

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JANUARY 2010

OPINION OF BARACK OBAMA

			AFFIL.			AGE				
	N	%	DEM	REP	UNAFFIL.	18-25	26-40	41-55	56-65	66+
	600	100	270 45%	210 35%	120 20%	35 6%	117 20%	187 31%	113 19%	146 24%
FAVORABLE	315	52	72% *	29% *	51%	55%	53%	48%	57%	53%
UNFAVORABLE	224	37	19% *	61% *	37%	45%	40%	37%	37%	35%
NO OPINION	60	10	10%	9%	12%	0% *	8%	15%	6%	12%
NOT AWARE	1	0	0%	0%	0%	0%	0%	0%	0%	0%
NET FAVORABLE	91	15	53% *	-33% *	14%	10%	13%	11%	20%	18%
FAVOR : UNFAVOR	1.4:1		3.9:1 *	1:2.1 *	1.4:1	1.2:1 *	1.3:1	1.3:1	1.6:1 *	1.5:1

			PHILOSOPHY					EMPLOYMENT					
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY
	600	100	40 7%	62 10%	129 22%	131 22%	212 35%	58 10%	194 32%	76 13%	41 7%	190 32%	38 6%
FAVORABLE	315	52	87% *	83% *	36% *	19% *	71% *	34% *	55%	52%	48%	54%	66% *
UNFAVORABLE	224	37	5% *	8% *	51% *	71% *	22% *	57% *	38%	34%	32%	35%	29%
NO OPINION	60	10	8%	8%	14%	10%	7%	8%	7%	14%	18%	11%	5%
NOT AWARE	1	0	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%
NET FAVORABLE	91	15	82% *	75% *	-15% *	-53% *	48% *	-23% *	18%	18%	16%	19%	36% *
FAVOR : UNFAVOR	1.4:1		18.0:1 *	10.4:1 *	1:1.4	1:3.8 *	3.2:1 *	1:1.7 *	1.5:1	1.5:1	1.5:1	1.5:1	2.3:1 *

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	=====		RELIGION				VOTING					HERITAGE		GENDER	
	N	%	PROTESTANT	CATHOLIC	BAPTIST	OTHER	ALWAYS DEM	MORE THAN REPS	DEMOS THAN REPS	MORE THAN REPS	ALWAYS DEM REP	TICKET SPLIT	CAUCASIAN	AFRICAN AMERICAN	MALE
	600	100	155 26%	39 7%	235 39%	136 23%	88 15%	147 24%	188 31%	36 6%	128 21%	448 75%	133 22%	288 48%	312 52%
FAVORABLE	315	52	41% *	54%	54%	60%	90% *	89% *	19% *	7% *	46%	42% *	89% *	48%	57%
UNFAVORABLE	224	37	49% *	36%	37%	28%	0% *	7% *	72% *	82% *	35%	47% *	2% *	42%	33%
NO OPINION	60	10	10%	10%	8%	12%	10%	3%	9%	11%	19% *	11%	8%	10%	10%
NOT AWARE	1	0	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%
NET FAVORABLE	91	15	-8% *	18%	17%	31% *	90% *	82% *	-53% *	-75% *	11%	-6% *	86% *	6% *	24%
FAVOR : UNFAVOR	1.4:1		1:1.2 *	1.5:1	1.5:1	2.1:1 *		12.4:1 *	1:3.8 *	1:11.6 *	1.3:1	1:1.1 *	37.0:1 *	1.1:1 *	1.7:1 *

	=====		GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	125 21%	79 13%	112 19%	124 21%	75 13%	85 14%
FAVORABLE	315	52	52%	35% *	60%	57%	48%	58%
UNFAVORABLE	224	37	40%	48% *	36%	37%	31%	31%
NO OPINION	60	10	8%	17%	4%	6%	21% *	10%
NOT AWARE	1	0	1%	0%	0%	0%	0%	0%
NET FAVORABLE	91	15	12%	-13% *	24%	19%	17%	27% *
FAVOR : UNFAVOR	1.4:1		1.3:1	1:1.4	1.7:1 *	1.5:1	1.5:1	1.9:1 *

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IF THE ELECTION FOR U.S. CONGRESS WERE HELD TODAY, WOULD
 YOU BE VOTING:

