

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 MARCH 2009

OPINION OF MARC BASNIGHT?

		DIRECTION			ISSUE CONCERN						STATE LEG.				
N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE	
600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%	
VERY FAVORABLE	22	4	5%	3%	3%	1%	3%	6%	3%	0%	10%	4%	3%	5%	4%
SOMEWHAT FAVORABLE	48	8	9%	7%	5%	14%	11%	3%	8%	4%	3%	9%	8%	10%	4%
SOMEWHAT UNFAVORABLE	27	4	4%	6%	1%	4%	4%	8%	3%	3%	5%	3%	5%	5%	7%
VERY UNFAVORABLE	15	3	1%	4%	3%	5%	1%	5%	0%	5%	0%	1%	5%	0%	1%
NO OPINION	109	18	21%	16%	15%	18%	18%	14%	19%	21%	17%	18%	15%	28% *	20%
NOT AWARE	379	63	60%	64%	72% *	57%	64%	65%	67%	66%	65%	65%	63%	53% *	63%
FAVORABLE	70	12	14%	10%	8%	16%	14%	9%	11%	4%	13%	13%	11%	15%	9%
UNFAVORABLE	42	7	6%	10%	4%	9%	5%	13%	3%	9%	5%	4%	10%	5%	8%
NET FAVORABLE	28	5	8%	0%	4%	7%	8%	-4% *	8%	-4%	7%	8%	1%	9%	0%
FAVOR : UNFAVOR	1.7:1		2.4:1 *	1.0:1 *	2.0:1 *	1.8:1	2.7:1 *	1:1.5 *	3.9:1 *	1:2.0 *	2.3:1 *	3.0:1 *	1.1:1 *	2.9:1 *	1.1:1 *
		NEWS SOURCE				EDITORIAL				AGE GROUP					
N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+	
600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%	
VERY FAVORABLE	22	4	3%	5%	3%	7%	7%	3%	2%	1%	0%	2%	5%	4%	4%
SOMEWHAT FAVORABLE	48	8	9%	9%	3%	12%	9%	9%	5%	5%	3%	7%	7%	11%	8%
SOMEWHAT UNFAVORABLE	27	4	4%	4%	9%	6%	3%	4%	6%	3%	0%	5%	5%	6%	3%
VERY UNFAVORABLE	15	3	2%	3%	5%	4%	3%	1%	2%	1%	3%	0%	4%	2%	3%
NO OPINION	109	18	18%	20%	14%	23%	19%	20%	15%	16%	9% *	16%	17%	21%	22%
NOT AWARE	379	63	64%	59%	65%	48% *	58%	62%	70%	73% *	84% *	70%	62%	57%	61%
FAVORABLE	70	12	12%	14%	7%	19%	16%	12%	7%	7%	3%	9%	12%	15%	11%
UNFAVORABLE	42	7	6%	7%	14%	10%	7%	6%	8%	4%	3%	5%	9%	8%	6%
NET FAVORABLE	28	5	6%	8%	-7% *	9%	9%	7%	-1%	2%	0%	4%	3%	7%	5%
FAVOR : UNFAVOR	1.7:1		2.1:1 *	2.1:1 *	1:2.1 *	1.9:1 *	2.3:1 *	2.2:1 *	1:1.2 *	1.5:1	1:1.0 *	1.8:1	1.4:1 *	1.9:1 *	1.7:1

