

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JANUARY 2010

OPINION OF BEV PERDUE

	=====		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	228	38	50% *	27% *	30%	41%	36%	33%	39%	44%
UNFAVORABLE	255	43	30% *	56% *	46%	30% *	52% *	47%	36%	38%
NO OPINION	105	18	18%	14%	23%	21%	9%	20%	24%	16%
NOT AWARE	12	2	2%	2%	1%	8%	3%	0%	2%	1%
NET FAVORABLE	-27	-4	19% *	-29% *	-16% *	11% *	-16% *	-13%	3%	6% *
FAVOR : UNFAVOR	1:1.1		1.6:1 *	1:2.0 *	1:1.5 *	1.4:1 *	1:1.5 *	1:1.4 *	1.1:1	1.1:1

	=====		PHILOSOPHY					EMPLOYMENT					
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRE	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	228	38	50% *	50% *	31%	20% *	48% *	21% *	42%	30%	40%	44%	33%
UNFAVORABLE	255	43	19% *	24% *	52% *	60% *	35%	58% *	44%	51%	37%	37%	31% *
NO OPINION	105	18	29% *	23%	16%	18%	16%	21%	13%	19%	19%	18%	28% *
NOT AWARE	12	2	3%	3%	1%	2%	1%	0%	2%	0%	4%	2%	8%
NET FAVORABLE	-27	-4	32% *	26% *	-21% *	-41% *	13% *	-36% *	-2%	-21% *	4%	7% *	3%
FAVOR : UNFAVOR	1:1.1		2.7:1 *	2.1:1 *	1:1.7 *	1:3.1 *	1.4:1 *	1:2.7 *	1:1.1	1:1.7 *	1.1:1	1.2:1	1.1:1

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			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
	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	228	38	36%	29% *	38%	41%	58% *	59% *	21% *	13% *	33%	35%	49% *	33%	42%
UNFAVORABLE	255	43	49%	58% *	40%	38%	18% *	20% *	61% *	63% *	53% *	49%	16% *	46%	40%
NO OPINION	105	18	14%	13%	19%	18%	20%	18%	17%	21%	13%	15%	29% *	19%	16%
NOT AWARE	12	2	1%	0%	3%	3%	5%	2%	1%	2%	1%	1%	6%	2%	2%
NET FAVORABLE	-27	-4	-13%	-30% *	-2%	3%	40% *	39% *	-40% *	-50% *	-20% *	-14% *	33% *	-12%	2%
FAVOR : UNFAVOR	1:1.1		1:1.4 *	1:2.0 *	1:1.0	1.1:1	3.3:1 *	2.9:1 *	1:3.0 *	1:4.7 *	1:1.6 *	1:1.4 *	3.1:1 *	1:1.4 *	1.1:1

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	125 21%	79 13%	112 19%	124 21%	75 13%	85 14%
FAVORABLE	228	38	33%	33%	38%	40%	40%	45%
UNFAVORABLE	255	43	48%	44%	45%	38%	40%	40%
NO OPINION	105	18	17%	22%	16%	21%	16%	13%
NOT AWARE	12	2	3%	1%	1%	1%	4%	3%
NET FAVORABLE	-27	-4	-15% *	-11%	-7%	2%	0%	5% *
FAVOR : UNFAVOR	1:1.1		1:1.4 *	1:1.3 *	1:1.2	1.1:1	1.0:1 *	1.1:1