% M	5 11% L	67 23% L	61 28% L	15 36% L	120 27% L	37 23% L	7 12% L	13 12% L	16 20% L	22 29% L	53 36% L	39 32% L	
SOMEWHAT UNFAVORABLE	73 12%	14 12% c	5 5%	13 12%	25 17% CG	11 16% C	6 7% C	26 17% J	22 14% H	24 9% J	15 14% L	46 11% L	7 18% L	37 13% L	20 9% L	7 17% L	44 10% L	29 18% Q	9 16% L	18 17% L	15 19% L	7 9% L	14 10% L	10 8% L	
VERY UNFAVORABLE	169 28%	5 5%	11 12% b	46 42% BCF	65 46% BCFg	16 23% Bc	26 32% BC	87 55% IJ	54 35% J	21 8% J	45 41% L	106 25% L	13 31% L	80 28% L	68 31% L	10 24% L	123 28% L	46 28% L	29 53% L	58 56% L	27 33% L	28 38% L	10 7% L	11 9% L	
HEARD OF/NO OPINION	38 6%	5 4%	7 8% g	6 6%	15 10% bG	3 4%	2 2% G	10 6% IJ	12 8% H	14 5% J	11 10% L	21 5% L	6 15% L	15 5% L	14 6% L	5 11% L	29 7% L	9 6% L	3 5% L	7 7% L	6 7% L	7 9% L	5 3% L	9 8% L	
NEVER HEARD OF	11 2%	- -	- -	5 5% BCG	4 3% BCG	2 3%	- -	3 2% IJ	5 3% H	2 1% J	1 1% L	8 2% L	1 2% L	4 1% L	7 3% L	- -	9 2% L	2 1% L	2 4% L	1 1% L	4 5% L	1 1% L	1 1% L	1 1% L	
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	4.6	4.2	0.7	0.4	1.4	1.5	0.3	0.8	4.5	0.6	1.6	0.7	1.3	1.2	1.2	1.4	1.0	0.3	0.3	0.7	0.9	4.7	4.3	

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Summary of McCrory Image Trend

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE				PARTY REG				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18%	139 23%	150 25%	158 26%	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%
JUN 2016 -----	66 11%	-4 -3%	9 11%	25 34%	15 13%	13 10%	9 12%	57 20%	9 3%	-3 -19%	1 1%	13 9%	37 25%	20 12%	-1 -1%	36 32%	20 25%	-	9 7%	4 4%	117 59%	-76 -30%	25 16%
FAVORABLE	308 51%	58 44%	41 52%	45 61%	59 53%	65 51%	41 52%	162 56%	147 47%	5 35%	49 45%	71 51%	89 59%	81 51%	38 45%	71 63%	47 58%	26 44%	67 49%	46 48%	152 77%	73 29%	84 56%
UNFAVORABLE	242 40%	62 47%	32 41%	20 28%	44 40%	52 41%	32 40%	105 36%	138 44%	8 54%	47 44%	58 42%	52 35%	62 39%	39 46%	35 31%	27 34%	26 44%	58 42%	42 44%	34 17%	149 59%	59 39%
MAY 2016 -----	23 4%	-13 -10%	19 20%	14 19%	-4 -4%	8 7%	-1 -1%	42 15%	-19 -6%	-7 -24%	5 6%	-7 -5%	-8 -6%	39 23%	-	17 14%	24 26%	-10 -15%	-26 -20%	16 17%	116 58%	-73 -29%	-20 -13%
FAVORABLE	288 48%	55 43%	51 56%	37 51%	49 46%	57 49%	38 47%	156 54%	132 42%	11 36%	37 51%	66 44%	59 44%	98 57%	29 49%	66 55%	54 58%	26 39%	45 35%	50 54%	151 76%	80 32%	57 38%
UNFAVORABLE	264 44%	68 52%	32 35%	23 32%	53 49%	49 42%	39 48%	114 39%	151 48%	18 59%	32 44%	73 49%	67 50%	59 34%	30 50%	49 41%	30 32%	36 54%	71 55%	34 37%	35 18%	153 61%	77 51%
APR 2016 -----	-61 -10%	-29 -24%	-8 -8%	-7 -10%	1 1%	-5 -4%	-12 -15%	-4 -1%	-57 -18%	-11 -26%	-33 -31%	3 2%	-19 -16%	-1 -	-21 -20%	7 6%	11 14%	-22 -25%	-19 -14%	-16 -18%	87 44%	-124 -49%	-24 -16%
FAVORABLE	233 39%	40 33%	34 37%	27 36%	48 43%	55 44%	30 39%	129 45%	105 34%	11 24%	30 28%	77 45%	44 37%	72 46%	35 33%	52 50%	41 54%	25 28%	48 36%	32 36%	133 67%	47 19%	54 36%
UNFAVORABLE	294 49%	70 58%	41 46%	34 46%	48 43%	60 48%	41 54%	132 46%	162 52%	22 50%	63 59%	73 43%	63 53%	73 46%	56 53%	45 43%	31 40%	47 53%	67 50%	48 54%	46 23%	171 68%	78 52%

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

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Summary of McCrory Image Trend

