NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
JULY 2010

BANNING JUICE BOXES IN DAY CARE CENTERS BECAUSE IT IS ARGUED
THAT IT CONTRIBUTES TO CHILDHOOD OBESITY?

			VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	597	100	380	155	62
			64%	26%	10%
STRONGLY SUPPORT	88	15	16%	15%	8%
SOMEWHAT SUPPORT	77	13	11%	18%	11%
SOMEWHAT OPPOSE	131	22	19%	27%	31% *
STRONGLY OPPOSE	238	40	44%	33%	33%
NOT SURE	63	11	11%	7%	17%

			POL. BELIEFS					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
	597	100	65	62	129	145	177	77	174	69	198	46
			11%	10%	22%	24%	30%	13%	29%	12%	33%	8%
STRONGLY SUPPORT	88	15	35% *	6%	7%	17%	14%	16%	14%	14%	14%	14%
SOMEWHAT SUPPORT	77	13	12%	21%	15%	8%	15%	12%	16%	8%	13%	13%
SOMEWHAT OPPOSE	131	22	6% *	29%	31%	14%	26%	19%	26%	28%	19%	20%
STRONGLY OPPOSE	238	40	40%	33%	36%	49% *	33%	47%	39%	40%	36%	39%
NOT SURE	63	11	7%	11%	11%	12%	12%	6%	4%	10%	17%	15%

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			ETHNICITY		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	597	100	458	95	125	67	117	135	70	84
			77%	16%	21%	11%	20%	23%	12%	14%
STRONGLY SUPPORT	88	15	14%	12%	13%	19%	19%	14%	8%	15%
SOMEWHAT SUPPORT	77	13	13%	14%	10%	14%	11%	13%	21%	13%
SOMEWHAT OPPOSE	131	22	22%	26%	16%	19%	21%	28%	24%	24%
STRONGLY OPPOSE	238	40	41%	38%	48%	35%	40%	36%	35%	41%
NOT SURE	63	11	11%	11%	14%	13%	8%	9%	13%	7%

			AGE				AFFIL.			GENDER	
	N	%	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE
	597	100	108	165	142	158	263	196	138	277	320
			18%	28%	24%	26%	44%	33%	23%	46%	54%
STRONGLY SUPPORT	88	15	13%	14%	16%	15%	16%	14%	14%	16%	14%
SOMEWHAT SUPPORT	77	13	12%	14%	14%	12%	13%	12%	14%	10%	15%
SOMEWHAT OPPOSE	131	22	28%	25%	21%	17%	21%	23%	22%	22%	22%
STRONGLY OPPOSE	238	40	43%	39%	39%	37%	38%	42%	41%	42%	38%
NOT SURE	63	11	3%	8%	10%	20% *	12%	9%	9%	10%	11%

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BANNING WHOLE MILK OR CHOCOLATE MILK FROM BEING
SERVED IN DAY CARE CENTERS?

			VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	598	100	378	158	62
			63%	26%	10%
STRONGLY SUPPORT	67	11	12%	11%	7%
SOMEWHAT SUPPORT	55	9	8%	12%	8%
SOMEWHAT OPPOSE	132	22	19%	28%	25%
STRONGLY OPPOSE	310	52	55%	44%	55%
NOT SURE	35	6	7%	4%	5%

			POL. BELIEFS					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	RETIRED	UNEMPLOY.
	598	100	65	63	131	145	175	78	174	69	197	47
			11%	11%	22%	24%	29%	13%	29%	12%	33%	8%
STRONGLY SUPPORT	67	11	33% *	9%	6%	12%	7%	15%	10%	7%	11%	15%
SOMEWHAT SUPPORT	55	9	11%	18%	4%	8%	11%	7%	12%	8%	9%	9%
SOMEWHAT OPPOSE	132	22	6% *	30%	29%	13% *	28%	16%	23%	22%	23%	26%
STRONGLY OPPOSE	310	52	45%	39% *	56%	61% *	46%	55%	51%	58%	49%	49%
NOT SURE	35	6	5%	4%	4%	6%	8%	6%	4%	6%	9%	2%

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			ETHNICITY		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	598	100	459	95	125	67	117	135	71	84
			77%	16%	21%	11%	19%	23%	12%	14%
STRONGLY SUPPORT	67	11	9%	13%	10%	13%	13%	9%	7%	16%
SOMEWHAT SUPPORT	55	9	9%	10%	9%	9%	4%	7%	19% *	11%
SOMEWHAT OPPOSE	132	22	22%	24%	20%	16%	21%	25%	24%	24%
STRONGLY OPPOSE	310	52	53%	49%	56%	52%	55%	55%	40% *	45%
NOT SURE	35	6	6%	5%	6%	9%	6%	3%	10%	4%

			AGE				AFFIL.			GENDER	
	N	%	26-40	41-55	56-65	66+	DEM	REP	UNAFFIL	MALE	FEMALE
	598	100	108	166	143	156	263	198	137	278	320
			18%	28%	24%	26%	44%	33%	23%	46%	54%
STRONGLY SUPPORT	67	11	11%	11%	13%	11%	13%	12%	6%	11%	11%
SOMEWHAT SUPPORT	55	9	11%	10%	11%	6%	8%	8%	12%	9%	9%
SOMEWHAT OPPOSE	132	22	24%	24%	23%	18%	21%	22%	24%	22%	22%
STRONGLY OPPOSE	310	52	49%	50%	51%	55%	51%	54%	50%	51%	53%
NOT SURE	35	6	5%	6%	2%	10%	7%	4%	8%	7%	5%