

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 FEBRUARY 2010

NORTH CAROLINA IS CONSIDERING PRIVATIZING ITS STATE-RUN ABC SYSTEM OF SELLING LIQUOR. SOME SAY THE SYSTEM SHOULD BE PRIVATIZED BECAUSE IT WOULD RAISE MONEY FOR THE STATE AND GET GOVERNMENT OUT OF THE LIQUOR BUSINESS. OTHERS SAY THAT BY PRIVATIZING THE SYSTEM IT WILL LEAD TO INCREASED AVAILABILITY AND CONSUMPTION OF LIQUOR WHICH IS A DETRIMENT TO SOCIETY. WHICH OPINION DO YOU SHARE?

	=====		VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	596	100	352	190	53	280	201	109
			59%	32%	9%	47%	34%	18%
SUPPORT PRIVATIZING	283	47	46%	51%	48%	42%	53%	48%
OPPOSE PRIVATIZING	220	37	38%	36%	33%	42%	30%	39%
NOT SURE	94	16	16%	14%	20%	16%	17%	13%
NET SUPPORT PRIVATIZING	63	11	8%	15%	15%	0% *	23% *	10%
SUPPORT : OPPOSE	1.3:1		1.2:1	1.4:1 *	1.5:1 *	1.0:1 *	1.8:1 *	1.2:1

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	AGE		PHILOSOPHY			PHILOSOPHY			EMPLOYMENT			EVANG.			VOTE		
	N	%	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	YES	NO	NOT SURE	ALWAYS DEM	MORE DEMS THAN REPS
	596	100	125 21%	190 32%	121 20%	137 23%	62 10%	83 14%	129 22%								
SUPPORT PRIVATIZING	283	47	50%	49%	54%	36% *	57% *	42%	44%								
OPPOSE PRIVATIZING	220	37	31%	36%	31%	49% *	26% *	43%	38%								
NOT SURE	94	16	18%	15%	16%	15%	17%	14%	18%								
NET SUPPORT PRIVATIZING	63	11	19%	14%	23% *	-13% *	31% *	-1% *	6%								
SUPPORT : OPPOSE	1.3:1		1.6:1 *	1.4:1	1.8:1 *	1:1.4	2.2:1 *	1:1.0 *	1.2:1 *								
	N	%	PHILOSOPHY		EMPLOYMENT		EVANG.			VOTE							
	596	100	VERY	CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	YES	NO	NOT SURE	ALWAYS DEM	MORE DEMS THAN REPS	
	596	100	132 22%	170 29%	60 10%	184 31%	64 11%	31 5%	197 33%	48 8%	140 23%	414 69%	34 6%	89 15%	145 24%		
SUPPORT PRIVATIZING	283	47	50%	50%	54%	54%	47%	44%	39%	48%	35% *	53%	24% *	43%	50%		
OPPOSE PRIVATIZING	220	37	35%	38%	34%	29%	33%	39%	46% *	40%	49% *	32%	42%	42%	39%		
NOT SURE	94	16	15%	12%	12%	17%	19%	17%	15%	12%	16%	14%	34% *	15%	11%		
NET SUPPORT PRIVATIZING	63	11	15%	11%	20% *	25% *	14%	5%	-7% *	8%	-14% *	21% *	-17% *	1% *	11%		
SUPPORT : OPPOSE	1.3:1		1.4:1 *	1.3:1	1.6:1 *	1.8:1 *	1.4:1	1.1:1 *	1:1.2 *	1.2:1	1:1.4	1.6:1 *	1:1.7 *	1.0:1 *	1.3:1		

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	VOTE		HERITAGE		GENDER		GEOGRAPHIC								
	N	%	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLIT	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE	704/980 CHARLOTT	828 WESTERN	336 PIED TRI	919 TRIANGLE	252 NE	910 SE
	596	100	156 26%	34 6%	151 25%	486 82%	109 18%	272 46%	324 54%	172 29%	92 15%	91 15%	104 17%	54 9%	84 14%
SUPPORT PRIVATIZING	283	47	47%	55%	44%	50%	37% *	52%	44%	47%	35% *	49%	53%	51%	52%
OPPOSE PRIVATIZING	220	37	35%	32%	36%	34%	50% *	34%	39%	39%	33%	38%	32%	41%	39%
NOT SURE	94	16	18%	13%	20%	16%	13%	14%	17%	14%	32% *	13%	15%	8%	9%
NET SUPPORT PRIVATIZING	63	11	12%	23% *	9%	16%	-14% *	18%	5%	8%	2%	11%	21% *	10%	13%
SUPPORT : OPPOSE	1.3:1		1.3:1	1.7:1 *	1.2:1	1.5:1 *	1:1.4	1.5:1 *	1.1:1 *	1.2:1	1.1:1 *	1.3:1	1.7:1 *	1.2:1	1.3:1