

NORTH CAROLINA STATEWIDE  
SURVEY RESEARCH REPORT  
MARCH 2009

OPINION OF RICHARD BURR?

		DIRECTION			ISSUE CONCERN						STATE LEG.				
N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE	
600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%	
VERY FAVORABLE	78	13	10%	16%	14%	7%	19%	17%	9%	18%	6%	21%	5%	16%	
SOMEWHAT FAVORABLE	146	24	25%	24%	20%	31%	24%	30%	24%	20%	13% *	22%	28%	35% *	
SOMEWHAT UNFAVORABLE	44	7	8%	7%	3%	6%	6%	10%	9%	5%	10%	8%	6%	10%	
VERY UNFAVORABLE	33	5	5%	6%	5%	8%	2%	4%	6%	5%	8%	2%	13%	3%	
NO OPINION	186	31	32%	28%	36%	35%	32%	26%	28%	30%	38%	33%	29%	22%	
NOT AWARE	113	19	19%	18%	22%	9% *	23%	12%	19%	29% *	17%	23%	14%	15%	
FAVORABLE	224	37	35%	41%	34%	45%	31%	50% *	41%	29%	30%	28% *	49% *	40%	
UNFAVORABLE	77	13	14%	13%	8%	11%	13%	12%	13%	12%	15%	16%	8%	23% *	
NET FAVORABLE	147	25	22%	27%	27%	34% *	18%	37% *	28%	17%	15% *	12% *	41% *	18%	
FAVOR : UNFAVOR	2.9:1		2.6:1 *	3.1:1	4.5:1 *	4.1:1 *	2.4:1 *	4.0:1 *	3.2:1	2.5:1 *	2.0:1 *	1.8:1 *	6.2:1 *	1.8:1 *	3.3:1 *
		NEWS SOURCE				EDITORIAL				AGE GROUP					
N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+	
600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%	
VERY FAVORABLE	78	13	12%	15%	9%	21%	15%	9%	10%	10%	16%	10%	11%	12%	
SOMEWHAT FAVORABLE	146	24	27%	23%	21%	23%	27%	25%	28%	21%	19%	21%	24%	29%	
SOMEWHAT UNFAVORABLE	44	7	5%	11%	10%	9%	3%	9%	10%	5%	6%	8%	9%	7%	
VERY UNFAVORABLE	33	5	5%	6%	7%	11%	5%	0%	7%	2%	0%	5%	5%	7%	
NO OPINION	186	31	31%	31%	30%	23%	32%	36%	30%	36%	28%	32%	32%	31%	
NOT AWARE	113	19	20%	14%	23%	13%	17%	21%	15%	26%	31% *	24%	19%	15%	
FAVORABLE	224	37	39%	38%	30%	44%	42%	33%	37%	31%	35%	31%	35%	41%	
UNFAVORABLE	77	13	10%	17%	17%	20%	9%	9%	17%	7%	6%	13%	14%	14%	
NET FAVORABLE	147	25	29%	20%	13% *	24%	34% *	24%	21%	24%	29%	18%	21%	26%	
FAVOR : UNFAVOR	2.9:1		3.9:1 *	2.2:1 *	1.8:1 *	2.2:1 *	4.8:1 *	3.6:1 *	2.2:1 *	4.2:1 *	6.0:1 *	2.4:1 *	2.4:1 *	2.8:1	3.8:1 *

