NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
APRIL 2010

BARACK OBAMA

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	372	164	52	282	202	116
			62%	27%	9%	47%	34%	19%
FAVORABLE	261	44	41%	45%	60% *	65% *	14% *	41%
UNFAVORABLE	269	45	49%	41%	19% *	24% *	73% *	46%
NO OPINION	70	12	10%	13%	21% *	11%	12%	13%

			EMPLOYMENT					VOTING					HERITAGE	
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	INDEP.	CAUCASIAN	AFRICAN AMERICAN
	600	100	62	183	70	201	49	94	131	143	61	158	463	102
			10%	30%	12%	34%	8%	16%	22%	24%	10%	26%	77%	17%
FAVORABLE	261	44	42%	42%	59% *	40%	47%	89% *	82% *	6% *	10% *	33% *	32% *	93% *
UNFAVORABLE	269	45	48%	45%	36% *	47%	37%	4% *	12% *	80% *	84% *	48%	55% *	1% *
NO OPINION	70	12	10%	13%	6%	13%	16%	6%	6%	14%	7%	19%	13%	6%

			GENDER		GEOGRAPHIC					
	N	%	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	275	325	135	83	103	146	62	71
			46%	54%	22%	14%	17%	24%	10%	12%
FAVORABLE	261	44	42%	45%	41%	35%	31% *	55% *	45%	49%
UNFAVORABLE	269	45	47%	43%	44%	49%	58% *	37%	40%	41%
NO OPINION	70	12	11%	12%	14%	16%	11%	8%	15%	10%

			PERDUE			AGE				PHILOSOPHY				
	N	%	FAVORABLE	UNFAVOR	NO OPIN	26-40	41-55	56-65	66+	VERY LIB	SOMEWHAT LIB	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	202	266	123	100	174	141	162	40	66	146	143	184
			34%	44%	20%	17%	29%	24%	27%	7%	11%	24%	24%	31%
FAVORABLE	261	44	78% *	21% *	34% *	53% *	43%	35%	44%	78% *	83% *	22% *	17% *	58% *
UNFAVORABLE	269	45	14% *	70% *	40%	34% *	49%	49%	44%	15% *	14% *	60% *	78% *	26% *
NO OPINION	70	12	7%	9%	26% *	13%	9%	16%	12%	8%	3%	18%	6%	16%