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		BEH. VOTING					PHILOSOPHY							
N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE			
600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%			
VERY FAVORABLE	22	4	6%	3%	3%	2%	5%	8%	3%	2%	7%	3%		
SOMEWHAT FAVORABLE	48	8	4%	10%	9%	6%	9%	11%	7%	7%	11%	7%		
SOMEWHAT UNFAVORABLE	27	4	4%	4%	6%	4%	4%	3%	1%	6%	5%	5%		
VERY UNFAVORABLE	15	3	0%	1%	6%	4%	2%	0%	0%	4%	2%	4%		
NO OPINION	109	18	21%	15%	19%	11%	20%	21%	21%	15%	20%	18%		
NOT AWARE	379	63	64%	67%	57%	75% *	61%	58%	67%	67%	56%	62%		
FAVORABLE	70	12	11%	13%	11%	7%	13%	18%	11%	9%	17%	10%		
UNFAVORABLE	42	7	4%	5%	13%	7%	6%	3%	1%	9%	7%	9%		
NET FAVORABLE	28	5	6%	8%	-1%	0%	7%	16% *	9%	-1%	11%	1%		
FAVOR : UNFAVOR	1.7:1		2.4:1 *	2.4:1 *	1:1.1 *	1:1.0 *	2.2:1 *	7.1:1 *	7.2:1 *	1:1.1 *	2.6:1 *	1.1:1 *		
		EMPLOYMENT					INCOME							
N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED	
600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%	
VERY FAVORABLE	22	4	0%	4%	5%	8%	4%	2%	3%	3%	3%	5%	10%	2%
SOMEWHAT FAVORABLE	48	8	7%	7%	8%	10%	9%	7%	5%	5%	9%	13%	15%	5%
SOMEWHAT UNFAVORABLE	27	4	10%	5%	2%	5%	4%	2%	3%	9%	5%	2%	2%	4%
VERY UNFAVORABLE	15	3	1%	1%	5%	0%	4%	0%	2%	2%	1%	2%	7%	3%
NO OPINION	109	18	18%	14%	25%	20%	20%	22%	18%	16%	20%	18%	11%	24%
NOT AWARE	379	63	64%	69%	55%	57%	59%	67%	68%	65%	62%	60%	55%	62%
FAVORABLE	70	12	7%	11%	13%	18%	13%	9%	9%	8%	12%	19%	25% *	7%
UNFAVORABLE	42	7	11%	6%	8%	5%	8%	2%	5%	11%	6%	3%	8%	8%
NET FAVORABLE	28	5	-4%	5%	5%	13%	5%	7%	4%	-3%	6%	15% *	17% *	-1%
FAVOR : UNFAVOR	1.7:1		1:1.6	1.9:1 *	1.7:1	3.4:1 *	1.7:1	4.2:1 *	1.9:1 *	1:1.4 *	2.0:1 *	5.5:1 *	3.0:1 *	1:1.2 *

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OPINION OF MARC BASNIGHT?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	22	4	3%	4%	4%	3%	3%	4%	3%	2%	5%	1%	6%	7%	1%
SOMEWHAT FAVORABLE	48	8	10%	4%	8%	8%	8%	8%	8%	8%	8%	2%	15%	11%	4%
SOMEWHAT UNFAVORABLE	27	4	5%	4%	5%	4%	3%	5%	4%	2%	0%	4%	8%	7%	6%
VERY UNFAVORABLE	15	3	3%	0%	2%	3%	3%	4%	2%	2%	3%	1%	7%	0%	2%
NO OPINION	109	18	16%	23%	20%	15%	22%	20%	17%	14%	15%	24%	15%	24%	19%
NOT AWARE	379	63	62%	66%	61%	67%	61%	60%	66%	72%	70%	68%	50% *	51% *	68%
FAVORABLE	70	12	13%	8%	12%	11%	11%	11%	12%	10%	13%	3%	21% *	18%	5%
UNFAVORABLE	42	7	8%	4%	7%	7%	6%	9%	5%	4%	3%	5%	14%	7%	8%
NET FAVORABLE	28	5	5%	4%	5%	4%	5%	3%	6%	6%	10%	-2%	7%	11%	-3%
FAVOR : UNFAVOR	1.7:1		1.6:1	2.2:1 *	1.7:1	1.5:1 *	1.8:1 *	1.3:1 *	2.2:1 *	2.5:1 *	5.0:1 *	1:1.8	1.5:1 *	2.7:1 *	1:1.5 *

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OPINION OF TONY RAND?

	DIRECTION		ISSUE CONCERN								STATE LEG.				
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%
VERY FAVORABLE	16	3	4%	2%	1%	2%	1%	4%	1%	5%	4%	5%	1%	2%	2%
SOMEWHAT FAVORABLE	33	5	5%	6%	7%	8%	6%	4%	4%	5%	4%	6%	4%	13%	4%
SOMEWHAT UNFAVORABLE	20	3	4%	4%	0%	6%	2%	3%	1%	4%	3%	2%	4%	3%	3%
VERY UNFAVORABLE	12	2	3%	1%	1%	4%	0%	4%	0%	5%	1%	1%	4%	2%	0%
NO OPINION	136	23	26%	21%	17%	21%	21%	28%	21%	26%	22%	22%	22%	25%	26%
NOT AWARE	383	64	59%	66%	73% *	58%	70%	58%	72%	53% *	66%	64%	65%	55%	65%
FAVORABLE	49	8	8%	8%	8%	11%	7%	8%	6%	11%	8%	11%	5%	15%	6%
UNFAVORABLE	32	5	7%	5%	1%	10%	2%	7%	1%	10%	4%	3%	8%	5%	3%
NET FAVORABLE	17	3	2%	3%	7%	1%	5%	1%	4%	1%	4%	7%	-3%	10%	3%
FAVOR : UNFAVOR	1.5:1		1.3:1 *	1.5:1	5.6:1 *	1.1:1 *	3.1:1 *	1.1:1 *	4.2:1 *	1.1:1 *	1.9:1 *	3.2:1 *	1:1.7 *	3.1:1 *	1.9:1 *

