

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF BARACK OBAMA?

			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	254	42	57% *	29% *	28% *	19% *	50%	37%	37%	53% *	53% *	74% *	9% *	45%	33%
SOMEWHAT FAVORABLE	133	22	23%	20%	25%	21%	26%	20%	21%	23%	17%	21%	22%	28%	27%
SOMEWHAT UNFAVORABLE	76	13	6%	21%	14%	27% *	8%	13%	11%	8%	12%	2% *	25% *	8%	16%
VERY UNFAVORABLE	65	11	4%	18%	14%	21% *	7%	13%	18%	3%	10%	0% *	24% *	5%	11%
NO OPINION	72	12	10%	12%	19%	11%	9%	17%	14%	13%	7%	3%	21%	14%	13%
FAVORABLE	387	64	80% *	49% *	53% *	40% *	76% *	57%	57%	75% *	70%	95% *	30% *	73%	60%
UNFAVORABLE	141	23	10% *	39% *	27%	49% *	15%	26%	29%	11% *	22%	2% *	49% *	13% *	27%
NET FAVORABLE	246	41	69% *	10% *	26% *	-9% *	61% *	31% *	28% *	64% *	48%	93% *	-19% *	60% *	33%
FAVOR : UNFAVOR	2.7:1		7.6:1 *	1.3:1 *	2.0:1 *	1:1.2 *	5.0:1 *	2.2:1 *	1.9:1 *	6.7:1 *	3.1:1 *	47.6:1 *	1:1.6 *	5.6:1 *	2.2:1 *

			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	254	42	44%	41%	38%	47%	43%	48%	44%	33%	36%	39%	41%	47%	45%
SOMEWHAT FAVORABLE	133	22	21%	26%	16%	20%	24%	21%	23%	23%	6% *	20%	26%	21%	22%
SOMEWHAT UNFAVORABLE	76	13	11%	13%	18%	12%	14%	14%	11%	13%	32% *	19%	9%	10%	11%
VERY UNFAVORABLE	65	11	10%	9%	18%	10%	7%	10%	11%	14%	10%	13%	11%	7%	12%
NO OPINION	72	12	13%	11%	9%	11%	12%	7%	11%	16%	16%	8%	14%	14%	9%
FAVORABLE	387	64	66%	67%	54% *	68%	67%	69%	67%	56%	42% *	59%	66%	68%	68%
UNFAVORABLE	141	23	22%	22%	36% *	21%	21%	24%	22%	28%	42% *	32%	20%	18%	23%
NET FAVORABLE	246	41	44%	45%	18% *	47%	46%	44%	45%	29% *	0% *	27% *	46%	51% *	44%
FAVOR : UNFAVOR	2.7:1		3.0:1 *	3.0:1 *	1.5:1 *	3.2:1 *	3.2:1 *	2.8:1	3.0:1 *	2.0:1 *	1:1.0 *	1.8:1 *	3.3:1 *	3.9:1 *	2.9:1

BEH. VOTING

PHILOSOPHY

	N	%	BEH. VOTING					PHILOSOPHY				
			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	254	42	87% *	69% *	8% *	11% *	30% *	87% *	73% *	25% *	17% *	51% *
SOMEWHAT FAVORABLE	133	22	12% *	20%	23%	11% *	36% *	8% *	18%	34% *	11% *	25%
SOMEWHAT UNFAVORABLE	76	13	0% *	2% *	27% *	22% *	15%	0% *	3% *	17%	24% *	9%
VERY UNFAVORABLE	65	11	0% *	1% *	23% *	38% *	7%	3%	3%	10%	30% *	4%
NO OPINION	72	12	2% *	8%	19%	18%	12%	3% *	3% *	13%	18%	11%
FAVORABLE	387	64	98% *	89% *	31% *	22% *	67%	95% *	91% *	59%	28% *	76% *
UNFAVORABLE	141	23	0% *	4% *	50% *	60% *	21%	3% *	6% *	28%	55% *	14% *
NET FAVORABLE	246	41	98% *	85% *	-19% *	-38% *	45%	92% *	85% *	32% *	-27% *	62% *
FAVOR : UNFAVOR	2.7:1			24.5:1 *	1:1.6 *	1:2.8	3.1:1 *	36.5:1 *	14.8:1 *	2.2:1 *	1:2.0 *	5.6:1 *

