NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2010

HOW LONG DO YOU BELIEVE IT IS GOING TO TAKE FOR THE ECONOMY TO IMPROVE AND THE RECESSION TO END:

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	347	179	66	285	204	111
			58%	30%	11%	48%	34%	18%
LESS THAN A YEAR	27	4	4%	4%	6%	4%	5%	5%
1-2 YEARS	151	25	25%	27%	24%	29%	19%	26%
3-4 YEARS	179	30	33%	26%	27%	29%	32%	27%
5 YEARS OR LONGER	186	31	30%	32%	36%	28%	34%	33%
NOT SURE	57	10	9%	11%	6%	10%	9%	9%

			AGE					EMPLOYMENT				
	N	%	18-25	26-40	41-55	56-65	66+	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	29	100	182	123	165	61	197	57	204	51
			5%	17%	30%	20%	28%	10%	33%	10%	34%	8%
LESS THAN A YEAR	27	4	0%	7%	7%	3%	2%	2%	5%	9%	4%	2%
1-2 YEARS	151	25	21%	19%	32%	28%	19%	16%	28%	37% *	21%	33%
3-4 YEARS	179	30	41% *	39% *	30%	28%	24%	36%	36%	21%	24%	29%
5 YEARS OR LONGER	186	31	31%	29%	26%	29%	39%	41% *	25%	25%	37%	25%
NOT SURE	57	10	7%	6%	5%	12%	15%	5%	6%	9%	14%	10%

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HOW LONG DO YOU BELIEVE IT IS GOING TO TAKE FOR THE ECONOMY
TO IMPROVE AND THE RECESSION TO END:

			BEH. VOTING					HERITAGE		GENDER	
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	INDEPEND.	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE
	600	100	102	101	142	47	186	470	103	285	315
			17%	17%	24%	8%	31%	78%	17%	48%	52%
LESS THAN A YEAR	27	4	7%	3%	6%	6%	3%	5%	3%	5%	4%
1-2 YEARS	151	25	33%	28%	23%	23%	22%	25%	28%	26%	25%
3-4 YEARS	179	30	24%	41% *	36%	17% *	26%	28%	38%	34%	26%
5 YEARS OR LONGER	186	31	25%	26%	28%	43% *	36%	33%	21% *	28%	33%
NOT SURE	57	10	12%	3%	8%	11%	13%	10%	10%	7%	12%

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	136	77	120	129	58	80
			23%	13%	20%	22%	10%	13%
LESS THAN A YEAR	27	4	4%	3%	6%	4%	5%	5%
1-2 YEARS	151	25	25%	27%	23%	29%	19%	25%
3-4 YEARS	179	30	32%	27%	26%	33%	31%	29%
5 YEARS OR LONGER	186	31	30%	30%	36%	28%	31%	31%
NOT SURE	57	10	8%	13%	9%	7%	14%	10%

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IN ORDER TO CREATE JOBS AND STIMULATE THE ECONOMY IS IT MORE IMPORTANT TO CUT TAXES OR INCREASE GOVERNMENT SPENDING:

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	347	179	66	285	204	111
			58%	30%	11%	48%	34%	18%
STRONGLY CUT TAXES	166	28	28%	24%	33%	25%	34%	22%
CUT TAXES	240	40	38%	48%	32%	38%	43%	40%
INCREASE SPENDING	52	9	9%	8%	9%	11%	4%	11%
STRONGLY INCREASE SPEND	26	4	5%	4%	3%	5%	3%	5%
NOT SURE	116	19	20%	16%	23%	21%	15%	23%
CUT TAXES	406	68	66%	72%	65%	63%	77% *	61%
INC. SPENDING	78	13	14%	12%	12%	16%	7%	15%
NET CUT TAXES	328	55	52%	60%	53%	47%	70% *	46%
CUT : SPEND	5.2:1		4.9:1	5.9:1 *	5.4:1	3.9:1 *	10.5:1 *	4.0:1 *

			AGE					EMPLOYMENT				
	N	%	18-25	26-40	41-55	56-65	66+	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	29	100	182	123	165	61	197	57	204	51
			5%	17%	30%	20%	28%	10%	33%	10%	34%	8%
STRONGLY CUT TAXES	166	28	17% *	22%	29%	34%	26%	25%	32%	19%	28%	14% *
CUT TAXES	240	40	45%	41%	42%	37%	38%	46%	36%	53% *	38%	47%
INCREASE SPENDING	52	9	7%	9%	10%	7%	9%	10%	7%	7%	9%	12%
STRONGLY INCREASE SPEND	26	4	10%	6%	3%	4%	4%	5%	5%	2%	4%	6%
NOT SURE	116	19	21%	22%	16%	18%	22%	15%	19%	19%	21%	22%
CUT TAXES	406	68	62%	63%	71%	72%	64%	70%	69%	72%	66%	61%
INC. SPENDING	78	13	17%	15%	13%	11%	13%	15%	12%	9%	13%	18%
NET CUT TAXES	328	55	45% *	48%	59%	61%	51%	56%	56%	63%	52%	43% *
CUT : SPEND	5.2:1		3.6:1 *	4.2:1 *	5.7:1	6.8:1 *	4.8:1	4.8:1	5.6:1	8.2:1 *	5.0:1	3.4:1 *

