

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 JANUARY 2009

DO YOU APPROVE OR DISAPPROVE OF THE JOB BEVERLY PERDUE IS  
 DOING AS GOVERNOR?

			DIRECTION			AGE GROUP					PHILOSOPHY				
	N	%	RIGHT	WRONG	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	596	100	290 49%	230 39%	77 13%	27 5%	115 19%	201 34%	118 20%	128 22%	39 7%	81 14%	142 24%	106 18%	207 35%
STRONGLY APPROVE	89	15	21%	9%	8%	19%	20%	15%	10%	15%	25% *	13%	14%	10%	16%
SOMEWHAT APPROVE	191	32	40%	23%	29%	37%	33%	28%	35%	32%	27%	37%	36%	20% *	33%
SOMEWHAT DISAPPROVE	18	3	1%	4%	5%	0%	3%	3%	4%	3%	2%	3%	2%	5%	2%
STRONGLY DISAPPROVE	27	5	1%	9%	1%	0%	5%	5%	5%	4%	5%	1%	3%	12%	3%
NOT SURE	271	45	36% *	54%	56% *	44%	39%	50%	46%	46%	41%	45%	45%	53%	46%
APPROVE	280	47	61% *	33% *	37% *	56% *	53%	43%	45%	47%	52%	51%	50%	31% *	49%
DISAPPROVE	45	7	3%	14%	7%	0%	8%	8%	9%	7%	7%	5%	5%	16%	5%
NET APPROVE	236	40	58% *	19% *	31% *	56% *	45%	35%	36%	40%	44%	46%	45%	15% *	43%
APPROVE : DISAPPROVE	6.3:1		22.4:1 *	2.4:1 *	5.7:1 *		6.6:1	5.7:1 *	4.8:1 *	6.5:1	7.2:1 *	10.9:1 *	10.3:1 *	1.9:1 *	9.3:1 *
			EMPLOYMENT			HERITAGE			AFFIL.			GENDER			
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
	596	100	79 13%	188 31%	67 11%	51 9%	168 28%	30 5%	443 74%	122 20%	285 48%	197 33%	114 19%	274 46%	322 54%
STRONGLY APPROVE	89	15	15%	14%	21%	6%	15%	26% *	13%	21%	19%	11%	11%	14%	16%
SOMEWHAT APPROVE	191	32	29%	32%	29%	40%	30%	32%	30%	39%	34%	26%	36%	33%	31%
SOMEWHAT DISAPPROVE	18	3	4%	3%	4%	4%	2%	0%	4%	0%	3%	4%	1%	2%	4%
STRONGLY DISAPPROVE	27	5	9%	3%	2%	6%	4%	7%	5%	1%	2%	7%	6%	5%	4%
NOT SURE	271	45	44%	47%	44%	44%	49%	35% *	47%	40%	41%	51%	46%	46%	45%
APPROVE	280	47	44%	47%	50%	46%	44%	59% *	43%	59% *	54%	37% *	47%	47%	47%
DISAPPROVE	45	7	13%	6%	6%	10%	6%	7%	9%	1%	5%	11%	7%	7%	8%
NET APPROVE	236	40	31%	40%	44%	36%	38%	52% *	34%	59% *	49% *	26% *	40%	41%	39%
APPROVE : DISAPPROVE	6.3:1		3.5:1 *	7.4:1 *	8.1:1 *	4.5:1 *	7.2:1 *	8.5:1 *	4.7:1 *	77.2:1 *	10.9:1 *	3.3:1 *	6.6:1	7.0:1 *	5.8:1

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GEOGRAPHIC

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	596	100	125 21%	70 12%	99 17%	132 22%	92 15%	77 13%
STRONGLY APPROVE	89	15	12%	10%	16%	15%	26% *	9%
SOMEWHAT APPROVE	191	32	26%	32%	30%	39%	31%	35%
SOMEWHAT DISAPPROVE	18	3	5%	3%	4%	4%	0%	1%
STRONGLY DISAPPROVE	27	5	4%	5%	8%	2%	4%	4%
NOT SURE	271	45	53%	51%	41%	41%	38%	52%
APPROVE	280	47	38%	42%	46%	54%	58% *	43%
DISAPPROVE	45	7	9%	7%	12%	6%	4%	5%
NET APPROVE	236	40	29% *	34%	34%	48%	53% *	38%
APPROVE : DISAPPROVE	6.3:1		4.2:1 *	5.6:1 *	3.8:1 *	9.0:1 *	12.8:1 *	8.4:1 *

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WHAT ISSUE OR PROBLEM SHOULD BE GOVERNOR PERDUE'S HIGHEST  
 PRIORITY?

