

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 FEBRUARY 2010

OPINION OF BARACK OBAMA

	=====		VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	352 59%	193 32%	54 9%	282 47%	202 34%	110 18%
FAVORABLE	306	51	50%	51%	60%	74% *	23% *	43%
UNFAVORABLE	209	35	35%	36%	27%	16% *	64% *	33%
NO OPINION	84	14	15%	13%	14%	10%	14%	25% *
NOT AWARE	1	0	0%	0%	0%	0%	0%	0%
NET FAVORABLE	96	16	14%	14%	33% *	58% *	-41% *	10%
FAV : UNFAV	1.5:1		1.4:1	1.4:1	2.2:1 *	4.7:1 *	1:2.8 *	1.3:1 *

	=====		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	306	51	52%	48%	51%	54%	81% *	78% *	32% *
UNFAVORABLE	209	35	31%	38%	40%	30%	12% *	15% *	45% *
NO OPINION	84	14	16%	14%	8%	16%	7%	7%	24% *
NOT AWARE	1	0	1%	0%	0%	0%	0%	0%	0%
NET FAVORABLE	96	16	21%	10%	11%	24%	69% *	63% *	-13% *

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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	306	51	28% *	60% *	46%	49%	43%	42%	58%	56%
UNFAVORABLE	209	35	63% *	25% *	38%	36%	47% *	34%	29%	31%
NO OPINION	84	14	9%	14%	16%	14%	9%	24% *	13%	13%
NOT AWARE	1	0	0%	1%	0%	1%	0%	0%	0%	0%
NET FAVORABLE	96	16	-35% *	35% *	8%	13%	-4% *	8%	29% *	26% *
FAV : UNFAV	1.5:1		1:2.3 *	2.4:1 *	1.2:1 *	1.3:1	1:1.1 *	1.2:1 *	2.0:1 *	1.8:1 *

	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	306	51	42%	89% *	50%	52%	48%	58%	47%	58%	49%	47%
UNFAVORABLE	209	35	42%	6% *	39%	31%	38%	25% *	38%	33%	43%	33%
NO OPINION	84	14	16%	5%	11%	17%	14%	18%	15%	9%	8%	19%
NOT AWARE	1	0	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
NET FAVORABLE	96	16	1% *	83% *	10%	21%	10%	33% *	9%	26% *	5% *	14%
FAV : UNFAV	1.5:1		1.0:1 *	15.1:1 *	1.3:1 *	1.7:1 *	1.3:1 *	2.3:1 *	1.2:1 *	1.8:1 *	1.1:1 *	1.4:1

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OPINION OF BEV PERDUE

	=====		VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	352 59%	193 32%	54 9%	282 47%	202 34%	110 18%
FAVORABLE	231	38	39%	40%	30%	51% *	22% *	36%
UNFAVORABLE	213	35	34%	40%	31%	22% *	52% *	40%
NO OPINION	139	23	25%	20%	23%	23%	24%	22%
NOT AWARE	18	3	2%	1%	16% *	4%	2%	2%
NET FAVORABLE	18	3	5%	0%	0%	29% *	-30% *	-4%
FAV : UNFAV	1.1:1		1.2:1	1:1.0	1:1.0	2.3:1 *	1:2.4 *	1:1.1

	=====		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	231	38	38%	28% *	49% *	43%	41%	56% *	32%
UNFAVORABLE	213	35	36%	42%	36%	25% *	24% *	19% *	44%
NO OPINION	139	23	25%	26%	15%	27%	28%	19%	23%
NOT AWARE	18	3	1%	4%	1%	5%	7%	6%	1%
NET FAVORABLE	18	3	2%	-14% *	13% *	18% *	18% *	37% *	-12% *
FAV : UNFAV	1.1:1		1.1:1	1:1.5 *	1.4:1 *	1.7:1 *	1.7:1 *	3.0:1 *	1:1.4 *

