

INTERVIEWS: Tom Jensen 919-744-6312**IF YOU HAVE BASIC METHODOLOGICAL QUESTIONS, PLEASE E-MAIL
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Wilmington tops with N.C. voters

Raleigh, N.C. – North Carolina is renowned for its beaches, and its citizens love its biggest beach town, Wilmington. In its latest statewide poll, PPP asked Tar Heels their opinions of the state's 12 most prominent cities and towns, and Wilmington came out on top. Two-thirds of North Carolinians see the city favorably and only 4% unfavorably. Next in line is the capital city, Raleigh, which an identical 67% see positively but 11% negatively. The least popular is Fayetteville, though voters are still split on it (29-30).

Between Raleigh and Fayetteville in net favorability is the jewel of the mountains, Asheville (61-12), then Winston-Salem (55-8), then Greensboro (56-11), then the biggest city, Charlotte (59-18), then the home of the flagship university, Chapel Hill (53-18), then Raleigh suburb Cary (41-14), then Greenville (36-11), then Chapel Hill extension Carrboro (21-11), and then home of Duke University, Durham (38-29).

North Carolinians generally like all their major municipalities a lot, but women especially so. There are gender gaps of 20 or more points for the two main college towns, Chapel Hill and Durham. There are 14-point gender gaps in favor of women for Raleigh and Cary as well, plus 10 points for Asheville and eight for Charlotte.

The biggest partisan gap between Democrats and Republicans—39 points—is unsurprisingly for Chapel Hill, which Democrats like by 52 points but Republicans by only 13. That is followed by nearby Durham, which Democrats like 28 points more than Republicans do, then Winston-Salem (D +27), Charlotte (D +21), Raleigh and Asheville (D +17), Greensboro (D +16), and Carrboro (D +12).

Black voters like Fayetteville by 33 points more than whites do, Charlotte by 31 points, and Durham by 21 points, while white voters like Asheville, Wilmington, and Carrboro by 15 to 18 points more than African Americans do.

Voters in each city's area code generally see the city more favorably than voters statewide do, but Durham, Chapel Hill, and Asheville are actually seen less favorably in their respective regions than by voters who live further away.

PPP surveyed 804 North Carolina voters from March 8th to 11th. The margin of error for the survey is +/-3.5%. PPP surveys are conducted through automated telephone interviews.



North Carolina Survey Results

Q1 Do you have a favorable or unfavorable opinion of the city of Asheville?

Favorable..... 61%
Unfavorable 12%
Not sure 27%

Q2 Do you have a favorable or unfavorable opinion of the town of Carrboro?

Favorable..... 21%
Unfavorable 11%
Not sure 68%

Q3 Do you have a favorable or unfavorable opinion of the town of Cary?

Favorable..... 41%
Unfavorable 14%
Not sure 45%

Q4 Do you have a favorable or unfavorable opinion of the town of Chapel Hill?

Favorable..... 53%
Unfavorable 18%
Not sure 29%

Q5 Do you have a favorable or unfavorable opinion of the city of Charlotte?

Favorable..... 59%
Unfavorable 18%
Not sure 23%

Q6 Do you have a favorable or unfavorable opinion of the city of Durham?

Favorable..... 38%
Unfavorable 29%
Not sure 33%

Q7 Do you have a favorable or unfavorable opinion of the city of Fayetteville?

Favorable..... 29%
Unfavorable 30%
Not sure 41%

Q8 Do you have a favorable or unfavorable opinion of the city of Greensboro?

Favorable..... 56%
Unfavorable 11%
Not sure 33%

Q9 Do you have a favorable or unfavorable opinion of the city of Greenville?

Favorable..... 36%
Unfavorable 11%
Not sure 53%

Q10 Do you have a favorable or unfavorable opinion of the city of Raleigh?

Favorable..... 67%
Unfavorable 11%
Not sure 22%

Q11 Do you have a favorable or unfavorable opinion of the city of Wilmington?

Favorable..... 67%
Unfavorable 4%
Not sure 29%

Q12 Do you have a favorable or unfavorable opinion of the city of Winston-Salem?

