NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF MARC BASNIGHT?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292	232	76	83	169	81	69	90	71	247	211	40	94
			49%	39%	13%	14%	28%	14%	12%	15%	12%	41%	35%	7%	16%
VERY FAVORABLE	22	4	5%	3%	3%	1%	3%	6%	3%	0%	10%	4%	3%	5%	4%
SOMEWHAT FAVORABLE	48	8	9%	7%	5%	14%	11%	3%	8%	4%	3%	9%	8%	10%	4%
SOMEWHAT UNFAVORABLE	27	4	4%	6%	1%	4%	4%	8%	3%	3%	5%	3%	5%	5%	7%
VERY UNFAVORABLE	15	3	1%	4%	3%	5%	1%	5%	0%	5%	0%	1%	5%	0%	1%
NO OPINION	109	18	21%	16%	15%	18%	18%	14%	19%	21%	17%	18%	15%	28% *	20%
NOT AWARE	379	63	60%	64%	72% *	57%	64%	65%	67%	66%	65%	65%	63%	53% *	63%
FAVORABLE	70	12	14%	10%	8%	16%	14%	9%	11%	4%	13%	13%	11%	15%	9%
UNFAVORABLE	42	7	6%	10%	4%	9%	5%	13%	3%	9%	5%	4%	10%	5%	8%
NET FAVORABLE	28	5	8%	0%	4%	7%	8%	-4% *	8%	-4%	7%	8%	1%	9%	0%
FAVOR : UNFAVOR	1.7:1		2.4:1 *	1.0:1 *	2.0:1 *	1.8:1	2.7:1 *	1:1.5 *	3.9:1 *	1:2.0 *	2.3:1 *	3.0:1 *	1.1:1 *	2.9:1 *	1.1:1 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347	156	58	142	87	74	130	166	32	101	199	122	138
			58%	26%	10%	24%	15%	12%	22%	28%	5%	17%	33%	20%	23%
VERY FAVORABLE	22	4	3%	5%	3%	7%	7%	3%	2%	1%	0%	2%	5%	4%	4%
SOMEWHAT FAVORABLE	48	8	9%	9%	3%	12%	9%	9%	5%	5%	3%	7%	7%	11%	8%
SOMEWHAT UNFAVORABLE	27	4	4%	4%	9%	6%	3%	4%	6%	3%	0%	5%	5%	6%	3%
VERY UNFAVORABLE	15	3	2%	3%	5%	4%	3%	1%	2%	1%	3%	0%	4%	2%	3%
NO OPINION	109	18	18%	20%	14%	23%	19%	20%	15%	16%	9% *	16%	17%	21%	22%
NOT AWARE	379	63	64%	59%	65%	48% *	58%	62%	70%	73% *	84% *	70%	62%	57%	61%
FAVORABLE	70	12	12%	14%	7%	19%	16%	12%	7%	7%	3%	9%	12%	15%	11%
UNFAVORABLE	42	7	6%	7%	14%	10%	7%	6%	8%	4%	3%	5%	9%	8%	6%
NET FAVORABLE	28	5	6%	8%	-7% *	9%	9%	7%	-1%	2%	0%	4%	3%	7%	5%
FAVOR : UNFAVOR	1.7:1		2.1:1 *	2.1:1 *	1:2.1 *	1.9:1 *	2.3:1 *	2.2:1 *	1:1.2 *	1.5:1	1:1.0 *	1.8:1	1.4:1 *	1.9:1 *	1.7:1

NORTH CAROLINA STATEWIDE
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MARCH 2009

OPINION OF MARC BASNIGHT?

			BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105	137	130	59	150	36	65	140	124	205
			18%	23%	22%	10%	25%	6%	11%	23%	21%	34%
VERY FAVORABLE	22	4	6%	3%	3%	2%	5%	8%	3%	2%	7%	3%
SOMEWHAT FAVORABLE	48	8	4%	10%	9%	6%	9%	11%	7%	7%	11%	7%
SOMEWHAT UNFAVORABLE	27	4	4%	4%	6%	4%	4%	3%	1%	6%	5%	5%
VERY UNFAVORABLE	15	3	0%	1%	6%	4%	2%	0%	0%	4%	2%	4%
NO OPINION	109	18	21%	15%	19%	11%	20%	21%	21%	15%	20%	18%
NOT AWARE	379	63	64%	67%	57%	75% *	61%	58%	67%	67%	56%	62%
FAVORABLE	70	12	11%	13%	11%	7%	13%	18%	11%	9%	17%	10%
UNFAVORABLE	42	7	4%	5%	13%	7%	6%	3%	1%	9%	7%	9%
NET FAVORABLE	28	5	6%	8%	-1%	0%	7%	16% *	9%	-1%	11%	1%
FAVOR : UNFAVOR	1.7:1		2.4:1 *	2.4:1 *	1:1.1 *	1:1.0 *	2.2:1 *	7.1:1 *	7.2:1 *	1:1.1 *	2.6:1 *	1.1:1 *