	=====		AFFIL.			AGE				
	N	%	DEM	REP	UNAFFIL.	18-25	26-40	41-55	56-65	66+
	596	100	268 45%	208 35%	120 20%	35 6%	117 20%	187 31%	112 19%	143 24%
DEMOCRATIC	230	39	61% *	14% *	31%	42%	29% *	41%	36%	44%
REPUBLICAN	243	41	15% *	74% *	41%	47%	43%	42%	46%	33%
NEITHER	30	5	5%	1%	13%	3%	8%	4%	6%	3%
NOT SURE	93	16	20%	11%	15%	9%	20%	13%	13%	20%
NET DEMOCRATIC	-12	-2	46% *	-60% *	-10%	-5%	-13% *	-1%	-10%	11% *
DEM : REP	1:1.1		4.1:1 *	1:5.1 *	1:1.3 *	1:1.1	1:1.4 *	1:1.0	1:1.3 *	1.3:1 *

	=====		PHILOSOPHY					EMPLOYMENT					
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY
	596	100	40 7%	62 10%	128 21%	131 22%	209 35%	58 10%	194 33%	76 13%	41 7%	186 31%	38 6%
DEMOCRATIC	230	39	93% *	74% *	14% *	13% *	49% *	25% *	38%	41%	26% *	43%	48% *
REPUBLICAN	243	41	7% *	11% *	64% *	73% *	24% *	52% *	42%	40%	49%	35%	37%
NEITHER	30	5	0%	4%	3%	3%	9%	7%	4%	11%	3%	3%	6%
NOT SURE	93	16	0% *	12%	19%	12%	19%	15%	16%	8%	22%	18%	9%
NET DEMOCRATIC	-12	-2	86% *	63% *	-50% *	-60% *	25% *	-27% *	-4%	1%	-24% *	7% *	11% *
DEM : REP	1:1.1		13.3:1 *	6.9:1 *	1:4.5 *	1:5.7 *	2.0:1 *	1:2.1 *	1:1.1	1.0:1	1:1.9 *	1.2:1 *	1.3:1 *

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IF THE ELECTION FOR U.S. CONGRESS WERE HELD TODAY, WOULD
 YOU BE VOTING:

	=====		RELIGION				VOTING					HERITAGE		GENDER	
	N	%	PROTESTANT	CATHOLIC	BAPTIST	OTHER	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLIT	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE
	596	100	155 26%	39 7%	231 39%	136 23%	88 15%	147 25%	188 32%	36 6%	126 21%	447 75%	131 22%	285 48%	312 52%
DEMOCRATIC	230	39	27% *	38%	44%	44%	90% *	79% *	1% *	3% *	23% *	24% *	88% *	38%	39%
REPUBLICAN	243	41	51% *	40%	40%	30% *	3% *	4% *	88% *	91% *	28% *	52% *	2% *	43%	39%
NEITHER	30	5	6%	6%	4%	7%	0%	4%	1%	3%	13%	6%	1%	3%	6%
NOT SURE	93	16	16%	16%	12%	19%	7%	12%	10%	3% *	37% *	18%	10%	16%	15%
NET DEMOCRATIC	-12	-2	-25% *	-2%	3%	14% *	86% *	75% *	-87% *	-88% *	-5%	-28% *	85% *	-5%	1%
DEM : REP	1:1.1		1:1.9 *	1:1.0	1.1:1	1.4:1 *	28.3:1 *	17.9:1	*1:140.8 *	1:31.1 *	1:1.2 *	1:2.2 *	41.3:1 *	1:1.1	1.0:1

	=====		GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	596	100	124 21%	79 13%	111 19%	122 20%	75 13%	85 14%
DEMOCRATIC	230	39	41%	22% *	37%	45%	42%	40%
REPUBLICAN	243	41	35%	51% *	48%	40%	30% *	40%
NEITHER	30	5	4%	6%	2%	5%	8%	7%
NOT SURE	93	16	19%	21%	13%	10%	19%	13%
NET DEMOCRATIC	-12	-2	6%	-30% *	-10%	6%	12% *	-1%
DEM : REP	1:1.1		1.2:1 *	1:2.4 *	1:1.3 *	1.1:1	1.4:1 *	1:1.0