

NORTH CAROLINA STUDY / JUNE 21-23, 2016

Thinking for a moment, about the debate over House Bill 2, also referred to as the transgender bathroom issue, in your opinion, which of the following best reflects your views regarding the accuracy and balance of North Carolina news media coverage on the issue?

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 (ACCURATE/BALANCED - NOT ACCURATE/BALANCED)	-72 -12%	-7 -5% CF	-24 -30%	-5 -7% Cf	-12 -10% C	-20 -16% c	-5 -6% Cf	-51 -18%	-21 -7% H	8 53% KLMN	-17 -16%	-19 -13%	-22 -15%	-20 -13%	-15 -18%	-27 -23%	-5 -6% oPT	-	-4% OPqT	-5 -4% OPT	-18 -19%	-66 -33%	13 5% UW	-19 -13% U
TOTAL ACCURATE/BALANCED	226 38%	56 43% C	22 28%	30 41%	43 39%	43 34%	32 41%	101 35%	125 40%	11 71% KLMN	40 37%	55 39%	57 38%	55 35%	30 36%	40 35%	31 39%	26 44%	59 44% t	31 32%	56 28%	114 45% U	57 38% u	
TOTAL NOT ACCURATE/BALANCED	298 50%	63 48%	46 58%	36 48%	55 49%	62 49%	37 47%	153 53%	145 47%	3 17%	57 53% J	73 53% J	79 53% J	75 47% J	45 53%	67 58% qs	36 45%	26 44%	64 47%	49 51%	122 62% Vw	100 40%	76 51% V	
VERY ACCURATE/BALANCED	60 10%	19 14% Cg	3 4%	6 8%	13 12% C	15 12% C	5 6%	30 10%	31 10%	-	7 6% J	13 9% J	23 15% JK	16 10% J	7 8%	12 10% R	10 13% R	1 2%	19 14% R	8 8% r	8 4%	36 14% U	16 11% U	
SOMEWHAT ACCURATE/BALANCED	166 28%	37 29%	19 24%	24 33%	30 27%	28 22%	27 34% f	72 25%	94 30%	11 71% KLMN	33 31%	42 30%	34 23%	39 25%	23 27%	28 24%	21 26%	25 42% PqT	40 30%	23 23%	48 24%	77 31%	41 27%	
NOT TOO ACCURATE/BALANCED	95 16%	20 15%	17 21%	13 17%	15 13%	19 15%	12 15%	34 12%	61 20% H	3 17%	17 16%	24 17%	24 16%	22 14%	12 14%	13 12%	6 8%	12 20% q	28 20% pQ	20 20% pQ	27 13%	38 15%	31 20%	
NOT AT ALL ACCURATE/BALANCED	203 34%	43 33%	29 36%	23 31%	40 36%	43 34%	25 32%	119 41% I	84 27%	-	40 37% J	49 35% J	55 37% J	53 33% J	33 39% rs	53 47% RST	30 37%	15 25%	37 27%	29 30%	95 48% VW	62 25%	45 30%	
UNDECIDED//DON'T KNOW	67 11%	11 9%	11 14%	8 11%	12 10%	18 15%	6 7%	30 10%	37 12%	2 12%	10 9%	10 8%	12 8%	27 17% kLM	9 11%	6 5%	12 15% P	6 10%	11 8%	16 16% Ps	19 9%	33 13%	15 10%	
REFUSED	9 1%	-	-	-	2 2% bcd	3 2% bcd	4 5% bcd	4 1%	5 2%	-	1 1%	1 1%	2 1%	2 1%	-	2 2%	1 1%	1 2%	1 1%	1 1%	2 1%	5 2%	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
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/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	600 100%	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 (ACCURATE/BALANCED - NOT ACCURATE/BALANCED)	-72 -12%	-40 -37%	-26 -29%	-3 -2% BCFG	16 11% BCDFG	-8 -12% BC	-11 -13% BC	9 6% IJ	-11 -7% J	-71 -27%	1 1% L	-74 -17%	3 7% L	-50 -17%	-25 -12%	-3 -7% n	-58 -13%	-14 -8%	9 17%	-1 -	-6 -7%	-5 -7%	-52 -36%	-19 -16%
TOTAL ACCURATE/BALANCED	226 38%	30 28%	25 29%	44 41% Bc	69 48% BC	27 39%	30 38%	74 46% J	62 40% j	82 31%	49 45% l	152 35%	18 44%	108 37%	79 36%	16 38%	162 37%	64 39%	28 52%	45 43%	32 40%	30 40%	39 27%	43 36%
TOTAL NOT ACCURATE/BALANCED	298 50%	71 65% DEfg	51 58% DE	47 43%	53 37%	35 50% e	41 51% e	65 41%	73 47%	153 57% Hi	48 45%	226 52%	16 38%	158 54%	104 48%	19 45%	221 50%	77 48%	19 35%	46 44%	38 48%	35 47%	91 63%	62 51%
VERY ACCURATE/BALANCED	60 10%	4 3%	4 5%	17 16% BC	19 13% BC	8 12% b	8 10%	25 15% J	20 13% J	14 5%	12 11%	43 10%	4 11%	27 9%	26 12%	5 12%	53 12% R	8 5%	9 17%	15 15%	13 16%	8 10%	7 5%	6 5%
SOMEWHAT ACCURATE/BALANCED	166 28%	26 24%	21 24%	27 25%	50 35% bcd	18 26% b	22 28%	49 31%	41 27%	69 26%	37 34% l	108 25%	14 34%	81 28%	53 24%	11 25%	110 25% Q	56 35%	19 35%	30 29%	19 24%	22 30%	32 22%	37 30%
NOT TOO ACCURATE/BALANCED	95 16%	10 9%	17 19% B	14 13%	24 17% b	10 14%	21 26% Bdf	27 17%	23 15%	44 16%	20 19%	70 16%	3 8%	48 16%	34 16%	6 15%	73 17%	22 14%	7 14%	20 19%	7 8%	16 22%	19 13%	25 20%
NOT AT ALL ACCURATE/BALANCED	203 34%	61 56% CDEFG	34 39% Eg	33 30% e	29 20%	25 36% E	20 25%	38 24%	50 32%	110 41% Hi	28 26%	156 36% K	12 30%	110 38%	70 32%	13 30%	148 34%	55 34%	12 22%	26 25%	32 40%	18 25%	72 50%	37 31%
UNDECIDED//DON'T KNOW	67 11%	8 7%	11 13%	16 14% b	18 12%	7 10%	8 10%	15 10%	18 12%	28 11%	11 10%	46 11%	7 18%	22 8%	30 14% N	8 18%	51 12%	16 10%	5 9%	10 10%	8 11%	10 13%	14 9%	14 12%
REFUSED	9 1%	1 1%	1 1%	2 2%	3 2%	1 1%	1 1%	5 3%	1 1%	3 1%	- -	9 2% KM	- -	2 1%	4 2% P	- -	4 1%	5 3%	2 3%	3 3%	1 1%	- -	1 1%	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
N A T I O N A L R E S E A R C H I N C