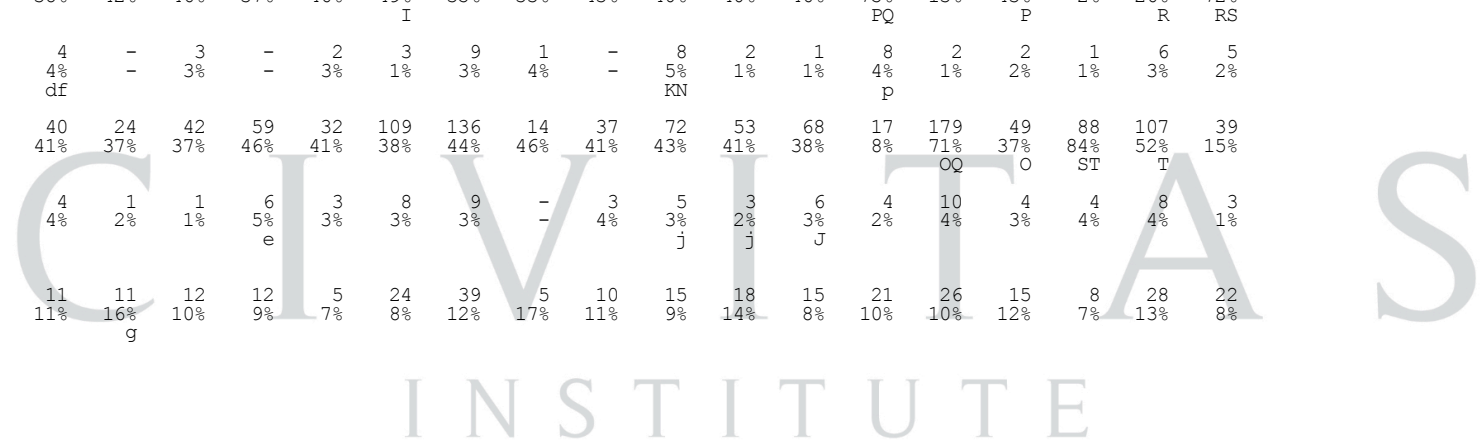


And now suppose only two candidates were running for U.S. Senate. For whom would you vote between: Thom Tillis, the Republican or Kay Hagan, the Democrat?

BANNER 1

	KEY REGIONS							GENDER		AGE					PARTY REG			IDEOLOGY		
	TOTAL (A)	TRI-ANGLE (B)	SOUTH-EAST (C)	NORTH-EAST NC (D)	PIED-MONT TRIAD (E)	CHARL-OTTE (F)	WEST-ERN NC (G)	MEN (H)	WOMEN (I)	18-25 (J)	26-40 (K)	41-55 (L)	56-65 (M)	66+ (N)	GOP (O)	DEM (P)	IND (Q)	LIB (R)	MOD (S)	CONS (T)
BASE=TOTAL SAMPLE	600 100%	118 20%	97 16%	66 11%	114 19%	127 21%	78 13%	288 48%	312 52%	31 5%	90 15%	169 28%	127 21%	182 30%	216 36%	252 42%	132 22%	104 17%	205 34%	258 43%
**D/S (TILLIS - HAGAN)	6 1%	3 2% CF	-2 -3% f	4 6% CF	10 9% BCF	-12 -10%	5 6% CF	33 11% I	-26 -8%	-4 -13%	1 1% jLM	-5 -3%	-2 -1%	16 9% JKLM	146 68% PQ	-148 -59%	8 6% P	-85 -82%	-54 -26% R	145 56% RS
TOTAL TILLIS -----	251 42%	51 43%	37 38%	28 42%	52 46%	47 37%	36 46%	141 49% I	110 35%	10 33%	38 43%	67 40%	51 40%	84 46%	162 75% PQ	32 13%	57 43% P	3 2%	53 26% R	185 72% RS
LEAN TILLIS	12 2%	2 2%	4 4% df	- - df	3 3%	- - df	2 3%	3 1%	9 3%	1 4%	- - KN	8 5%	2 1%	1 1%	8 4% P	2 1%	2 2%	1 1%	6 3%	5 2%
TOTAL HAGAN -----	245 41%	49 41%	40 41%	24 37%	42 37%	59 46%	32 41%	109 38%	136 44%	14 46%	37 41%	72 43%	53 41%	68 38%	17 8% OQ	179 71% OQ	49 37% O	88 84% ST	107 52% T	39 15%
LEAN HAGAN	17 3%	2 2%	4 4%	1 2%	1 1%	6 5% e	3 3%	8 3%	9 3%	- - j	3 4%	5 3% j	3 2% j	6 3% J	4 2%	10 4%	4 3%	4 4%	8 4%	3 1%
HARD UNDECIDED	63 10%	12 10%	11 11%	11 16% g	12 10%	12 9%	5 7%	24 8%	39 12%	5 17%	10 11%	15 9%	18 14%	15 8%	21 10%	26 10%	15 12%	8 7%	28 13%	22 8%