	NEWS SOURCE			EDITORIAL						AGE GROUP					
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%
VERY FAVORABLE	16	3	2%	4%	3%	7%	3%	1%	1%	1%	0%	3%	3%	2%	3%
SOMEWHAT FAVORABLE	33	5	5%	6%	4%	8%	3%	4%	5%	5%	3%	2%	6%	5%	7%
SOMEWHAT UNFAVORABLE	20	3	3%	4%	7%	3%	2%	7%	4%	2%	0%	4%	4%	3%	1%
VERY UNFAVORABLE	12	2	2%	2%	5%	3%	1%	3%	2%	1%	0%	1%	2%	5%	1%
NO OPINION	136	23	23%	24%	14%	26%	22%	25%	23%	20%	13% *	16%	23%	27%	25%
NOT AWARE	383	64	64%	61%	67%	54% *	68%	61%	65%	70%	84% *	74% *	62%	57%	62%
FAVORABLE	49	8	8%	10%	7%	15%	7%	5%	6%	6%	3%	5%	8%	7%	11%
UNFAVORABLE	32	5	5%	6%	12%	5%	3%	9%	6%	4%	0%	5%	6%	8%	2%
NET FAVORABLE	17	3	3%	4%	-5%	10%	3%	-4%	0%	2%	3%	0%	2%	-1%	9%
FAVOR : UNFAVOR	1.5:1		1.7:1 *	1.8:1 *	1:1.8 *	2.8:1 *	2.0:1 *	1:1.8 *	1:1.1 *	1.6:1		1:1.1 *	1.3:1 *	1:1.1 *	5.0:1 *

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OPINION OF TONY RAND?

		BEH. VOTING					PHILOSOPHY						
N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE		
600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%		
VERY FAVORABLE	16	3	4%	5%	1%	2%	2%	10%	3%	1%	1%	3%	
SOMEWHAT FAVORABLE	33	5	4%	8%	4%	0%	7%	0%	9%	4%	6%	5%	
SOMEWHAT UNFAVORABLE	20	3	4%	1%	6%	4%	3%	3%	0%	6%	4%	2%	
VERY UNFAVORABLE	12	2	1%	2%	4%	2%	1%	0%	0%	1%	2%	4%	
NO OPINION	136	23	20%	21%	26%	22%	23%	11% *	30%	21%	21%	24%	
NOT AWARE	383	64	65%	64%	59%	71%	64%	76% *	58%	66%	66%	60%	
FAVORABLE	49	8	9%	13%	5%	2%	9%	10%	12%	6%	7%	9%	
UNFAVORABLE	32	5	5%	3%	10%	6%	4%	3%	0%	7%	6%	7%	
NET FAVORABLE	17	3	4%	10%	-5%	-4%	5%	8%	12% *	-2%	1%	2%	
FAVOR : UNFAVOR	1.5:1		1.7:1	4.5:1 *	1:2.0 *	1:3.0 *	2.4:1 *	4.0:1 *		1:1.3 *	1.2:1 *	1.3:1 *	
		EMPLOYMENT					INCOME						
N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED
600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%
VERY FAVORABLE	16	3	0%	3%	3%	4%	2%	2%	4%	3%	2%	5%	3%
SOMEWHAT FAVORABLE	33	5	6%	4%	9%	5%	6%	0%	5%	6%	7%	5%	7%
SOMEWHAT UNFAVORABLE	20	3	10%	2%	1%	5%	3%	2%	5%	5%	4%	2%	2%
VERY UNFAVORABLE	12	2	1%	1%	6%	0%	2%	2%	1%	0%	3%	3%	5%
NO OPINION	136	23	27%	19%	28%	24%	22%	27%	22%	19%	23%	24%	25%
NOT AWARE	383	64	56%	71%	52% *	64%	63%	67%	65%	66%	61%	65%	58%
FAVORABLE	49	8	6%	7%	12%	8%	10%	2%	6%	10%	9%	6%	12%
UNFAVORABLE	32	5	11%	3%	8%	5%	5%	4%	6%	5%	7%	5%	5%
NET FAVORABLE	17	3	-5%	4%	4%	3%	5%	-2%	0%	4%	2%	1%	7%
FAVOR : UNFAVOR	1.5:1		1:1.9 *	2.4:1 *	1.5:1	1.7:1	1.9:1 *	1:2.0 *	1.0:1 *	1.8:1 *	1.3:1 *	1.2:1 *	2.4:1 *