BANNER 2

	PARTY REG/GENDER							IDEOLOGY			RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET- IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)
BASE=TOTAL SAMPLE	600 100%	109 18%	89 15%	109 18% f	143 24%	70 12%	80 13% F	159 27%	154 26%	267 44%	108 18%	432 72%	41 7%	290 48%	217 36%	43 7%	438 73%	162 27%	54 9%	105 17%	80 13%	74 12%	145 24%	122 20%	
JUN 2016 -----	66 11%	67 61% DEFG	50 57% DEFG	-20 -18% E	-56 -39% E	10 14% DE	15 18% DE	-80 -50% H	-16 -10% H	159 60% HI	-23 -22% I	99 23% KM	-6 -15% L	35 12% M	21 9% N	3 6% O	65 15% P	1 - Q	-25 -46% R	-55 -53% S	-12 -16% T	-3 -5% U	90 62% V	69 57% W	
FAVORABLE	308 51%	86 78% DEFG	66 74% DEFG	39 36% E	34 24% E	37 53% DE	46 58% DE	33 21% H	60 39% H	205 77% HI	36 34% I	251 58% KM	14 34% L	153 53% M	109 50% N	20 48% O	233 53% P	76 47% Q	12 23% R	21 20% S	29 36% T	32 42% U	115 79% V	90 74% W	
UNFAVORABLE	242 40%	19 17% DEFG	15 17% DEFG	59 54% BCfg	90 63% BCFG	27 39% BC	32 40% BC	113 71% IJ	76 50% J	45 17% K	60 55% L	152 35% M	20 49% N	117 41% O	88 41% P	18 41% Q	167 38% R	75 46% S	37 68% T	76 73% U	41 52% V	35 47% W	25 17% X	21 17% Y	
MAY 2016 -----	23 4%	64 58% DEFG	51 59% DEFG	-11 -11% E	-62 -39% E	-11 -14% E	-9 -13% E	-95 -62% H	-37 -28% H	158 56% HI	-46 -38% I	66 15% K	7 21% K	-3 -1% P	38 16% NP	-10 -43% O	38 9% R	-14 -8% S	-32 -59% T	-63 -63% U	-19 -28% V	-18 -28% W	94 62% X	64 49% Y	
FAVORABLE	288 48%	85 77% DEFG	66 76% DEFG	38 41% E	42 26% E	33 40% E	24 36% E	23 15% H	44 34% H	209 74% HI	31 26% I	237 54% K	18 55% K	139 47% P	123 53% P	6 23% Q	211 50% R	76 42% S	9 17% T	13 13% U	23 34% V	21 33% W	118 78% X	91 70% Y	
UNFAVORABLE	264 44%	20 18% DEFG	15 17% DEFG	49 52% BC	104 66% BCDfG	44 53% BC	33 48% BC	118 76% IJ	81 62% J	51 18% K	77 64% LM	171 39% M	11 34% N	142 49% O	85 36% P	16 66% O	174 41% Q	91 50% R	42 76% S	76 77% T	42 62% U	39 61% V	23 16% W	27 21% X	
APR 2016 -----	-61 -10%	47 48% DEFG	40 39% DEFG	-45 -45% E	-78 -52% E	-5 -6% DEG	-19 -31% e	-112 -63% H	-48 -33% H	106 41% HI	-51 -37% I	- - KM	-9 -26% L	-41 -13% M	-2 -1% NP	-12 -28% O	-23 -6% R	-38 -21% S	-45 -72% T	-67 -58% U	-22 -26% V	-27 -43% W	68 51% X	37 30% Y	
FAVORABLE	233 39%	67 69% DEFG	65 64% DEFG	24 24% e	22 15% e	37 41% DE	17 28% e	22 13% H	38 26% H	168 65% HI	30 22% I	190 45% Km	11 30% L	119 38% p	91 45% P	10 23% Q	178 42% R	56 31% S	7 11% T	15 13% U	26 31% V	12 20% W	94 71% X	74 59% Y	
UNFAVORABLE	294 49%	20 21% DEFG	25 25% DEFG	70 69% BCF	101 67% BCF	42 47% BC	36 60% BC	134 76% IJ	86 60% J	63 24% K	81 59% L	190 45% M	20 56% N	160 51% O	93 46% P	22 51% Q	201 48% R	93 52% S	52 83% T	82 72% U	47 58% V	39 62% W	26 19% X	37 29% Y	

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Roy Cooper

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)	
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18%	139 23%	150 25%	158 26%	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%	
**D/S (FAVORABLE - UNFAVORABLE)	40 7%	30 23% CDEFG	8 10% EF	9 12% EF	-12 -11%	1 1% E	4 6% E	6 2%	35 11% H	1 9% k	-4 -4% K	11 8% K	15 10% K	12 7% K	6 7% pQR	1 1% QR	-1 -1%	-3 -5%	17 13% PQR	14 14% PQR	-53 -27%	77 31% UW	16 11% U	
TOTAL HEARD OF	486 81%	119 91% CDEFG	59 74%	59 80%	100 90% CDEFG	94 74%	55 70%	232 81%	254 81%	9 60%	82 76%	107 77%	126 84% j	137 87% JkL	61 72%	90 78%	75 94% OPRST	47 79%	112 83% o	77 80%	165 83%	203 80%	118 79%	
TOTAL FAVORABLE	193 32%	64 49% CDEFG	24 30%	24 32%	33 29%	28 22%	19 25%	91 32%	101 33%	3 20%	23 21%	45 32% k	56 37% K	52 33% K	26 30% r	38 33% R	26 32% R	9 16%	48 35% R	32 34% R	33 17%	113 45% UW	46 31% U	
TOTAL UNFAVORABLE	152 25%	34 26%	16 21%	15 20%	45 40% BCDFG	27 21%	15 19%	85 30% I	67 21%	2 12%	27 25%	33 24%	41 27% j	40 26%	20 23%	37 32% T	26 32% T	12 21%	31 23%	18 19%	86 43% VW	36 14%	30 20%	
VERY FAVORABLE	77 13%	24 18% dF	11 14%	7 10%	14 12%	11 9%	11 14%	29 10%	48 15% h	- -	3 3% j	22 16% JK	18 12% JK	25 16% JK	4 5%	15 13% oR	10 13% oR	2 2%	20 15% OR	18 18% OR	6 3%	50 20% U	21 14% U	
SOMEWHAT FAVORABLE	115 19%	41 31% CEFG	13 17%	17 22% g	19 17%	18 14%	8 10%	62 21%	53 17%	3 20%	20 18%	23 17%	38 25% ln	27 17%	21 25%	23 20%	15 19%	8 14%	27 20%	15 15%	27 14%	63 25% UW	25 17%	
SOMEWHAT UNFAVORABLE	59 10%	11 9%	7 10%	5 7%	13 11%	12 10%	10 13%	30 10%	29 9%	- -	12 11% J	15 11% J	16 10% J	12 8% J	11 13% r	10 9%	8 10%	2 4%	16 12% R	8 8%	30 15% V	12 5%	17 11% V	
VERY UNFAVORABLE	94 16%	23 18% G	9 11%	10 13%	32 29% BCDFG	15 12%	5 6%	56 19% I	38 12%	2 12%	15 14%	18 13%	25 17%	28 18%	9 10%	27 23% OST	18 23% OST	10 17%	14 10%	11 11%	56 28% VW	24 10%	13 9%	
HEARD OF/NO OPINION	141 24%	20 15%	18 23%	20 27% b	23 21% b	38 30% Be	21 27% b	55 19%	86 27% H	4 28%	32 30%	29 21%	30 20%	44 28% m	16 19%	15 13%	24 29% P	25 42% OPSt	34 25% P	26 27% P	46 23%	53 21%	42 28%	
NEVER HEARD OF	114 19%	12 9%	20 26% BE	15 20% Be	11 10%	33 26% BE	23 30% BE	56 19%	58 19%	6 40% mN	26 24% n	32 23% N	24 16%	21 13%	24 28% Qs	25 22% Q	5 6%	12 21% Q	23 17% Q	19 20% Q	33 17%	49 20%	32 21%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	1.9	1.5	1.6	0.7	1.0	1.3	1.1	1.5	1.8	0.8	1.3	1.4	1.3	1.3	1.0	1.0	0.8	1.6	1.7	0.4	3.1	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
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Now I am going to read you a list of people active in politics or in the news. 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.