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		BEH. VOTING					PHILOSOPHY						
N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE		
600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%		
VERY FAVORABLE	78 13	5%	5%	21%	29% *	14%	13%	5%	10%	29% *	9%		
SOMEWHAT FAVORABLE	146 24	15% *	24%	25%	20%	30%	16%	17%	25%	28%	23%		
SOMEWHAT UNFAVORABLE	44 7	5%	10%	11%	5%	4%	5%	6%	9%	3%	10%		
VERY UNFAVORABLE	33 5	8%	8%	2%	2%	6%	16% *	10%	3%	1%	8%		
NO OPINION	186 31	41% *	30%	32%	26%	27%	34%	41% *	35%	25%	28%		
NOT AWARE	113 19	25%	22%	10%	18%	19%	16%	21%	17%	14%	22%		
FAVORABLE	224 37	21% *	29%	46%	50% *	44%	29%	21% *	35%	57% *	32%		
UNFAVORABLE	77 13	13%	19%	12%	7%	10%	21%	16%	12%	4%	18%		
NET FAVORABLE	147 25	7% *	11% *	33%	43% *	34% *	8% *	5% *	23%	53% *	15% *		
FAVOR : UNFAVOR	2.9:1	1.5:1 *	1.6:1 *	3.7:1 *	7.4:1 *	4.4:1 *	1.4:1 *	1.3:1 *	2.9:1	13.6:1 *	1.8:1 *		
		EMPLOYMENT					INCOME						
N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED
600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%
VERY FAVORABLE	78 13	16%	9%	12%	7%	17%	14%	10%	12%	11%	13%	17%	18%
SOMEWHAT FAVORABLE	146 24	27%	27%	21%	31%	20%	16%	23%	26%	32%	25%	16%	22%
SOMEWHAT UNFAVORABLE	44 7	11%	8%	14%	0%	4%	6%	6%	7%	11%	2%	9%	8%
VERY UNFAVORABLE	33 5	5%	4%	4%	7%	8%	4%	5%	5%	7%	7%	10%	3%
NO OPINION	186 31	23%	33%	33%	23%	32%	40% *	30%	31%	22%	35%	35%	33%
NOT AWARE	113 19	18%	19%	15%	32% *	19%	19%	26%	18%	17%	18%	14%	16%
FAVORABLE	224 37	43%	36%	33%	39%	37%	30%	33%	38%	43%	38%	33%	41%
UNFAVORABLE	77 13	17%	12%	18%	7%	12%	11%	11%	12%	18%	8%	19%	10%
NET FAVORABLE	147 25	26%	24%	15% *	32%	25%	19%	21%	26%	25%	30%	14% *	30%
FAVOR : UNFAVOR	2.9:1	2.6:1 *	3.0:1	1.8:1 *	5.6:1 *	3.1:1	2.8:1	2.9:1	3.2:1	2.4:1 *	4.8:1 *	1.7:1 *	3.9:1 *

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OPINION OF RICHARD BURR?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	78	13	17%	3% *	8%	21%	12%	17%	10%	16%	9%	18%	11%	10%	12%
SOMEWHAT FAVORABLE	146	24	27%	15% *	21%	31%	20%	26%	22%	19%	17%	33% *	26%	24%	25%
SOMEWHAT UNFAVORABLE	44	7	6%	9%	7%	6%	9%	7%	8%	8%	4%	9%	8%	4%	8%
VERY UNFAVORABLE	33	5	6%	4%	8%	2%	6%	4%	6%	2%	9%	8%	8%	1%	5%
NO OPINION	186	31	28%	42% *	34%	30%	24%	31%	31%	32%	36%	24%	33%	39%	25%
NOT AWARE	113	19	17%	27%	21%	11%	29% *	15%	22%	23%	25%	8% *	14%	22%	25%
FAVORABLE	224	37	43%	18% *	29%	51% *	32%	43%	32%	35%	26% *	51% *	37%	33%	37%
UNFAVORABLE	77	13	12%	13%	16%	8%	15%	11%	14%	10%	13%	17%	16%	5%	14%
NET FAVORABLE	147	25	31%	5% *	13% *	44% *	17%	32%	18%	25%	13% *	35% *	21%	28%	23%
FAVOR : UNFAVOR	2.9:1		3.5:1 *	1.4:1 *	1.9:1 *	6.6:1 *	2.1:1 *	3.8:1 *	2.3:1 *	3.5:1 *	2.0:1 *	3.1:1	2.3:1 *	6.3:1 *	2.7:1

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OPINION OF ROY COOPER?