			EMPLOYMENT						INCOME					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<$25,000	25-49,999	50-74,999	75-100M	>$100,000	REFUSED
	600	100	71	176	76	41	177	45	108	131	104	60	61	118
			12%	29%	13%	7%	29%	7%	18%	22%	17%	10%	10%	20%
VERY FAVORABLE	22	4	0%	4%	5%	8%	4%	2%	3%	3%	3%	5%	10%	2%
SOMEWHAT FAVORABLE	48	8	7%	7%	8%	10%	9%	7%	5%	5%	9%	13%	15%	5%
SOMEWHAT UNFAVORABLE	27	4	10%	5%	2%	5%	4%	2%	3%	9%	5%	2%	2%	4%
VERY UNFAVORABLE	15	3	1%	1%	5%	0%	4%	0%	2%	2%	1%	2%	7%	3%
NO OPINION	109	18	18%	14%	25%	20%	20%	22%	18%	16%	20%	18%	11%	24%
NOT AWARE	379	63	64%	69%	55%	57%	59%	67%	68%	65%	62%	60%	55%	62%
FAVORABLE	70	12	7%	11%	13%	18%	13%	9%	9%	8%	12%	19%	25% *	7%
UNFAVORABLE	42	7	11%	6%	8%	5%	8%	2%	5%	11%	6%	3%	8%	8%
NET FAVORABLE	28	5	-4%	5%	5%	13%	5%	7%	4%	-3%	6%	15% *	17% *	-1%
FAVOR : UNFAVOR	1.7:1		1:1.6	1.9:1 *	1.7:1	3.4:1 *	1.7:1	4.2:1 *	1.9:1 *	1:1.4 *	2.0:1 *	5.5:1 *	3.0:1 *	1:1.2 *

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OPINION OF MARC BASNIGHT?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441	130	288	210	102	282	318	131	77	110	120	72	88
			74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%
VERY FAVORABLE	22	4	3%	4%	4%	3%	3%	4%	3%	2%	5%	1%	6%	7%	1%
SOMEWHAT FAVORABLE	48	8	10%	4%	8%	8%	8%	8%	8%	8%	8%	2%	15%	11%	4%
SOMEWHAT UNFAVORABLE	27	4	5%	4%	5%	4%	3%	5%	4%	2%	0%	4%	8%	7%	6%
VERY UNFAVORABLE	15	3	3%	0%	2%	3%	3%	4%	2%	2%	3%	1%	7%	0%	2%
NO OPINION	109	18	16%	23%	20%	15%	22%	20%	17%	14%	15%	24%	15%	24%	19%
NOT AWARE	379	63	62%	66%	61%	67%	61%	60%	66%	72%	70%	68%	50% *	51% *	68%
FAVORABLE	70	12	13%	8%	12%	11%	11%	11%	12%	10%	13%	3%	21% *	18%	5%
UNFAVORABLE	42	7	8%	4%	7%	7%	6%	9%	5%	4%	3%	5%	14%	7%	8%
NET FAVORABLE	28	5	5%	4%	5%	4%	5%	3%	6%	6%	10%	-2%	7%	11%	-3%
FAVOR : UNFAVOR	1.7:1		1.6:1	2.2:1 *	1.7:1	1.5:1 *	1.8:1 *	1.3:1 *	2.2:1 *	2.5:1 *	5.0:1 *	1:1.8	1.5:1 *	2.7:1 *	1:1.5 *

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SURVEY RESEARCH REPORT
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OPINION OF TONY RAND?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292	232	76	83	169	81	69	90	71	247	211	40	94
			49%	39%	13%	14%	28%	14%	12%	15%	12%	41%	35%	7%	16%
VERY FAVORABLE	16	3	4%	2%	1%	2%	1%	4%	1%	5%	4%	5%	1%	2%	2%
SOMEWHAT FAVORABLE	33	5	5%	6%	7%	8%	6%	4%	4%	5%	4%	6%	4%	13%	4%
SOMEWHAT UNFAVORABLE	20	3	4%	4%	0%	6%	2%	3%	1%	4%	3%	2%	4%	3%	3%
VERY UNFAVORABLE	12	2	3%	1%	1%	4%	0%	4%	0%	5%	1%	1%	4%	2%	0%
NO OPINION	136	23	26%	21%	17%	21%	21%	28%	21%	26%	22%	22%	22%	25%	26%
NOT AWARE	383	64	59%	66%	73% *	58%	70%	58%	72%	53% *	66%	64%	65%	55%	65%
FAVORABLE	49	8	8%	8%	8%	11%	7%	8%	6%	11%	8%	11%	5%	15%	6%
UNFAVORABLE	32	5	7%	5%	1%	10%	2%	7%	1%	10%	4%	3%	8%	5%	3%
NET FAVORABLE	17	3	2%	3%	7%	1%	5%	1%	4%	1%	4%	7%	-3%	10%	3%
FAVOR : UNFAVOR	1.5:1		1.3:1 *	1.5:1	5.6:1 *	1.1:1 *	3.1:1 *	1.1:1 *	4.2:1 *	1.1:1 *	1.9:1 *	3.2:1 *	1:1.7 *	3.1:1 *	1.9:1 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347	156	58	142	87	74	130	166	32	101	199	122	138
			58%	26%	10%	24%	15%	12%	22%	28%	5%	17%	33%	20%	23%
VERY FAVORABLE	16	3	2%	4%	3%	7%	3%	1%	1%	1%	0%	3%	3%	2%	3%
SOMEWHAT FAVORABLE	33	5	5%	6%	4%	8%	3%	4%	5%	5%	3%	2%	6%	5%	7%
SOMEWHAT UNFAVORABLE	20	3	3%	4%	7%	3%	2%	7%	4%	2%	0%	4%	4%	3%	1%
VERY UNFAVORABLE	12	2	2%	2%	5%	3%	1%	3%	2%	1%	0%	1%	2%	5%	1%
NO OPINION	136	23	23%	24%	14%	26%	22%	25%	23%	20%	13% *	16%	23%	27%	25%
NOT AWARE	383	64	64%	61%	67%	54% *	68%	61%	65%	70%	84% *	74% *	62%	57%	62%
FAVORABLE	49	8	8%	10%	7%	15%	7%	5%	6%	6%	3%	5%	8%	7%	11%
UNFAVORABLE	32	5	5%	6%	12%	5%	3%	9%	6%	4%	0%	5%	6%	8%	2%
NET FAVORABLE	17	3	3%	4%	-5%	10%	3%	-4%	0%	2%	3%	0%	2%	-1%	9%
FAVOR : UNFAVOR	1.5:1		1.7:1 *	1.8:1 *	1:1.8 *	2.8:1 *	2.0:1 *	1:1.8 *	1:1.1 *	1.6:1		1:1.1 *	1.3:1 *	1:1.1 *	5.0:1 *

