NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
MARCH 2010

I AM GOING TO READ YOU A LIST OF NAMES, PLEASE TELL ME IF HAVE A FAVORABLE OR UNFAVORABLE OPINION OF EACH. IF YOU HAVE NOT HEARD OF THE PERSON, JUST SAY SO:

BARACK OBAMA

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	347	179	66	285	204	111
			58%	30%	11%	48%	34%	18%
FAVORABLE	285	48	48%	48%	47%	69% *	21% *	42%
UNFAVORABLE	236	39	40%	41%	27% *	19% *	69% *	39%
NO OPINION	79	13	12%	11%	26% *	13%	11%	19%
NET FAVORABLE	49	8	7%	7%	20% *	50% *	-48% *	4%
FAVOR : UNFAVOR	1.2:1		1.2:1	1.2:1	1.7:1 *	3.7:1 *	1:3.3 *	1.1:1

			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%
FAVORABLE	285	48	62% *	53%	48%	40%	47%	41%	48%	46%	48%	53%
UNFAVORABLE	236	39	24% *	34%	38%	50% *	38%	43%	40%	37%	41%	29% *
NO OPINION	79	13	14%	13%	14%	10%	15%	16%	12%	18%	11%	18%
NET FAVORABLE	49	8	38% *	19% *	9%	-11% *	9%	-2% *	9%	9%	7%	24% *
FAVOR : UNFAVOR	1.2:1		2.6:1 *	1.6:1 *	1.2:1	1:1.3	1.2:1	1:1.0 *	1.2:1	1.2:1	1.2:1	1.8:1 *

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BARACK OBAMA

			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%
FAVORABLE	285	48	89% *	85% *	15% *	11% *	39%	37% *	92% *	45%	50%
UNFAVORABLE	236	39	3% *	8% *	74% *	79% *	39%	47%	4% *	41%	38%
NO OPINION	79	13	8%	7%	11%	11%	22%	15%	4% *	14%	13%
NET FAVORABLE	49	8	86% *	77% *	-58% *	-68% *	0%	-10% *	88% *	4%	12%
FAVOR : UNFAVOR	1.2:1		30.3:1 *	10.8:1 *	1:4.8 *	1:7.4 *	1:1.0 *	1:1.3	23.8:1 *	1.1:1 *	1.3:1

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	136	77	120	129	58	80
			23%	13%	20%	22%	10%	13%
FAVORABLE	285	48	50%	52%	48%	45%	53%	38% *
UNFAVORABLE	236	39	33%	32%	36%	48%	36%	50% *
NO OPINION	79	13	17%	16%	16%	7%	10%	12%
NET FAVORABLE	49	8	17%	19% *	12%	-3% *	17% *	-12% *
FAVOR : UNFAVOR	1.2:1		1.5:1 *	1.6:1 *	1.3:1 *	1:1.1 *	1.5:1 *	1:1.3 *

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BEV PERDUE

			VOTING			AFFIL.		
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.
	600	100	347	179	66	285	204	111
			58%	30%	11%	48%	34%	18%
FAVORABLE	202	34	35%	33%	26%	48% *	18% *	24% *
UNFAVORABLE	228	38	37%	41%	36%	23% *	58% *	41%
NO OPINION	149	25	25%	21%	35% *	25%	23%	28%
NOT AWARE	21	4	3%	4%	3%	4%	1%	7%
NET FAVORABLE	-26	-4	-1%	-8%	-11%	26% *	-40% *	-16% *
FAVOR : UNFAVOR	1:1.1		1:1.0	1:1.3 *	1:1.4 *	2.1:1 *	1:3.2 *	1:1.7 *

			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%
FAVORABLE	202	34	41%	30%	29%	32%	41%	20% *	35%	23% *	41%	31%
UNFAVORABLE	228	38	31%	40%	42%	48% *	27% *	43%	44%	44%	30%	37%
NO OPINION	149	25	24%	28%	26%	19%	25%	33%	20%	30%	24%	27%
NOT AWARE	21	4	3%	2%	3%	2%	7%	5%	1%	4%	5%	4%
NET FAVORABLE	-26	-4	10% *	-10%	-13%	-16% *	15% *	-23% *	-10%	-21% *	11% *	-6%
FAVOR : UNFAVOR	1:1.1		1.3:1 *	1:1.3 *	1:1.4 *	1:1.5 *	1.5:1 *	1:2.2 *	1:1.3 *	1:1.9 *	1.4:1 *	1:1.2

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BEV PERDUE

			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%
FAVORABLE	202	34	56% *	58% *	18% *	19% *	26%	30%	52% *	31%	36%
UNFAVORABLE	228	38	13% *	16% *	59% *	55% *	42%	43%	15% *	41%	35%
NO OPINION	149	25	28%	22%	22%	19%	28%	23%	31%	26%	24%
NOT AWARE	21	4	3%	4%	1%	6%	4%	4%	2%	2%	5%
NET FAVORABLE	-26	-4	43% *	43% *	-42% *	-36% *	-17% *	-12%	38% *	-11%	1%
FAVOR : UNFAVOR	1:1.1		4.4:1 *	3.7:1 *	1:3.4 *	1:2.9 *	1:1.6 *	1:1.4 *	3.6:1 *	1:1.3 *	1.0:1

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	136	77	120	129	58	80
			23%	13%	20%	22%	10%	13%
FAVORABLE	202	34	31%	25%	35%	36%	45% *	34%
UNFAVORABLE	228	38	43%	44%	37%	36%	28% *	36%
NO OPINION	149	25	25%	25%	24%	26%	22%	26%
NOT AWARE	21	4	1%	6%	4%	2%	5%	4%
NET FAVORABLE	-26	-4	-12%	-19% *	-2%	-1%	17% *	-2%
FAVOR : UNFAVOR	1:1.1		1:1.4 *	1:1.8 *	1:1.0	1:1.0 *	1.6:1 *	1:1.1