NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
APRIL 2010

OPINION OF BEV PERDUE

			VOTING			AFFIL.			
	N	%	DEFINITE	VERY	SOMEWHAT	DEM	REP	UNAFFIL.	
	600	100	372	164	52	282	202	116	194
			62%	27%	9%	47%	34%	19%	32%
FAVORABLE	202	34	34%	35%	31%	53% *	11% *	26%	28%
UNFAVORABLE	266	44	46%	46%	29% *	28% *	68% *	43%	56% *
NO OPINION	123	20	19%	18%	37% *	17%	20%	30% *	14%
NOT AWARE	9	2	1%	1%	4%	2%	1%	1%	2%

			AGE				PHILOSOPHY				
	N	%	26-40	41-55	56-65	66+	VERY LIB	SOMEWHAT LIB	SOMEWHAT CONS	VERY CONS	MODERATE
	600	100	100	174	141	162	40	66	146	143	184
			17%	29%	24%	27%	7%	11%	24%	24%	31%
FAVORABLE	202	34	31%	32%	33%	39%	55% *	50% *	23% *	20% *	42%
UNFAVORABLE	266	44	45%	45%	48%	39%	28% *	35% *	55% *	59% *	33% *
NO OPINION	123	20	22%	22%	19%	19%	18%	12%	20%	20%	23%
NOT AWARE	9	2	2%	1%	0%	3%	0%	3%	3%	0%	1%

			EMPLOYMENT					HERITAGE	
	N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY	CAUCASIAN	AFRICAN AMERICAN
	600	100	62	183	70	201	49	463	102
			10%	30%	12%	34%	8%	77%	17%
FAVORABLE	202	34	37%	32%	29%	37%	33%	27%	64% *
UNFAVORABLE	266	44	55% *	43%	53%	41%	41%	51%	13% *
NO OPINION	123	20	8% *	23%	16%	20%	24%	21%	21%
NOT AWARE	9	2	0%	1%	3%	2%	2%	1%	3%

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			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	202	34	31%	36%	39%	25%	27%	38%	32%	37%
UNFAVORABLE	266	44	48%	41%	47%	49%	50%	37%	44%	42%
NO OPINION	123	20	19%	22%	15%	24%	20%	23%	21%	21%
NOT AWARE	9	2	1%	2%	0%	1%	3%	2%	3%	0%