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			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	16	3	2%	4%	5%	1%	0%	3%	2%	0%	3%	3%	3%	3%	7%
SOMEWHAT FAVORABLE	33	5	5%	7%	6%	5%	5%	5%	6%	3%	1%	4%	6%	5%	13%
SOMEWHAT UNFAVORABLE	20	3	3%	4%	4%	3%	2%	3%	3%	2%	1%	6%	3%	3%	3%
VERY UNFAVORABLE	12	2	3%	1%	2%	3%	1%	2%	2%	1%	1%	3%	3%	1%	2%
NO OPINION	136	23	23%	23%	21%	23%	26%	25%	21%	23%	28%	18%	30%	14% *	21%
NOT AWARE	383	64	65%	60%	62%	65%	66%	61%	66%	71%	66%	67%	54% *	74% *	53% *
FAVORABLE	49	8	7%	12%	11%	6%	5%	8%	8%	3%	4%	6%	10%	8%	20% *
UNFAVORABLE	32	5	5%	5%	6%	6%	3%	5%	5%	3%	3%	9%	7%	4%	6%
NET FAVORABLE	17	3	2%	7%	5%	0%	2%	3%	3%	0%	1%	-3%	3%	4%	14% *
FAVOR : UNFAVOR	1.5:1		1.3:1 *	2.3:1 *	1.9:1 *	1:1.0 *	1.7:1	1.5:1	1.5:1	1:1.0 *	1.5:1	1:1.4 *	1.4:1 *	2.1:1 *	3.5:1 *

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OPINION OF PHIL BERGER?

	DIRECTION			ISSUE CONCERN							STATE LEG.				
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%
VERY FAVORABLE	8	1	1%	2%	0%	0%	2%	1%	2%	2%	2%	1%	2%	0%	2%
SOMEWHAT FAVORABLE	38	6	5%	8%	5%	5%	10%	2%	7%	5%	4%	7%	6%	10%	4%
SOMEWHAT UNFAVORABLE	11	2	1%	3%	1%	4%	2%	0%	3%	1%	0%	1%	3%	2%	3%
VERY UNFAVORABLE	7	1	1%	1%	1%	1%	1%	1%	0%	0%	4%	2%	1%	3%	0%
NO OPINION	130	22	28%	17%	14%	19%	15%	33% *	25%	19%	26%	23%	23%	25%	14%
NOT AWARE	406	68	63%	70%	79% *	71%	70%	62%	63%	72%	64%	67%	66%	60%	77% *
FAVORABLE	46	8	7%	9%	5%	5%	12%	4%	9%	8%	6%	8%	7%	10%	6%
UNFAVORABLE	18	3	2%	4%	2%	5%	3%	1%	3%	1%	4%	2%	3%	5%	3%
NET FAVORABLE	28	5	5%	5%	3%	0%	9%	2%	6%	7%	2%	6%	4%	5%	3%
FAVOR : UNFAVOR	2.5:1		3.3:1 *	2.2:1 *	2.2:1 *	1.1:1 *	4.2:1 *	2.8:1 *	3.0:1 *	7.2:1 *	1.4:1 *	3.5:1 *	2.0:1 *	2.0:1 *	2.0:1 *

	NEWS SOURCE					EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%
VERY FAVORABLE	8	1	1%	1%	2%	3%	1%	1%	1%	0%	0%	1%	1%	2%	2%
SOMEWHAT FAVORABLE	38	6	7%	7%	0%	7%	10%	4%	7%	4%	0%	2%	7%	7%	8%
SOMEWHAT UNFAVORABLE	11	2	2%	1%	2%	1%	1%	3%	2%	2%	0%	4%	3%	0%	0%
VERY UNFAVORABLE	7	1	1%	1%	2%	1%	0%	5%	0%	1%	0%	1%	1%	2%	1%
NO OPINION	130	22	21%	25%	14%	25%	21%	20%	25%	17%	7% *	22%	22%	23%	22%
NOT AWARE	406	68	67%	65%	81% *	62%	67%	66%	65%	76%	93% *	70%	67%	65%	66%
FAVORABLE	46	8	9%	8%	2%	10%	12%	6%	7%	4%	0%	3%	7%	10%	11%
UNFAVORABLE	18	3	3%	2%	3%	3%	1%	8%	2%	2%	0%	5%	4%	2%	1%
NET FAVORABLE	28	5	6%	6%	-1%	8%	11%	-2%	5%	2%	0%	-2%	3%	7%	10%
FAVOR : UNFAVOR	2.5:1		2.8:1	4.3:1 *	1:1.7 *	3.7:1 *	10.8:1 *	1:1.4 *	3.0:1 *	1.8:1 *		1:1.6 *	1.7:1 *	4.0:1 *	15.6:1 *

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OPINION OF PHIL BERGER?

