

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 MAY 2009

IN ORDER TO CREATE JOBS, IS IT BETTER TO GIVE TARGETED TAX
 BREAKS AND CASH INCENTIVES TO A FEW LARGE COMPANIES OR GIVE
 ACROSS-THE-BOARD TAX CUTS TO ALL SMALL AND MEDIUM SIZED
 COMPANIES?

	DIRECTION			ISSUE/PROBLEM									LEG. VOTE					
	N	%	RIGHT	WRONG	NOT SURE	ECON/JOBS	TAXES SPENDING	PUBLIC EDUCATION	HEALTH CARE COST	CORRUPT. MISMANAGE	ILLEGAL IMMIGRAT.	NOT SURE	DEM	REP	NEITHER	NOT SURE		
	600	100	254 42%	285 48%	60 10%	284 47%	85 14%	68 11%	38 6%	47 8%	38 6%	23 4%	237 40%	219 36%	26 4%	116 19%		
TAX BREAKS/LARGE COMPAN	42	7	7%	6%	10%	4%	9%	15%	16%	6%	3%	4%	4%	11%	15%	4%		
TAX CUTS/SMALL/MEDIUM C	523	87	89%	87%	82%	92%	80%	82%	79%	87%	89%	83%	90%	87%	69% *	86%		
NOT SURE	35	6	4%	7%	8%	5%	11%	3%	5%	6%	8%	13%	6%	3%	15% *	9%		
NET TAX CUTS	481	80	81%	81%	72%	88%	71% *	68% *	63% *	81%	87%	78%	86%	76%	54% *	82%		
TAX CUTS : TAX BREAKS	12.5:1		11.9:1	14.5:1 *	8.2:1 *	26.1:1 *	8.5:1 *	5.6:1 *	5.0:1 *	13.7:1	34.0:1 *	19.0:1 *	21.3:1 *	8.3:1 *	4.5:1 *	20.0:1 *		
	RE-REGISTER			ABORTION			AGE					BEHAVIORAL VOTING						
	N	%	REP	DEM	UNAFFIL.	ALWAYS LEGAL	CERTAIN CIRCUM.	NEVERL LEGAL	18-25	26-40	41-55	56-65	66+	ALWAYS DEMOCRAT	MORE THAN REPS	DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP
	600	100	195 32%	247 41%	127 21%	173 29%	281 47%	123 20%	30 5%	118 20%	197 33%	130 22%	124 21%	129 22%	115 19%	137 23%	55 9%	147 24%
TAX BREAKS/LARGE COMPAN	42	7	9%	6%	6%	7%	7%	7%	7%	5%	9%	9%	3%	7%	4%	9%	11%	5%
TAX CUTS/SMALL/MEDIUM C	523	87	88%	89%	83%	89%	88%	87%	87%	92%	85%	83%	90%	85%	90%	87%	87%	90%
NOT SURE	35	6	3%	5%	11%	4%	6%	6%	7%	3%	6%	8%	6%	8%	5%	4%	2%	5%
NET TAX CUTS	481	80	79%	83%	78%	82%	81%	80%	80%	86%	76%	74%	87%	78%	86%	77%	76%	86%
TAX CUTS : TAX BREAKS	12.5:1		10.1:1	14.7:1 *	15.1:1 *	12.8:1	12.9:1	11.9:1	13.0:1	18.0:1 *	9.3:1 *	9.0:1 *	28.0:1 *	12.2:1	20.8:1 *	9.2:1 *	8.0:1 *	19.0:1 *

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			PHILOSOPHY					EMPLOYMENT					HERITAGE		AFFIL.			
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERNMENT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.
	600	100	49 8%	100 17%	148 25%	106 18%	186 31%	72 12%	231 38%	68 11%	43 7%	148 25%	36 6%	455 76%	127 21%	281 47%	220 37%	99 16%
TAX BREAKS/LARGE COMPAN	42	7	16% *	6%	7%	7%	5%	8%	6%	15%	9%	4%	3%	7%	6%	6%	8%	8%
TAX CUTS/SMALL/MEDIUM C	523	87	67% *	90%	88%	91%	89%	85%	87%	85%	88%	89%	89%	87%	90%	88%	85%	88%
NOT SURE	35	6	16% *	4%	5%	3%	5%	7%	6%	0%	2%	7%	8%	6%	5%	6%	6%	4%
NET TAX CUTS	481	80	51% *	84%	81%	84%	84%	76%	81%	71% *	79%	85%	86%	80%	84%	83%	77%	80%
TAX CUTS : TAX BREAKS	12.5:1		4.1:1 *	15.0:1 *	13.0:1	13.7:1 *	16.6:1 *	10.2:1 *	13.4:1	5.8:1 *	9.5:1 *	22.0:1 *	32.0:1 *	12.4:1	16.3:1 *	15.5:1 *	10.4:1 *	10.9:1 *

			GENDER		GEOGRAPHIC					
	N	%	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	268 45%	332 55%	121 20%	82 14%	117 20%	112 19%	85 14%	83 14%
TAX BREAKS/LARGE COMPAN	42	7	9%	6%	7%	9%	7%	5%	7%	7%
TAX CUTS/SMALL/MEDIUM C	523	87	87%	87%	85%	89%	89%	87%	86%	88%
NOT SURE	35	6	4%	7%	7%	2%	4%	8%	7%	5%
NET TAX CUTS	481	80	79%	81%	78%	80%	82%	81%	79%	81%
TAX CUTS : TAX BREAKS	12.5:1		10.2:1 *	15.2:1 *	11.4:1	10.4:1 *	13.0:1	16.2:1 *	12.2:1	12.2:1