

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JANUARY 2010

CURRENTLY IN NORTH CAROLINA, BOTTLES OF HARD LIQUOR ARE ONLY AVAILABLE FOR PURCHASE IN STATE-OWNED ABC STORES. SOME HAVE CALLED FOR THE SYSTEM TO BE CHANGED TO ALLOW PRIVATE BUSINESSES TO SELL LIQUOR. DO YOU BELIEVE THE SYSTEM SHOULD BE KEPT THE WAY IT IS CURRENTLY OR SHOULD THE SYSTEM BE CHANGED TO ALLOW PRIVATE BUSINESSES TO OPERATE LIQUOR STORES?

	=====		AFFIL.			AGE				
	N	%	DEM	REP	UNAFFIL.	18-25	26-40	41-55	56-65	66+
	595	100	267 45%	209 35%	119 20%	35 6%	117 20%	183 31%	112 19%	146 25%
LIMIT TO ABC	282	47	53%	45%	40%	51%	52%	44%	45%	49%
PRIVATE BUSINESSES	260	44	37%	45%	56% *	47%	44%	43%	46%	42%
NOT SURE	53	9	10%	10%	4%	2%	5%	13%	9%	9%
NET LIMIT TO ABC	22	4	16% *	0%	-17% *	4%	8%	1%	0%	6%
LIMIT : PRIVATE	1.1:1		1.4:1 *	1.0:1	1:1.4 *	1.1:1	1.2:1	1.0:1	1:1.0	1.2:1

	=====		PHILOSOPHY					EMPLOYMENT					
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY
	595	100	39 6%	62 10%	129 22%	130 22%	212 36%	58 10%	194 33%	74 12%	41 7%	190 32%	37 6%
LIMIT TO ABC	282	47	42%	46%	54%	49%	44%	38% *	49%	50%	45%	49%	44%
PRIVATE BUSINESSES	260	44	52%	49%	39%	40%	47%	50%	43%	44%	40%	41%	53% *
NOT SURE	53	9	5%	5%	7%	11%	9%	13%	8%	5%	14%	10%	3%
NET LIMIT TO ABC	22	4	-10% *	-3%	15% *	8%	-2%	-12% *	6%	6%	5%	8%	-9% *
LIMIT : PRIVATE	1.1:1		1:1.2 *	1:1.1	1.4:1 *	1.2:1 *	1:1.0	1:1.3 *	1.1:1	1.1:1	1.1:1	1.2:1	1:1.2 *

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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
	595	100	154 26%	39 7%	233 39%	134 23%	88 15%	146 25%	186 31%	36 6%	126 21%	446 75%	132 22%	285 48%	310 52%
LIMIT TO ABC	282	47	41%	23% *	57% *	43%	50%	46%	45%	51%	52%	46%	50%	40%	54%
PRIVATE BUSINESSES	260	44	50%	66% *	35%	46%	42%	45%	47%	33% *	40%	44%	42%	53%	36%
NOT SURE	53	9	9%	12%	8%	11%	7%	9%	8%	17%	8%	10%	7%	7%	11%
NET LIMIT TO ABC	22	4	-9% *	-43% *	23% *	-4%	8%	2%	-2%	18% *	12%	3%	8%	-12% *	18% *
LIMIT : PRIVATE	1.1:1		1:1.2 *	1:2.9 *	1.7:1 *	1:1.1	1.2:1	1.0:1	1:1.0	1.5:1 *	1.3:1 *	1.1:1	1.2:1	1:1.3 *	1.5:1 *

	GEOGRAPHIC							
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	595	100	125 21%	78 13%	109 18%	123 21%	75 13%	85 14%
LIMIT TO ABC	282	47	45%	52%	52%	37% *	47%	56%
PRIVATE BUSINESSES	260	44	43%	37%	42%	56% *	45%	35%
NOT SURE	53	9	12%	11%	6%	7%	8%	9%
NET LIMIT TO ABC	22	4	3%	16% *	10%	-19% *	2%	21% *
LIMIT : PRIVATE	1.1:1		1.1:1	1.4:1 *	1.3:1 *	1:1.5 *	1.0:1	1.6:1 *