			BEH. VOTING					PHILOSOPHY						
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE		
	600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%		
VERY FAVORABLE	8	1	3%	0%	0%	6%	1%	5%	1%	1%	3%	0%		
SOMEWHAT FAVORABLE	38	6	4%	8%	6%	4%	7%	3%	6%	8%	6%	6%		
SOMEWHAT UNFAVORABLE	11	2	0%	1%	4%	0%	3%	0%	0%	2%	3%	2%		
VERY UNFAVORABLE	7	1	3%	1%	2%	0%	1%	3%	3%	1%	2%	0%		
NO OPINION	130	22	20%	24%	23%	22%	18%	24%	19%	17%	22%	23%		
NOT AWARE	406	68	71%	66%	66%	69%	70%	66%	70%	71%	66%	69%		
FAVORABLE	46	8	7%	8%	6%	9%	9%	8%	7%	9%	8%	6%		
UNFAVORABLE	18	3	3%	2%	6%	0%	3%	3%	3%	3%	4%	2%		
NET FAVORABLE	28	5	4%	6%	0%	9%	5%	5%	4%	6%	4%	4%		
FAVOR : UNFAVOR	2.5:1		2.7:1	4.0:1 *	1.0:1 *		2.6:1	3.0:1 *	2.4:1	3.1:1 *	2.0:1 *	2.6:1		
			EMPLOYMENT					INCOME						
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED
	600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%
VERY FAVORABLE	8	1	3%	1%	0%	0%	3%	0%	2%	1%	2%	2%	0%	2%
SOMEWHAT FAVORABLE	38	6	7%	5%	5%	8%	7%	4%	6%	5%	9%	5%	0%	9%
SOMEWHAT UNFAVORABLE	11	2	1%	4%	1%	0%	1%	2%	1%	2%	4%	0%	2%	1%
VERY UNFAVORABLE	7	1	2%	1%	2%	0%	1%	2%	3%	1%	1%	2%	2%	0%
NO OPINION	130	22	15%	18%	30%	21%	19%	33% *	18%	22%	17%	18%	26%	28%
NOT AWARE	406	68	72%	71%	61%	72%	69%	58% *	70%	69%	67%	73%	70%	60%
FAVORABLE	46	8	10%	6%	5%	8%	9%	4%	8%	6%	11%	7%	0%	11%
UNFAVORABLE	18	3	3%	5%	4%	0%	2%	4%	3%	3%	5%	2%	3%	1%
NET FAVORABLE	28	5	7%	1%	1%	8%	8%	0%	5%	3%	6%	6%	-3%	10%
FAVOR : UNFAVOR	2.5:1		3.4:1 *	1.2:1 *	1.3:1 *		5.9:1 *	1:1.0 *	2.3:1 *	1.9:1 *	2.3:1 *	4.6:1 *		12.3:1 *

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OPINION OF PHIL BERGER?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	8	1	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	0%
SOMEWHAT FAVORABLE	38	6	6%	4%	7%	6%	5%	7%	5%	8%	0%	7%	6%	4%	10%
SOMEWHAT UNFAVORABLE	11	2	2%	0%	2%	2%	2%	3%	1%	0%	5%	4%	0%	1%	2%
VERY UNFAVORABLE	7	1	1%	3%	2%	1%	0%	1%	2%	0%	0%	2%	2%	4%	0%
NO OPINION	130	22	19%	27%	22%	21%	22%	22%	21%	16%	20%	25%	30%	14%	24%
NOT AWARE	406	68	70%	64%	66%	68%	70%	65%	70%	75%	74%	59%	62%	76%	64%
FAVORABLE	46	8	8%	6%	8%	7%	6%	9%	6%	9%	1%	11%	7%	5%	10%
UNFAVORABLE	18	3	3%	3%	3%	3%	2%	3%	3%	0%	5%	6%	2%	5%	2%
NET FAVORABLE	28	5	5%	3%	5%	4%	4%	6%	4%	9%	-4%	5%	5%	0%	7%
FAVOR : UNFAVOR	2.5:1		2.6:1	2.0:1 *	2.6:1	2.3:1 *	3.0:1 *	2.8:1	2.3:1 *		1:3.7 *	1.9:1 *	4.4:1 *	1:1.0 *	4.0:1 *

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 SURVEY RESEARCH REPORT
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OPINION OF JOE HACKNEY?

	DIRECTION		ISSUE CONCERN								STATE LEG.				
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%
VERY FAVORABLE	14	2	3%	2%	2%	0%	3%	1%	4%	2%	3%	3%	1%	7%	3%
SOMEWHAT FAVORABLE	38	6	6%	7%	4%	7%	8%	2%	11%	3%	4%	7%	4%	17% *	3%
SOMEWHAT UNFAVORABLE	6	1	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%
VERY UNFAVORABLE	11	2	1%	3%	1%	2%	1%	1%	2%	1%	3%	1%	3%	0%	2%
NO OPINION	128	21	26%	18%	13%	19%	19%	25%	19%	28%	19%	22%	23%	15%	20%
NOT AWARE	403	67	63%	69%	79% *	70%	69%	69%	63%	64%	70%	66%	68%	60%	70%
FAVORABLE	52	9	9%	9%	7%	7%	10%	4%	16%	5%	7%	10%	5%	24% *	6%
UNFAVORABLE	17	3	2%	4%	1%	4%	2%	3%	2%	2%	4%	2%	4%	0%	3%
NET FAVORABLE	35	6	7%	5%	5%	4%	8%	1%	14%	3%	3%	8%	1%	24% *	3%
FAVOR : UNFAVOR	3.1:1		4.4:1 *	2.1:1 *	4.6:1 *	2.1:1 *	4.7:1 *	1.4:1 *	10.0:1 *	2.4:1 *	1.6:1 *	5.3:1 *	1.1:1 *		2.0:1 *