	DIRECTION		ISSUE CONCERN								STATE LEG.				
	N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE
	600	100	292 49%	232 39%	76 13%	83 14%	169 28%	81 14%	69 12%	90 15%	71 12%	247 41%	211 35%	40 7%	94 16%
VERY FAVORABLE	67	11	13%	10%	8%	12%	12%	11%	7%	11%	12%	13%	9%	7%	13%
SOMEWHAT FAVORABLE	106	18	19%	18%	14%	21%	18%	16%	18%	17%	14%	17%	18%	25%	16%
SOMEWHAT UNFAVORABLE	20	3	3%	4%	1%	9%	2%	4%	3%	1%	1%	3%	4%	0%	3%
VERY UNFAVORABLE	16	3	1%	5%	1%	6%	1%	8%	2%	1%	1%	1%	4%	5%	4%
NO OPINION	167	28	27%	28%	31%	20%	28%	29%	21%	29%	32%	28%	28%	23%	30%
NOT AWARE	225	38	37%	36%	45%	32%	39%	32%	50% *	40%	38%	37%	38%	40%	34%
FAVORABLE	172	29	32%	28%	21%	33%	30%	27%	25%	28%	27%	30%	27%	32%	28%
UNFAVORABLE	36	6	5%	8%	3%	15%	3%	12%	5%	2%	3%	4%	8%	5%	8%
NET FAVORABLE	136	23	27%	19%	19%	18%	27%	16%	20%	26%	24%	26%	19%	27%	21%
FAVOR : UNFAVOR	4.8:1		6.5:1 *	3.2:1 *	8.0:1 *	2.3:1 *	10.2:1 *	2.3:1 *	5.5:1 *	12.6:1 *	9.7:1 *	7.0:1 *	3.5:1 *	6.4:1 *	3.7:1 *

	NEWS SOURCE					EDITORIAL				AGE GROUP					
	N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+
	600	100	347 58%	156 26%	58 10%	142 24%	87 15%	74 12%	130 22%	166 28%	32 5%	101 17%	199 33%	122 20%	138 23%
VERY FAVORABLE	67	11	12%	13%	5%	20% *	12%	4%	11%	6%	3%	8%	9%	17%	13%
SOMEWHAT FAVORABLE	106	18	18%	22%	14%	19%	17%	18%	19%	16%	6% *	17%	20%	19%	14%
SOMEWHAT UNFAVORABLE	20	3	4%	2%	4%	2%	2%	8%	3%	3%	0%	5%	3%	5%	1%
VERY UNFAVORABLE	16	3	2%	4%	5%	3%	1%	6%	3%	2%	6%	0%	4%	3%	2%
NO OPINION	167	28	29%	26%	21%	27%	29%	21%	26%	33%	37% *	27%	25%	27%	32%
NOT AWARE	225	38	36%	32%	51% *	29%	39%	43%	37%	41%	48% *	43%	40%	29%	37%
FAVORABLE	172	29	30%	36%	19% *	39% *	29%	21%	30%	22%	9% *	25%	29%	36%	28%
UNFAVORABLE	36	6	6%	6%	9%	5%	4%	14%	6%	4%	6%	5%	6%	9%	4%
NET FAVORABLE	136	23	24%	30%	10% *	34% *	25%	7% *	24%	18%	3% *	20%	22%	27%	24%
FAVOR : UNFAVOR	4.8:1		5.0:1	6.1:1 *	2.1:1 *	8.1:1 *	8.1:1 *	1.5:1 *	4.9:1	5.0:1	1.4:1 *	5.0:1	4.6:1	4.2:1 *	7.9:1 *

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OPINION OF ROY COOPER?