EMPLOYMENT

INCOME

	N	%	EMPLOYMENT					INCOME					REFUSED	
			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	254	42	42%	34%	53% *	36%	47%	56% *	53% *	43%	39%	40%	47%	35%
SOMEWHAT FAVORABLE	133	22	25%	24%	21%	23%	20%	12% *	19%	26%	27%	18%	18%	18%
SOMEWHAT UNFAVORABLE	76	13	11%	15%	7%	18%	10%	24% *	9%	12%	14%	16%	16%	14%
VERY UNFAVORABLE	65	11	11%	13%	7%	13%	11%	2%	7%	9%	9%	19%	11%	14%
NO OPINION	72	12	10%	14%	12%	10%	12%	7%	13%	9%	11%	7%	9%	19%
FAVORABLE	387	64	67%	58%	74% *	59%	67%	67%	72%	69%	66%	58%	65%	53% *
UNFAVORABLE	141	23	23%	29%	14% *	31%	21%	26%	15%	21%	23%	35% *	26%	28%
NET FAVORABLE	246	41	44%	29% *	60% *	28% *	46%	41%	57% *	48%	43%	23% *	39%	25% *
FAVOR : UNFAVOR	2.7:1		2.9:1	2.0:1 *	5.3:1 *	1.9:1 *	3.2:1 *	2.6:1	4.7:1 *	3.3:1 *	2.8:1	1.7:1 *	2.5:1 *	1.9:1 *

			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	254	42	31% *	87% *	64% *	13% *	43%	40%	44%	38%	31% *	41%	51%	46%	47%
SOMEWHAT FAVORABLE	133	22	25%	10% *	20%	24%	24%	21%	23%	28%	25%	24%	12% *	20%	24%
SOMEWHAT UNFAVORABLE	76	13	16%	0% *	6%	23% *	11%	14%	11%	9%	16%	10%	16%	17%	11%
VERY UNFAVORABLE	65	11	14%	0% *	4%	20%	13%	12%	10%	8%	15%	15%	8%	13%	8%
NO OPINION	72	12	14%	3% *	7%	21%	9%	13%	11%	17%	14%	10%	13%	4%	10%
FAVORABLE	387	64	56%	97% *	84% *	37% *	67%	61%	68%	66%	55% *	64%	63%	66%	71%
UNFAVORABLE	141	23	31%	0% *	9% *	42% *	24%	26%	21%	17%	31%	25%	24%	30%	19%
NET FAVORABLE	246	41	25% *	97% *	74% *	-6% *	43%	35%	47%	49%	24% *	39%	40%	36%	52% *

OPINION OF BEV PERDUE?

		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	131	22	28%	15%	16%	18%	23%	20%	25%	22%	25%	31% *	12% *	25%	18%
SOMEWHAT FAVORABLE	214	36	43%	28%	30%	27%	42%	37%	21% *	42%	37%	45%	28%	38%	31%
SOMEWHAT UNFAVORABLE	70	12	6%	20%	7%	14%	12%	13%	15%	9%	9%	5%	19%	7%	14%
VERY UNFAVORABLE	49	8	3%	16%	6%	13%	7%	10%	8%	5%	9%	3%	14%	5%	7%
NO OPINION	118	20	18%	17%	33% *	26%	14%	19%	27%	19%	16%	14%	23%	18%	28%
NOT AWARE	17	3	1%	3%	8%	3%	4%	1%	5%	2%	4%	2%	3%	8%	2%
FAVORABLE	345	58	72% *	44% *	46% *	45% *	65%	56%	46% *	65%	62%	76% *	40% *	62%	49%
UNFAVORABLE	119	20	9% *	36% *	13%	26%	18%	23%	23%	14%	18%	8% *	34% *	12%	21%
NET FAVORABLE	226	38	63% *	8% *	33%	18% *	46%	33%	23% *	50% *	44%	68% *	6% *	50% *	27% *
FAVOR : UNFAVOR	2.9:1		8.0:1 *	1.2:1 *	3.7:1 *	1.7:1 *	3.5:1 *	2.4:1 *	2.0:1 *	4.6:1 *	3.4:1 *	9.6:1 *	1.2:1 *	5.1:1 *	2.3:1 *