Favorable..... 55%
Unfavorable 8%
Not sure 37%





Q13 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

<i>Very liberal</i>	12%
<i>Somewhat liberal</i>	15%
<i>Moderate</i>	29%
<i>Somewhat conservative</i>	25%
<i>Very conservative</i>	20%

Q14 If you are a woman, press 1. If a man, press 2.

<i>Woman</i>	54%
<i>Man</i>	46%

Q15 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	45%
<i>Republican</i>	34%
<i>Independent/Other</i>	21%

Q16 If you are white, press 1. If African-American, press 2. If other, press 3.

<i>White</i>	75%
<i>African-American</i>	21%
<i>Other</i>	4%

Q17 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	12%
<i>30 to 45</i>	30%
<i>46 to 65</i>	38%
<i>Older than 65</i>	20%

Q18

<i>252</i>	9%
<i>336</i>	19%
<i>704</i>	22%
<i>828</i>	14%
<i>910</i>	15%
<i>919</i>	20%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Asheville Favorability						
Favorable	61%	70%	73%	66%	58%	41%
Unfavorable	12%	7%	5%	7%	13%	29%
Not sure	27%	23%	22%	28%	29%	29%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Carrboro Favorability						
Favorable	21%	26%	35%	22%	16%	12%
Unfavorable	11%	10%	2%	12%	12%	15%
Not sure	68%	64%	63%	66%	72%	73%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Cary Favorability						
Favorable	41%	41%	53%	44%	37%	33%
Unfavorable	14%	14%	9%	17%	14%	13%
Not sure	45%	45%	38%	39%	48%	54%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Chapel Hill Favorability						
Favorable	53%	71%	59%	60%	41%	39%
Unfavorable	18%	9%	9%	16%	24%	27%
Not sure	29%	21%	32%	24%	35%	34%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Charlotte Favorability						
Favorable	59%	67%	71%	64%	52%	47%
Unfavorable	18%	14%	7%	16%	26%	22%
Not sure	23%	18%	22%	20%	23%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Durham Favorability						
Favorable	38%	54%	53%	43%	25%	27%
Unfavorable	29%	14%	23%	25%	40%	34%
Not sure	33%	33%	24%	32%	35%	39%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Fayetteville Favorability						
Favorable	29%	28%	32%	28%	29%	30%
Unfavorable	30%	33%	26%	31%	30%	27%
Not sure	41%	38%	41%	41%	41%	43%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Greensboro Favorability						
Favorable	56%	60%	60%	63%	51%	47%
Unfavorable	11%	7%	10%	9%	11%	15%
Not sure	33%	32%	30%	29%	37%	38%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Greenville Favorability						
Favorable	36%	31%	35%	35%	38%	42%
Unfavorable	11%	11%	16%	14%	6%	7%
Not sure	53%	58%	49%	52%	56%	51%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Raleigh Favorability						
Favorable	67%	61%	74%	77%	62%	57%
Unfavorable	11%	13%	7%	8%	11%	16%
Not sure	22%	27%	19%	14%	27%	27%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Wilmington Favorability						
Favorable	67%	60%	64%	71%	70%	63%
Unfavorable	4%	5%	1%	6%	2%	6%
Not sure	29%	35%	35%	23%	28%	31%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Winston Favorability						
Favorable	55%	66%	52%	54%	55%	52%
Unfavorable	8%	2%	8%	11%	7%	11%
Not sure	37%	32%	40%	36%	39%	36%





Crosstabs

	Base	Gender	
		Woman	Man
Asheville Favorability			
Favorable	61%	63%	59%
Unfavorable	12%	9%	15%
Not sure	27%	28%	26%

	Base	Gender	
		Woman	Man
Carrboro Favorability			
Favorable	21%	18%	25%
Unfavorable	11%	7%	14%
Not sure	68%	74%	61%

	Base	Gender	
		Woman	Man
Cary Favorability			
Favorable	41%	44%	39%
Unfavorable	14%	10%	19%
Not sure	45%	47%	42%