Roy Cooper

BANNER 2

	PARTY REG/GENDER						IDEOLOGY				RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET- IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)
BASE=TOTAL SAMPLE	600 100%	109 18%	89 15%	109 18%	143 24%	70 12%	80 13%	159 27%	154 26%	267 44%	108 18%	432 72%	41 7%	290 48%	217 36%	43 7%	438 73%	162 27%	54 9%	105 17%	80 13%	74 12%	145 24%	122 20%	
**D/S (FAVORABLE - UNFAVORABLE)	40 7%	-30 -28%	-23 -25%	29 26% BCFG	48 34% BCFG	7 11% BC	9 11% BC	71 45% IJ	21 14% J	-56 -21%	25 23% L	9 2%	5 12%	11 4%	24 11% N	5 12%	32 7%	8 5%	23 43%	48 45%	20 25%	1 2%	-38 -26%	-18 -15%	
TOTAL HEARD OF	486 81%	89 81%	76 86%	90 82%	113 79%	54 77%	65 81%	135 85%	127 82%	210 79%	82 76%	352 82%	36 87%	233 81%	178 82%	35 81%	357 82%	129 79%	44 82%	90 86%	66 83%	60 81%	114 79%	96 79%	
TOTAL FAVORABLE	193 32%	20 18%	13 15%	49 45% BCFG	64 45% BCFG	22 32% BC	24 30% bC	82 52% IJ	60 39% J	45 17%	37 35%	136 31%	12 29%	91 31%	76 35%	12 28%	144 33%	48 30%	29 53%	53 51%	37 47%	23 31%	23 16%	21 18%	
TOTAL UNFAVORABLE	152 25%	50 46% DEFG	36 40% DEFG	20 19%	16 11%	15 21% e	15 19%	11 7%	39 25% H	101 38% HI	12 12%	127 29% K	7 16%	80 28% p	52 24%	7 16%	112 26%	40 25%	5 10%	6 6%	18 22%	21 29%	61 42%	40 33%	
VERY FAVORABLE	77 13%	2 2%	4 5%	21 19% BCF	29 20% BCF	6 9% B	15 19% BC	38 24% iJ	24 15% J	12 4%	15 14%	55 13%	4 10%	31 11%	35 16% n	5 12%	61 14%	17 10%	12 21%	26 25%	12 15%	12 16%	5 3%	7 6%	
SOMEWHAT FAVORABLE	115 19%	18 17%	9 10%	28 25% CG	35 25% CG	16 23% Cg	9 11%	44 28% J	37 24% J	33 12%	22 21%	81 19%	8 19%	60 21%	41 19%	7 16%	84 19%	31 19%	17 31%	27 26%	25 32%	11 15%	19 13%	14 12%	
SOMEWHAT UNFAVORABLE	59 10%	17 16% DE	12 14% DE	4 4%	8 5%	8 11% d	9 11% d	6 4%	18 12% H	34 13% H	5 4%	47 11% K	3 8%	30 10%	20 9%	4 9%	43 10%	16 10%	3 6%	3 3%	8 10%	10 14%	19 13%	16 13%	
VERY UNFAVORABLE	94 16%	33 30% DEFG	23 26% DEFG	16 15% E	8 6%	7 10%	6 8%	5 3%	21 14% H	66 25% HI	8 7%	80 19% K	4 9%	50 17% P	33 15%	3 7%	70 16%	24 15%	2 4%	3 3%	10 12%	11 15%	42 29%	24 20%	
HEARD OF/NO OPINION	141 24%	19 17%	28 31% Bd	20 19%	32 23%	16 24% Bd	26 32% Bd	42 26% i	27 18%	65 24%	32 30% l	90 21%	17 42% L	62 21%	50 23%	16 36% n	100 23%	41 25%	10 19%	31 30%	11 14%	16 22%	30 21%	34 28%	
NEVER HEARD OF	114 19%	21 19%	12 14%	19 18%	30 21%	16 23%	15 19%	24 15%	27 18%	57 21%	26 24%	80 18%	6 13%	56 19%	39 18%	8 19%	81 18%	33 21%	10 18%	14 14%	14 17%	14 19%	31 21%	26 21%	
**RATIO (FAVORABLE / UNFAVORABLE)	1.3	0.4	0.4	2.4	4.0	1.5	1.6	7.4	1.5	0.4	3.0	1.1	1.7	1.1	1.5	1.8	1.3	1.2	5.4	9.2	2.1	1.1	0.4	0.5	

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Summary of Cooper Image Trend