		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	131	22	25%	17%	17%	29%	21%	28%	22%	14%	27%	15%	20%	25%	27%
SOMEWHAT FAVORABLE	214	36	36%	40%	27%	32%	43%	31%	40%	34%	21% *	34%	37%	38%	36%
SOMEWHAT UNFAVORABLE	70	12	10%	13%	14%	13%	6%	11%	11%	14%	10%	15%	12%	13%	8%
VERY UNFAVORABLE	49	8	5%	12%	16%	9%	7%	7%	8%	9%	20% *	9%	9%	4%	7%
NO OPINION	118	20	20%	17%	20%	17%	21%	22%	16%	24%	12%	22%	21%	18%	20%
NOT AWARE	17	3	3%	0%	6%	0%	2%	1%	3%	6%	10%	4%	2%	2%	2%
FAVORABLE	345	58	61%	57%	44% *	61%	64%	59%	62%	47% *	48% *	49%	56%	63%	63%
UNFAVORABLE	119	20	15%	26%	31% *	22%	13%	18%	19%	23%	29% *	24%	21%	17%	15%
NET FAVORABLE	226	38	46%	32%	13% *	39%	51% *	41%	42%	24% *	19% *	24% *	36%	46%	47% *
FAVOR : UNFAVOR	2.9:1		4.0:1 *	2.2:1 *	1.4:1 *	2.8:1	5.0:1 *	3.3:1 *	3.2:1 *	2.1:1 *	1.6:1 *	2.0:1 *	2.7:1	3.8:1 *	4.0:1 *

OPINION OF BEV PERDUE?

BEH. VOTING

PHILOSOPHY

	N	%	BEH. VOTING				PHILOSOPHY					
			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	131	22	37% *	25%	10% *	16%	22%	47% *	27%	15%	18%	25%
SOMEWHAT FAVORABLE	214	36	39%	43%	28%	24% *	39%	27% *	47% *	42%	19% *	39%
SOMEWHAT UNFAVORABLE	70	12	5%	6%	20%	16%	12%	13%	3%	11%	20%	10%
VERY UNFAVORABLE	49	8	1%	5%	14%	18% *	7%	3%	3%	5%	14%	10%
NO OPINION	118	20	13%	20%	25%	22%	18%	8% *	20%	24%	24%	14%
NOT AWARE	17	3	4%	1%	3%	4%	2%	3%	0%	3%	4%	2%
FAVORABLE	345	58	77% *	68% *	38% *	40% *	61%	74% *	74% *	57%	37% *	64%
UNFAVORABLE	119	20	6% *	11%	34% *	35% *	19%	16%	6% *	16%	35% *	20%
NET FAVORABLE	226	38	70% *	57% *	4% *	5% *	42%	58% *	68% *	42%	2% *	44%
FAVOR : UNFAVOR	2.9:1		12.1:1 *	5.9:1 *	1.1:1 *	1.1:1 *	3.2:1 *	4.6:1 *	12.0:1 *	3.7:1 *	1.1:1 *	3.2:1 *

EMPLOYMENT

INCOME

	N	%	EMPLOYMENT							INCOME				
			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	131	22	17%	20%	24%	15%	26%	30%	29%	19%	21%	23%	25%	17%
SOMEWHAT FAVORABLE	214	36	33%	35%	40%	39%	36%	35%	32%	42%	40%	26% *	36%	35%
SOMEWHAT UNFAVORABLE	70	12	14%	15%	7%	12%	10%	10%	11%	15%	9%	10%	12%	13%
VERY UNFAVORABLE	49	8	8%	12%	7%	5%	6%	5%	6%	8%	5%	16%	8%	9%
NO OPINION	118	20	26%	17%	19%	26%	19%	16%	20%	14%	20%	24%	16%	24%
NOT AWARE	17	3	2%	2%	4%	3%	3%	5%	2%	2%	5%	2%	2%	3%
FAVORABLE	345	58	50%	54%	64%	54%	62%	65%	61%	61%	61%	49%	61%	51%
UNFAVORABLE	119	20	23%	27%	13%	18%	16%	14%	17%	23%	14%	26%	21%	22%
NET FAVORABLE	226	38	27% *	28% *	51% *	37%	46%	51% *	45%	39%	47% *	23% *	40%	29%
FAVOR : UNFAVOR	2.9:1		2.2:1 *	2.0:1 *	4.8:1 *	3.1:1	3.8:1 *	4.5:1 *	3.7:1 *	2.7:1	4.4:1 *	1.9:1 *	2.9:1	2.3:1 *

OPINION OF BEV PERDUE?