	Base	Gender	
		Woman	Man
Chapel Hill Favorability			
Favorable	53%	56%	49%
Unfavorable	18%	12%	25%
Not sure	29%	32%	27%





Crosstabs

	Base	Gender	
		Woman	Man
Charlotte Favorability			
Favorable	59%	61%	57%
Unfavorable	18%	16%	20%
Not sure	23%	23%	23%

	Base	Gender	
		Woman	Man
Durham Favorability			
Favorable	38%	41%	35%
Unfavorable	29%	22%	37%
Not sure	33%	37%	28%

	Base	Gender	
		Woman	Man
Fayetteville Favorability			
Favorable	29%	27%	32%
Unfavorable	30%	26%	34%
Not sure	41%	47%	34%

	Base	Gender	
		Woman	Man
Greensboro Favorability			
Favorable	56%	56%	57%
Unfavorable	11%	9%	13%
Not sure	33%	36%	30%





Crosstabs

	Base	Gender	
		Woman	Man
Greenville Favorability			
Favorable	36%	34%	40%
Unfavorable	11%	9%	12%
Not sure	53%	57%	48%

	Base	Gender	
		Woman	Man
Raleigh Favorability			
Favorable	67%	70%	64%
Unfavorable	11%	7%	15%
Not sure	22%	23%	21%

	Base	Gender	
		Woman	Man
Wilmington Favorability			
Favorable	67%	65%	69%
Unfavorable	4%	4%	4%
Not sure	29%	31%	26%

	Base	Gender	
		Woman	Man
Winston Favorability			
Favorable	55%	52%	58%
Unfavorable	8%	7%	10%
Not sure	37%	41%	32%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Asheville Favorability				
Favorable	61%	64%	56%	63%
Unfavorable	12%	9%	18%	9%
Not sure	27%	27%	26%	28%

	Base	Party		
		Democrat	Republican	Independent/Other
Carrboro Favorability				
Favorable	21%	26%	16%	18%
Unfavorable	11%	11%	13%	7%
Not sure	68%	63%	70%	75%

	Base	Party		
		Democrat	Republican	Independent/Other
Cary Favorability				
Favorable	41%	44%	39%	39%
Unfavorable	14%	15%	13%	13%
Not sure	45%	41%	47%	48%

	Base	Party		
		Democrat	Republican	Independent/Other
Chapel Hill Favorability				
Favorable	53%	65%	38%	48%
Unfavorable	18%	13%	25%	19%
Not sure	29%	22%	37%	33%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Charlotte Favorability				
Favorable	59%	66%	51%	58%
Unfavorable	18%	15%	21%	22%
Not sure	23%	20%	28%	20%

	Base	Party		
		Democrat	Republican	Independent/Other
Durham Favorability				
Favorable	38%	47%	29%	33%
Unfavorable	29%	24%	34%	32%
Not sure	33%	29%	37%	35%

	Base	Party		
		Democrat	Republican	Independent/Other
Fayetteville Favorability				
Favorable	29%	31%	26%	30%
Unfavorable	30%	31%	27%	30%
Not sure	41%	38%	47%	39%

	Base	Party		
		Democrat	Republican	Independent/Other
Greensboro Favorability				
Favorable	56%	63%	49%	53%
Unfavorable	11%	9%	11%	12%
Not sure	33%	28%	40%	34%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Greenville Favorability				
Favorable	36%	33%	39%	40%
Unfavorable	11%	14%	7%	8%
Not sure	53%	53%	54%	53%

	Base	Party		
		Democrat	Republican	Independent/Other
Raleigh Favorability				
Favorable	67%	73%	59%	67%
Unfavorable	11%	10%	13%	10%
Not sure	22%	17%	28%	24%

	Base	Party		
		Democrat	Republican	Independent/Other
Wilmington Favorability				
Favorable	67%	66%	65%	72%
Unfavorable	4%	5%	2%	4%
Not sure	29%	29%	33%	25%

	Base	Party		
		Democrat	Republican	Independent/Other
Winston Favorability				
Favorable	55%	59%	54%	47%
Unfavorable	8%	7%	8%	12%
Not sure	37%	34%	38%	41%