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18% Jl	139 23% J	150 25% JL	158 26% J	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%
JUN 2016 -----	40 7%	30 23% CDEFG	8 10% EF	9 12% EF	-12 -11%	1 1% E	4 6% E	6 2%	35 11% H	1 9% k	-4 -4% Jl	11 8% K	15 10% K	12 7% K	6 7% PQR	1 1% QR	-1 -1%	-3 -5%	17 13% PQR	14 14% PQR	-53 -27%	77 31% UW	16 11% U
FAVORABLE	193 32%	64 49% CDEFG	24 30%	24 32%	33 29%	28 22%	19 25%	91 32%	101 33%	3 20%	23 21%	45 32% k	56 37% K	52 33% K	26 30% r	38 33% R	26 32% R	9 16%	48 35% R	32 34% R	33 17%	113 45% UW	46 31% U
UNFAVORABLE	152 25%	34 26%	16 21%	15 20% BCDFG	45 40% BCDFG	27 21%	15 19%	85 30% I	67 21%	2 12%	27 25%	33 24%	41 27% j	40 26%	20 23%	37 32% T	26 32% T	12 21%	31 23% T	18 19%	86 43% VW	36 14%	30 20%
MAY 2016 -----	81 14%	49 38% CDEFG	11 12% DF	-4 -6%	18 16% DF	-6 -5%	15 18% DF	12 4%	69 22% H	-1 -5%	7 9% J	27 18% JkN	27 20% JKN	14 8% J	-8 -13%	18 15% OQ	1 1% O	13 20% OQ	35 27% OPQT	15 16% OQ	-33 -17%	94 37% UW	21 14% U
FAVORABLE	217 36%	70 54% CDEFG	32 35%	17 23%	43 39% DF	30 25%	26 31%	92 32%	126 40% H	5 15%	21 29%	58 38% J	60 45% JKn	60 35% J	11 19%	48 40% O	27 29%	21 32%	60 46% OQr	36 39% O	39 20%	129 51% UW	50 33% U
UNFAVORABLE	136 23%	21 16%	21 23%	21 29% bG	25 23% g	36 31% BG	11 13%	79 28% I	57 18%	6 20%	15 20%	31 21%	34 25%	46 26%	20 33% Rs	30 25% R	26 28% R	8 12%	25 19% r	22 23% r	72 36% VW	35 14%	29 19%
APR 2016 -----	86 14%	41 34% CDEFG	- -	15 20% CEf	8 8% C	12 9% C	11 14% C	26 9%	60 19% H	-3 -6%	12 11% J	29 17% J	29 25% JKlN	19 12% J	5 5%	18 17% OQR	3 4%	6 7% OPQRt	38 29% OPQRt	16 18% OQR	-30 -15%	93 37% UW	23 15% U
FAVORABLE	208 35%	61 51% CDEFG	24 27%	25 34%	35 31%	39 31%	24 31%	99 35%	109 35%	2 5%	32 30% J	69 40% J	49 42% Jk	55 35% J	28 27%	45 43% OR	26 34%	20 23%	57 43% OR	31 35% r	39 20%	120 47% UW	50 33% U
UNFAVORABLE	122 20%	20 17%	25 27% bD	10 14%	27 24%	27 21%	13 17%	73 25% I	48 16%	5 12%	20 19%	40 23%	20 17%	36 23%	23 22%	27 26% S	23 30% RSt	14 16%	19 14% R	16 18%	68 35% VW	27 11% V	27 18% v

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Summary of Cooper Image Trend

BANNER 2

	PARTY REG/GENDER							IDEOLOGY			RACE			EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF AM (K)	WHITE (L)	OTHER (M)	FULL TIME (N)	RET- IRED (O)	UNEMP (P)	LAND (Q)	CELL (R)	LIB MEN (S)	LIB WOMEN (T)	MOD MEN (U)	MOD WOMEN (V)	CONS MEN (W)	CONS WOMEN (X)
BASE=TOTAL SAMPLE	600	109	89	109	143	70	80	159	154	267	108	432	41	290	217	43	438	162	54	105	80	74	145	122
	100%	18%	15%	18%	24%	12%	13%	27%	26%	44%	18%	72%	7%	48%	36%	7%	73%	27%	9%	17%	13%	12%	24%	20%
JUN 2016	40	-30	-23	29	48	7	9	71	21	-56	25	9	5	11	24	5	32	8	23	48	20	1	-38	-18
-----	7%	-28%	-25%	26%	34%	11%	11%	45%	14%	-21%	23%	2%	12%	4%	11%	12%	7%	5%	43%	45%	25%	2%	-26%	-15%
FAVORABLE	193	20	13	49	64	22	24	82	60	45	37	136	12	91	76	12	144	48	29	53	37	23	23	21
	32%	18%	15%	45%	45%	32%	30%	52%	39%	17%	35%	31%	29%	31%	35%	28%	33%	30%	53%	51%	47%	31%	16%	18%
UNFAVORABLE	152	50	36	20	16	15	15	11	39	101	12	127	7	80	52	7	112	40	5	6	18	21	61	40
	25%	46%	40%	19%	11%	21%	19%	7%	25%	38%	12%	29%	16%	28%	24%	16%	26%	25%	10%	6%	22%	29%	42%	33%
MAY 2016	81	-25	-9	27	67	10	11	81	44	-48	53	19	7	40	29	9	46	36	28	54	14	31	-29	-18
-----	14%	-22%	-10%	28%	43%	12%	16%	53%	34%	-17%	44%	4%	21%	14%	12%	37%	11%	20%	50%	54%	20%	48%	-19%	-14%
FAVORABLE	217	20	19	44	85	28	22	88	63	57	65	137	13	110	83	12	154	63	31	57	26	37	31	26
	36%	18%	22%	46%	54%	34%	32%	57%	48%	20%	54%	31%	38%	38%	36%	49%	37%	35%	56%	57%	39%	58%	21%	20%
UNFAVORABLE	136	44	28	17	18	18	11	6	19	105	12	118	6	70	54	3	109	27	3	3	13	6	61	44
	23%	40%	32%	18%	11%	21%	17%	4%	14%	37%	10%	27%	17%	24%	23%	12%	26%	15%	6%	3%	19%	10%	40%	34%
APR 2016	86	-17	-13	36	57	7	16	71	54	-41	38	47	1	35	34	12	63	24	24	47	31	23	-29	-12
-----	14%	-18%	-12%	36%	38%	8%	26%	40%	37%	-16%	27%	11%	2%	11%	17%	27%	15%	13%	38%	41%	38%	37%	-22%	-9%
FAVORABLE	208	20	19	52	67	28	22	90	71	42	56	140	10	102	78	14	154	54	32	58	44	27	21	21
	35%	20%	19%	51%	45%	31%	36%	51%	49%	16%	41%	33%	28%	32%	39%	33%	37%	30%	52%	50%	53%	43%	16%	16%
UNFAVORABLE	122	37	32	16	11	21	6	19	17	83	19	93	9	67	44	3	91	31	8	10	13	4	50	33
	20%	38%	31%	16%	7%	23%	10%	11%	12%	32%	14%	22%	26%	21%	22%	7%	22%	17%	14%	9%	16%	6%	38%	26%

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
 NATIONAL RESEARCH INC

If the election for Governor were being held today and you had to make a choice, for whom would you vote... Pat McCrory, Republican, Roy Cooper, Democrat, or Lon Cecil, Libertarian?

