

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
JANUARY 2009

OPINION OF RICHARD BURR

		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%	
VERY FAVORABLE	81	14	11%	16%	16%	8%	11%	14%	14%	17%	15%	4% *	9%	34% *	11%
SOMEWHAT FAVORABLE	136	23	26%	23%	12% *	24%	22%	23%	22%	23%	18%	22%	24%	18%	25%
SOMEWHAT UNFAVORABLE	39	7	9%	5%	2%	4%	9%	7%	5%	5%	7%	14%	6%	4%	6%
VERY UNFAVORABLE	19	3	3%	4%	1%	7%	2%	2%	3%	6%	5%	5%	1%	2%	4%
NO OPINION	179	30	29%	26%	43% *	27%	29%	32%	31%	27%	27%	35%	34%	23%	31%
NOT AWARE	145	24	23%	25%	25%	30%	27%	22%	26%	21%	28%	20%	26%	19%	24%
FAVORABLE	218	36	36%	39%	28%	32%	32%	37%	35%	41%	33%	26% *	33%	52% *	37%
UNFAVORABLE	58	10	11%	10%	4%	11%	11%	8%	8%	11%	12%	19%	7%	6%	9%
NET FAVORABLE	160	27	25%	29%	25%	22%	21%	29%	27%	29%	21%	7% *	26%	46% *	27%
FAVOR : UNFAVOR	3.7:1		3.2:1 *	4.0:1	7.7:1 *	3.0:1 *	2.9:1 *	4.4:1 *	4.3:1 *	3.6:1	2.8:1 *	1.4:1 *	4.8:1 *	8.9:1 *	4.0:1
		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%	
VERY FAVORABLE	81	14	19%	13%	12%	14%	14%	4% *	15%	6%	8%	23% *	12%	16%	12%
SOMEWHAT FAVORABLE	136	23	21%	23%	20%	20%	23%	28%	24%	15%	22%	22%	24%	27%	19%
SOMEWHAT UNFAVORABLE	39	7	5%	7%	14%	4%	5%	0%	6%	7%	9%	4%	5%	6%	7%
VERY UNFAVORABLE	19	3	5%	1%	5%	0%	5%	3%	4%	0%	4%	3%	3%	4%	3%
NO OPINION	179	30	27%	32%	27%	34%	30%	27%	31%	35%	32%	27%	30%	27%	32%
NOT AWARE	145	24	22%	23%	22%	29%	23%	38% *	20%	37% *	26%	21%	26%	21%	27%
FAVORABLE	218	36	40%	36%	32%	34%	37%	32%	40%	21% *	30%	45%	37%	42%	31%
UNFAVORABLE	58	10	10%	8%	19% *	4%	10%	3%	10%	7%	12%	7%	8%	10%	10%
NET FAVORABLE	160	27	30%	28%	13% *	29%	27%	29%	30%	14% *	18%	38% *	29%	33%	21%
FAVOR : UNFAVOR	3.7:1		3.9:1	4.4:1 *	1.7:1 *	8.0:1 *	3.6:1	10.4:1 *	3.9:1	3.0:1 *	2.4:1 *	6.7:1 *	4.5:1 *	4.4:1 *	3.2:1 *

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OPINION OF RICHARD BURR

GEOGRAPHIC

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	125 21%	70 12%	100 17%	135 22%	92 15%	77 13%
VERY FAVORABLE	81	14	13%	6%	25% *	11%	16%	9%
SOMEWHAT FAVORABLE	136	23	17%	25%	23%	24%	23%	27%
SOMEWHAT UNFAVORABLE	39	7	4%	5%	7%	13%	2%	5%
VERY UNFAVORABLE	19	3	4%	3%	4%	1%	6%	1%
NO OPINION	179	30	27%	35%	32%	29%	29%	30%
NOT AWARE	145	24	34% *	26%	9% *	23%	24%	28%
FAVORABLE	218	36	30%	31%	48% *	34%	39%	35%
UNFAVORABLE	58	10	8%	8%	11%	14%	8%	6%
NET FAVORABLE	160	27	22%	23%	38% *	20%	31%	29%
FAVOR : UNFAVOR	3.7:1		3.7:1	3.8:1	4.5:1 *	2.4:1 *	5.1:1 *	5.5:1 *