		HERITAGE		AFFIL.			GENDER		GEOGRAPHIC						
N	%	AFRICAN		DEM	REP	UNAFFIL.	MALE	FEMALE	PIEDMONT						
		CAUCASIAN	AMERICAN						CHARLOTTE	WESTERN	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
600	100	441	130	288	210	102	282	318	131	77	110	120	72	88	
		74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%	
VERY FAVORABLE	131	22	19%	34% *	29%	12% *	21%	24%	20%	20%	17%	20%	22%	32% *	23%
SOMEWHAT FAVORABLE	214	36	34%	41%	42%	28%	33%	30%	41%	33%	27%	41%	39%	30%	42%
SOMEWHAT UNFAVORABLE	70	12	13%	4%	7%	18%	10%	13%	11%	10%	10%	14%	12%	11%	12%
VERY UNFAVORABLE	49	8	11%	2%	4%	11%	16%	10%	7%	13%	11%	7%	4%	10%	5%
NO OPINION	118	20	21%	15%	15%	27%	18%	20%	19%	23%	30% *	16%	18%	14%	18%
NOT AWARE	17	3	2%	4%	2%	4%	2%	4%	2%	1%	6%	2%	5%	4%	1%
FAVORABLE	345	58	53%	75% *	72% *	40% *	54%	54%	61%	53%	44% *	61%	61%	62%	65%
UNFAVORABLE	119	20	24%	6% *	11%	29% *	26%	22%	18%	23%	21%	21%	16%	21%	16%
NET FAVORABLE	226	38	29%	69% *	61% *	11% *	28% *	31%	43%	30%	22% *	40%	44%	41%	48% *
FAVOR : UNFAVOR	2.9:1		2.2:1	* 12.9:1 *	* 6.5:1 *	* 1.4:1 *	* 2.1:1 *	* 2.4:1 *	* 3.5:1 *	* 2.3:1 *	* 2.0:1 *	* 2.9:1	* 3.7:1 *	* 3.0:1	* 4.0:1 *

OPINION OF KAY HAGAN?

	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	103	17	23%	13%	8% *	9%	16%	17%	17%	18%	27% *	28% *	5% *	15%	16%
SOMEWHAT FAVORABLE	179	30	35%	27%	20% *	22%	37%	32%	26%	26%	28%	38%	22%	30%	25%
SOMEWHAT UNFAVORABLE	74	12	8%	17%	12%	17%	13%	13%	12%	10%	13%	4%	23% *	10%	11%
VERY UNFAVORABLE	60	10	7%	14%	11%	15%	5%	14%	12%	9%	6%	2%	19%	5%	14%
NO OPINION	150	25	23%	23%	38% *	31%	22%	18%	25%	30%	21%	23%	25%	32%	29%
NOT AWARE	34	6	4%	6%	11%	5%	7%	5%	7%	7%	4%	4%	7%	7%	6%
FAVORABLE	282	47	58% *	40%	28% *	31% *	54%	49%	43%	45%	56%	67% *	27% *	45%	41%
UNFAVORABLE	134	22	15%	31% *	23%	32% *	18%	27%	24%	19%	19%	6% *	42% *	15%	24%
NET FAVORABLE	148	25	43% *	8% *	4% *	-1% *	36% *	22%	19%	26%	37% *	61% *	-15% *	30%	16%
FAVOR : UNFAVOR	2.1:1		3.9:1 *	1.3:1 *	1.2:1 *	1:1.0 *	3.0:1 *	1.8:1 *	1.8:1 *	2.4:1 *	2.9:1 *	10.8:1 *	1:1.6 *	3.0:1 *	1.7:1 *

	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	103	17	19%	17%	15%	28% *	18%	19%	16%	8%	18%	9%	15%	20%	24%
SOMEWHAT FAVORABLE	179	30	31%	30%	24%	21%	33%	37%	35%	29%	16% *	33%	34%	29%	23%
SOMEWHAT UNFAVORABLE	74	12	12%	11%	16%	9%	8%	17%	13%	14%	16%	12%	14%	12%	10%
VERY UNFAVORABLE	60	10	8%	12%	14%	12%	7%	4%	10%	12%	16%	13%	9%	11%	7%
NO OPINION	150	25	23%	27%	23%	26%	26%	18%	21%	30%	18%	26%	24%	24%	29%
NOT AWARE	34	6	6%	4%	7%	3%	8%	5%	5%	7%	16% *	5%	5%	3%	7%
FAVORABLE	282	47	50%	46%	39%	49%	51%	56%	50%	37% *	34% *	43%	48%	49%	47%
UNFAVORABLE	134	22	21%	23%	30%	22%	15%	21%	24%	26%	32% *	26%	23%	23%	17%
NET FAVORABLE	148	25	30%	24%	9% *	28%	36% *	35% *	26%	11% *	2% *	17%	25%	26%	30%
FAVOR : UNFAVOR	2.1:1		2.4:1 *	2.0:1	1.3:1 *	2.3:1	3.4:1 *	2.6:1 *	2.1:1	1.4:1 *	1.1:1 *	1.7:1 *	2.1:1	2.1:1	2.7:1 *

OPINION OF KAY HAGAN?