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE				PARTY REG				
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHAR-LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18%	139 23%	150 25%	158 26%	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%
**D/S (MCCRORY - COOPER)	29 5%	-6 -4%	-5 -7%	6 8% BC	13 11% BC	9 7% BC	12 15% BCf	48 17% I	-20 -6%	-3 -20%	5 JN	12 9% JN	17 11% JkN	-1 -1%	8 10% RT	29 25% OQRST	9 11% RsT	-8 -14%	5 4% RT	-13 -13%	130 65% VW	-122 -49%	21 14% V
TOTAL MCCRORY -----	269 45%	54 41%	30 38%	35 47%	54 48%	56 45%	41 52% c	147 51% I	122 39%	5 34%	47 44%	64 46%	73 48%	68 43%	39 46%	62 54% rT	42 52% T	22 38%	59 44%	34 35%	150 76% VW	45 18%	74 49% V
TOTAL COOPER -----	241 40%	60 46%	35 44%	29 39%	41 37%	47 37%	29 37%	99 34%	142 46% H	8 55%	42 39%	53 38%	56 37%	69 44%	31 36%	33 29%	33 41% p	31 52% oP	54 40% p	47 48% P	21 10%	168 66% UW	53 35% U
TOTAL CECIL -----	20 3%	8 6% D	2 2%	1 1%	4 3%	4 3%	2 3%	10 4%	10 3%	- 1%	1 JK	8 6% JK	7 4% Jk	4 2% j	2 2%	8 7% QR	1 1%	- -	6 4% R	3 3% r	8 4%	9 4%	2 2%
TOTAL LEAN/UNDECIDED -----	62 10%	9 7%	13 16% b	8 11%	11 9%	16 13%	6 7%	29 10%	34 11%	2 11%	15 14%	14 10%	12 8%	16 10%	12 14% q	10 9%	4 6%	5 8%	14 11% q	13 13%	18 9%	26 10%	19 13%
DEFINITELY MCCRORY	229 38%	45 34%	25 32%	29 40%	49 44% c	43 34%	37 47% bcf	132 46% I	97 31%	4 29%	36 33%	55 39%	59 40%	65 41%	31 37%	57 50% oRST	39 49% RST	15 25%	45 33%	32 33%	134 68% VW	32 13%	63 42% V
PROBABLY MCCRORY	40 7%	9 7%	4 6%	5 7%	4 4%	13 10% e	4 5%	15 5%	25 8%	1 5%	11 11% N	10 7% N	13 9% N	3 2%	8 9% T	5 4%	3 3%	7 12% qT	14 10% pQT	2 2%	16 8%	13 5%	11 7%
DEFINITELY COOPER	205 34%	54 41% Ef	31 40%	27 37%	31 28%	38 30%	24 30%	87 30%	118 38% h	3 18%	31 29%	46 33%	50 34%	61 39% J	25 29%	31 27%	29 37%	18 31%	48 35%	41 43% oP	18 9%	143 57% UW	44 29% U
PROBABLY COOPER	36 6%	6 5%	4 5%	2 2%	10 9% D	9 7%	5 7%	11 4%	25 8% H	6 36% KLMN	11 10% m	6 4%	5 3%	8 5%	6 7%	2 2%	4 4% OPQST	13 21% OP	7 5%	6 6%	3 1%	24 10% U	9 6% U
DEFINITELY CECIL	9 1%	4 3% EG	2 2%	1 1%	- -	2 2%	- -	6 2%	3 1%	- -	1 1%	4 3% J	3 2%	1 1%	2 2%	4 3% QR	- -	- -	2 1% -	1 1%	3 1%	4 1%	2 2%
PROBABLY CECIL	11 2%	4 3% cd	- -	- -	4 3% cd	2 1%	2 3%	5 2%	7 2%	- -	- -	4 3% jk	4 3% jk	3 2% jk	- -	4 3% or	1 1%	- -	4 3% or	2 2%	6 3% W	6 2% W	- -
LEAN MCCRORY	9 1%	2 1%	2 3%	- -	- -	3 2% de	2 2%	5 2%	4 1%	- -	1 1%	5 4% JN	2 1%	- -	- -	5 4% OQT	- -	1 2%	3 2%	- -	5 3% v	1 -	3 2% v
LEAN COOPER	5 1%	3 2% def	1 1%	- -	- -	- -	1 1%	4 1%	1 -	1 5%	1 1%	1 1%	2 1%	- -	2 2%	2 1%	- -	- -	1 1%	- -	1 -	- -	4 2% v

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

If the election for Governor were being held today and you had to make a choice, for whom would you vote... Pat McCrory, Republican, Roy Cooper, Democrat, or Lon Cecil, Libertarian?

BANNER 1

	KEY REGIONS						GENDER		AGE						GENDER/AGE				PARTY REG				
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)
LEAN CECIL	7 1%	1 1%	- -	- -	1 1%	5 4% bcdg	- -	5 2%	2 1%	- -	3 3%	3 2% jm	- -	1 1%	3 4%	2 2%	- -	- -	1 1%	1 1%	1 -	2 1%	4 3%
HARD UNDECIDED	42 7%	4 3%	10 12% Bg	8 11% Bg	10 9% b	8 7%	3 4%	16 5%	27 9%	1 6%	10 9%	5 3%	8 5%	15 9% L	7 8% p	2 2%	4 6%	4 6%	10 7% P	12 12% P	11 5%	23 9%	9 6%
NAMED OTHER	1 -	- -	- -	1 2%	- -	- -	- -	- -	1 -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%
REFUSED	6 1%	- -	- -	- -	2 2%	3 2% bcd	1 2%	3 1%	3 1%	- -	3 2%	1 1%	2 1%	1 1%	1 1%	2 2%	- -	1 2%	1 1%	1 1%	1 1%	4 2%	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
N A T I O N A L R E S E A R C H I N C

NORTH CAROLINA STUDY / JUNE 21-23, 2016

If the election for Governor were being held today and you had to make a choice, for whom would you vote... Pat McCrory, Republican, Roy Cooper, Democrat, or Lon Cecil, Libertarian?