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OPINION OF TONY RAND?

			BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105	137	130	59	150	36	65	140	124	205
			18%	23%	22%	10%	25%	6%	11%	23%	21%	34%
VERY FAVORABLE	16	3	4%	5%	1%	2%	2%	10%	3%	1%	1%	3%
SOMEWHAT FAVORABLE	33	5	4%	8%	4%	0%	7%	0%	9%	4%	6%	5%
SOMEWHAT UNFAVORABLE	20	3	4%	1%	6%	4%	3%	3%	0%	6%	4%	2%
VERY UNFAVORABLE	12	2	1%	2%	4%	2%	1%	0%	0%	1%	2%	4%
NO OPINION	136	23	20%	21%	26%	22%	23%	11% *	30%	21%	21%	24%
NOT AWARE	383	64	65%	64%	59%	71%	64%	76% *	58%	66%	66%	60%
FAVORABLE	49	8	9%	13%	5%	2%	9%	10%	12%	6%	7%	9%
UNFAVORABLE	32	5	5%	3%	10%	6%	4%	3%	0%	7%	6%	7%
NET FAVORABLE	17	3	4%	10%	-5%	-4%	5%	8%	12% *	-2%	1%	2%
FAVOR : UNFAVOR	1.5:1		1.7:1	4.5:1 *	1:2.0 *	1:3.0 *	2.4:1 *	4.0:1 *		1:1.3 *	1.2:1 *	1.3:1 *

			EMPLOYMENT						INCOME					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<$25,000	25-49,999	50-74,999	75-100M	>$100,000	REFUSED
	600	100	71	176	76	41	177	45	108	131	104	60	61	118
			12%	29%	13%	7%	29%	7%	18%	22%	17%	10%	10%	20%
VERY FAVORABLE	16	3	0%	3%	3%	3%	4%	2%	2%	4%	3%	2%	5%	3%
SOMEWHAT FAVORABLE	33	5	6%	4%	9%	5%	6%	0%	5%	6%	7%	5%	7%	5%
SOMEWHAT UNFAVORABLE	20	3	10%	2%	1%	5%	3%	2%	5%	5%	4%	2%	0%	2%
VERY UNFAVORABLE	12	2	1%	1%	6%	0%	2%	2%	1%	0%	3%	3%	5%	3%
NO OPINION	136	23	27%	19%	28%	24%	22%	27%	22%	19%	23%	24%	25%	26%
NOT AWARE	383	64	56%	71%	52% *	64%	63%	67%	65%	66%	61%	65%	58%	62%
FAVORABLE	49	8	6%	7%	12%	8%	10%	2%	6%	10%	9%	6%	12%	8%
UNFAVORABLE	32	5	11%	3%	8%	5%	5%	4%	6%	5%	7%	5%	5%	4%
NET FAVORABLE	17	3	-5%	4%	4%	3%	5%	-2%	0%	4%	2%	1%	7%	3%
FAVOR : UNFAVOR	1.5:1		1:1.9 *	2.4:1 *	1.5:1	1.7:1	1.9:1 *	1:2.0 *	1.0:1 *	1.8:1 *	1.3:1 *	1.2:1 *	2.4:1 *	1.7:1 *