		BEH. VOTING					PHILOSOPHY							
N	%	ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE			
600	100	105 18%	137 23%	130 22%	59 10%	150 25%	36 6%	65 11%	140 23%	124 21%	205 34%			
VERY FAVORABLE	67	11	13%	12%	6%	7%	14%	23% *	9%	9%	11%	10%		
SOMEWHAT FAVORABLE	106	18	11%	24%	15%	13%	20%	13%	18%	21%	15%	17%		
SOMEWHAT UNFAVORABLE	20	3	4%	2%	4%	7%	1%	5%	0%	4%	4%	3%		
VERY UNFAVORABLE	16	3	1%	2%	3%	7%	2%	0%	5%	1%	4%	3%		
NO OPINION	167	28	30%	29%	32%	22%	24%	21%	30%	24%	27%	31%		
NOT AWARE	225	38	40%	31%	39%	44%	38%	37%	39%	41%	37%	35%		
FAVORABLE	172	29	24%	35%	22%	20%	35%	37%	27%	30%	27%	27%		
UNFAVORABLE	36	6	5%	4%	7%	15%	3%	5%	5%	5%	9%	6%		
NET FAVORABLE	136	23	19%	31%	14%	5% *	31%	32%	22%	25%	18%	21%		
FAVOR : UNFAVOR	4.8:1		4.5:1	8.3:1 *	2.9:1 *	1.4:1 *	10.3:1 *	7.1:1 *	5.9:1 *	6.5:1 *	3.1:1 *	4.4:1 *		
		EMPLOYMENT					INCOME							
N	%	SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED	
600	100	71 12%	176 29%	76 13%	41 7%	177 29%	45 7%	108 18%	131 22%	104 17%	60 10%	61 10%	118 20%	
VERY FAVORABLE	67	11	10%	8%	16%	13%	16%	2%	3%	13%	13%	13%	15%	13%
SOMEWHAT FAVORABLE	106	18	21%	19%	17%	15%	15%	13%	12%	20%	21%	21%	13%	21%
SOMEWHAT UNFAVORABLE	20	3	6%	3%	3%	8%	2%	2%	5%	2%	4%	5%	3%	2%
VERY UNFAVORABLE	16	3	6%	2%	3%	0%	2%	2%	4%	1%	3%	5%	3%	2%
NO OPINION	167	28	21%	23%	35%	25%	30%	40% *	29%	29%	18% *	24%	30%	33%
NOT AWARE	225	38	37%	44%	27% *	39%	35%	40%	48% *	34%	41%	32%	36%	30%
FAVORABLE	172	29	31%	27%	32%	28%	31%	16% *	15% *	33%	34%	33%	28%	33%
UNFAVORABLE	36	6	12%	5%	5%	8%	4%	4%	8%	4%	7%	11%	7%	4%
NET FAVORABLE	136	23	19%	21%	27%	20%	26%	11% *	7% *	29%	27%	23%	21%	30%
FAVOR : UNFAVOR	4.8:1		2.6:1 *	5.0:1	6.0:1 *	3.5:1 *	7.0:1 *	3.7:1 *	1.9:1 *	8.8:1 *	4.8:1	3.2:1 *	4.0:1 *	9.1:1 *

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OPINION OF ROY COOPER?

			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	600	100	441 74%	130 22%	288 48%	210 35%	102 17%	282 47%	318 53%	131 22%	77 13%	110 18%	120 20%	72 12%	88 15%
VERY FAVORABLE	67	11	11%	10%	15%	8%	6%	12%	11%	8%	9%	8%	17%	15%	11%
SOMEWHAT FAVORABLE	106	18	18%	15%	18%	17%	19%	18%	18%	16%	12%	15%	23%	19%	20%
SOMEWHAT UNFAVORABLE	20	3	3%	3%	2%	5%	4%	3%	4%	3%	1%	4%	5%	3%	2%
VERY UNFAVORABLE	16	3	3%	1%	2%	4%	3%	3%	3%	3%	7%	4%	0%	3%	1%
NO OPINION	167	28	27%	31%	28%	26%	29%	29%	27%	25%	22%	30%	32%	32%	25%
NOT AWARE	225	38	38%	39%	35%	40%	39%	37%	38%	45%	49% *	40%	22% *	28% *	40%
FAVORABLE	172	29	29%	26%	33%	24%	25%	29%	28%	24%	21%	23%	40% *	34%	32%
UNFAVORABLE	36	6	6%	4%	4%	9%	7%	5%	6%	7%	8%	7%	5%	5%	3%
NET FAVORABLE	136	23	23%	21%	30%	16%	18%	24%	22%	17%	13% *	15%	35% *	29%	28%
FAVOR : UNFAVOR	4.8:1		4.7:1	5.9:1 *	9.3:1 *	2.8:1 *	3.6:1 *	5.4:1 *	4.4:1 *	3.6:1 *	2.6:1 *	3.0:1 *	7.7:1 *	6.6:1 *	9.2:1 *

IF THE ELECTION FOR UNITED STATES SENATE WERE HELD TODAY, AND  
 THE CANDIDATES WERE REPUBLICAN RICHARD BURR AND DEMOCRAT  
 ROY COOPER, FOR WHOM WOULD YOU BE VOTING? IF NOT SURE/REFUSED..  
 WHICH CANDIDATE ARE YOU LEANING TOWARD: REPUBLICAN RICHARD BURR  
 OR DEMOCRAT ROY COOPER?

