

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JUNE 2009

OPINION OF RICHARD BURR

		DIRECTION			ISSUE/PROBLEM							LEG. VOTE			
N	%	RIGHT DIRECTION	WRONG TRACK	NOT SURE	ECON/JOB	TAXES SPENDING	PUBLIC EDUCATION	HEALTH CARE	CORRUPT. MISMANAGE	ILLEGAL IMMIGRA.	NOT SURE	DEM	REP	NEITHER	
600	100	195 33%	325 54%	77 13%	240 40%	114 19%	102 17%	26 4%	54 9%	28 5%	24 4%	243 41%	212 35%	41 7%	
FAVORABLE	186	31	28%	35%	19% *	29%	37%	22% *	31%	37%	46% *	33%	16% *	48% *	27%
UNFAVORABLE	114	19	24%	16%	21%	18%	19%	21%	31% *	15%	7% *	8% *	28%	13%	17%
NO OPINION	178	30	24%	33%	30%	31%	28%	34%	23%	28%	25%	33%	28%	26%	34%
NOT AWARE	122	20	24%	16%	30% *	22%	16%	24%	15%	20%	21%	25%	29%	13%	22%
NET FAVORABLE	72	12	5%	19%	-1% *	11%	18%	1% *	0% *	22% *	39% *	25% *	-12% *	34% *	10%
FAVOR : UNFAVOR	1.6:1		1.2:1 *	2.2:1 *	1:1.1 *	1.6:1	1.9:1 *	1.0:1 *	1:1.0 *	2.5:1 *	6.5:1 *	4.0:1 *	1:1.8	3.6:1 *	1.6:1
		LEG.			AGE			PHILOSOPHY				EMPLOYMENT			
N	%	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF-EMPLOYED	PRIVATE COMPANY	
600	100	99 17%	30 5%	119 20%	193 32%	121 20%	137 23%	53 9%	89 15%	144 24%	103 17%	199 33%	73 12%	197 33%	
FAVORABLE	186	31	35%	37%	27%	33%	31%	30%	15% *	27%	37%	48% *	26%	34%	35%
UNFAVORABLE	114	19	10%	27%	20%	17%	21%	18%	36% *	25%	12%	12%	21%	29% *	22%
NO OPINION	178	30	40% *	20% *	32%	33%	26%	29%	25%	28%	33%	23%	32%	26%	26%
NOT AWARE	122	20	14%	17%	21%	18%	22%	23%	25%	20%	18%	17%	22%	11% *	17%
NET FAVORABLE	72	12	25% *	10%	7%	17%	11%	12%	-21% *	2% *	25% *	36% *	5%	5%	13%
FAVOR : UNFAVOR	1.6:1		3.5:1 *	1.4:1 *	1.3:1 *	2.0:1 *	1.5:1	1.6:1	1:2.4 *	1.1:1 *	3.1:1 *	4.1:1 *	1.2:1 *	1.2:1 *	1.6:1

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	=====		EMPLOYMENT				HERITAGE		AFFIL.			GENDER		GEOGRAPHIC		
	N	%	WORK FOR	SPOUSE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	
			GOVT	HOUSEWIFE												AMERICAN
	600	100	60 10%	34 6%	178 30%	53 9%	444 74%	124 21%	282 47%	216 36%	102 17%	280 47%	320 53%	130 22%	84 14%	
FAVORABLE	186	31	20% *	21% *	31%	28%	36%	15% *	21% *	42% *	34%	34%	28%	23%	35%	
UNFAVORABLE	114	19	12%	18%	16%	13%	19%	17%	20%	14%	27%	22%	16%	18%	17%	
NO OPINION	178	30	37%	32%	31%	36%	30%	31%	32%	32%	19% *	25%	33%	31%	35%	
NOT AWARE	122	20	32% *	29% *	21%	23%	15%	37% *	27%	12%	20%	19%	22%	28%	14%	
NET FAVORABLE	72	12	8%	3% *	15%	15%	17%	-2% *	2% *	28% *	7%	12%	12%	5%	18%	
FAVOR : UNFAVOR	1.6:1		1.7:1	1.2:1 *	1.9:1 *	2.1:1 *	1.9:1 *	1:1.1 *	1.1:1 *	2.9:1 *	1.3:1 *	1.5:1	1.8:1	1.3:1 *	2.1:1 *	
	=====		GEOGRAPHIC				=====									
	N	%	PIEDMONT	TRIANGLE	NORTHEAST	SOUTHEAST										
TRIAD			AMERICAN													
	600	100	113 19%	116 19%	81 14%	76 13%										
FAVORABLE	186	31	45% *	28%	26%	29%										
UNFAVORABLE	114	19	19%	22%	17%	20%										
NO OPINION	178	30	27%	32%	27%	25%										
NOT AWARE	122	20	8% *	18%	30% *	26%										
NET FAVORABLE	72	12	26% *	7%	9%	9%										
FAVOR : UNFAVOR	1.6:1		2.3:1 *	1.3:1 *	1.5:1	1.5:1 *										