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OPINION OF TONY RAND?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441	130	288	210	102	282	318	131	77	110	120	72	88
			74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%
VERY FAVORABLE	16	3	2%	4%	5%	1%	0%	3%	2%	0%	3%	3%	3%	3%	7%
SOMEWHAT FAVORABLE	33	5	5%	7%	6%	5%	5%	5%	6%	3%	1%	4%	6%	5%	13%
SOMEWHAT UNFAVORABLE	20	3	3%	4%	4%	3%	2%	3%	3%	2%	1%	6%	3%	3%	3%
VERY UNFAVORABLE	12	2	3%	1%	2%	3%	1%	2%	2%	1%	1%	3%	3%	1%	2%
NO OPINION	136	23	23%	23%	21%	23%	26%	25%	21%	23%	28%	18%	30%	14% *	21%
NOT AWARE	383	64	65%	60%	62%	65%	66%	61%	66%	71%	66%	67%	54% *	74% *	53% *
FAVORABLE	49	8	7%	12%	11%	6%	5%	8%	8%	3%	4%	6%	10%	8%	20% *
UNFAVORABLE	32	5	5%	5%	6%	6%	3%	5%	5%	3%	3%	9%	7%	4%	6%
NET FAVORABLE	17	3	2%	7%	5%	0%	2%	3%	3%	0%	1%	-3%	3%	4%	14% *
FAVOR : UNFAVOR	1.5:1		1.3:1 *	2.3:1 *	1.9:1 *	1:1.0 *	1.7:1	1.5:1	1.5:1	1:1.0 *	1.5:1	1:1.4 *	1.4:1 *	2.1:1 *	3.5:1 *

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF PHIL BERGER?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292	232	76	83	169	81	69	90	71	247	211	40	94
			49%	39%	13%	14%	28%	14%	12%	15%	12%	41%	35%	7%	16%
VERY FAVORABLE	8	1	1%	2%	0%	0%	2%	1%	2%	2%	2%	1%	2%	0%	2%
SOMEWHAT FAVORABLE	38	6	5%	8%	5%	5%	10%	2%	7%	5%	4%	7%	6%	10%	4%
SOMEWHAT UNFAVORABLE	11	2	1%	3%	1%	4%	2%	0%	3%	1%	0%	1%	3%	2%	3%
VERY UNFAVORABLE	7	1	1%	1%	1%	1%	1%	1%	0%	0%	4%	2%	1%	3%	0%
NO OPINION	130	22	28%	17%	14%	19%	15%	33% *	25%	19%	26%	23%	23%	25%	14%
NOT AWARE	406	68	63%	70%	79% *	71%	70%	62%	63%	72%	64%	67%	66%	60%	77% *
FAVORABLE	46	8	7%	9%	5%	5%	12%	4%	9%	8%	6%	8%	7%	10%	6%
UNFAVORABLE	18	3	2%	4%	2%	5%	3%	1%	3%	1%	4%	2%	3%	5%	3%
NET FAVORABLE	28	5	5%	5%	3%	0%	9%	2%	6%	7%	2%	6%	4%	5%	3%
FAVOR : UNFAVOR	2.5:1		3.3:1 *	2.2:1 *	2.2:1 *	1.1:1 *	4.2:1 *	2.8:1	3.0:1 *	7.2:1 *	1.4:1 *	3.5:1 *	2.0:1 *	2.0:1 *	2.0:1 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347	156	58	142	87	74	130	166	32	101	199	122	138
			58%	26%	10%	24%	15%	12%	22%	28%	5%	17%	33%	20%	23%
VERY FAVORABLE	8	1	1%	1%	2%	3%	1%	1%	1%	0%	0%	1%	1%	2%	2%
SOMEWHAT FAVORABLE	38	6	7%	7%	0%	7%	10%	4%	7%	4%	0%	2%	7%	7%	8%
SOMEWHAT UNFAVORABLE	11	2	2%	1%	2%	1%	1%	3%	2%	2%	0%	4%	3%	0%	0%
VERY UNFAVORABLE	7	1	1%	1%	2%	1%	0%	5%	0%	1%	0%	1%	1%	2%	1%
NO OPINION	130	22	21%	25%	14%	25%	21%	20%	25%	17%	7% *	22%	22%	23%	22%
NOT AWARE	406	68	67%	65%	81% *	62%	67%	66%	65%	76%	93% *	70%	67%	65%	66%
FAVORABLE	46	8	9%	8%	2%	10%	12%	6%	7%	4%	0%	3%	7%	10%	11%
UNFAVORABLE	18	3	3%	2%	3%	3%	1%	8%	2%	2%	0%	5%	4%	2%	1%
NET FAVORABLE	28	5	6%	6%	-1%	8%	11%	-2%	5%	2%	0%	-2%	3%	7%	10%
FAVOR : UNFAVOR	2.5:1		2.8:1	4.3:1 *	1:1.7 *	3.7:1 *	10.8:1 *	1:1.4 *	3.0:1 *	1.8:1 *		1:1.6 *	1.7:1 *	4.0:1 *	15.6:1 *

NORTH CAROLINA STATEWIDE
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OPINION OF PHIL BERGER?

			BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105	137	130	59	150	36	65	140	124	205
			18%	23%	22%	10%	25%	6%	11%	23%	21%	34%
VERY FAVORABLE	8	1	3%	0%	0%	6%	1%	5%	1%	1%	3%	0%
SOMEWHAT FAVORABLE	38	6	4%	8%	6%	4%	7%	3%	6%	8%	6%	6%
SOMEWHAT UNFAVORABLE	11	2	0%	1%	4%	0%	3%	0%	0%	2%	3%	2%
VERY UNFAVORABLE	7	1	3%	1%	2%	0%	1%	3%	3%	1%	2%	0%
NO OPINION	130	22	20%	24%	23%	22%	18%	24%	19%	17%	22%	23%
NOT AWARE	406	68	71%	66%	66%	69%	70%	66%	70%	71%	66%	69%
FAVORABLE	46	8	7%	8%	6%	9%	9%	8%	7%	9%	8%	6%
UNFAVORABLE	18	3	3%	2%	6%	0%	3%	3%	3%	3%	4%	2%
NET FAVORABLE	28	5	4%	6%	0%	9%	5%	5%	4%	6%	4%	4%
FAVOR : UNFAVOR	2.5:1		2.7:1	4.0:1 *	1.0:1 *		2.6:1	3.0:1 *	2.4:1	3.1:1 *	2.0:1 *	2.6:1

			EMPLOYMENT						INCOME					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<$25,000	25-49,999	50-74,999	75-100M	>$100,000	REFUSED
	600	100	71	176	76	41	177	45	108	131	104	60	61	118
			12%	29%	13%	7%	29%	7%	18%	22%	17%	10%	10%	20%
VERY FAVORABLE	8	1	3%	1%	0%	0%	3%	0%	2%	1%	2%	2%	0%	2%
SOMEWHAT FAVORABLE	38	6	7%	5%	5%	8%	7%	4%	6%	5%	9%	5%	0%	9%
SOMEWHAT UNFAVORABLE	11	2	1%	4%	1%	0%	1%	2%	1%	2%	4%	0%	2%	1%
VERY UNFAVORABLE	7	1	2%	1%	2%	0%	1%	2%	3%	1%	1%	2%	2%	0%
NO OPINION	130	22	15%	18%	30%	21%	19%	33% *	18%	22%	17%	18%	26%	28%
NOT AWARE	406	68	72%	71%	61%	72%	69%	58% *	70%	69%	67%	73%	70%	60%
FAVORABLE	46	8	10%	6%	5%	8%	9%	4%	8%	6%	11%	7%	0%	11%
UNFAVORABLE	18	3	3%	5%	4%	0%	2%	4%	3%	3%	5%	2%	3%	1%
NET FAVORABLE	28	5	7%	1%	1%	8%	8%	0%	5%	3%	6%	6%	-3%	10%
FAVOR : UNFAVOR	2.5:1		3.4:1 *	1.2:1 *	1.3:1 *		5.9:1 *	1:1.0 *	2.3:1 *	1.9:1 *	2.3:1 *	4.6:1 *		12.3:1 *

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SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF PHIL BERGER?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441	130	288	210	102	282	318	131	77	110	120	72	88
			74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%
VERY FAVORABLE	8	1	1%	1%	1%	2%	1%	2%	1%	1%	1%	3%	1%	1%	0%
SOMEWHAT FAVORABLE	38	6	6%	4%	7%	6%	5%	7%	5%	8%	0%	7%	6%	4%	10%
SOMEWHAT UNFAVORABLE	11	2	2%	0%	2%	2%	2%	3%	1%	0%	5%	4%	0%	1%	2%
VERY UNFAVORABLE	7	1	1%	3%	2%	1%	0%	1%	2%	0%	0%	2%	2%	4%	0%
NO OPINION	130	22	19%	27%	22%	21%	22%	22%	21%	16%	20%	25%	30%	14%	24%
NOT AWARE	406	68	70%	64%	66%	68%	70%	65%	70%	75%	74%	59%	62%	76%	64%
FAVORABLE	46	8	8%	6%	8%	7%	6%	9%	6%	9%	1%	11%	7%	5%	10%
UNFAVORABLE	18	3	3%	3%	3%	3%	2%	3%	3%	0%	5%	6%	2%	5%	2%
NET FAVORABLE	28	5	5%	3%	5%	4%	4%	6%	4%	9%	-4%	5%	5%	0%	7%
FAVOR : UNFAVOR	2.5:1		2.6:1	2.0:1 *	2.6:1	2.3:1 *	3.0:1 *	2.8:1	2.3:1 *		1:3.7 *	1.9:1 *	4.4:1 *	1:1.0 *	4.0:1 *