Crosstabs

	Base	Race		
		White	African-American	Other
Asheville Favorability				
Favorable	61%	66%	45%	53%
Unfavorable	12%	13%	10%	5%
Not sure	27%	21%	45%	41%

	Base	Race		
		White	African-American	Other
Carrboro Favorability				
Favorable	21%	25%	12%	13%
Unfavorable	11%	10%	12%	9%
Not sure	68%	65%	77%	78%

	Base	Race		
		White	African-American	Other
Cary Favorability				
Favorable	41%	42%	43%	27%
Unfavorable	14%	15%	12%	15%
Not sure	45%	44%	45%	58%

	Base	Race		
		White	African-American	Other
Chapel Hill Favorability				
Favorable	53%	53%	56%	33%
Unfavorable	18%	18%	15%	23%
Not sure	29%	29%	28%	44%





Crosstabs

	Base	Race		
		White	African-American	Other
Charlotte Favorability				
Favorable	59%	55%	74%	68%
Unfavorable	18%	21%	9%	15%
Not sure	23%	24%	17%	17%

	Base	Race		
		White	African-American	Other
Durham Favorability				
Favorable	38%	36%	49%	40%
Unfavorable	29%	31%	23%	15%
Not sure	33%	34%	28%	46%

	Base	Race		
		White	African-American	Other
Fayetteville Favorability				
Favorable	29%	25%	45%	38%
Unfavorable	30%	33%	20%	8%
Not sure	41%	42%	34%	54%

	Base	Race		
		White	African-American	Other
Greensboro Favorability				
Favorable	56%	53%	67%	53%
Unfavorable	11%	11%	9%	12%
Not sure	33%	36%	24%	35%





Crosstabs

	Base	Race		
		White	African-American	Other
Greenville Favorability				
Favorable	36%	36%	37%	34%
Unfavorable	11%	11%	10%	14%
Not sure	53%	53%	53%	51%

	Base	Race		
		White	African-American	Other
Raleigh Favorability				
Favorable	67%	65%	77%	56%
Unfavorable	11%	11%	9%	15%
Not sure	22%	24%	14%	29%

	Base	Race		
		White	African-American	Other
Wilmington Favorability				
Favorable	67%	70%	58%	63%
Unfavorable	4%	3%	6%	4%
Not sure	29%	27%	36%	33%

	Base	Race		
		White	African-American	Other
Winston Favorability				
Favorable	55%	55%	55%	51%
Unfavorable	8%	9%	7%	2%
Not sure	37%	36%	38%	47%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Asheville Favorability					
Favorable	61%	58%	58%	65%	60%
Unfavorable	12%	18%	10%	12%	12%
Not sure	27%	24%	32%	23%	29%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Carrboro Favorability					
Favorable	21%	22%	20%	23%	20%
Unfavorable	11%	14%	8%	10%	14%
Not sure	68%	65%	72%	67%	66%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Cary Favorability					
Favorable	41%	38%	43%	42%	40%
Unfavorable	14%	14%	20%	12%	10%
Not sure	45%	49%	37%	46%	50%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Chapel Hill Favorability					
Favorable	53%	51%	51%	53%	55%
Unfavorable	18%	24%	18%	17%	15%
Not sure	29%	24%	30%	30%	30%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Charlotte Favorability					
Favorable	59%	59%	58%	62%	57%
Unfavorable	18%	19%	19%	18%	16%
Not sure	23%	22%	24%	20%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Durham Favorability					
Favorable	38%	44%	37%	39%	37%
Unfavorable	29%	28%	34%	28%	23%
Not sure	33%	28%	30%	33%	39%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Fayetteville Favorability					
Favorable	29%	29%	23%	31%	36%
Unfavorable	30%	29%	43%	26%	17%
Not sure	41%	43%	35%	42%	47%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Greensboro Favorability					
Favorable	56%	54%	50%	60%	60%
Unfavorable	11%	9%	18%	9%	4%
Not sure	33%	37%	33%	31%	36%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Greenville Favorability					
Favorable	36%	37%	34%	37%	39%
Unfavorable	11%	14%	13%	10%	5%
Not sure	53%	49%	53%	53%	56%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Raleigh Favorability					
Favorable	67%	60%	73%	67%	64%
Unfavorable	11%	17%	7%	12%	10%
Not sure	22%	23%	20%	21%	27%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Wilmington Favorability					
Favorable	67%	57%	62%	75%	64%
Unfavorable	4%	3%	7%	3%	2%
Not sure	29%	40%	31%	22%	34%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Winston Favorability					
Favorable	55%	49%	52%	59%	54%
Unfavorable	8%	11%	10%	7%	6%
Not sure	37%	40%	38%	34%	40%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Asheville Favorability							
Favorable	61%	64%	61%	65%	57%	51%	66%
Unfavorable	12%	7%	13%	7%	30%	6%	9%
Not sure	27%	29%	25%	28%	13%	43%	25%

