NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MAY 2009

IN ORDER TO CREATE JOBS, IS IT BETTER TO GIVE TARGETED TAX BREAKS AND CASH INCENTIVES TO A FEW LARGE COMPANIES OR GIVE ACROSS-THE-BOARD TAX CUTS TO ALL SMALL AND MEDIUM SIZED COMPANIES?

			DIRECTION			ISSUE/PROBLEM							LEG. VOTE			
	N	%	RIGHT	WRONG	NOT SURE	ECON/JOBS	TAXES SPENDING	PUBLIC EDUCATION	HEALTH CARE COST	CORRUPT. MISMANAGE	ILLEGAL IMMIGRAT.	NOT SURE	DEM	REP	NEITHER	NOT SURE
	600	100	254	285	60	284	85	68	38	47	38	23	237	219	26	116
			42%	48%	10%	47%	14%	11%	6%	8%	6%	4%	40%	36%	4%	19%
TAX BREAKS/LARGE COMPAN	42	7	7%	6%	10%	4%	9%	15%	16%	6%	3%	4%	4%	11%	15%	4%
TAX CUTS/SMALL/MEDIUM C	523	87	89%	87%	82%	92%	80%	82%	79%	87%	89%	83%	90%	87%	69% *	86%
NOT SURE	35	6	4%	7%	8%	5%	11%	3%	5%	6%	8%	13%	6%	3%	15% *	9%
NET TAX CUTS	481	80	81%	81%	72%	88%	71% *	68% *	63% *	81%	87%	78%	86%	76%	54% *	82%
TAX CUTS : TAX BREAKS	12.5:1		11.9:1	14.5:1 *	8.2:1 *	26.1:1 *	8.5:1 *	5.6:1 *	5.0:1 *	13.7:1	34.0:1 *	19.0:1 *	21.3:1 *	8.3:1 *	4.5:1 *	20.0:1 *

			RE-REGISTER			ABORTION			AGE					BEHAVIORAL VOTING				
	N	%	REP	DEM	UNAFFIL.	ALWAYS LEGAL	CERTAIN CIRCUM.	NEVERL LEGAL	18-25	26-40	41-55	56-65	66+	ALWAYS DEMOCRAT	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER
	600	100	195	247	127	173	281	123	30	118	197	130	124	129	115	137	55	147
			32%	41%	21%	29%	47%	20%	5%	20%	33%	22%	21%	22%	19%	23%	9%	24%
TAX BREAKS/LARGE COMPAN	42	7	9%	6%	6%	7%	7%	7%	7%	5%	9%	9%	3%	7%	4%	9%	11%	5%
TAX CUTS/SMALL/MEDIUM C	523	87	88%	89%	83%	89%	88%	87%	87%	92%	85%	83%	90%	85%	90%	87%	87%	90%
NOT SURE	35	6	3%	5%	11%	4%	6%	6%	7%	3%	6%	8%	6%	8%	5%	4%	2%	5%
NET TAX CUTS	481	80	79%	83%	78%	82%	81%	80%	80%	86%	76%	74%	87%	78%	86%	77%	76%	86%
TAX CUTS : TAX BREAKS	12.5:1		10.1:1 *	14.7:1 *	15.1:1 *	12.8:1	12.9:1	11.9:1	13.0:1	18.0:1 *	9.3:1 *	9.0:1 *	28.0:1 *	12.2:1	20.8:1 *	9.2:1 *	8.0:1 *	19.0:1 *

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			PHILOSOPHY					EMPLOYMENT							HERITAGE		AFFIL.		
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERNMNT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.
	600	100	49	100	148	106	186	72	231	68	43	148	36	455	127	281	220	99
			8%	17%	25%	18%	31%	12%	38%	11%	7%	25%	6%	76%	21%	47%	37%	16%
TAX BREAKS/LARGE COMPAN	42	7	16% *	6%	7%	7%	5%	8%	6%	15%	9%	4%	3%	7%	6%	6%	8%	8%
TAX CUTS/SMALL/MEDIUM C	523	87	67% *	90%	88%	91%	89%	85%	87%	85%	88%	89%	89%	87%	90%	88%	85%	88%
NOT SURE	35	6	16% *	4%	5%	3%	5%	7%	6%	0%	2%	7%	8%	6%	5%	6%	6%	4%
NET TAX CUTS	481	80	51% *	84%	81%	84%	84%	76%	81%	71% *	79%	85%	86%	80%	84%	83%	77%	80%
TAX CUTS : TAX BREAKS	12.5:1		4.1:1 *	15.0:1 *	13.0:1	13.7:1 *	16.6:1 *	10.2:1 *	13.4:1	5.8:1 *	9.5:1 *	22.0:1 *	32.0:1 *	12.4:1	16.3:1 *	15.5:1 *	10.4:1 *	10.9:1 *	

			GENDER		GEOGRAPHIC					
	N	%	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	268	332	121	82	117	112	85	83
			45%	55%	20%	14%	20%	19%	14%	14%
TAX BREAKS/LARGE COMPAN	42	7	9%	6%	7%	9%	7%	5%	7%	7%
TAX CUTS/SMALL/MEDIUM C	523	87	87%	87%	85%	89%	89%	87%	86%	88%
NOT SURE	35	6	4%	7%	7%	2%	4%	8%	7%	5%
NET TAX CUTS	481	80	79%	81%	78%	80%	82%	81%	79%	81%
TAX CUTS : TAX BREAKS	12.5:1		10.2:1 *	15.2:1 *	11.4:1	10.4:1 *	13.0:1	16.2:1 *	12.2:1	12.2:1