	NEWS SOURCE			EDITORIAL						AGE GROUP					
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%
VERY FAVORABLE	14	2	3%	3%	0%	5%	2%	4%	1%	1%	0%	1%	1%	5%	2%
SOMEWHAT FAVORABLE	38	6	5%	9%	7%	6%	10%	4%	9%	3%	3%	8%	6%	8%	4%
SOMEWHAT UNFAVORABLE	6	1	1%	1%	3%	1%	1%	1%	1%	1%	0%	3%	0%	0%	1%
VERY UNFAVORABLE	11	2	1%	1%	7%	3%	0%	4%	1%	2%	0%	2%	3%	2%	1%
NO OPINION	128	21	22%	25%	9% *	23%	20%	23%	20%	21%	10% *	17%	22%	26%	23%
NOT AWARE	403	67	68%	62%	74%	62%	66%	63%	68%	73%	87% *	69%	67%	59%	69%
FAVORABLE	52	9	8%	12%	7%	12%	13%	8%	10%	4%	3%	9%	7%	13%	6%
UNFAVORABLE	17	3	2%	1%	10%	4%	1%	5%	2%	2%	0%	5%	3%	2%	3%
NET FAVORABLE	35	6	5%	11%	-4% *	8%	11%	3%	8%	1%	3%	4%	4%	12%	3%
FAVOR : UNFAVOR	3.1:1		3.4:1	9.5:1 *	1:1.6 *	3.2:1	10.7:1 *	1.5:1 *	4.5:1 *	1.5:1 *		1.9:1 *	2.4:1 *	8.0:1 *	2.0:1 *

NORTH CAROLINA STATEWIDE
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OPINION OF JOE HACKNEY?

		BEH. VOTING					PHILOSOPHY							
N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE			
600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%			
VERY FAVORABLE	14	2	3%	3%	0%	2%	4%	5%	4%	1%	2%	2%		
SOMEWHAT FAVORABLE	38	6	5%	7%	6%	0%	9%	10%	3%	4%	5%	8%		
SOMEWHAT UNFAVORABLE	6	1	0%	1%	2%	0%	1%	0%	0%	1%	1%	1%		
VERY UNFAVORABLE	11	2	3%	1%	5%	2%	0%	3%	1%	1%	3%	1%		
NO OPINION	128	21	21%	22%	18%	20%	25%	19%	18%	22%	24%	22%		
NOT AWARE	403	67	68%	66%	69%	76%	62%	63%	73%	70%	65%	64%		
FAVORABLE	52	9	8%	11%	6%	2%	12%	16%	7%	6%	7%	11%		
UNFAVORABLE	17	3	3%	2%	7%	2%	1%	3%	1%	3%	4%	3%		
NET FAVORABLE	35	6	5%	9%	-1%	0%	12%	13%	6%	3%	3%	8%		
FAVOR : UNFAVOR	3.1:1		3.0:1	5.1:1 *	1:1.2 *	1:1.0 *	19.9:1 *	6.0:1 *	5.1:1 *	2.0:1 *	1.7:1 *	3.7:1 *		
		EMPLOYMENT					INCOME							
N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED	
600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%	
VERY FAVORABLE	14	2	0%	2%	5%	0%	4%	2%	1%	4%	1%	4%	3%	3%
SOMEWHAT FAVORABLE	38	6	8%	6%	6%	10%	5%	4%	3%	8%	9%	5%	7%	5%
SOMEWHAT UNFAVORABLE	6	1	3%	1%	0%	2%	1%	0%	1%	1%	1%	0%	0%	1%
VERY UNFAVORABLE	11	2	2%	1%	4%	0%	2%	2%	1%	2%	3%	3%	3%	1%
NO OPINION	128	21	24%	19%	28%	18%	20%	27%	24%	19%	19%	13%	28%	24%
NOT AWARE	403	67	63%	72%	57% *	69%	68%	64%	70%	67%	67%	75%	58%	66%
FAVORABLE	52	9	8%	8%	11%	10%	9%	6%	4%	11%	10%	9%	10%	8%
UNFAVORABLE	17	3	4%	2%	4%	2%	3%	2%	2%	3%	4%	3%	3%	2%
NET FAVORABLE	35	6	4%	6%	7%	8%	5%	4%	3%	8%	7%	5%	6%	7%
FAVOR : UNFAVOR	3.1:1		1.9:1 *	4.4:1 *	3.0:1	4.5:1 *	2.5:1 *	3.0:1	2.5:1 *	3.7:1 *	2.8:1 *	2.5:1 *	2.8:1 *	4.7:1 *