			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	103	17	32% *	21%	6% *	4% *	18%	42% *	24%	12%	11%	19%
SOMEWHAT FAVORABLE	179	30	25%	48% *	26%	14% *	24%	30%	37%	33%	12% *	34%
SOMEWHAT UNFAVORABLE	74	12	8%	3% *	19%	24% *	14%	3% *	6%	15%	23% *	8%
VERY UNFAVORABLE	60	10	2%	3%	17%	27% *	8%	5%	4%	8%	22% *	8%
NO OPINION	150	25	27%	22%	26%	23%	28%	18%	27%	26%	26%	26%
NOT AWARE	34	6	6%	3%	5%	7%	8%	3%	1%	7%	6%	5%
FAVORABLE	282	47	57% *	69% *	32% *	18% *	42%	71% *	61% *	44%	23% *	53%
UNFAVORABLE	134	22	10% *	6% *	37% *	51% *	22%	8% *	10% *	23%	45% *	16%
NET FAVORABLE	148	25	47% *	63% *	-5% *	-33% *	20%	63% *	51% *	21%	-22% *	37% *
FAVOR : UNFAVOR	2.1:1		5.8:1 *	11.2:1 *	1:1.2 *	1:2.8 *	1.9:1 *	9.1:1 *	5.9:1 *	1.9:1	1:1.9	3.3:1 *

			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	103	17	17%	11%	22%	13%	25%	15%	19%	16%	21%	14%	20%	16%
SOMEWHAT FAVORABLE	179	30	28%	39%	26%	30%	22%	26%	27%	35%	33%	25%	30%	28%
SOMEWHAT UNFAVORABLE	74	12	9%	16%	11%	10%	11%	20%	11%	17%	13%	10%	12%	10%
VERY UNFAVORABLE	60	10	13%	9%	10%	15%	8%	9%	5%	8%	9%	22% *	9%	12%
NO OPINION	150	25	29%	24%	28%	22%	27%	16% *	28%	21%	20%	27%	23%	31%
NOT AWARE	34	6	6%	2%	4%	10%	7%	14%	10%	4%	5%	2%	7%	3%
FAVORABLE	282	47	45%	49%	48%	42%	47%	41%	46%	50%	53%	39%	49%	44%
UNFAVORABLE	134	22	21%	25%	20%	26%	19%	29%	16%	25%	22%	33% *	21%	22%
NET FAVORABLE	148	25	23%	24%	28%	17%	27%	12% *	30%	26%	31%	7% *	29%	22%
FAVOR : UNFAVOR	2.1:1		2.1:1	2.0:1	2.4:1 *	1.7:1 *	2.4:1 *	1.4:1 *	2.9:1 *	2.0:1	2.4:1 *	1.2:1 *	2.4:1 *	2.0:1

OPINION OF KAY HAGAN?

			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	103	17	15%	25%	25%	7% *	16%	18%	17%	13%	11%	22%	19%	19%	19%
SOMEWHAT FAVORABLE	179	30	28%	33%	31%	25%	35%	29%	31%	25%	32%	33%	26%	35%	32%
SOMEWHAT UNFAVORABLE	74	12	14%	7%	8%	20%	8%	11%	14%	13%	11%	13%	14%	8%	12%
VERY UNFAVORABLE	60	10	13%	1% *	6%	15%	12%	12%	8%	11%	12%	10%	10%	10%	7%
NO OPINION	150	25	24%	30%	24%	26%	26%	24%	26%	30%	23%	19%	27%	22%	27%
NOT AWARE	34	6	6%	5%	6%	6%	3%	7%	5%	7%	11%	3%	4%	6%	4%
FAVORABLE	282	47	43%	57% *	56% *	33% *	51%	46%	48%	39%	44%	55%	45%	54%	50%
UNFAVORABLE	134	22	27%	7% *	14%	35% *	20%	23%	21%	25%	23%	23%	24%	18%	18%
NET FAVORABLE	148	25	16%	50% *	42% *	-2% *	31%	23%	26%	14% *	21%	31%	21%	35% *	32%
FAVOR : UNFAVOR	2.1:1		1.6:1 *	7.9:1 *	4.0:1 *	1:1.1 *	2.6:1 *	2.0:1	2.2:1	1.6:1 *	1.9:1	2.3:1 *	1.9:1 *	2.9:1 *	2.7:1 *