	DIRECTION			AGE GROUP					PHILOSOPHY						
	N	%	RIGHT	WRONG	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	292 49%	231 38%	77 13%	27 5%	115 19%	202 34%	119 20%	129 22%	39 6%	81 13%	143 24%	107 18%	208 35%
THE ECONOMY	181	30	27%	30%	42% *	35%	28%	28%	32%	33%	23%	33%	31%	33%	29%
UNEMPLOYMENT	173	29	32%	27%	24%	15% *	34%	30%	27%	26%	22%	34%	24%	25%	33%
EDUCATION ISSUES	56	9	12%	8%	6%	23% *	8%	10%	9%	7%	17%	10%	13%	7%	7%
ILLEGAL IMMIGRATION	9	1	1%	2%	1%	0%	1%	2%	1%	2%	2%	1%	3%	2%	0%
HIGH TAXES	22	4	3%	5%	2%	0%	2%	4%	5%	4%	0%	4%	1%	8%	3%
HEALTH CARE	17	3	3%	3%	3%	3%	4%	2%	2%	4%	5%	3%	3%	2%	3%
BUDGET/SPENDING	26	4	3%	6%	3%	4%	4%	6%	4%	2%	2%	3%	6%	6%	5%
REBUILD ROADS/HIGHWAYS	10	2	2%	1%	1%	0%	1%	2%	3%	2%	0%	1%	4%	1%	1%
CRIME/DRUGS	3	1	0%	1%	2%	0%	3%	0%	0%	0%	2%	1%	0%	1%	0%
TRANSPORTATION ISSUES	3	0	1%	0%	0%	0%	0%	1%	1%	0%	5%	0%	0%	0%	0%
GAS TAX	3	1	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%
GOVERNMENT CORRUPTION	3	0	1%	0%	0%	0%	0%	0%	2%	0%	0%	1%	1%	1%	0%
OTHER	30	5	4%	6%	5%	4%	6%	6%	5%	4%	8%	1%	3%	5%	6%
NOT SURE	64	11	11%	10%	12%	15%	9%	8%	9%	17%	13%	7%	10%	9%	11%

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			EMPLOYMENT					HERITAGE		AFFIL.			GENDER		
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRE	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
	600	100	79 13%	189 31%	67 11%	52 9%	169 28%	30 5%	444 74%	124 21%	288 48%	198 33%	114 19%	276 46%	324 54%
THE ECONOMY	181	30	28%	31%	40% *	21% *	31%	17% *	31%	29%	31%	26%	35%	30%	31%
UNEMPLOYMENT	173	29	32%	30%	12% *	36%	27%	44% *	29%	30%	30%	27%	29%	29%	29%
EDUCATION ISSUES	56	9	11%	9%	15%	6%	7%	10%	10%	9%	10%	8%	11%	6%	12%
ILLEGAL IMMIGRATION	9	1	1%	2%	1%	2%	1%	0%	2%	1%	1%	3%	0%	2%	1%
HIGH TAXES	22	4	1%	2%	4%	2%	5%	4%	3%	4%	3%	3%	7%	4%	3%
HEALTH CARE	17	3	3%	2%	3%	6%	3%	3%	2%	5%	3%	3%	1%	3%	2%
BUDGET/SPENDING	26	4	6%	5%	6%	10%	2%	0%	5%	1%	3%	7%	4%	5%	3%
REBUILD ROADS/HIGHWAYS	10	2	4%	2%	2%	2%	1%	3%	2%	1%	1%	3%	0%	1%	2%
CRIME/DRUGS	3	1	0%	1%	0%	2%	0%	0%	0%	2%	1%	0%	1%	1%	0%
TRANSPORTATION ISSUES	3	0	0%	0%	0%	0%	1%	3%	0%	2%	1%	0%	0%	0%	1%
GAS TAX	3	1	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%
GOVERNMENT CORRUPTION	3	0	0%	0%	1%	2%	1%	0%	1%	0%	1%	1%	0%	0%	1%
OTHER	30	5	2%	5%	12%	6%	4%	3%	5%	5%	5%	5%	6%	7%	4%
NOT SURE	64	11	11%	9%	3%	6%	17%	13%	10%	12%	10%	15%	5%	11%	11%

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GEOGRAPHIC

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	125 21%	70 12%	100 17%	135 22%	92 15%	77 13%
THE ECONOMY	181	30	35%	32%	24%	32%	27%	28%
UNEMPLOYMENT	173	29	28%	40% *	34%	27%	24%	22%
EDUCATION ISSUES	56	9	7%	6%	9%	9%	15%	10%
ILLEGAL IMMIGRATION	9	1	3%	1%	3%	1%	0%	0%
HIGH TAXES	22	4	3%	4%	6%	3%	2%	2%
HEALTH CARE	17	3	2%	1%	3%	3%	6%	2%
BUDGET/SPENDING	26	4	4%	4%	5%	5%	4%	3%
REBUILD ROADS/HIGHWAYS	10	2	2%	0%	0%	1%	3%	5%
CRIME/DRUGS	3	1	0%	0%	1%	0%	2%	0%
TRANSPORTATION ISSUES	3	0	1%	0%	0%	1%	1%	0%
GAS TAX	3	1	0%	0%	2%	0%	0%	1%
GOVERNMENT CORRUPTION	3	0	0%	0%	0%	1%	1%	1%
OTHER	30	5	7%	3%	3%	5%	4%	8%
NOT SURE	64	11	8%	7%	10%	12%	10%	17%

