

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JULY 2010

BEV PERDUE

	VOTING				
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	380 63%	158 26%	62 10%
FAVORABLE	200	33	31%	34%	44% *
UNFAVOR	225	37	39%	41%	20% *
NO OPIN	147	24	24%	22%	29%
NOT AWARE	29	5	5%	3%	7%

	POL. BELIEFS							EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
	600	100	65 11%	63 10%	131 22%	145 24%	177 30%	78 13%	174 29%	69 12%	199 33%	47 8%
FAVORABLE	200	33	47% *	50% *	21% *	20% *	43% *	43% *	25%	30%	35%	46% *
UNFAVOR	225	37	22% *	21% *	50% *	53% *	27% *	37%	43%	43%	34%	30%
NO OPIN	147	24	23%	24%	22%	23%	28%	13% *	28%	25%	25%	23%
NOT AWARE	29	5	9%	5%	7%	4%	2%	6%	4%	1%	6%	

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JULY 2010

BEV PERDUE

		ETHNICITY			GEOGRAPHIC				
		AFRICAN			PIEDMONT				
N	%	CAUCASIAN	AMERICAN	CHARLOTTE	WESTERN	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
600	100	461 77%	95 16%	125 21%	67 11%	117 19%	137 23%	71 12%	84 14%
FAVORABLE	200	30%	46% *	26%	30%	35%	36%	33%	42%
UNFAVOR	225	44%	13% *	40%	43%	42%	37%	31%	30%
NO OPIN	147	21%	36% *	31%	19%	21%	23%	31%	21%
NOT AWARE	29	5%	5%	4%	8%	2%	5%	4%	7%

		AGE				AFFIL.			GENDER	
N	%	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE
600	100	108 18%	166 28%	143 24%	159 26%	264 44%	198 33%	138 23%	280 47%	320 53%
FAVORABLE	200	33%	30%	31%	41%	40%	23% *	36%	32%	34%
UNFAVOR	225	38%	40%	42%	29%	28% *	51% *	36%	40%	35%
NO OPIN	147	22%	27%	23%	23%	27%	21%	25%	24%	24%
NOT AWARE	29	7%	2%	3%	7%	5%	5%	3%	3%	6%

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JULY 2010

BARACK OBAMA

		VOTING			
=====		=====			
	N	%	DEFINITE	VERY	SOMEWHAT
-----		-----		-----	
	600	100	380 63%	158 26%	62 10%
FAVORABLE	276	46	46%	43%	56% *
UNFAVOR	258	43	42%	49%	33% *
NO OPIN	66	11	12%	8%	11%

		POL. BELIEFS					EMPLOYMENT					
=====		=====					=====					
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
-----		-----		-----	-----	-----	-----	-----	-----	-----	-----	-----
	600	100	65 11%	63 10%	131 22%	145 24%	177 30%	78 13%	174 29%	69 12%	199 33%	47 8%
FAVORABLE	276	46	91% *	77% *	34% *	11% *	57% *	42%	42%	47%	46%	63% *
UNFAVOR	258	43	6% *	14% *	53% *	81% *	29% *	48%	45%	41%	44%	28% *
NO OPIN	66	11	3%	9%	14%	8%	14%	10%	13%	12%	10%	9%

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JULY 2010

BARACK OBAMA

		ETHNICITY				GEOGRAPHIC			
N	%	CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
600	100	461 77%	95 16%	125 21%	67 11%	117 19%	137 23%	71 12%	84 14%
FAVORABLE	276 46	37% *	88% *	43%	50%	38%	48%	54%	50%
UNFAVOR	258 43	51%	5% *	48%	40%	52%	38%	37%	39%
NO OPIN	66 11	12%	7%	10%	10%	10%	15%	9%	11%

		AGE				AFFIL.			GENDER	
N	%	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE
600	100	108 18%	166 28%	143 24%	159 26%	264 44%	198 33%	138 23%	280 47%	320 53%
FAVORABLE	276 46	48%	44%	45%	47%	71% *	14% *	46%	46%	46%
UNFAVOR	258 43	40%	45%	44%	43%	21% *	74% *	42%	45%	41%
NO OPIN	66 11	12%	11%	11%	10%	9%	13%	13%	9%	12%