		DIRECTION			ISSUE CONCERN						STATE LEG.				
N	%	RIGHT	WRONG	NOT SURE	GOVERN. SPENDING	CREATING JOBS	TAXES	MORAL VALUES	HEALTH CARE	EDUCATION	DEM	REP	NEITHER	NOT SURE	
595	100	289 49%	230 39%	76 13%	83 14%	168 28%	81 14%	67 11%	89 15%	70 12%	246 41%	211 36%	40 7%	92 16%	
BURR	149	25	14% *	37% *	31%	36% *	18%	35% *	32%	12% *	30%	3% *	55% *	15% *	20%
LEAN BURR	75	13	13%	12%	15%	20%	7%	14%	22% *	8%	9%	4%	20%	13%	18%
LEAN COOPER	48	8	9%	6%	9%	5%	9%	8%	6%	9%	9%	14%	2%	5%	9%
COOPER	195	33	45% *	23% *	18% *	20% *	40%	25%	26%	48% *	34%	65% *	6% *	24%	12% *
NOT SURE	127	21	20%	22%	28%	19%	27%	18%	15%	23%	18%	14%	17%	42% *	42% *
COOPER	244	41	54% *	29% *	27% *	25% *	48%	33%	31% *	57% *	43%	79% *	8% *	29% *	20% *
BURR	224	38	26% *	49% *	46%	56% *	25% *	49% *	54% *	20% *	39%	7% *	75% *	28% *	38%
NET COOPER	20	3	28% *	-20% *	-19% *	-31% *	23% *	-16% *	-22% *	38% *	4%	72% *	-67% *	1%	-18% *
COOPER : BURR	1.1:1		2.1:1 *	1:1.7 *	1:1.7 *	1:2.3 *	1.9:1 *	1:1.5 *	1:1.7 *	2.9:1 *	1.1:1	11.5:1 *	1:9.6 *	1.0:1	1:1.9 *
		NEWS SOURCE			EDITORIAL					AGE GROUP					
N	%	TV	NEWSPAPER	INTERNET	EVERYDAY	COUPLE A WEEK	ONCE A WEEK	OCCASION.	NEVER	18-25	26-40	41-55	56-65	66+	
595	100	346 58%	154 26%	57 10%	142 24%	86 14%	73 12%	128 21%	165 28%	31 5%	100 17%	197 33%	122 21%	137 23%	
BURR	149	25	23%	24%	37% *	23%	30%	22%	25%	26%	34% *	27%	26%	22%	23%
LEAN BURR	75	13	13%	14%	4% *	10%	11%	19%	12%	14%	6%	13%	17%	9%	11%
LEAN COOPER	48	8	7%	11%	12%	12%	7%	7%	7%	8%	0%	8%	8%	8%	11%
COOPER	195	33	33%	35%	29%	36%	35%	32%	38%	25%	27%	28%	29%	38%	38%
NOT SURE	127	21	24%	17%	18%	20%	18%	20%	18%	28%	32% *	25%	20%	23%	18%
COOPER	244	41	40%	46%	41%	48%	42%	39%	45%	33%	27% *	35%	37%	46%	49%
BURR	224	38	36%	37%	41%	32%	41%	41%	37%	40%	39%	43%	31%	34%	34%
NET COOPER	20	3	4%	9%	0%	16% *	1%	-2%	7%	-7% *	-13% *	-4%	-5%	15% *	15% *
COOPER : BURR	1.1:1		1.1:1	1.2:1 *	1:1.0	1.5:1 *	1.0:1	1:1.0	1.2:1 *	1:1.2 *	1:1.5 *	1:1.1	1:1.1	1.5:1 *	1.5:1 *

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 MARCH 2009

IF THE ELECTION FOR UNITED STATES SENATE WERE HELD TODAY, AND  
 THE CANDIDATES WERE REPUBLICAN RICHARD BURR AND DEMOCRAT  
 ROY COOPER, FOR WHOM WOULD YOU BE VOTING? IF NOT SURE/REFUSED..  
 WHICH CANDIDATE ARE YOU LEANING TOWARD: REPUBLICAN RICHARD BURR  
 OR DEMOCRAT ROY COOPER?