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 JANUARY 2009

OPINION OF ROY COOPER

			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%
VERY FAVORABLE	85	14	15%	14%	12%	0% *	10%	12%	18%	21%	22%	5% *	15%	20%	15%
SOMEWHAT FAVORABLE	110	18	20%	20%	7% *	16%	25%	20%	16%	13%	20%	25%	16%	12%	20%
SOMEWHAT UNFAVORABLE	8	1	1%	2%	0%	4%	2%	0%	2%	1%	0%	2%	0%	0%	3%
VERY UNFAVORABLE	6	1	1%	1%	0%	0%	3%	1%	0%	0%	5%	0%	1%	0%	2%
NO OPINION	126	21	22%	18%	27%	23%	17%	23%	19%	20%	25%	26%	21%	15%	20%
NOT AWARE	266	44	41%	45%	54% *	57% *	43%	43%	45%	45%	28% *	42%	48%	52%	41%
FAVORABLE	194	32	35%	34%	19% *	16% *	35%	32%	33%	35%	42% *	30%	30%	32%	35%
UNFAVORABLE	14	2	2%	3%	0%	4%	5%	2%	2%	1%	5%	2%	1%	0%	4%
NET FAVORABLE	180	30	32%	31%	19% *	11% *	30%	30%	31%	34%	37%	28%	30%	32%	30%
FAVOR : UNFAVOR	13.8:1		14.3:1	11.3:1 *		3.7:1 *	7.7:1 *	16.8:1 *	13.7:1 *	47.9:1 *	8.7:1 *	13.0:1	42.4:1 *		7.8:1 *

			EMPLOYMENT			HERITAGE			AFFIL.			GENDER			
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	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%
VERY FAVORABLE	85	14	15%	14%	14%	6%	19%	4% *	16%	9%	13%	18%	10%	17%	12%
SOMEWHAT FAVORABLE	110	18	12%	24%	26%	16%	12%	27%	19%	16%	19%	18%	16%	20%	17%
SOMEWHAT UNFAVORABLE	8	1	0%	2%	1%	2%	1%	3%	1%	2%	2%	1%	2%	2%	1%
VERY UNFAVORABLE	6	1	2%	0%	3%	0%	1%	3%	1%	2%	1%	1%	1%	1%	1%
NO OPINION	126	21	23%	20%	19%	22%	21%	16%	22%	19%	21%	22%	19%	19%	23%
NOT AWARE	266	44	48%	41%	36%	55% *	46%	47%	42%	52%	44%	41%	51%	41%	47%
FAVORABLE	194	32	27%	37%	40%	21% *	31%	31%	34%	25%	32%	36%	27%	37%	28%
UNFAVORABLE	14	2	2%	2%	5%	2%	2%	6%	2%	4%	3%	2%	3%	3%	2%
NET FAVORABLE	180	30	25%	36%	35%	19% *	30%	25%	33%	21%	30%	34%	23%	34%	27%
FAVOR : UNFAVOR	13.8:1		11.0:1 *	23.2:1 *	8.6:1 *	9.5:1 *	18.3:1 *	5.0:1 *	18.1:1 *	6.7:1 *	12.5:1 *	23.0:1 *	8.7:1 *	11.3:1 *	18.5:1 *

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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%
VERY FAVORABLE	85	14	10%	7%	15%	18%	21%	10%
SOMEWHAT FAVORABLE	110	18	13%	19%	18%	21%	20%	19%
SOMEWHAT UNFAVORABLE	8	1	1%	2%	1%	1%	1%	3%
VERY UNFAVORABLE	6	1	0%	1%	2%	1%	1%	0%
NO OPINION	126	21	23%	27%	25%	22%	11% *	18%
NOT AWARE	266	44	53%	43%	39%	36%	46%	50%
FAVORABLE	194	32	24%	26%	32%	39%	41%	29%
UNFAVORABLE	14	2	1%	3%	3%	3%	2%	3%
NET FAVORABLE	180	30	23%	23%	29%	36%	39% *	27%
FAVOR : UNFAVOR	13.8:1		31.6:1 *	8.5:1 *	10.7:1 *	13.8:1	18.2:1 *	11.6:1 *