	Base	Area Code					
		252	336	704	828	910	919
Carrboro Favorability							
Favorable	21%	28%	26%	15%	4%	20%	35%
Unfavorable	11%	13%	12%	7%	11%	6%	15%
Not sure	68%	60%	62%	78%	86%	74%	50%

	Base	Area Code					
		252	336	704	828	910	919
Cary Favorability							
Favorable	41%	48%	44%	39%	22%	42%	52%
Unfavorable	14%	13%	18%	5%	8%	14%	26%
Not sure	45%	38%	38%	57%	70%	44%	23%

	Base	Area Code					
		252	336	704	828	910	919
Chapel Hill Favorability							
Favorable	53%	55%	50%	61%	44%	53%	51%
Unfavorable	18%	13%	23%	10%	10%	12%	32%
Not sure	29%	31%	26%	29%	45%	35%	16%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Charlotte Favorability							
Favorable	59%	51%	61%	75%	49%	55%	57%
Unfavorable	18%	11%	22%	20%	26%	13%	14%
Not sure	23%	39%	17%	6%	25%	32%	29%

	Base	Area Code					
		252	336	704	828	910	919
Durham Favorability							
Favorable	38%	39%	41%	45%	32%	33%	37%
Unfavorable	29%	35%	32%	18%	24%	22%	43%
Not sure	33%	27%	26%	37%	45%	46%	20%

	Base	Area Code					
		252	336	704	828	910	919
Fayetteville Favorability							
Favorable	29%	35%	32%	26%	24%	42%	23%
Unfavorable	30%	23%	32%	22%	22%	28%	44%
Not sure	41%	42%	36%	52%	53%	30%	33%

	Base	Area Code					
		252	336	704	828	910	919
Greensboro Favorability							
Favorable	56%	53%	71%	63%	45%	42%	56%
Unfavorable	11%	8%	15%	7%	12%	12%	10%
Not sure	33%	39%	14%	30%	43%	46%	35%





Crosstabs

	Base	Area Code					
		252	336	704	828	910	919
Greenville Favorability							
Favorable	36%	64%	34%	30%	26%	38%	39%
Unfavorable	11%	21%	9%	7%	11%	6%	13%
Not sure	53%	15%	57%	63%	63%	57%	48%

	Base	Area Code					
		252	336	704	828	910	919
Raleigh Favorability							
Favorable	67%	71%	59%	67%	47%	77%	79%
Unfavorable	11%	13%	17%	7%	16%	4%	9%
Not sure	22%	16%	23%	25%	37%	19%	12%

	Base	Area Code					
		252	336	704	828	910	919
Wilmington Favorability							
Favorable	67%	68%	72%	66%	44%	72%	75%
Unfavorable	4%	5%	5%	3%	2%	4%	4%
Not sure	29%	27%	23%	32%	54%	23%	21%

	Base	Area Code					
		252	336	704	828	910	919
Winston Favorability							
Favorable	55%	52%	76%	55%	52%	40%	50%
Unfavorable	8%	10%	10%	6%	6%	10%	10%
Not sure	37%	38%	14%	40%	43%	50%	41%

