

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 APRIL 2010

BARACK OBAMA

	VOTING			AFFIL.				
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	372 62%	164 27%	52 9%	282 47%	202 34%	116 19%
FAVORABLE	261	44	41%	45%	60% *	65% *	14% *	41%
UNFAVORABLE	269	45	49%	41%	19% *	24% *	73% *	46%
NO OPINION	70	12	10%	13%	21% *	11%	12%	13%

	EMPLOYMENT					VOTING					HERITAGE			
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY	ALWAYS DEM	MORE THAN REPS	DEMOS THAN REPS	ALWAYS REP	INDEP.	CAUCASIAN	AFRICAN AMERICAN
	600	100	62 10%	183 30%	70 12%	201 34%	49 8%	94 16%	131 22%	143 24%	61 10%	158 26%	463 77%	102 17%
FAVORABLE	261	44	42%	42%	59% *	40%	47%	89% *	82% *	6% *	10% *	33% *	32% *	93% *
UNFAVORABLE	269	45	48%	45%	36% *	47%	37%	4% *	12% *	80% *	84% *	48%	55% *	1% *
NO OPINION	70	12	10%	13%	6%	13%	16%	6%	6%	14%	7%	19%	13%	6%

	GENDER				GEOGRAPHIC					
	N	%	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	275 46%	325 54%	135 22%	83 14%	103 17%	146 24%	62 10%	71 12%
FAVORABLE	261	44	42%	45%	41%	35%	31% *	55% *	45%	49%
UNFAVORABLE	269	45	47%	43%	44%	49%	58% *	37%	40%	41%
NO OPINION	70	12	11%	12%	14%	16%	11%	8%	15%	10%

	PERDUE			AGE				PHILOSOPHY						
	N	%	FAVORABLE	UNFAVOR	NO OPIN	26-40	41-55	56-65	66+	VERY LIB	SOMEWHAT LIB	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	202 34%	266 44%	123 20%	100 17%	174 29%	141 24%	162 27%	40 7%	66 11%	146 24%	143 24%	184 31%
FAVORABLE	261	44	78% *	21% *	34% *	53% *	43%	35%	44%	78% *	83% *	22% *	17% *	58% *
UNFAVORABLE	269	45	14% *	70% *	40%	34% *	49%	49%	44%	15% *	14% *	60% *	78% *	26% *
NO OPINION	70	12	7%	9%	26% *	13%	9%	16%	12%	8%	3%	18%	6%	16%

