NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
DECEMBER 2009

OPINION OF BARACK OBAMA

			AGE GROUP					PHILOSOPHY				
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	26	129	180	119	141	87	66	128	159	147
			4%	22%	30%	20%	24%	14%	11%	21%	26%	24%
FAVORABLE	290	48	69% *	50%	47%	45%	48%	84% *	86% *	26% *	23% *	57%
UNFAVORABLE	227	38	19% *	37%	42%	41%	33%	11% *	9% *	52% *	67% *	24% *
NO OPINION	83	14	12%	12%	11%	14%	18%	5% *	5% *	23%	10%	18%
NET FAVORABLE	63	10	50% *	13%	5%	3%	15%	72% *	77% *	-26% *	-43% *	33% *
FAVOR : UNFAVOR	1.3:1		3.6:1 *	1.4:1	1.1:1 *	1.1:1 *	1.4:1 *	7.3:1 *	9.5:1 *	1:2.0 *	1:2.9 *	2.3:1 *

			EMPLOYMENT						HERITAGE		AFFIL.			GENDER	
	N	%	SELF EMPLOYED	WORKING PRIVATE	WORK FOR GOVT	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
	600	100	72	203	58	22	187	52	456	126	293	211	96	273	327
			12%	34%	10%	4%	31%	9%	76%	21%	49%	35%	16%	46%	54%
FAVORABLE	290	48	43%	49%	48%	45%	48%	56%	36% *	93% *	69% *	17% *	54%	49%	48%
UNFAVORABLE	227	38	46%	38%	41%	55% *	34%	25% *	48% *	2% *	20% *	68% *	26% *	37%	38%
NO OPINION	83	14	11%	12%	10%	0% *	18%	19%	16%	5% *	11%	16%	20%	14%	14%
NET FAVORABLE	63	10	-3% *	11%	7%	-9% *	14%	31% *	-12% *	90% *	49% *	-51% *	28% *	11%	10%
FAVOR : UNFAVOR	1.3:1		1:1.1 *	1.3:1	1.2:1 *	1:1.2	1.4:1 *	2.2:1 *	1:1.3	39.0:1 *	3.4:1 *	1:4.1 *	2.1:1 *	1.3:1	1.3:1

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	120	80	118	128	67	87
			20%	13%	20%	21%	11%	14%
FAVORABLE	290	48	52%	38% *	44%	54%	40%	57% *
UNFAVORABLE	227	38	37%	49% *	37%	34%	46%	29% *
NO OPINION	83	14	12%	14%	19%	12%	13%	14%
NET FAVORABLE	63	10	15%	-11% *	7%	20% *	-6% *	29% *
FAVOR : UNFAVOR	1.3:1		1.4:1 *	1:1.3	1.2:1	1.6:1 *	1:1.1 *	2.0:1 *