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
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OPINION OF JOE HACKNEY?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292	232	76	83	169	81	69	90	71	247	211	40	94
			49%	39%	13%	14%	28%	14%	12%	15%	12%	41%	35%	7%	16%
VERY FAVORABLE	14	2	3%	2%	2%	0%	3%	1%	4%	2%	3%	3%	1%	7%	3%
SOMEWHAT FAVORABLE	38	6	6%	7%	4%	7%	8%	2%	11%	3%	4%	7%	4%	17% *	3%
SOMEWHAT UNFAVORABLE	6	1	1%	2%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%
VERY UNFAVORABLE	11	2	1%	3%	1%	2%	1%	1%	2%	1%	3%	1%	3%	0%	2%
NO OPINION	128	21	26%	18%	13%	19%	19%	25%	19%	28%	19%	22%	23%	15%	20%
NOT AWARE	403	67	63%	69%	79% *	70%	69%	69%	63%	64%	70%	66%	68%	60%	70%
FAVORABLE	52	9	9%	9%	7%	7%	10%	4%	16%	5%	7%	10%	5%	24% *	6%
UNFAVORABLE	17	3	2%	4%	1%	4%	2%	3%	2%	2%	4%	2%	4%	0%	3%
NET FAVORABLE	35	6	7%	5%	5%	4%	8%	1%	14%	3%	3%	8%	1%	24% *	3%
FAVOR : UNFAVOR	3.1:1		4.4:1 *	2.1:1 *	4.6:1 *	2.1:1 *	4.7:1 *	1.4:1 *	10.0:1 *	2.4:1 *	1.6:1 *	5.3:1 *	1.1:1 *		2.0:1 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347	156	58	142	87	74	130	166	32	101	199	122	138
			58%	26%	10%	24%	15%	12%	22%	28%	5%	17%	33%	20%	23%
VERY FAVORABLE	14	2	3%	3%	0%	5%	2%	4%	1%	1%	0%	1%	1%	5%	2%
SOMEWHAT FAVORABLE	38	6	5%	9%	7%	6%	10%	4%	9%	3%	3%	8%	6%	8%	4%
SOMEWHAT UNFAVORABLE	6	1	1%	1%	3%	1%	1%	1%	1%	1%	0%	3%	0%	0%	1%
VERY UNFAVORABLE	11	2	1%	1%	7%	3%	0%	4%	1%	2%	0%	2%	3%	2%	1%
NO OPINION	128	21	22%	25%	9% *	23%	20%	23%	20%	21%	10% *	17%	22%	26%	23%
NOT AWARE	403	67	68%	62%	74%	62%	66%	63%	68%	73%	87% *	69%	67%	59%	69%
FAVORABLE	52	9	8%	12%	7%	12%	13%	8%	10%	4%	3%	9%	7%	13%	6%
UNFAVORABLE	17	3	2%	1%	10%	4%	1%	5%	2%	2%	0%	5%	3%	2%	3%
NET FAVORABLE	35	6	5%	11%	-4% *	8%	11%	3%	8%	1%	3%	4%	4%	12%	3%
FAVOR : UNFAVOR	3.1:1		3.4:1	9.5:1 *	1:1.6 *	3.2:1	10.7:1 *	1.5:1 *	4.5:1 *	1.5:1 *		1.9:1 *	2.4:1 *	8.0:1 *	2.0:1 *

NORTH CAROLINA STATEWIDE
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OPINION OF JOE HACKNEY?

			BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105	137	130	59	150	36	65	140	124	205
			18%	23%	22%	10%	25%	6%	11%	23%	21%	34%
VERY FAVORABLE	14	2	3%	3%	0%	2%	4%	5%	4%	1%	2%	2%
SOMEWHAT FAVORABLE	38	6	5%	7%	6%	0%	9%	10%	3%	4%	5%	8%
SOMEWHAT UNFAVORABLE	6	1	0%	1%	2%	0%	1%	0%	0%	1%	1%	1%
VERY UNFAVORABLE	11	2	3%	1%	5%	2%	0%	3%	1%	1%	3%	1%
NO OPINION	128	21	21%	22%	18%	20%	25%	19%	18%	22%	24%	22%
NOT AWARE	403	67	68%	66%	69%	76%	62%	63%	73%	70%	65%	64%
FAVORABLE	52	9	8%	11%	6%	2%	12%	16%	7%	6%	7%	11%
UNFAVORABLE	17	3	3%	2%	7%	2%	1%	3%	1%	3%	4%	3%
NET FAVORABLE	35	6	5%	9%	-1%	0%	12%	13%	6%	3%	3%	8%
FAVOR : UNFAVOR	3.1:1		3.0:1	5.1:1 *	1:1.2 *	1:1.0 *	19.9:1 *	6.0:1 *	5.1:1 *	2.0:1 *	1.7:1 *	3.7:1 *

			EMPLOYMENT						INCOME					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<$25,000	25-49,999	50-74,999	75-100M	>$100,000	REFUSED
	600	100	71	176	76	41	177	45	108	131	104	60	61	118
			12%	29%	13%	7%	29%	7%	18%	22%	17%	10%	10%	20%
VERY FAVORABLE	14	2	0%	2%	5%	0%	4%	2%	1%	4%	1%	4%	3%	3%
SOMEWHAT FAVORABLE	38	6	8%	6%	6%	10%	5%	4%	3%	8%	9%	5%	7%	5%
SOMEWHAT UNFAVORABLE	6	1	3%	1%	0%	2%	1%	0%	1%	1%	1%	0%	0%	1%
VERY UNFAVORABLE	11	2	2%	1%	4%	0%	2%	2%	1%	2%	3%	3%	3%	1%
NO OPINION	128	21	24%	19%	28%	18%	20%	27%	24%	19%	19%	13%	28%	24%
NOT AWARE	403	67	63%	72%	57% *	69%	68%	64%	70%	67%	67%	75%	58%	66%
FAVORABLE	52	9	8%	8%	11%	10%	9%	6%	4%	11%	10%	9%	10%	8%
UNFAVORABLE	17	3	4%	2%	4%	2%	3%	2%	2%	3%	4%	3%	3%	2%
NET FAVORABLE	35	6	4%	6%	7%	8%	5%	4%	3%	8%	7%	5%	6%	7%
FAVOR : UNFAVOR	3.1:1		1.9:1 *	4.4:1 *	3.0:1	4.5:1 *	2.5:1 *	3.0:1	2.5:1 *	3.7:1 *	2.8:1 *	2.5:1 *	2.8:1 *	4.7:1 *