BANNER 2

	PARTY REG/GENDER						IDEOLOGY				RACE				EMPLOYMENT STATUS				PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET- IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)	
BASE=TOTAL SAMPLE	600	109	89	109	143	70	80	159	154	267	108	432	41	290	217	43	438	162	54	105	80	74	145	122		
	100%	18%	15%	18%	24%	12%	13%	27%	26%	44%	18%	72%	7%	48%	36%	7%	73%	27%	9%	17%	13%	12%	24%	20%		
**D/S (MCCRORY - COOPER)	29	77	52	-40	-82	11	10	-93	-38	161	-66	90	2	23	1	2	31	-3	-30	-63	-18	-20	95	66		
	5%	71%	59%	-37%	-58%	16%	13%	-58%	-25%	60%	-61%	21%	6%	8%	1%	5%	7%	-2%	-55%	-60%	-23%	-27%	65%	55%		
		cDEFG	DEFG	e		DE	DE		H	HI		KM	K	O		R										
TOTAL MCCRORY	269	88	62	26	19	33	41	25	42	195	10	234	16	132	97	19	204	65	8	17	23	19	111	85		
-----	45%	80%	70%	24%	13%	47%	51%	16%	27%	73%	9%	54%	39%	46%	45%	43%	47%	40%	15%	16%	29%	26%	76%	70%		
		DEFG	DEFG	E		DE	DE		H	HI		K	K													
TOTAL COOPER	241	10	10	66	101	22	31	118	81	34	76	145	14	110	95	16	173	68	38	80	42	39	16	18		
-----	40%	10%	11%	61%	71%	31%	39%	74%	52%	13%	71%	34%	33%	38%	44%	38%	39%	42%	70%	76%	52%	52%	11%	15%		
				BCFG	BCFG	BC	BC	IJ	J		LM															
TOTAL CECIL	20	5	4	3	6	2	-	5	6	9	3	16	1	12	4	2	12	8	2	3	2	4	7	2		
-----	3%	4%	4%	3%	4%	3%	-	3%	4%	3%	3%	4%	2%	4%	2%	4%	3%	5%	3%	3%	2%	5%	5%	1%		
		G	g	g	G									o												
TOTAL LEAN/UNDECIDED	62	5	13	12	14	12	7	11	21	27	16	33	11	32	18	6	44	19	6	5	12	9	10	17		
-----	10%	5%	14%	11%	10%	17%	9%	7%	14%	10%	15%	8%	26%	11%	8%	14%	10%	11%	10%	5%	15%	13%	7%	14%		
			B	b		B			h		l		L													
DEFINITELY MCCRORY	229	80	54	21	11	30	33	19	35	168	8	200	15	115	85	11	177	52	6	13	21	14	99	69		
-----	38%	74%	61%	20%	7%	43%	41%	12%	23%	63%	7%	46%	36%	40%	39%	26%	40%	32%	11%	12%	27%	19%	69%	57%		
		cDEFG	DEFG	E		DE	DE		H	HI		K	K	p			r									
PROBABLY MCCRORY	40	7	8	5	8	3	8	6	7	27	2	35	1	17	12	7	27	14	2	4	2	5	11	16		
-----	7%	7%	10%	5%	6%	4%	10%	4%	5%	10%	2%	8%	3%	6%	6%	17%	6%	9%	4%	4%	2%	7%	8%	13%		
									HI			K		no												
DEFINITELY COOPER	205	10	8	60	83	18	26	101	66	31	65	123	11	89	83	14	150	55	34	67	36	30	15	16		
-----	34%	9%	9%	55%	58%	25%	33%	63%	43%	11%	61%	28%	26%	31%	38%	32%	34%	34%	62%	64%	45%	40%	10%	13%		
				BCFG	BCFG	BC	BC	IJ	J		LM			n												
PROBABLY COOPER	36	1	2	7	18	4	5	17	14	4	11	22	3	20	12	3	23	13	4	13	6	9	2	2		
-----	6%	1%	2%	6%	12%	6%	6%	11%	9%	1%	10%	5%	8%	7%	6%	6%	5%	8%	8%	12%	7%	12%	1%	2%		
			B	BCdf		b	b	J	J																	
DEFINITELY CECIL	9	2	1	2	2	2	-	1	3	4	1	8	-	7	1	1	3	5	1	-	1	2	4	-		
-----	1%	2%	1%	1%	1%	3%	-	-	2%	2%	1%	2%	-	2%	-	2%	1%	3%	1%	-	1%	3%	3%	-		
												M		o												
PROBABLY CECIL	11	3	3	2	4	-	-	4	3	5	2	8	1	5	3	1	9	3	1	3	1	2	3	2		
-----	2%	3%	3%	2%	3%	-	-	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	1%	3%	1%	3%	2%	1%		
		fg	fg	FG																						
LEAN MCCRORY	9	3	2	1	-	1	2	-	2	7	1	8	-	7	-	-	7	1	-	-	1	1	4	3		
-----	1%	3%	3%	1%	-	1%	2%	-	1%	2%	1%	2%	-	2%	-	-	2%	1%	-	-	1%	2%	3%	2%		
		e							H		M			OP												
LEAN COOPER	5	-	1	-	-	4	-	2	2	1	1	3	-	4	-	1	2	3	2	-	2	-	-	1		
-----	1%	-	1%	-	-	5%	-	1%	1%	-	1%	1%	-	1%	-	2%	-	2%	3%	-	2%	-	-	1%		
						bdeg						m		o												

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

If the election for Governor were being held today and you had to make a choice, for whom would you vote... Pat McCrory, Republican, Roy Cooper, Democrat, or Lon Cecil, Libertarian?

BANNER 2

	PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER						
	TOTAL (A)	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET- IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)
LEAN CECIL	7 1%	-	1 1%	1 1%	1 1%	4 6%	-	-	6 4%	1 -	-	3 1%	3 8%	5 2%	1 -	1 2%	5 1%	2 1%	-	-	4 5%	2 2%	1 1%	-	
HARD UNDECIDED	42 7%	2 2%	9 10% B	10 9% B	13 9% B	4 5%	5 7%	9 6%	11 7%	18 7%	14 13% L	19 4%	8 18% 1	17 6%	17 8%	4 10%	30 7%	13 8%	4 7%	5 5%	5 6%	6 9%	5 3%	13 11%	
NAMED OTHER	1 -	-	-	-	-	-	1 1%	-	1 1%	-	1 1%	-	-	-	1 1%	-	1 -	-	-	-	-	-	1 2%	-	-
REFUSED	6 1%	1 1%	-	1 1%	3 2% cg	1 1%	-	1 1%	3 2%	1 -	1 1%	4 1% M	-	3 1% p	2 1%	-	4 1%	2 1%	1 2%	-	1 2%	2 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
NATIONAL RESEARCH INC

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Summary of Governor Ballot Trend