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OPINION OF JOE HACKNEY?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	14	2	3%	1%	4%	1%	3%	4%	1%	1%	3%	2%	6%	1%	1%
SOMEWHAT FAVORABLE	38	6	6%	7%	7%	4%	10%	6%	7%	4%	1%	6%	9%	2%	15%
SOMEWHAT UNFAVORABLE	6	1	1%	1%	2%	0%	1%	1%	1%	2%	0%	1%	0%	1%	1%
VERY UNFAVORABLE	11	2	2%	2%	1%	3%	2%	2%	2%	0%	0%	3%	4%	3%	1%
NO OPINION	128	21	19%	30% *	21%	23%	17%	23%	20%	20%	20%	23%	25%	13%	24%
NOT AWARE	403	67	70%	57% *	65%	69%	67%	64%	70%	73%	76%	65%	55% *	80% *	58%
FAVORABLE	52	9	9%	9%	10%	5%	13%	10%	8%	5%	4%	8%	15%	3%	16%
UNFAVORABLE	17	3	3%	4%	3%	3%	3%	4%	2%	2%	0%	4%	4%	4%	2%
NET FAVORABLE	35	6	6%	5%	7%	2%	10%	6%	6%	3%	4%	4%	11%	-1%	13%
FAVOR : UNFAVOR	3.1:1		3.1:1	2.4:1 *	3.4:1 *	1.8:1 *	4.3:1 *	2.7:1 *	3.6:1 *	2.2:1 *		2.2:1 *	3.4:1 *	1:1.4 *	6.8:1 *

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OPINION OF PAUL STAM?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%
VERY FAVORABLE	14	2	2%	4%	1%	2%	1%	5%	0%	3%	4%	2%	3%	0%	2%
SOMEWHAT FAVORABLE	21	4	4%	3%	4%	5%	3%	4%	0%	6%	4%	4%	4%	9%	1%
SOMEWHAT UNFAVORABLE	12	2	2%	2%	1%	1%	1%	0%	4%	3%	4%	2%	1%	2%	3%
VERY UNFAVORABLE	5	1	1%	1%	0%	0%	1%	3%	0%	0%	3%	0%	1%	0%	2%
NO OPINION	96	16	19%	12%	16%	15%	17%	16%	13%	18%	12%	17%	14%	22%	15%
NOT AWARE	452	75	72%	78%	78%	77%	78%	72%	83%	69%	73%	75%	76%	66% *	77%
FAVORABLE	36	6	5%	7%	5%	7%	4%	9%	0%	10%	8%	5%	7%	9%	3%
UNFAVORABLE	17	3	3%	3%	1%	1%	1%	3%	4%	3%	7%	3%	2%	2%	5%
NET FAVORABLE	19	3	2%	4%	4%	6%	3%	7%	-4%	7%	1%	3%	5%	7%	-2%
FAVOR : UNFAVOR	2.1:1		1.6:1 *	2.6:1 *	4.3:1 *	5.4:1 *	3.6:1 *	3.6:1 *		3.1:1 *	1.2:1 *	2.0:1	3.6:1 *	4.1:1 *	1:1.6 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%
VERY FAVORABLE	14	2	3%	1%	4%	4%	2%	0%	3%	1%	3%	2%	1%	4%	2%
SOMEWHAT FAVORABLE	21	4	4%	4%	5%	5%	4%	7%	2%	2%	0%	4%	5%	4%	2%
SOMEWHAT UNFAVORABLE	12	2	2%	1%	5%	1%	1%	5%	2%	2%	0%	3%	3%	2%	0%
VERY UNFAVORABLE	5	1	0%	1%	5%	0%	0%	1%	2%	1%	3%	1%	1%	1%	0%
NO OPINION	96	16	15%	19%	10%	22%	13%	16%	13%	16%	9%	13%	17%	16%	18%
NOT AWARE	452	75	76%	74%	71%	68%	80%	71%	78%	79%	84% *	78%	74%	73%	77%
FAVORABLE	36	6	6%	5%	8%	9%	7%	7%	5%	3%	3%	6%	6%	8%	4%
UNFAVORABLE	17	3	2%	2%	10%	1%	1%	7%	4%	3%	3%	4%	4%	3%	0%
NET FAVORABLE	19	3	4%	3%	-2%	9%	5%	0%	1%	0%	0%	2%	2%	5%	4%
FAVOR : UNFAVOR	2.1:1		2.7:1 *	2.9:1 *	1:1.2 *	14.1:1 *	6.1:1 *	1:1.0 *	1.4:1 *	1.0:1 *	1:1.2 *	1.5:1 *	1.4:1 *	2.5:1 *	

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OPINION OF PAUL STAM?