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			BEH. VOTING					HERITAGE		GENDER	
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	INDEPEND.	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE
	600	100	102	101	142	47	186	470	103	285	315
			17%	17%	24%	8%	31%	78%	17%	48%	52%
STRONGLY CUT TAXES	166	28	25%	18% *	37% *	32%	26%	27%	25%	31%	25%
CUT TAXES	240	40	32%	34%	49%	45%	41%	42%	35%	35%	44%
INCREASE SPENDING	52	9	13%	16%	4%	4%	6%	9%	12%	10%	7%
STRONGLY INCREASE SPEND	26	4	3%	12%	1%	6%	4%	4%	4%	5%	4%
NOT SURE	116	19	26%	21%	9% *	13%	23%	18%	24%	19%	19%
CUT TAXES	406	68	58% *	51% *	86% *	77%	67%	69%	60%	66%	70%
INC. SPENDING	78	13	16%	28% *	5%	11%	10%	13%	16%	15%	11%
NET CUT TAXES	328	55	42% *	24% *	81% *	66% *	58%	56%	45% *	51%	58%
CUT : SPEND	5.2:1		3.7:1 *	1.9:1 *	17.4:1 *	7.2:1 *	6.9:1 *	5.3:1	3.9:1 *	4.3:1 *	6.3:1 *

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	136	77	120	129	58	80
			23%	13%	20%	22%	10%	13%
STRONGLY CUT TAXES	166	28	26%	25%	31%	27%	28%	29%
CUT TAXES	240	40	35%	32%	43%	45%	34%	46%
INCREASE SPENDING	52	9	7%	19% *	8%	10%	3%	5%
STRONGLY INCREASE SPEND	26	4	4%	5%	2%	3%	12%	4%
NOT SURE	116	19	28%	18%	16%	15%	22%	16%
CUT TAXES	406	68	62%	57% *	74%	72%	62%	75%
INC. SPENDING	78	13	10%	25% *	10%	13%	16%	9%
NET CUT TAXES	328	55	51%	32% *	64% *	59%	47%	66% *
CUT : SPEND	5.2:1		6.0:1 *	2.3:1 *	7.4:1 *	5.5:1	4.0:1 *	8.6:1 *

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DO YOU AGREE WITH THE PROPOSAL THAT WOULD PROVIDE TAX INCENTIVES TO SMALL BUSINESSES TO HIRE NEW WORKERS OR SHOULD TAX CUTS BE GIVEN TO ALL SMALL BUSSINESSES IN THE STATE?

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	347	179	66	285	204	111
			58%	30%	11%	48%	34%	18%
HIRE NEW WORKERS	205	34	33%	39%	29%	37%	29%	36%
ALL SMALL BUSINESSES	319	53	54%	50%	55%	48%	60%	53%
NOT SURE	76	13	12%	11%	17%	15%	11%	11%
NET ALL BUSINESS	114	19	21%	12%	26%	11%	31% *	17%
ALL : HIRE NEW	1.6:1		1.6:1	1.3:1 *	1.9:1 *	1.3:1 *	2.1:1 *	1.5:1

			AGE					EMPLOYMENT				
	N	%	18-25	26-40	41-55	56-65	66+	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	29	100	182	123	165	61	197	57	204	51
			5%	17%	30%	20%	28%	10%	33%	10%	34%	8%
HIRE NEW WORKERS	205	34	34%	37%	39%	28%	32%	23% *	39%	33%	34%	39%
ALL SMALL BUSINESSES	319	53	59%	54%	49%	61%	50%	69% *	53%	47%	50%	49%
NOT SURE	76	13	7%	9%	12%	11%	18%	8%	8%	19%	16%	12%
NET ALL BUSINESS	114	19	24%	17%	10% *	33% *	19%	46% *	14%	14%	17%	10% *
ALL : HIRE NEW	1.6:1		1.7:1	1.5:1	1.3:1 *	2.1:1 *	1.6:1	3.0:1 *	1.4:1 *	1.4:1 *	1.5:1	1.3:1 *

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DO YOU AGREE WITH THE PROPOSAL THAT WOULD PROVIDE TAX INCENTIVES TO SMALL BUSINESSES TO HIRE NEW WORKERS OR SHOULD TAX CUTS BE GIVEN TO ALL SMALL BUSSINESSES IN THE STATE?

			BEH. VOTING					HERITAGE		GENDER	
	N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	INDEPEND.	CAUCASIAN	AFRICAN AMERICAN	MALE	FEMALE
	600	100	102	101	142	47	186	470	103	285	315
			17%	17%	24%	8%	31%	78%	17%	48%	52%
HIRE NEW WORKERS	205	34	43%	49% *	31%	26%	27%	34%	36%	34%	35%
ALL SMALL BUSINESSES	319	53	45%	38% *	61%	57%	59%	53%	54%	57%	50%
NOT SURE	76	13	12%	14%	8%	17%	13%	13%	10%	9%	16%
NET ALL BUSINESS	114	19	2% *	-11% *	30% *	32% *	32% *	19%	18%	23%	15%
ALL : HIRE NEW	1.6:1		1.0:1 *	1:1.3 *	2.0:1 *	2.3:1 *	2.2:1 *	1.6:1	1.5:1	1.7:1	1.4:1

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	136	77	120	129	58	80
			23%	13%	20%	22%	10%	13%
HIRE NEW WORKERS	205	34	36%	34%	36%	36%	34%	26%
ALL SMALL BUSINESSES	319	53	46%	49%	55%	57%	55%	60%
NOT SURE	76	13	18%	17%	9%	8%	10%	14%
NET ALL BUSINESS	114	19	10% *	16%	19%	21%	21%	34% *
ALL : HIRE NEW	1.6:1		1.3:1 *	1.5:1	1.5:1	1.6:1	1.6:1	2.3:1 *