

**Region:**

(N=500)	n	%
Mountain/West-----	55	11.00
Charlotte Area -----	120	24.00
Triad-----	85	17.00
Triangle-----	120	24.00
East/Coastal Plain -----	120	24.00

Hello, my name is \_\_\_\_\_ and I am conducting a survey for Suffolk University and I would like to get your opinions on some issues of the day in North Carolina. Would you like to spend seven minutes to help us out? {ASK FOR YOUNGEST IN HOUSEHOLD}

## 1. Gender

(N=500)	n	%
Male -----	234	46.80
Female-----	266	53.20

## 2. How likely are you to vote in the general election for President this November -- very likely, somewhat likely, 50-50 or not likely?

(N=500)	n	%
Very likely -----	476	95.20
Somewhat likely -----	24	4.80

## 3. Are you currently registered as a Democrat, Republican, or Independent?

(N=500)	n	%
Democrat-----	198	39.60
Republican-----	152	30.40
Independent -----	123	24.60
Other -----	18	3.60
Refused-----	9	1.80

## 4. What is your age category?

(N=500)	n	%
18-24 Years -----	43	8.60
25-34 Years -----	89	17.80
35-49 Years -----	124	24.80
50-64 Years -----	129	25.80
65-74 Years -----	67	13.40
75+-----	40	8.00
Refused-----	8	1.60

## 5. For statistical purposes only, can you please tell me what your ethnic background / ancestry is?

(N=500)	n	%
White/Caucasian -----	345	69.00
Black/African-American-----	110	22.00
American Indian / Alaska Native -----	4	0.80
Asian -----	5	1.00
Native Hawaiian / Other Pacific Islander -----	1	0.20
Hispanic/Latino -----	13	2.60
Other -----	9	1.80
Don't know -----	13	2.60

6. Do you feel the country is headed in the right direction or is on the wrong track?  
 (N=500)
- |                       |     |       |
|-----------------------|-----|-------|
|                       | n   | %     |
| Right Direction ----- | 145 | 29.00 |
| Wrong Track -----     | 294 | 58.80 |
| Undecided -----       | 61  | 12.20 |
7. Do you approve or disapprove of the way Barack Obama is handling his job as president?  
 (N=500)
- |                  |     |       |
|------------------|-----|-------|
|                  | n   | %     |
| Approve-----     | 231 | 46.20 |
| Disapprove ----- | 236 | 47.20 |
| Undecided -----  | 33  | 6.60  |

I am going to read you a short list of individuals and for each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that. First take Barack Obama. Is your opinion of Barack Obama generally favorable or generally unfavorable? (RANDOMIZE 9-14)

(N=500)	<u>NEVER HEARD</u>	<u>FAVORABLE</u>	<u>UNFAVORABLE</u>	<u>HOF/UNDECIDED</u>
8. Barack Obama	0 0.00	244 48.80	239 47.80	17 3.40
9. Hillary Clinton	0 0.00	214 42.80	259 51.80	27 5.40
10. Deborah Ross	86 17.20	147 29.40	160 32.00	107 21.40
11. Gary Johnson	116 23.20	80 16.00	179 35.80	125 25.00
12. Donald Trump	0 0.00	166 33.20	280 56.00	54 10.80
13. Richard Burr	50 10.00	182 36.40	156 31.20	112 22.40
14. Sean Haugh	248 49.60	37 7.40	52 10.40	163 32.60

15. Your North Carolina presidential ballot includes three candidates listed in the following order... (READ 15.1-15.3 LIST OF NAME AND PARTIES)... At this point which candidate will you vote for or lean toward?

	n	%
Donald Trump, Republican -----	217	43.40
Hillary Clinton, Democrat-----	224	44.80
Gary Johnson, Libertarian -----	26	5.20
Undecided -----	24	4.80
Refused-----	9	1.80

{FOR 15.3}

16. Who would be your second choice if it were between (ROTATE) Republican Donald Trump or Democrat Hillary Clinton?

(N=26)	n	%
Donald Trump, Republican -----	5	19.23
Hillary Clinton, Democrat-----	6	23.08
Other -----	4	15.38
Undecided -----	8	30.77
Refused-----	3	11.54

{ROTATE 17 &amp; 18}

17. Do you think Hillary Clinton is honest and trustworthy?

(N=500)	n	%
Yes-----	180	36.00
No-----	288	57.60
Undecided -----	30	6.00
Refused-----	2	0.40

18. Do you think Donald Trump is honest and trustworthy?

(N=500)	n	%
Yes-----	163	32.60
No-----	299	59.80
Undecided -----	35	7.00
Refused-----	3	0.60

19. Did you watch the second presidential debate on Sunday night?

(N=500)	n	%
Yes-----	352	70.40
No-----	143	28.60
Undecided -----	3	0.60
Refused-----	2	0.40

{FOR 19.1}

20. Who do you think won the debate – (ROTATE) Hillary Clinton or Donald Trump?

(N=352)	n	%
Hillary Clinton -----	149	42.33
Donald Trump-----	143	40.63
Draw-----	30	8.52
Undecided -----	27	7.67
Refused-----	3	0.85

{FOR 19.1}

21. Despite your own personal preferences, who do you think performed better than you expected?

(N=352)	n	%
Hillary Clinton -----	126	35.80
Donald Trump-----	178	50.57
Both-----	18	5.11
Undecided -----	29	8.24
Refused-----	1	0.28

22. Did the Access Hollywood video of Donald Trump – which was released last Friday – change your opinion of Donald Trump?