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ON WHICH OF THE FOLLOWING ISSUES DO YOU THINK GOVERNOR PERDUE  
 WILL BE MOST SUCCESSFUL DURING HER FIRST TERM IN OFFICE:

	DIRECTION			AGE GROUP						PHILOSOPHY					
	N	%	RIGHT	WRONG	NOT SURE	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	598	100	290 49%	231 39%	77 13%	27 5%	114 19%	202 34%	119 20%	128 21%	39 7%	81 14%	142 24%	106 18%	208 35%
IMPROVE ECON/CREATE JOB	162	27	32%	21%	26%	30%	29%	28%	24%	27%	24%	24%	28%	25%	28%
LOWER HEALTH CARE COSTS	27	5	6%	3%	5%	0%	6%	4%	2%	7%	2%	5%	5%	7%	3%
ILLEGAL IMMIGRATION	16	3	2%	4%	1%	0%	3%	3%	2%	3%	5%	2%	3%	3%	2%
LOWER THE CRIME RATE	16	3	3%	2%	3%	4%	1%	3%	3%	3%	0%	2%	2%	3%	3%
LOWER TAXES/SPENDING	39	6	5%	8%	7%	4%	3%	7%	8%	5%	0%	3%	6%	8%	8%
IMPROVE PUBLIC EDUCATIO	114	19	20%	20%	12%	27%	19%	18%	21%	16%	32% *	24%	20%	19%	15%
STOP GOVERNMENT CORRUPT	30	5	5%	5%	4%	0%	5%	3%	9%	5%	5%	6%	4%	5%	6%
IMPROVE ROADS/HIGHWAYS	59	10	9%	12%	7%	20% *	13%	11%	8%	5%	24% *	6%	6%	14%	10%
NOT SURE	135	23	16%	27%	35% *	15%	20%	21%	24%	29%	8% *	28%	25%	17%	25%

	EMPLOYMENT					HERITAGE				AFFIL.			GENDER		
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
	598	100	79 13%	188 31%	67 11%	52 9%	168 28%	30 5%	443 74%	123 21%	287 48%	197 33%	114 19%	274 46%	324 54%
IMPROVE ECON/CREATE JOB	162	27	35%	28%	17% *	26%	25%	30%	24%	35%	32%	24%	19%	25%	29%
LOWER HEALTH CARE COSTS	27	5	1%	4%	3%	6%	6%	6%	4%	7%	5%	5%	2%	5%	5%
ILLEGAL IMMIGRATION	16	3	4%	2%	3%	4%	3%	3%	3%	2%	3%	2%	4%	3%	3%
LOWER THE CRIME RATE	16	3	1%	3%	3%	6%	2%	6%	2%	2%	3%	3%	2%	3%	2%
LOWER TAXES/SPENDING	39	6	3%	8%	6%	0%	7%	4%	7%	6%	4%	9%	7%	8%	5%
IMPROVE PUBLIC EDUCATIO	114	19	19%	18%	26%	21%	17%	16%	18%	23%	21%	15%	22%	17%	20%
STOP GOVERNMENT CORRUPT	30	5	5%	4%	4%	6%	7%	7%	6%	4%	6%	5%	4%	5%	5%
IMPROVE ROADS/HIGHWAYS	59	10	8%	13%	20% *	8%	5%	9%	11%	7%	8%	10%	15%	12%	8%
NOT SURE	135	23	25%	21%	18%	23%	28%	17%	25%	14%	18%	28%	23%	22%	23%

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 WILL BE MOST SUCCESSFUL DURING HER FIRST TERM IN OFFICE:

GEOGRAPHIC

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	598	100	124 21%	70 12%	100 17%	134 22%	92 15%	77 13%
IMPROVE ECON/CREATE JOB	162	27	22%	24%	24%	31%	34%	26%
LOWER HEALTH CARE COSTS	27	5	7%	4%	4%	5%	1%	6%
ILLEGAL IMMIGRATION	16	3	4%	0%	5%	1%	4%	2%
LOWER THE CRIME RATE	16	3	4%	4%	1%	2%	2%	4%
LOWER TAXES/SPENDING	39	6	7%	13%	8%	3%	4%	6%
IMPROVE PUBLIC EDUCATIO	114	19	14%	17%	25%	19%	24%	17%
STOP GOVERNMENT CORRUPT	30	5	4%	1%	2%	9%	4%	7%
IMPROVE ROADS/HIGHWAYS	59	10	13%	7%	6%	12%	7%	12%
NOT SURE	135	23	26%	28%	25%	19%	18%	21%