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE						PARTY REG		
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)	
BASE=TOTAL SAMPLE	600 100%	131 22%	79 13%	74 12%	112 19%	126 21%	79 13%	288 48%	312 52%	15 3%	108 18%	139 23%	150 25%	158 26%	85 14%	114 19%	80 13%	59 10%	136 23%	96 16%	198 33%	252 42%	150 25%	
JUN 2016 -----	29 5%	-6 -4%	-5 -7%	6 8% BC	13 11% BC	9 7% BC	12 15% BCf	48 17% I	-20 -6%	-3 -20%	5 5% JN	12 9% JN	17 11% JkN	-1 -1%	8 10% RT	29 25% OQRST	9 11% RsT	-8 -14%	5 4% RT	-13 -13%	130 65% VW	-122 -49%	21 14% V	
MCCRORY	269 45%	54 41%	30 38%	35 47%	54 48%	56 45%	41 52% c	147 51% I	122 39%	5 34%	47 44%	64 46%	73 48%	68 43%	39 46%	62 54% rT	42 52% T	22 38%	59 44%	34 35%	150 76% VW	45 18%	74 49% V	
COOPER	241 40%	60 46%	35 44%	29 39%	41 37%	47 37%	29 37%	99 34%	142 46% H	8 55%	42 39%	53 38%	56 37%	69 44%	31 36%	33 29%	33 41% p	31 52% oP	54 40% p	47 48% P	21 10%	168 66% UW	53 35% U	
CECIL	20 3%	8 6% D	2 2%	1 1%	4 3%	4 3%	2 3%	10 4%	10 3%	- -	1 1%	8 6% JK	7 4% Jk	4 2% j	2 2%	8 7% QR	1 1%	- -	6 4% R	3 3% r	8 4%	9 4%	2 2%	
LEAN/UNDECIDED	62 10%	9 7%	13 16% b	8 11%	11 9%	16 13%	6 7%	29 10%	34 11%	2 11%	15 14%	14 10%	12 8%	16 10%	12 14% q	10 9%	4 6%	5 8%	14 11% q	13 13%	18 9%	26 10%	19 13%	
MAY 2016 -----	33 5%	-15 -11%	19 20% BEF	11 15% BE	-4 -4% B	9 8% BE	13 16% BE	53 18% I	-20 -6%	-1 -4%	- -	7 4% jKM	-11 -8%	40 23% JKLM	6 10% RS	16 13% RS	29 32% OPRST	-8 -12%	-18 -14%	9 10% RS	136 69% VW	-103 -41%	- - V	
MCCRORY	272 45%	49 38%	48 53% B	34 48%	46 43%	54 46%	40 49%	148 51% I	124 40%	11 35%	28 39%	65 43%	56 41%	100 57% jKLM	25 42%	61 50% rS	57 62% OpRS	23 35%	46 35%	48 51% RS	155 78% VW	59 24%	58 39% V	
COOPER	239 40%	64 50% CDEFG	30 33%	24 33%	51 47% CdG	45 38%	26 32%	96 33%	144 46% H	12 39%	28 39%	58 39%	67 49% LN	60 35%	20 33%	44 36%	28 30%	31 47% q	64 50% OPQ	38 41%	19 10%	162 64% UW	58 39% U	
CECIL	18 3%	4 3%	2 2%	3 4%	5 4%	3 3%	2 2%	9 3%	10 3%	1 4%	4 6% m	9 6% MN	1 1%	3 2%	3 5%	4 4%	1 1%	3 5%	4 3%	2 2%	6 3%	4 2%	7 5%	
LEAN/UNDECIDED	66 11%	11 8%	12 13%	9 13%	7 6% bE	14 12% bE	14 17% bE	34 12%	32 10%	6 21%	11 15% n	17 11%	11 8%	11 6%	11 18% qT	11 9%	6 6%	9 13%	14 11%	5 6%	17 8%	24 9%	26 17% UV	
APR 2016 -----	-56 -9%	-44 -36%	-3 -4% B	-7 -9% B	-4 -3% B	-6 -5% B	8 10% BCDEF	-1 -	-56 -18%	-4 -9%	-15 -14%	-15 -9%	-16 -14%	-7 -4% KM	-1 -1% pRST	-7 -7% rST	8 10% OPRST	-17 -19%	-22 -17%	-17 -19%	106 53% VW	-143 -57%	-19 -13% V	
MCCRORY	217 36%	30 25%	33 37% b	26 36%	43 39% B	50 40% B	34 45% B	119 41% I	99 32%	11 24%	34 32%	62 36%	43 36%	67 42% j	38 35%	42 41% r	39 50% oRST	24 28%	44 33%	30 34%	137 69% VW	34 13%	47 31% V	
COOPER	274 46%	74 61% CDEFG	37 41%	33 45%	47 42%	56 45%	26 35%	119 41%	154 49% h	15 33%	49 46%	77 45%	59 50%	74 47%	39 37%	49 47%	31 41%	41 46%	66 49% o	47 53% O	31 16%	176 70% UW	66 44% U	

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

Continued

Civitas Institute

Summary of Governor Ballot Trend

BANNER 1

	KEY REGIONS							GENDER		AGE						GENDER/AGE				PARTY REG			
	TOTAL (A)	TRI- ANGLE (B)	SOUTH -EAST (C)	NORTH -EAST NC (D)	PIED- MONT TRIAD (E)	CHAR- LOTTE (F)	WSTRN 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)	GOP (U)	DEM (V)	IND (W)
CECIL	30 5%	5 4%	7 7% f	5 7%	6 6%	2 2%	5 6%	12 4%	18 6%	5 11%	11 10% lN	7 4%	6 5%	2 1%	11 10% PQt	1 1%	- -	8 9% PQ	7 6% PQ	3 3% q	4 2%	15 6% U	11 8% U
LEAN/UNDECIDED	74 12%	9 8%	13 15%	10 13%	15 14%	16 12%	11 14%	36 12%	38 12%	14 31% KLMN	12 11%	26 15% mN	9 8%	13 8%	19 18% Qt	12 11%	5 6%	14 16% q	16 12%	8 9%	25 13%	25 10%	25 16% v

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

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Summary of Governor Ballot Trend