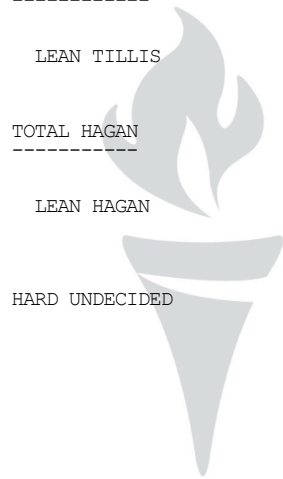


Significance Z-testing shown at 95% in UPPERCASE and 90% in lowercase in the groupings: B/C/D/E/F/G H/I J/K/L/M/N O/P/Q R/S/T U/V W/X
N A T I O N A L R E S E A R C H I N C

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BANNER 2

	GENDER/AGE						PARTY REG/GENDER						VOTE LIKELIHOOD		VOTE PLAN		
	TOTAL (A)	MEN 18-44 (B)	MEN 45-64 (C)	MEN 65+ (D)	WOMEN 18-44 (E)	WOMEN 45-64 (F)	WOMEN 65+ (G)	GOP MEN (H)	GOP WOMEN (I)	DEM MEN (J)	DEM WOMEN (K)	IND MEN (L)	IND WOMEN (M)	CERT-AIN (N)	PROB (O)	MIND MD UP (P)	DECI-DING (Q)
BASE=TOTAL SAMPLE	600 100%	80 13%	118 20%	89 15%	76 13%	134 22%	102 17%	113 19%	103 17%	103 17%	149 25%	72 12%	60 10%	534 89% T	48 8%	382 64%	185 31%
**D/S (TILLIS - HAGAN)	6 1%	5 6% EF	16 13% EF	12 13% EF	-13 -17%	-21 -15%	7 7% EF	76 67% JKLM	70 68% JKLM	-54 -53%	-94 -63%	11 15% JKM	-3 -5% JK	6 1%	-	25 7% WX	-11 -6%
TOTAL TILLIS -----	251 42%	37 46% ef	58 49% EF	46 52% EF	23 30%	43 32%	44 43%	88 78% JKLM	75 72% JKLM	18 18% k	13 9%	35 48% JK	22 37% JK	230 43%	16 33%	192 50% WX	52 28%
LEAN TILLIS	12 2%	-	2 2%	1 1%	2 3%	6 5% BG	-	1 1%	7 6% hjk	1 1%	1 -	1 2%	1 2%	12 2% TU	-	2 1%	9 5% VX
TOTAL HAGAN -----	245 41%	32 39%	43 36%	34 38%	36 47%	64 48% cg	37 36%	12 11%	5 4%	73 71% HILM	107 71% HILM	24 33% HI	25 42% HI	224 42%	16 33%	167 44% W	63 34%
LEAN HAGAN	17 3%	3 4%	3 3%	1 1%	1 2%	3 2%	5 5%	4 3% i	-	1 1%	9 6% IJm	3 4%	1 1%	10 2%	5 11% S	7 2%	9 5%
HARD UNDECIDED	63 10%	8 10%	11 10%	4 5%	12 16% D	15 11% d	12 12%	7 6%	15 14% h	9 9%	17 11%	8 11%	7 12%	50 9%	9 18%	10 3%	43 23% V



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