NORTH CAROLINA STATEWIDE
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OPINION OF HEATH SHULER

			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%
VERY FAVORABLE	36	6	7%	4%	5%	0%	9%	6%	5%	5%	12%	2%	4%	10%	6%
SOMEWHAT FAVORABLE	65	11	11%	13%	4%	7%	10%	12%	12%	7%	2%	9%	11%	11%	11%
SOMEWHAT UNFAVORABLE	7	1	1%	1%	1%	4%	1%	1%	3%	1%	0%	1%	1%	2%	2%
VERY UNFAVORABLE	6	1	0%	2%	0%	4%	0%	1%	2%	2%	3%	1%	1%	3%	0%
NO OPINION	123	20	21%	20%	22%	16%	19%	23%	23%	16%	17%	27%	22%	17%	19%
NOT AWARE	363	61	60%	60%	67%	69%	61%	57%	56%	70%	66%	59%	61%	57%	62%
FAVORABLE	100	17	18%	17%	9%	7% *	19%	18%	17%	12%	14%	12%	15%	20%	17%
UNFAVORABLE	14	2	1%	4%	1%	8%	1%	1%	4%	2%	3%	2%	2%	5%	2%
NET FAVORABLE	87	14	17%	14%	8%	-1% *	18%	17%	12%	10%	12%	9%	14%	15%	16%
FAVOR : UNFAVOR	7.4:1		12.4:1 *	4.8:1 *	7.1:1	1:1.1 *	23.2:1 *	17.0:1 *	3.8:1 *	5.1:1 *	5.5:1 *	5.1:1 *	9.9:1 *	4.2:1 *	10.7:1 *

			EMPLOYMENT			HERITAGE				AFFIL.			GENDER		
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	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%
VERY FAVORABLE	36	6	6%	8%	6%	2%	5%	7%	7%	2%	6%	5%	9%	8%	4%
SOMEWHAT FAVORABLE	65	11	8%	11%	12%	9%	11%	6%	12%	6%	10%	11%	13%	12%	10%
SOMEWHAT UNFAVORABLE	7	1	1%	3%	0%	2%	0%	0%	1%	1%	0%	2%	2%	2%	1%
VERY UNFAVORABLE	6	1	0%	1%	0%	0%	2%	3%	1%	1%	0%	2%	1%	2%	0%
NO OPINION	123	20	22%	20%	21%	26%	20%	11% *	21%	21%	20%	22%	19%	19%	21%
NOT AWARE	363	61	62%	58%	61%	62%	62%	73% *	58%	69%	64%	59%	55%	57%	64%
FAVORABLE	100	17	14%	19%	18%	10%	16%	13%	19%	8%	15%	15%	22%	20%	14%
UNFAVORABLE	14	2	1%	3%	0%	2%	2%	3%	2%	2%	1%	4%	3%	4%	1%
NET FAVORABLE	87	14	13%	16%	18%	8%	14%	10%	16%	7%	15%	11%	19%	16%	13%
FAVOR : UNFAVOR	7.4:1		11.0:1 *	5.8:1 *		4.7:1 *	6.6:1 *	3.9:1 *	8.1:1	4.5:1 *	23.5:1 *	3.8:1 *	7.3:1	5.4:1 *	14.3:1 *

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 JANUARY 2009

OPINION OF HEATH SHULER

GEOGRAPHIC

	=====		=====					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	-----	-----	-----	-----	-----	-----	-----	-----
	600	100	125 21%	70 12%	100 17%	135 22%	92 15%	77 13%
VERY FAVORABLE	36	6	6%	23% *	4%	1%	5%	4%
SOMEWHAT FAVORABLE	65	11	11%	23% *	6%	12%	7%	8%
SOMEWHAT UNFAVORABLE	7	1	0%	5%	0%	2%	1%	0%
VERY UNFAVORABLE	6	1	3%	1%	1%	0%	0%	1%
NO OPINION	123	20	17%	29%	26%	18%	18%	18%
NOT AWARE	363	61	64%	18% *	63%	67%	69%	69%
FAVORABLE	100	17	17%	47% *	10%	13%	11%	12%
UNFAVORABLE	14	2	3%	6%	1%	2%	1%	1%
NET FAVORABLE	87	14	14%	41% *	9%	11%	10%	10%
FAVOR : UNFAVOR	7.4:1		6.5:1 *	7.7:1	10.8:1 *	5.6:1 *	10.1:1 *	8.8:1 *