BEH. VOTING

PHILOSOPHY

	N	%	BEH. VOTING				PHILOSOPHY					
			ALWAYS DEM	MORE DEMS THAN REPS	MORE REPS THAN DEMS	ALWAYS REP	TICKET SPLITTER	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
	595	100	105 18%	135 23%	130 22%	59 10%	149 25%	36 6%	65 11%	140 23%	124 21%	201 34%
BURR	149	25	1% *	4% *	52% *	77% *	17%	3% *	3% *	30%	54% *	17%
LEAN BURR	75	13	1% *	7%	23% *	11%	18%	0% *	6%	20%	16%	11%
LEAN COOPER	48	8	10%	17%	3%	0%	7%	13%	15%	5%	4%	9%
COOPER	195	33	76% *	57% *	6% *	2% *	19% *	71% *	53% *	27%	13% *	37%
NOT SURE	127	21	12%	16%	16%	10% *	40% *	13%	23%	18%	13%	26%
COOPER	244	41	86% *	74% *	9% *	2% *	26% *	84% *	68% *	32%	17% *	46%
BURR	224	38	2% *	10% *	75% *	88% *	34%	3% *	9% *	50% *	70% *	28% *
NET COOPER	20	3	84% *	63% *	-66% *	-86% *	-9% *	81% *	59% *	-17% *	-54% *	18% *
COOPER : BURR	1.1:1		48.2:1 *	7.1:1 *	1:8.6 *	1:47.7 *	1:1.3 *	29.8:1 *	7.3:1 *	1:1.5 *	1:4.2 *	1.6:1 *

EMPLOYMENT

INCOME

	N	%	EMPLOYMENT						INCOME					
			SELF EMPLOYED	PRIVATE COMPANY	WORK FOR GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOY.	<\$25,000	25-49,999	50-74,999	75-100M	>\$100,000	REFUSED
	595	100	71 12%	172 29%	76 13%	41 7%	176 30%	45 7%	108 18%	130 22%	103 17%	60 10%	60 10%	116 20%
BURR	149	25	31%	29%	13% *	31%	22%	28%	18%	19%	29%	32%	29%	31%
LEAN BURR	75	13	10%	18%	10%	8%	11%	11%	7%	15%	15%	9%	12%	16%
LEAN COOPER	48	8	12%	7%	9%	8%	9%	4%	8%	9%	7%	8%	11%	7%
COOPER	195	33	25%	24%	47% *	39%	39%	32%	42% *	38%	27%	27%	39%	24%
NOT SURE	127	21	22%	23%	21%	15%	20%	24%	24%	19%	23%	25%	8% *	21%
COOPER	244	41	37%	31% *	56% *	46%	48%	36%	50%	47%	33%	35%	51% *	32% *
BURR	224	38	41%	46%	23% *	39%	33%	39%	26% *	34%	43%	40%	41%	48% *
NET COOPER	20	3	-4%	-16% *	33% *	8%	15% *	-3%	24% *	13% *	-10% *	-6% *	10%	-16% *
COOPER : BURR	1.1:1		1:1.1	1:1.5 *	2.5:1 *	1.2:1 *	1.5:1 *	1:1.1	1.9:1 *	1.4:1 *	1:1.3 *	1:1.2	1.2:1 *	1:1.5 *



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			HERITAGE		AFFIL.			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	595	100	436 73%	130 22%	286 48%	209 35%	100 17%	278 47%	317 53%	128 22%	77 13%	110 18%	120 20%	71 12%	88 15%
BURR	149	25	32%	2% *	8% *	54% *	15% *	31%	20%	22%	35% *	32%	24%	22%	16% *
LEAN BURR	75	13	16%	3% *	5%	22% *	14%	10%	15%	15%	7%	18%	10%	6%	16%
LEAN COOPER	48	8	8%	9%	12%	4%	5%	6%	10%	9%	4%	7%	11%	4%	11%
COOPER	195	33	23% *	65% *	54% *	6% *	27%	31%	34%	27%	26%	23% *	43% *	44% *	36%
NOT SURE	127	21	22%	20%	21%	14%	39% *	21%	21%	26%	28%	20%	12% *	24%	21%
COOPER	244	41	31% *	74% *	67% *	10% *	32% *	37%	44%	37%	30% *	30% *	54% *	48%	47%
BURR	224	38	47% *	5% *	12% *	76% *	30%	41%	35%	37%	42%	50% *	34%	28% *	32%
NET COOPER	20	3	-16% *	69% *	54% *	-66% *	2%	-4%	9%	0%	-12% *	-20% *	19% *	20% *	15% *
COOPER : BURR	1.1:1		1:1.5 *	13.8:1 *	5.4:1 *	1:7.7 *	1.1:1	1:1.1	1.3:1 *	1.0:1	1:1.4 *	1:1.7 *	1.6:1 *	1.7:1 *	1.5:1 *