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OPINION OF BEV PERDUE

	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	231	38	24% *	44%		39%	30%	28% *	49% *	46%	47%
UNFAVORABLE	213	35	51% *	31%		41%	42%	48% *	29%	26% *	30%
NO OPINION	139	23	24%	21%		17%	27%	24%	22%	22%	22%
NOT AWARE	18	3	1%	3%		3%	2%	0%	0%	6%	2%
NET FAVORABLE	18	3	-27% *	13% *		-1%	-12% *	-21% *	20% *	20% *	17% *
FAV : UNFAV	1.1:1		1:2.1 *	1.4:1 *		1:1.0	1:1.4 *	1:1.8 *	1.7:1 *	1.8:1 *	1.6:1 *

	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	231	38	34%	61% *	34%	42%	40%	38%	32%	31%	47%	47% *
UNFAVORABLE	213	35	40%	14% *	39%	32%	36%	27%	46% *	39%	32%	32%
NO OPINION	139	23	24%	19%	23%	23%	20%	31%	20%	29%	20%	20%
NOT AWARE	18	3	2%	7%	4%	2%	5%	5%	2%	1%	2%	1%
NET FAVORABLE	18	3	-7% *	47% *	-5%	10%	4%	11%	-13% *	-8% *	15% *	16% *
FAV : UNFAV	1.1:1		1:1.2 *	4.5:1 *	1:1.1	1.3:1 *	1.1:1	1.4:1 *	1:1.4 *	1:1.3 *	1.5:1 *	1.5:1 *

NORTH CAROLINA STATEWIDE
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OPINION OF RICHARD BURR

	=====		VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	352 59%	193 32%	54 9%	282 47%	202 34%	110 18%
FAVORABLE	178	30	29%	35%	15% *	23%	45% *	20% *
UNFAVORABLE	105	18	18%	16%	21%	25%	9%	13%
NO OPINION	220	37	38%	34%	40%	37%	32%	46%
NOT AWARE	97	16	15%	15%	25%	15%	14%	22%
NET FAVORABLE	73	12	11%	19%	-7% *	-2% *	36% *	6%
FAV : UNFAV	1.7:1		1.6:1	2.2:1 *	1:1.5 *	1:1.1 *	5.0:1 *	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	178	30	27%	29%	37%	27%	18% *	30%	38%
UNFAVORABLE	105	18	17%	22%	19%	10%	34% *	26%	8% *
NO OPINION	220	37	39%	33%	35%	42%	34%	32%	41%
NOT AWARE	97	16	17%	15%	8%	21%	14%	12%	14%
NET FAVORABLE	73	12	10%	7%	18%	18%	-16% *	4%	30% *
FAV : UNFAV	1.7:1		1.6:1	1.3:1 *	1.9:1 *	2.8:1 *	1:1.9 *	1.2:1 *	4.8:1 *

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QUESTION 10. OPINION OF RICHARD BURR

			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	178	30	41% *	20% *	43% *	31%	28%	39% *	26%	25%
UNFAVORABLE	105	18	11%	20%	18%	15%	25%	0% *	18%	28% *
NO OPINION	220	37	28%	44%	24% *	40%	38%	29%	39%	31%
NOT AWARE	97	16	20%	17%	15%	15%	9%	32% *	17%	16%
NET FAVORABLE	73	12	30% *	0% *	26% *	16%	2% *	39% *	8%	-3% *
FAV : UNFAV	1.7:1		3.7:1 *	1:1.0 *	2.5:1 *	2.1:1 *	1.1:1 *		1.5:1 *	1:1.1 *

			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	178	30	32%	18% *	33%	27%	27%	23%	43% *	33%	30%	24%
UNFAVORABLE	105	18	16%	24%	20%	15%	12%	20%	21%	18%	26%	16%
NO OPINION	220	37	39%	26% *	33%	40%	37%	43%	27% *	32%	30%	48% *
NOT AWARE	97	16	13%	32% *	14%	18%	23%	14%	9%	18%	14%	12%
NET FAVORABLE	73	12	16%	-6% *	13%	11%	15%	3% *	23% *	15%	4%	8%
FAV : UNFAV	1.7:1		2.0:1 *	1:1.4 *	1.6:1	1.7:1	2.2:1 *	1.1:1 *	2.1:1 *	1.8:1	1.1:1 *	1.5:1 *