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OPINION OF ELAINE MARSHALL

	DIRECTION			ISSUE/PROBLEM									LEG. VOTE		
	N	%	RIGHT DIRECTION	WRONG TRACK	NOT SURE	ECON/JOB	TAXES SPENDING	PUBLIC EDUCATION	HEALTH CARE	CORRUPT. MISMANAGE	ILLEGAL IMMIGRA.	NOT SURE	DEM	REP	NEITHER
	600	100	195 33%	325 54%	77 13%	240 40%	114 19%	102 17%	26 4%	54 9%	28 5%	24 4%	243 41%	212 35%	41 7%
FAVORABLE	75	13	14%	12%	10%	13%	8%	17%	4%	15%	11%	8%	14%	10%	7%
UNFAVORABLE	43	7	6%	8%	8%	5%	12%	5%	0%	15%	4%	4%	7%	10%	7%
NO OPINION	150	25	26%	25%	21%	23%	25%	31%	15% *	26%	25%	29%	24%	27%	22%
NOT AWARE	332	55	54%	55%	61%	59%	55%	47%	81% *	44% *	61%	58%	55%	53%	63%
NET FAVORABLE	32	5	9%	4%	3%	9%	-4% *	12%	4%	0%	7%	4%	8%	0%	0%
FAVOR : UNFAVOR	1.7:1		2.5:1 *	1.5:1 *	1.3:1 *	2.9:1 *	1:1.6 *	3.4:1 *		1:1.0 *	3.0:1 *	2.0:1 *	2.2:1 *	1:1.0 *	1:1.0 *
			LEG.	AGE						PHILOSOPHY				EMPLOYMENT	
	N	%	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF-EMPLOYED	PRIVATE COMPANY
	600	100	99 17%	30 5%	119 20%	193 32%	121 20%	137 23%	53 9%	89 15%	144 24%	103 17%	199 33%	73 12%	197 33%
FAVORABLE	75	13	14%	7%	13%	12%	11%	15%	25% *	12%	8%	12%	13%	11%	14%
UNFAVORABLE	43	7	3%	7%	9%	8%	4%	7%	9%	8%	8%	9%	5%	14%	7%
NO OPINION	150	25	25%	23%	26%	23%	28%	24%	25%	28%	27%	26%	23%	25%	27%
NOT AWARE	332	55	58%	63%	52%	56%	57%	53%	42% *	52%	57%	53%	59%	51%	53%
NET FAVORABLE	32	5	11%	0%	3%	5%	7%	8%	15% *	4%	-1%	3%	8%	-3%	7%
FAVOR : UNFAVOR	1.7:1		4.7:1 *	1:1.0 *	1.4:1 *	1.6:1 *	2.6:1 *	2.1:1 *	2.6:1 *	1.6:1 *	1:1.1 *	1.3:1 *	2.6:1 *	1:1.3 *	2.1:1 *

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OPINION OF ELAINE MARSHALL

	=====		EMPLOYMENT				HERITAGE		AFFIL.			GENDER		GEOGRAPHIC		
	N	%	WORK FOR	SPOUSE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	
			GOVT	HOUSEWIFE												AMERICAN
	600	100	60 10%	34 6%	178 30%	53 9%	444 74%	124 21%	282 47%	216 36%	102 17%	280 47%	320 53%	130 22%	84 14%	
FAVORABLE	75	13	18%	6%	12%	11%	13%	13%	15%	11%	10%	9%	16%	6%	6%	
UNFAVORABLE	43	7	5%	9%	7%	4%	7%	6%	6%	8%	8%	9%	6%	8%	6%	
NO OPINION	150	25	30%	21%	25%	19%	27%	21%	23%	25%	29%	24%	26%	23%	31%	
NOT AWARE	332	55	47%	65% *	57%	66% *	54%	60%	56%	56%	53%	59%	52%	62%	57%	
NET FAVORABLE	32	5	13%	-3%	5%	8%	6%	6%	9%	2%	2%	-0%	10%	-2%	0%	
FAVOR : UNFAVOR	1.7:1		3.7:1 *	1:1.5 *	1.8:1	3.0:1 *	1.9:1 *	2.0:1 *	2.5:1 *	1.3:1 *	1.3:1 *	1:1.0 *	2.8:1 *	1:1.4 *	1:1.0 *	
	=====		GEOGRAPHIC				=====									
	N	%	PIEDMONT													
TRIAD			TRIANGLE	NORTHEAST	SOUTHEAST											
	600	100	113 19%	116 19%	81 14%	76 13%										
FAVORABLE	75	13	19%	22% *	15%	5%										
UNFAVORABLE	43	7	4%	5%	9%	12%										
NO OPINION	150	25	21%	30%	25%	20%										
NOT AWARE	332	55	56%	43% *	52%	63%										
NET FAVORABLE	32	5	14%	16% *	6%	-7% *										
FAVOR : UNFAVOR	1.7:1		4.2:1 *	4.2:1 *	1.7:1	1:2.3 *										

