

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 DECEMBER 2009

OPINION OF BEV PERDUE

		AGE GROUP					PHILOSOPHY							
N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE			
600	100	26 4%	129 22%	180 30%	119 20%	141 24%	87 14%	66 11%	128 21%	159 26%	147 24%			
FAVORABLE	195 32	50% *	35%	27%	26%	40%	55% *	45% *	19% *	22% *	37%			
UNFAVORABLE	230 38	27% *	38%	46%	40%	30%	20% *	15% *	48% *	58% *	30%			
NO OPINION	165 28	19%	26%	27%	30%	29%	24%	36%	33%	17% *	32%			
NOT AWARE	10 2	4%	2%	1%	3%	1%	1%	3%	1%	3%	1%			
NET FAVORABLE	-35 -6	23% *	-3%	-19% *	-14%	11% *	36% *	30% *	-29% *	-36% *	7% *			
FAVOR : UNFAVOR	1:1.2	1.9:1 *	1:1.1	1:1.7 *	1:1.5 *	1.4:1 *	2.8:1 *	3.0:1 *	1:2.5 *	1:2.7 *	1.2:1			
		EMPLOYMENT					HERITAGE			AFFIL.			GENDER	
N	%	SELF EMPLOYED	WORKING PRIVATE	WORK FOR GOVT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
600	100	72 12%	203 34%	58 10%	22 4%	187 31%	52 9%	456 76%	126 21%	293 49%	211 35%	96 16%	273 46%	327 54%
FAVORABLE	195 32	35%	28%	31%	36%	37%	31%	28%	48% *	43% *	18% *	32%	30%	35%
UNFAVORABLE	230 38	49% *	42%	43%	45%	30%	33%	45%	14% *	23% *	61% *	35%	40%	37%
NO OPINION	165 28	15% *	29%	24%	18% *	30%	35%	26%	35%	32%	19%	30%	29%	27%
NOT AWARE	10 2	1%	1%	2%	0%	3%	2%	2%	2%	1%	2%	2%	1%	2%
NET FAVORABLE	-35 -6	-14%	-14%	-12%	-9%	7% *	-2%	-16% *	34% *	20% *	-44% *	-3%	-10%	-2%
FAVOR : UNFAVOR	1:1.2	1:1.4 *	1:1.5 *	1:1.4 *	1:1.3	1.2:1	1:1.1 *	1:1.6 *	3.4:1 *	1.9:1 *	1:3.5 *	1:1.1	1:1.3 *	1:1.1 *

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	GEOGRAPHIC							
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	120 20%	80 13%	118 20%	128 21%	67 11%	87 14%
FAVORABLE	195	32	32%	21% *	35%	35%	28%	40%
UNFAVORABLE	230	38	34%	50% *	40%	36%	42%	32%
NO OPINION	165	28	32%	25%	25%	28%	27%	26%
NOT AWARE	10	2	2%	4%	1%	1%	3%	1%
NET FAVORABLE	-35	-6	-2%	-29% *	-5%	-1%	-13%	8% *
FAVOR : UNFAVOR	1:1.2		1:1.1 *	1:2.4 *	1:1.1	1:1.0 *	1:1.5 *	1.3:1

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IF THE ELECTION FOR GOVERNOR WERE HELD TODAY, WOULD YOU VOTE  
 TO RE-ELECT BEV PERDUE REGARDLESS OF WHO RAN AGAINST HER?

		AGE GROUP					PHILOSOPHY					
N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	
598	100	26 4%	128 21%	180 30%	119 20%	140 23%	87 15%	65 11%	128 21%	159 27%	147 25%	
YES	121	20	31% *	22%	14%	21%	24%	45% *	35% *	6% *	13%	19%
NO	373	62	46% *	62%	72% *	61%	54%	36% *	49% *	77% *	77% *	55%
NOT SURE	104	17	23%	16%	13%	18%	21%	20%	15%	16%	10%	26%

  

		EMPLOYMENT						HERITAGE		AFFIL.			GENDER		
N	%	SELF EMPLOYED	WORKING PRIVATE	WORK FOR GOVT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	
598	100	72 12%	202 34%	58 10%	22 4%	186 31%	52 9%	454 76%	126 21%	293 49%	210 35%	95 16%	273 46%	325 54%	
YES	121	20	22%	17%	21%	14%	23%	21%	17%	31% *	28%	10% *	19%	22%	19%
NO	373	62	58%	67%	67%	77% *	55%	65%	66%	48% *	51% *	80% *	61%	64%	61%
NOT SURE	104	17	19%	16%	12%	9%	22%	13%	17%	21%	22%	10%	20%	15%	20%

  

		GEOGRAPHIC						
N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
598	100	119 20%	79 13%	118 20%	128 21%	67 11%	87 15%	
YES	121	20	18%	13%	22%	22%	16%	29%
NO	373	62	63%	66%	69%	57%	72% *	51% *
NOT SURE	104	17	19%	22%	9%	21%	12%	21%