BANNER 2

	PARTY REG/GENDER								IDEOLOGY			RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	TOTAL	GOP	GOP	DEM	DEM	IND	IND		LIB	MOD	CONS	AF	AM	WHITE	OTHER	FULL	RET-	UNEMP	LAND	CELL	LIB	LIB	MOD	MOD	CONS	CONS
	(A)	(B)	(C)	(D)	(E)	(F)	(G)		(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	
BASE=TOTAL SAMPLE	600 100%	109 18%	89 15%	109 18% f	143 24%	70 12%	80 13% F		159 27%	154 26%	267 44%	108 18%	432 72%	41 7%	290 48%	217 36%	43 7%	438 73%	162 27%	54 9%	105 17%	80 13%	74 12%	145 24%	122 20%	
JUN 2016 -----	29 5%	77 71% cDEFG	52 59% DEFG	-40 -37% e	-82 -58%	11 16% DE	10 13% DE		-93 -58%	-38 -25% H	161 60% HI	-66 -61%	90 21% KM	2 6% K	23 8% O	1 1%	2 5%	31 7% R	-3 -2%	-30 -55%	-63 -60%	-18 -23%	-20 -27%	95 65%	66 55%	
MCCRORY	269 45%	88 70% DEFG	62 70% DEFG	26 24% E	19 13% E	33 47% DE	41 51% DE		25 16%	42 27% H	195 73% HI	10 9%	234 54% K	16 39% K	132 46%	97 45%	19 43%	204 47%	65 40%	8 15%	17 16%	23 29%	19 26%	111 76%	85 70%	
COOPER	241 40%	10 10%	10 11%	66 61% BCFG	101 71% BCFG	22 31% BC	31 39% BC		118 74% IJ	81 52% J	34 13%	76 71% LM	145 34% LM	14 33%	110 38%	95 44%	16 38%	173 39%	68 42%	38 70%	80 76%	42 52%	39 52%	16 11%	18 15%	
CECIL	20 3%	5 4% G	4 4% g	3 3% g	6 4% G	2 3%	- -		5 3%	6 4%	9 3%	3 3%	16 4%	1 2%	12 4% o	4 2%	2 4%	12 3%	8 5%	2 3%	3 3%	2 2%	4 5%	7 5%	2 1%	
LEAN/UNDECIDED	62 10%	5 5%	13 14% B	12 11% b	14 10%	12 17% B	7 9%		11 7%	21 14% h	27 10%	16 15% l	33 8%	11 26% L	32 11%	18 8%	6 14%	44 10%	19 11%	6 10%	5 5%	12 15%	9 13%	10 7%	17 14%	
MAY 2016 -----	33 5%	80 72% DEFG	56 64% DEFG	-31 -33%	-72 -46%	3 4% DEG	-3 -5% DE		-101 -65%	-31 -24% H	168 60% HI	-73 -61%	106 24% Km	4 12% K	3 1% P	38 16% NP	-13 -55%	54 13% R	-21 -12%	-33 -60%	-68 -68%	-12 -18%	-19 -30%	101 67%	67 51%	
MCCRORY	272 45%	89 81% DEFG	66 75% DEFG	26 27%	33 21%	33 40% dE	25 37% E		19 12%	35 27% H	209 74% HI	13 11%	244 56% K	16 48% K	125 43% P	123 53% NP	3 13%	210 50% R	63 35%	9 16%	10 10%	19 28%	17 26%	117 78%	92 70%	
COOPER	239 40%	9 8%	10 11%	57 60% BCFG	105 67% BCFG	29 36% BC	28 42% BC		120 78% IJ	67 51% J	41 15%	86 72% LM	138 31%	12 36%	123 42%	85 36%	16 68% NO	156 37%	84 47% Q	42 76%	78 78%	31 46%	36 56%	16 10%	25 19%	
CECIL	18 3%	3 3%	3 4%	1 1%	3 2%	4 5% j	3 4%		5 3%	7 5% j	4 1%	4 4%	11 3%	1 4%	10 3% o	3 1%	2 8%	13 3%	5 3%	2 4%	3 3%	3 4%	5 7%	3 2%	1 1%	
LEAN/UNDECIDED	66 11%	8 8%	8 10%	10 10%	14 9%	16 19% BCE	10 15%		9 6%	22 17% HJ	26 9%	16 13%	43 10%	4 12%	33 11%	23 10%	1 6%	39 9%	27 15% q	2 4%	7 7%	16 23%	7 11%	13 9%	13 10%	
APR 2016 -----	-56 -9%	49 51% DEFG	57 56% DEFG	-47 -47%	-95 -63%	-3 -3% DEG	-17 -28% E		-123 -69%	-57 -40% H	125 48% HI	-85 -62%	35 8% KM	-6 -15% K	-27 -8% P	-9 -4% nP	-17 -39%	-34 -8%	-22 -12%	-46 -74%	-77 -67%	-33 -40%	-25 -40%	77 58%	48 38%	
MCCRORY	217 36%	66 68% DEFG	71 70% DEFG	19 19% E	14 9%	33 37% DEg	14 22% E		13 8%	29 20% H	170 66% HI	14 10%	191 46% KM	10 28% K	110 35% p	85 42% P	9 21%	163 39% r	55 30%	5 7%	9 8%	18 22%	11 18%	93 70%	78 61%	
COOPER	274 46%	17 17%	14 14%	67 65% BCFG	109 73% BCFG	36 40% BC	30 50% BC		136 77% IJ	87 60% J	45 18%	99 72% LM	156 37% LM	15 43%	137 43%	93 46%	26 59% n	196 47%	77 43%	51 81%	85 75%	51 62%	36 58%	15 11%	30 24%	
CECIL	30 5%	2 3%	1 1%	3 3% BCd	13 8% BCd	7 8% C	4 7% c		11 6%	7 5%	8 3%	9 7%	15 4%	6 16% L	21 7% o	7 3%	1 3%	15 4%	15 8% q	- -	11 10%	4 4%	4 6%	6 4%	3 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
N A T I O N A L R E S E A R C H I N C

Continued

Civitas Institute

Summary of Governor Ballot Trend

BANNER 2

TOTAL (A)	PARTY REG/GENDER						IDEOLOGY			RACE				EMPLOYMENT STATUS			PHONE TYPE		IDEOLOGY/GENDER					
	GOP MEN (B)	GOP WOMEN (C)	DEM MEN (D)	DEM WOMEN (E)	IND MEN (F)	IND WOMEN (G)	LIB (H)	MOD (I)	CONS (J)	AF (K)	AM (L)	WHITE (M)	OTHER (N)	FULL TIME (O)	RET- IRED (P)	UNEMP (Q)	LAND (R)	CELL (S)	LIB MEN (T)	LIB WOMEN (U)	MOD MEN (V)	MOD WOMEN (W)	CONS MEN (X)	CONS WOMEN (Y)
LEAN/UNDECIDED	74 12%	11 12%	13 13%	11 11%	13 9%	13 15%	12 19%	16 9%	19 13%	33 13%	16 11%	53 13%	4 12%	45 14%	16 8%	7 17%	42 10%	32 18%	7 11%	9 8%	9 11%	10 16%	18 14%	15 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
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