(N=500)	n	%
Yes-----	68	13.60
No-----	345	69.00
Did not see video-----	71	14.20
Undecided-----	15	3.00
Refused-----	1	0.20

23. How did Hurricane Matthew impact you and your neighborhood - a lot, a little or not at all?

(N=500)	n	%
A lot-----	55	11.00
A little-----	228	45.60
Not at all-----	206	41.20
Undecided-----	9	1.80
Refused-----	2	0.40

24. For U.S. Senate your ballot includes three candidates listed in the following order... (READ 19.1-19.3 LIST OF NAME / PARTIES)... At this point which candidate will you vote for or lean toward?

(N=500)	n	%
Richard Burr, Republican-----	198	39.60
Deborah Ross, Democrat-----	182	36.40
Sean Haugh, Libertarian-----	28	5.60
Undecided-----	78	15.60
Refused-----	14	2.80

25. When you think about the presidential election, how do you feel – {RANDOMIZE} Excited, Alarmed, or Bored (CHOOSE EMOTION CLOSEST TO ONE OF THE THREE)?

(N=500)	n	%
Excited-----	108	21.60
Alarmed-----	291	58.20
Bored-----	65	13.00
Undecided-----	33	6.60
Refused-----	3	0.60

26. What do you think is the most important issue facing the next president? {Randomize}

(N=500)	n	%
Reducing the national debt-----	20	4.00
Taxes-----	20	4.00
Jobs/Economy-----	97	19.40
Schools/Education-----	21	4.20
Healthcare-----	29	5.80
Illegal immigration-----	38	7.60
Abortion policy-----	6	1.20
Climate Change-----	13	2.60
Civil liberties-----	15	3.00
Terrorism/national security-----	100	20.00
Crime/Guns-----	23	4.60
Drugs/Opioids-----	2	0.40
Choosing Supreme Court Nominees-----	78	15.60
Undecided-----	38	7.60

27. In the 2012 election for president did you vote for Republican Mitt Romney, Democrat Barack Obama, Libertarian Gary Johnson, someone else, or did you not vote in 2012?

(N=500)	n	%
Mitt Romney, Republican -----	229	45.80
Barack Obama, Democrat -----	231	46.20
Gary Johnson, Libertarian -----	6	1.20
Someone else-----	2	0.40
Did not vote in 2012 -----	28	5.60
Undecided -----	2	0.40
Refused-----	2	0.40

28. Over the last 5-10 years, do you feel more or less safe, living in America? Or has it not changed in your view?

(N=500)	n	%
More safe -----	68	13.60
Less safe-----	275	55.00
Not changed-----	143	28.60
Undecided -----	11	2.20
Refused-----	3	0.60

29. Just your best guess. When all the votes are counted for president this November, who do you think is most likely to be elected president – {ROTATE} Hillary Clinton or Donald Trump?

(N=500)	n	%
Hillary Clinton -----	329	65.80
Donald Trump-----	112	22.40
Undecided -----	51	10.20
Refused-----	8	1.60

30. How would you describe your own political viewpoint – very liberal, somewhat liberal, moderate, somewhat conservative, very conservative? {ROTATE .1-.5 ASCENDING TO DESCENDING}

(N=500)	n	%
Very liberal-----	42	8.40
Liberal-----	65	13.00
Moderate -----	164	32.80
Conservative -----	129	25.80
Very Conservative -----	78	15.60
Other -----	5	1.00
Don't know -----	17	3.40

31. What TV news or commentary source do you trust the most? {RANDOMIZE 35.1 - 35.8}

(N=500)	n	%
CNN -----	89	17.80
MSNBC-----	48	9.60
FOX News -----	146	29.20
ABC-----	46	9.20
NBC -----	24	4.80
CBS-----	38	7.60
C-SPAN -----	7	1.40
Comedy Central -----	10	2.00
PBS-----	20	4.00
Undecided -----	72	14.40

**THE FINAL QUESTIONS WILL HELP US CLASSIFY YOUR ANSWERS WITH OTHERS TAKING THE SURVEY**

32.	What is your annual household income? (READ CATEGORIES)		
	(N=500)	n	%
	Under \$20,000 per year -----	44	8.80
	Under \$50,000 per year -----	107	21.40
	Under \$75,000 per year -----	113	22.60
	Under \$100,000 per year-----	67	13.40
	Under \$140,000 per year-----	50	10.00
	\$140,000 per year or more -----	31	6.20
	Undecided -----	88	17.60
33.	Is anyone in your household a member of a labor union?		
	(N=500)	n	%
	Yes-----	23	4.60
	No-----	470	94.00
	Undecided -----	1	0.20
	Refused-----	6	1.20
34.	Are there any members of your household who are gun owners?		
	(N=500)	n	%
	Yes-----	239	47.80
	No-----	238	47.60
	Undecided -----	6	1.20
	Refused-----	17	3.40
35.	How important is religion in your life – very important, somewhat important, not very important or not at all important?		
	(N=500)	n	%
	Very important -----	334	66.80
	Somewhat important -----	99	19.80
	Not very important -----	29	5.80
	Not at all important-----	28	5.60
	Undecided -----	3	0.60
	Refused-----	7	1.40

[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]