NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
JUNE 2010

PERDUE

			LIKELY VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	373	168	59
			62%	28%	10%
FAVORABLE	219	37	35%	39%	39%
UNFAVOR	245	41	43%	40%	31% *
NO OPIN	120	20	20%	20%	23%
NOT AWARE	16	3	2%	1%	7%

			PHILOSOPHY					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	VERY CONSERVATIVE	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	60	66	138	132	180	68	222	50	179	53
			10%	11%	23%	22%	30%	11%	37%	8%	30%	9%
FAVORABLE	219	37	66% *	60% *	21% *	17% *	45%	22% *	36%	27% *	45%	43%
UNFAVOR	245	41	18% *	22% *	57% *	67% *	27% *	61% *	45%	48%	31% *	24% *
NO OPIN	120	20	13%	16%	21%	15%	24%	17%	17%	18%	21%	27%
NOT AWARE	16	3	3%	1%	1%	2%	4%	0%	1%	7%	3%	6%

			HERITAGE		AGE			
	N	%	CAUCASIAN	AFRICAN AMERICAN	26-40	41-55	56-65	66+
	600	100	453	110	99	175	145	159
			75%	18%	16%	29%	24%	27%
FAVORABLE	219	37	32%	55% *	32%	37%	40%	36%
UNFAVOR	245	41	47%	15% *	42%	44%	38%	37%
NO OPIN	120	20	18%	26%	21%	16%	20%	23%
NOT AWARE	16	3	2%	4%	4%	2%	1%	4%

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PERDUE

			AFFIL.			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	269	226	105	288	312	135	78	102	126	75	84
			45%	38%	18%	48%	52%	22%	13%	17%	21%	13%	14%
FAVORABLE	219	37	55% *	17% *	31%	31%	41%	30%	43%	36%	39%	39%	34%
UNFAVOR	245	41	21% *	63% *	44%	47%	36%	45%	41%	46%	37%	32%	43%
NO OPIN	120	20	21%	18%	22%	19%	21%	22%	15%	16%	21%	27%	18%
NOT AWARE	16	3	3%	2%	3%	3%	3%	3%	1%	2%	3%	1%	5%

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PAT MCCRORY

			LIKELY VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	600	100	373	168	59
			62%	28%	10%
FAVORABLE	216	36	39%	33%	27% *
UNFAVORABLE	79	13	12%	13%	20%
NO OPINION	175	29	27%	30%	41% *
NOT AWARE	130	22	22%	24%	12% *

			PHILOSOPHY					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	VERY CONSERVATIVE	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	600	100	60	66	138	132	180	68	222	50	179	53
			10%	11%	23%	22%	30%	11%	37%	8%	30%	9%
FAVORABLE	216	36	23% *	25% *	37%	56% *	31%	47% *	42%	35%	27%	28%
UNFAVORABLE	79	13	29% *	19%	11%	8%	12%	18%	10%	12%	13%	19%
NO OPINION	175	29	23%	36%	34%	16% *	35%	23%	26%	31%	36%	26%
NOT AWARE	130	22	26%	20%	18%	20%	22%	12% *	22%	22%	24%	27%

			HERITAGE		AGE			
	N	%	CAUCASIAN	AFRICAN AMERICAN	26-40	41-55	56-65	66+
	600	100	453	110	99	175	145	159
			75%	18%	16%	29%	24%	27%
FAVORABLE	216	36	41%	12% *	37%	39%	36%	33%
UNFAVORABLE	79	13	12%	16%	15%	10%	18%	10%
NO OPINION	175	29	28%	35%	27%	31%	28%	29%
NOT AWARE	130	22	18%	37% *	20%	21%	18%	27%