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OPINION OF JOE HACKNEY?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441	130	288	210	102	282	318	131	77	110	120	72	88
			74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%
VERY FAVORABLE	14	2	3%	1%	4%	1%	3%	4%	1%	1%	3%	2%	6%	1%	1%
SOMEWHAT FAVORABLE	38	6	6%	7%	7%	4%	10%	6%	7%	4%	1%	6%	9%	2%	15%
SOMEWHAT UNFAVORABLE	6	1	1%	1%	2%	0%	1%	1%	1%	2%	0%	1%	0%	1%	1%
VERY UNFAVORABLE	11	2	2%	2%	1%	3%	2%	2%	2%	0%	0%	3%	4%	3%	1%
NO OPINION	128	21	19%	30% *	21%	23%	17%	23%	20%	20%	20%	23%	25%	13%	24%
NOT AWARE	403	67	70%	57% *	65%	69%	67%	64%	70%	73%	76%	65%	55% *	80% *	58%
FAVORABLE	52	9	9%	9%	10%	5%	13%	10%	8%	5%	4%	8%	15%	3%	16%
UNFAVORABLE	17	3	3%	4%	3%	3%	3%	4%	2%	2%	0%	4%	4%	4%	2%
NET FAVORABLE	35	6	6%	5%	7%	2%	10%	6%	6%	3%	4%	4%	11%	-1%	13%
FAVOR : UNFAVOR	3.1:1		3.1:1	2.4:1 *	3.4:1 *	1.8:1 *	4.3:1 *	2.7:1 *	3.6:1 *	2.2:1 *		2.2:1 *	3.4:1 *	1:1.4 *	6.8:1 *

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF PAUL STAM?

			DIRECTION			ISSUE CONCERN						STATE LEG.			
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292	232	76	83	169	81	69	90	71	247	211	40	94
			49%	39%	13%	14%	28%	14%	12%	15%	12%	41%	35%	7%	16%
VERY FAVORABLE	14	2	2%	4%	1%	2%	1%	5%	0%	3%	4%	2%	3%	0%	2%
SOMEWHAT FAVORABLE	21	4	4%	3%	4%	5%	3%	4%	0%	6%	4%	4%	4%	9%	1%
SOMEWHAT UNFAVORABLE	12	2	2%	2%	1%	1%	1%	0%	4%	3%	4%	2%	1%	2%	3%
VERY UNFAVORABLE	5	1	1%	1%	0%	0%	1%	3%	0%	0%	3%	0%	1%	0%	2%
NO OPINION	96	16	19%	12%	16%	15%	17%	16%	13%	18%	12%	17%	14%	22%	15%
NOT AWARE	452	75	72%	78%	78%	77%	78%	72%	83%	69%	73%	75%	76%	66% *	77%
FAVORABLE	36	6	5%	7%	5%	7%	4%	9%	0%	10%	8%	5%	7%	9%	3%
UNFAVORABLE	17	3	3%	3%	1%	1%	1%	3%	4%	3%	7%	3%	2%	2%	5%
NET FAVORABLE	19	3	2%	4%	4%	6%	3%	7%	-4%	7%	1%	3%	5%	7%	-2%
FAVOR : UNFAVOR	2.1:1		1.6:1 *	2.6:1 *	4.3:1 *	5.4:1 *	3.6:1 *	3.6:1 *		3.1:1 *	1.2:1 *	2.0:1	3.6:1 *	4.1:1 *	1:1.6 *

			NEWS SOURCE			EDITORIAL					AGE GROUP				
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347	156	58	142	87	74	130	166	32	101	199	122	138
			58%	26%	10%	24%	15%	12%	22%	28%	5%	17%	33%	20%	23%
VERY FAVORABLE	14	2	3%	1%	4%	4%	2%	0%	3%	1%	3%	2%	1%	4%	2%
SOMEWHAT FAVORABLE	21	4	4%	4%	5%	5%	4%	7%	2%	2%	0%	4%	5%	4%	2%
SOMEWHAT UNFAVORABLE	12	2	2%	1%	5%	1%	1%	5%	2%	2%	0%	3%	3%	2%	0%
VERY UNFAVORABLE	5	1	0%	1%	5%	0%	0%	1%	2%	1%	3%	1%	1%	1%	0%
NO OPINION	96	16	15%	19%	10%	22%	13%	16%	13%	16%	9%	13%	17%	16%	18%
NOT AWARE	452	75	76%	74%	71%	68%	80%	71%	78%	79%	84% *	78%	74%	73%	77%
FAVORABLE	36	6	6%	5%	8%	9%	7%	7%	5%	3%	3%	6%	6%	8%	4%
UNFAVORABLE	17	3	2%	2%	10%	1%	1%	7%	4%	3%	3%	4%	4%	3%	0%
NET FAVORABLE	19	3	4%	3%	-2%	9%	5%	0%	1%	0%	0%	2%	2%	5%	4%
FAVOR : UNFAVOR	2.1:1		2.7:1 *	2.9:1 *	1:1.2 *	14.1:1 *	6.1:1 *	1:1.0 *	1.4:1 *	1.0:1 *	1:1.2 *	1.5:1 *	1.4:1 *	2.5:1 *	

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OPINION OF PAUL STAM?

