

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 FEBRUARY 2010

OPINION OF BLUE CROSS AND BLUE SHIELD OF NORTH CAROLINA

	=====		VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	352 59%	193 32%	54 9%	282 47%	202 34%	110 18%
FAVORABLE	277	46	47%	45%	49%	49%	44%	44%
UNFAVORABLE	167	28	28%	31%	18% *	29%	26%	29%
NO OPINION	143	24	24%	22%	28%	21%	27%	23%
NOT AWARE	13	2	2%	3%	4%	1%	3%	3%
NET FAVORABLE	110	18	19%	14%	31% *	20%	18%	15%
FAV : UNFAV	1.7:1		1.7:1	1.4:1 *	2.7:1 *	1.7:1	1.7:1	1.5:1 *

	=====		AGE				PHILOSOPHY		
	N	%	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS
	600	100	127 21%	190 32%	121 20%	138 23%	62 10%	83 14%	129 22%
FAVORABLE	277	46	43%	45%	52%	46%	34% *	50%	46%
UNFAVORABLE	167	28	34%	30%	25%	21%	37% *	27%	28%
NO OPINION	143	24	20%	24%	21%	29%	28%	21%	22%
NOT AWARE	13	2	3%	1%	2%	4%	1%	1%	4%
NET FAVORABLE	110	18	9%	15%	26%	25%	-3% *	23%	19%
FAV : UNFAV	1.7:1		1.3:1 *	1.5:1 *	2.0:1 *	2.2:1 *	1:1.1 *	1.8:1 *	1.7:1

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	PHILOSOPHY		EMPLOYMENT							
	N	%	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY
	600	100	132 22%	172 29%	60 10%	185 31%	64 11%	31 5%	198 33%	48 8%
FAVORABLE	277	46	49%	48%	44%	44%	46%	70% *	48%	43%
UNFAVORABLE	167	28	25%	30%	41% *	24%	37%	9% *	24%	41% *
NO OPINION	143	24	25%	21%	14% *	29%	17%	15%	26%	15%
NOT AWARE	13	2	2%	2%	1%	3%	1%	5%	2%	2%
NET FAVORABLE	110	18	24%	18%	3% *	19%	9% *	61% *	23%	1% *
FAV : UNFAV	1.7:1		2.0:1 *	1.6:1	1.1:1 *	1.8:1	1.2:1 *	7.5:1 *	1.9:1 *	1.0:1 *

	HERITAGE		GENDER		GEOGRAPHIC							
	N	%	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE	704/980 CHARLOTT	828 WESTERN	336 PIED TRI	919 TRIANGLE	252 NE	910 SE
	600	100	488 81%	110 18%	275 46%	325 54%	175 29%	92 15%	92 15%	104 17%	54 9%	84 14%
FAVORABLE	277	46	46%	46%	46%	47%	50%	46%	46%	50%	52%	29% *
UNFAVORABLE	167	28	28%	28%	30%	26%	18% *	28%	33%	26%	30%	45% *
NO OPINION	143	24	24%	25%	22%	26%	28%	25%	20%	22%	17%	23%
NOT AWARE	13	2	2%	1%	2%	2%	3%	0%	1%	3%	0%	4%
NET FAVORABLE	110	18	18%	18%	16%	21%	33% *	18%	13%	24%	22%	-16% *
FAV : UNFAV	1.7:1		1.6:1	1.6:1	1.5:1 *	1.8:1	2.8:1 *	1.7:1	1.4:1 *	1.9:1 *	1.7:1	1:1.6