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PAT MCCRORY

			AFFIL.			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	269	226	105	288	312	135	78	102	126	75	84
			45%	38%	18%	48%	52%	22%	13%	17%	21%	13%	14%
FAVORABLE	216	36	19% *	57% *	36%	36%	36%	61% *	29%	33%	35%	16% *	26% *
UNFAVORABLE	79	13	19%	5%	15%	15%	12%	14%	11%	13%	11%	13%	16%
NO OPINION	175	29	34%	22%	32%	30%	28%	16% *	33%	33%	31%	36%	32%
NOT AWARE	130	22	28%	16%	17%	19%	24%	9% *	27%	20%	23%	35% *	26%

IF THE ELECTION FOR GOVERNOR WERE HELD TODAY AND THE CANDIDATES WERE: REPUBLICAN PAT MCCRORY AND DEMOCRAT BEV PERDUE, WHO WOULD YOU VOTE FOR? IF NOT SURE/REFUSED...ARE YOU LEANING TOWARD: REPUBLICAN PAT MCCRORY OR DEMOCRAT BEV PERDUE?

			LIKELY VOTING		
	N	%	DEFINITE	VERY	SOMEWHAT
	594	100	370	166	58
			62%	28%	10%
MCCRORY	204	34	34%	38%	24% *
LEAN MCCRORY	69	12	13%	10%	7%
LEAN PERDUE	42	7	7%	8%	5%
PERDUE	177	30	29%	27%	41% *
NOT SURE	103	17	17%	16%	23%

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			PHILOSOPHY					EMPLOYMENT				
	N	%	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONSERVATIVE	VERY CONSERVATIVE	MODERATE	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVT	RETIRED	UNEMPLOY
	594	100	60	66	136	131	177	67	221	49	177	53
			10%	11%	23%	22%	30%	11%	37%	8%	30%	9%
MCCRORY	204	34	10% *	26%	43%	64% *	20% *	45% *	40%	34%	27%	23% *
LEAN MCCRORY	69	12	2% *	6%	21% *	15%	7%	11%	14%	14%	9%	10%
LEAN PERDUE	42	7	6%	15%	4%	1%	11%	5%	8%	6%	6%	10%
PERDUE	177	30	68% *	40% *	15% *	8% *	41% *	23%	22%	34%	40% *	37%
NOT SURE	103	17	15%	13%	17%	12%	21%	16%	15%	12%	19%	20%

			HERITAGE		AGE			
	N	%	CAUCASIAN	AFRICAN AMERICAN	26-40	41-55	56-65	66+
	594	100	449	108	98	172	145	157
			76%	18%	16%	29%	24%	26%
MCCRORY	204	34	41%	5% *	33%	37%	36%	31%
LEAN MCCRORY	69	12	14%	4%	13%	11%	12%	11%
LEAN PERDUE	42	7	6%	9%	8%	9%	5%	6%
PERDUE	177	30	21% *	68% *	28%	28%	34%	30%
NOT SURE	103	17	18%	14%	19%	15%	13%	21%

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IF THE ELECTION FOR GOVERNOR WERE HELD TODAY AND THE CANDIDATES WERE: REPUBLICAN PAT MCCRORY AND DEMOCRAT BEV PERDUE, WHO WOULD YOU VOTE FOR? IF NOT SURE/REFUSED...ARE YOU LEANING TOWARD: REPUBLICAN PAT MCCRORY OR DEMOCRAT BEV PERDUE?

			AFFIL.			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	594	100	265 45%	225 38%	104 18%	284 48%	309 52%	134 23%	77 13%	102 17%	122 21%	75 13%	83 14%
MCCRORY	204	34	14% *	62% *	29%	37%	32%	48% *	40%	33%	28%	25%	26%
LEAN MCCRORY	69	12	4%	20%	11%	11%	12%	9%	8%	12%	11%	8%	21% *
LEAN PERDUE	42	7	9%	3%	12%	8%	6%	5%	8%	7%	10%	9%	4%
PERDUE	177	30	57% *	4% *	17% *	27%	33%	25%	25%	26%	34%	39%	33%
NOT SURE	103	17	17%	11%	32% *	18%	17%	13%	18%	22%	17%	19%	17%