BEH. VOTING

PHILOSOPHY

	N		BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%
VERY FAVORABLE	14	2	3%	1%	2%	6%	3%	5%	1%	1%	3%	2%
SOMEWHAT FAVORABLE	21	4	1%	4%	5%	2%	4%	5%	5%	4%	3%	3%
SOMEWHAT UNFAVORABLE	12	2	3%	2%	2%	2%	2%	0%	6%	2%	1%	2%
VERY UNFAVORABLE	5	1	1%	0%	2%	2%	1%	0%	1%	0%	2%	1%
NO OPINION	96	16	19%	19%	11%	13%	16%	8%	21%	15%	18%	17%
NOT AWARE	452	75	74%	74%	78%	76%	74%	82%	66% *	78%	73%	75%
FAVORABLE	36	6	4%	6%	7%	7%	7%	10%	6%	5%	7%	5%
UNFAVORABLE	17	3	4%	2%	3%	4%	3%	0%	7%	2%	3%	3%
NET FAVORABLE	19	3	0%	3%	4%	4%	4%	10%	-1%	3%	4%	2%
FAVOR : UNFAVOR	2.1:1		1:1.0 *	2.7:1 *	2.2:1	2.1:1	2.7:1 *		1:1.2 *	2.4:1 *	2.5:1 *	1.8:1 *

EMPLOYMENT

INCOME

	N		EMPLOYMENT						INCOME					REFUSED
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	
	600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%
VERY FAVORABLE	14	2	7%	2%	3%	0%	2%	0%	2%	1%	3%	2%	2%	5%
SOMEWHAT FAVORABLE	21	4	3%	3%	7%	0%	4%	4%	3%	2%	2%	7%	6%	5%
SOMEWHAT UNFAVORABLE	12	2	5%	1%	1%	0%	1%	6%	1%	3%	2%	2%	3%	2%
VERY UNFAVORABLE	5	1	1%	1%	3%	0%	0%	0%	1%	1%	2%	2%	0%	0%
NO OPINION	96	16	14%	14%	23%	12%	15%	25%	17%	16%	15%	10%	11%	20%
NOT AWARE	452	75	69%	80%	62% *	88% *	79%	65% *	76%	78%	76%	79%	77%	68%
FAVORABLE	36	6	10%	4%	10%	0%	6%	4%	5%	2%	5%	8%	8%	10%
UNFAVORABLE	17	3	7%	2%	4%	0%	1%	6%	2%	4%	4%	3%	3%	2%
NET FAVORABLE	19	3	3%	3%	7%	0%	6%	-2%	3%	-1%	1%	5%	5%	9%
FAVOR : UNFAVOR	2.1:1		1.4:1 *	2.5:1 *	2.7:1 *		11.7:1 *	1:1.5 *	2.8:1 *	1:1.7 *	1.3:1 *	2.5:1 *	2.6:1 *	6.0:1 *

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 MARCH 2009

OPINION OF PAUL STAM?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	14	2	2%	3%	2%	3%	1%	4%	1%	1%	1%	3%	7%	0%	0%
SOMEWHAT FAVORABLE	21	4	4%	3%	5%	2%	3%	4%	3%	3%	2%	1%	6%	3%	7%
SOMEWHAT UNFAVORABLE	12	2	2%	1%	3%	2%	0%	2%	2%	2%	1%	2%	2%	3%	2%
VERY UNFAVORABLE	5	1	1%	1%	0%	1%	3%	0%	1%	1%	1%	1%	1%	0%	1%
NO OPINION	96	16	13%	23%	19%	13%	15%	17%	15%	16%	13%	17%	21%	14%	12%
NOT AWARE	452	75	77%	70%	71%	80%	78%	73%	78%	78%	80%	76%	64% *	80%	78%
FAVORABLE	36	6	6%	6%	7%	5%	4%	7%	5%	4%	4%	4%	12%	3%	7%
UNFAVORABLE	17	3	3%	1%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%
NET FAVORABLE	19	3	3%	4%	4%	3%	1%	5%	1%	2%	1%	2%	9%	0%	3%
FAVOR : UNFAVOR	2.1:1		1.9:1 *	4.0:1 *	2.2:1	2.5:1 *	1.3:1 *	3.1:1 *	1.5:1 *	1.7:1 *	1.5:1 *	1.6:1 *	4.0:1 *	1:1.0 *	2.0:1