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OPINION OF MIKE McINTYRE

	DIRECTION			ISSUE/PROBLEM									LEG. VOTE		
	N	%	RIGHT DIRECTION	WRONG TRACK	NOT SURE	ECON/JOB	TAXES SPENDING	PUBLIC EDUCATION	HEALTH CARE	CORRUPT. MISMANAGE	ILLEGAL IMMIGRA.	NOT SURE	DEM	REP	NEITHER
	600	100	195 33%	325 54%	77 13%	240 40%	114 19%	102 17%	26 4%	54 9%	28 5%	24 4%	243 41%	212 35%	41 7%
FAVORABLE	76	13	16%	10%	17%	14%	13%	12%	4%	7%	14%	17%	14%	10%	7%
UNFAVORABLE	60	10	10%	10%	9%	9%	11%	8%	12%	17%	11%	4%	9%	12%	20% *
NO OPINION	140	23	24%	23%	26%	21%	23%	33% *	19%	20%	11% *	33% *	23%	26%	15%
NOT AWARE	324	54	50%	57%	48%	55%	53%	47%	65% *	56%	64% *	46%	54%	51%	59%
NET FAVORABLE	16	3	7%	-1%	8%	5%	2%	4%	-8% *	-9% *	4%	13% *	6%	-2%	-12% *
FAVOR : UNFAVOR	1.3:1		1.7:1 *	1:1.1 *	1.9:1 *	1.5:1 *	1.2:1 *	1.5:1 *	1:3.0 *	1:2.3 *	1.3:1	4.0:1 *	1.7:1 *	1:1.2	1:2.7 *
			LEG.			AGE			PHILOSOPHY				EMPLOYMENT		
	N	%	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF-EMPLOYED	PRIVATE COMPANY
	600	100	99 17%	30 5%	119 20%	193 32%	121 20%	137 23%	53 9%	89 15%	144 24%	103 17%	199 33%	73 12%	197 33%
FAVORABLE	76	13	14%	20%	19%	10%	8%	12%	19%	13%	9%	11%	15%	12%	13%
UNFAVORABLE	60	10	4%	17%	9%	12%	9%	7%	4%	16%	12%	8%	9%	15%	14%
NO OPINION	140	23	22%	20%	24%	22%	26%	23%	25%	21%	24%	22%	23%	22%	23%
NOT AWARE	324	54	60%	43% *	47%	56%	57%	57%	53%	49%	55%	59%	53%	51%	50%
NET FAVORABLE	16	3	10%	3%	10%	-2%	-1%	5%	15% *	-2%	-3%	3%	6%	-3%	-1%
FAVOR : UNFAVOR	1.3:1		3.5:1 *	1.2:1	2.1:1 *	1:1.1 *	1:1.1 *	1.7:1 *	5.0:1 *	1:1.2	1:1.3	1.4:1	1.7:1 *	1:1.2	1:1.1 *

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OPINION OF MIKE McINTYRE

	=====		EMPLOYMENT				HERITAGE		AFFIL.			GENDER		GEOGRAPHIC		
	N	%	WORK FOR	SPOUSE	RETIRE	UNEMPLOY.	CAUCASIAN	AFRICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	
			GOVT	HOUSEWIFE				AMERICAN								
	600	100	60 10%	34 6%	178 30%	53 9%	444 74%	124 21%	282 47%	216 36%	102 17%	280 47%	320 53%	130 22%	84 14%	
FAVORABLE	76	13	17%	3% *	13%	11%	12%	15%	15%	10%	12%	11%	14%	9%	10%	
UNFAVORABLE	60	10	10%	3%	7%	4%	11%	5%	8%	12%	12%	13%	8%	14%	8%	
NO OPINION	140	23	32%	35% *	22%	15%	24%	21%	23%	24%	23%	23%	24%	18%	23%	
NOT AWARE	324	54	42% *	59%	58%	70% *	53%	59%	54%	54%	54%	53%	55%	59%	60%	
NET FAVORABLE	16	3	7%	0%	6%	8%	1%	10%	7%	-2%	0%	-1%	6%	-5%	1%	
FAVOR : UNFAVOR	1.3:1		1.7:1 *	1:1.0 *	1.9:1 *	3.0:1 *	1.1:1 *	3.2:1 *	1.9:1 *	1:1.2	1:1.0 *	1:1.1 *	1.8:1 *	1:1.5 *	1.1:1 *	
	=====		GEOGRAPHIC				=====									
	N	%	PIEDMONT	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST									
TRIAD			TRIANGLE	NORTHEAST	SOUTHEAST											
	600	100	113 19%	116 19%	81 14%	76 13%										
FAVORABLE	76	13	7%	9%	11%	38% *										
UNFAVORABLE	60	10	10%	9%	6%	12%										
NO OPINION	140	23	28%	25%	26%	21%										
NOT AWARE	324	54	55%	58%	57%	29% *										
NET FAVORABLE	16	3	-3%	0%	5%	26% *										
FAVOR : UNFAVOR	1.3:1		1:1.4	1:1.0 *	1.8:1 *	3.2:1 *										