			BEH. VOTING					PHILOSOPHY				
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	105	137	130	59	150	36	65	140	124	205
			18%	23%	22%	10%	25%	6%	11%	23%	21%	34%
VERY FAVORABLE	14	2	3%	1%	2%	6%	3%	5%	1%	1%	3%	2%
SOMEWHAT FAVORABLE	21	4	1%	4%	5%	2%	4%	5%	5%	4%	3%	3%
SOMEWHAT UNFAVORABLE	12	2	3%	2%	2%	2%	2%	0%	6%	2%	1%	2%
VERY UNFAVORABLE	5	1	1%	0%	2%	2%	1%	0%	1%	0%	2%	1%
NO OPINION	96	16	19%	19%	11%	13%	16%	8%	21%	15%	18%	17%
NOT AWARE	452	75	74%	74%	78%	76%	74%	82%	66% *	78%	73%	75%
FAVORABLE	36	6	4%	6%	7%	7%	7%	10%	6%	5%	7%	5%
UNFAVORABLE	17	3	4%	2%	3%	4%	3%	0%	7%	2%	3%	3%
NET FAVORABLE	19	3	0%	3%	4%	4%	4%	10%	-1%	3%	4%	2%
FAVOR : UNFAVOR	2.1:1		1:1.0 *	2.7:1 *	2.2:1	2.1:1	2.7:1 *		1:1.2 *	2.4:1 *	2.5:1 *	1.8:1 *

			EMPLOYMENT						INCOME					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<$25,000	25-49,999	50-74,999	75-100M	>$100,000	REFUSED
	600	100	71	176	76	41	177	45	108	131	104	60	61	118
			12%	29%	13%	7%	29%	7%	18%	22%	17%	10%	10%	20%
VERY FAVORABLE	14	2	7%	2%	3%	0%	2%	0%	2%	1%	3%	2%	2%	5%
SOMEWHAT FAVORABLE	21	4	3%	3%	7%	0%	4%	4%	3%	2%	2%	7%	6%	5%
SOMEWHAT UNFAVORABLE	12	2	5%	1%	1%	0%	1%	6%	1%	3%	2%	2%	3%	2%
VERY UNFAVORABLE	5	1	1%	1%	3%	0%	0%	0%	1%	1%	2%	2%	0%	0%
NO OPINION	96	16	14%	14%	23%	12%	15%	25%	17%	16%	15%	10%	11%	20%
NOT AWARE	452	75	69%	80%	62% *	88% *	79%	65% *	76%	78%	76%	79%	77%	68%
FAVORABLE	36	6	10%	4%	10%	0%	6%	4%	5%	2%	5%	8%	8%	10%
UNFAVORABLE	17	3	7%	2%	4%	0%	1%	6%	2%	4%	4%	3%	3%	2%
NET FAVORABLE	19	3	3%	3%	7%	0%	6%	-2%	3%	-1%	1%	5%	5%	9%
FAVOR : UNFAVOR	2.1:1		1.4:1 *	2.5:1 *	2.7:1 *		11.7:1 *	1:1.5 *	2.8:1 *	1:1.7 *	1.3:1 *	2.5:1 *	2.6:1 *	6.0:1 *

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2009

OPINION OF PAUL STAM?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441	130	288	210	102	282	318	131	77	110	120	72	88
			74%	22%	48%	35%	17%	47%	53%	22%	13%	18%	20%	12%	15%
VERY FAVORABLE	14	2	2%	3%	2%	3%	1%	4%	1%	1%	1%	3%	7%	0%	0%
SOMEWHAT FAVORABLE	21	4	4%	3%	5%	2%	3%	4%	3%	3%	2%	1%	6%	3%	7%
SOMEWHAT UNFAVORABLE	12	2	2%	1%	3%	2%	0%	2%	2%	2%	1%	2%	2%	3%	2%
VERY UNFAVORABLE	5	1	1%	1%	0%	1%	3%	0%	1%	1%	1%	1%	1%	0%	1%
NO OPINION	96	16	13%	23%	19%	13%	15%	17%	15%	16%	13%	17%	21%	14%	12%
NOT AWARE	452	75	77%	70%	71%	80%	78%	73%	78%	78%	80%	76%	64% *	80%	78%
FAVORABLE	36	6	6%	6%	7%	5%	4%	7%	5%	4%	4%	4%	12%	3%	7%
UNFAVORABLE	17	3	3%	1%	3%	2%	3%	2%	3%	2%	3%	3%	3%	3%	3%
NET FAVORABLE	19	3	3%	4%	4%	3%	1%	5%	1%	2%	1%	2%	9%	0%	3%
FAVOR : UNFAVOR	2.1:1		1.9:1 *	4.0:1 *	2.2:1	2.5:1 *	1.3:1 *	3.1:1 *	1.5:1 *	1.7:1 *	1.5:1 *	1.6:1 *	4.0:1 *	1:1.0 *	2.0:1