NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
FEBRUARY 2010

DO YOU FEEL THINGS IN NORTH CAROLINA ARE GENERALLY HEADED IN THE RIGHT DIRECTION OR HAVE GOTTEN OFF ON THE WRONG TRACK?

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	352	193	54	282	202	110
			59%	32%	9%	47%	34%	18%
RIGHT DIRECTION	170	28	30%	26%	25%	36%	20%	23%
WRONG TRACK	341	57	54%	63%	56%	47% *	65%	68% *
NOT SURE	88	15	16%	11%	19%	17%	15%	8%
NET RIGHT DIRECTION	-171	-28	-24%	-37%	-31%	-10% *	-45% *	-45% *
RIGHT : WRONG	1:2.0		1:1.8 *	1:2.4 *	1:2.2 *	1:1.3 *	1:3.3 *	1:3.0 *

			AGE				PHILOSOPHY				
	N	%	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	127	190	121	138	62	83	129	132	172
			21%	32%	20%	23%	10%	14%	22%	22%	29%
RIGHT DIRECTION	170	28	24%	25%	32%	31%	44% *	39% *	23%	21%	27%
WRONG TRACK	341	57	55%	64%	58%	51%	37% *	52%	62%	63%	59%
NOT SURE	88	15	21%	10%	10%	18%	20%	9%	14%	16%	15%
NET RIGHT DIRECTION	-171	-28	-32%	-39% *	-25%	-19% *	7% *	-13% *	-39% *	-41% *	-32%
RIGHT : WRONG	1:2.0		1:2.3 *	1:2.6 *	1:1.8 *	1:1.6 *	1.2:1 *	1:1.3 *	1:2.7 *	1:2.9 *	1:2.2

			EMPLOYMENT					
	N	%	SELF EMPLOYED	PRIVATE COMPANY	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY
	600	100	60	185	64	31	198	48
			10%	31%	11%	5%	33%	8%
RIGHT DIRECTION	170	28	28%	27%	19% *	30%	34%	21%
WRONG TRACK	341	57	51%	63%	68% *	59%	50%	60%
NOT SURE	88	15	20%	10%	13%	11%	16%	19%
NET RIGHT DIRECTION	-171	-28	-23%	-36%	-50% *	-29%	-16% *	-39% *
RIGHT : WRONG	1:2.0		1:1.8 *	1:2.4 *	1:3.7 *	1:2.0	1:1.5 *	1:2.9 *

			HERITAGE		GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE	704/980 CHARLOTT	828 WESTERN	336 PIED TRI	919 TRIANGLE	252 NE	910 SE
	600	100	488	110	275	325	175	92	92	104	54	84
			81%	18%	46%	54%	29%	15%	15%	17%	9%	14%
RIGHT DIRECTION	170	28	25%	46% *	28%	28%	27%	24%	27%	30%	41% *	27%
WRONG TRACK	341	57	61%	37% *	59%	55%	56%	58%	61%	58%	41% *	61%
NOT SURE	88	15	14%	17%	13%	16%	17%	18%	12%	12%	18%	12%
NET RIGHT DIRECTION	-171	-28	-37%	9% *	-30%	-27%	-29%	-34%	-35%	-27%	0% *	-34%
RIGHT : WRONG	1:2.0		1:2.5 *	1.2:1 *	1:2.1	1:2.0	1:2.1	1:2.4 *	1:2.3 *	1:1.9	1.0:1 *	1:2.3 *