

Results of SurveyUSA Mkt Research Study For Civitas Institute Raleigh, NC.

300 Wilmington North Carolina registered voters were interviewed by SurveyUSA 02/25/12 through 02/27/12, exclusively for the JW Pope Civitas Institute of Raleigh. **Data re-weighted to client specifications.**

1 Do you approve or disapprove of the job Barack Obama is doing as President?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republican</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 5.7%														
Approve	59%	56%	62%	55%	68%	65%	49%	64%	57%	52%	78%	7%	91%	61%
Disapprove	39%	43%	37%	45%	32%	34%	48%	36%	41%	46%	22%	90%	9%	36%
Not Sure	1%	1%	1%	0%	0%	1%	4%	0%	2%	2%	0%	2%	0%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

2 Do you approve or disapprove of the job Bill Saffo is doing as Mayor?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republican</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 5.8%														
Approve	52%	52%	51%	28%	47%	62%	56%	41%	59%	52%	48%	34%	65%	54%
Disapprove	45%	44%	46%	71%	50%	36%	39%	57%	38%	44%	51%	60%	33%	44%
Not Sure	3%	4%	3%	1%	3%	2%	5%	2%	4%	4%	1%	6%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

3 Do you approve or disapprove of the job the Wilmington City Council is doing?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Approve	40%	33%	46%	47%	42%	43%	34%	43%	38%	39%	46%	30%	40%	46%
Disapprove	51%	62%	43%	52%	52%	48%	52%	52%	50%	50%	51%	63%	50%	45%
Not Sure	9%	5%	11%	1%	7%	9%	13%	5%	11%	11%	4%	7%	10%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

4 Which of these issues is the most important one facing the city of Wilmington right now? Jobs? The need for hotels? The economy? Crime? Roads? Or something else?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Jobs	38%	36%	39%	44%	44%	28%	40%	44%	34%	30%	61%	45%	39%	33%
Hotels	1%	0%	1%	1%	0%	2%	1%	0%	1%	1%	0%	1%	2%	0%
Economy	32%	28%	35%	9%	29%	45%	32%	22%	38%	38%	11%	22%	38%	38%
Crime	13%	13%	13%	37%	12%	6%	10%	21%	8%	10%	22%	15%	4%	9%
Roads	8%	12%	6%	2%	9%	5%	13%	7%	9%	10%	3%	11%	7%	9%
Something Else	5%	9%	3%	7%	3%	10%	3%	5%	6%	7%	1%	3%	6%	9%
Not Sure	3%	2%	3%	0%	3%	4%	2%	2%	3%	3%	2%	3%	4%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

5 Compared to 2 years ago, is crime in downtown area better? Worse? or about the same as it was 2 years ago?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Better	22%	29%	17%	12%	17%	31%	23%	15%	27%	24%	16%	11%	30%	25%
Worse	21%	17%	25%	12%	32%	11%	26%	25%	19%	21%	19%	25%	15%	26%
About The Same	53%	51%	54%	75%	46%	56%	46%	56%	51%	50%	65%	63%	47%	48%
Not Sure	4%	2%	5%	1%	5%	2%	5%	4%	4%	5%	0%	1%	7%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

6 Wilmington used \$1.3 million of federal money to hire 13 police officers. That money has run out. What should Wilmington do now? Raise taxes to keep the 13 officers? Make cuts to other city services to be able to keep the officers? Or let the officers go?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Raise Taxes	17%	20%	15%	5%	16%	25%	15%	12%	20%	20%	6%	4%	24%	21%
Make Cuts	51%	45%	55%	27%	48%	47%	68%	41%	57%	58%	30%	70%	44%	48%
Let The Officers Go	25%	26%	24%	66%	27%	18%	12%	40%	15%	16%	53%	21%	22%	25%
Not Sure	7%	9%	6%	2%	9%	10%	5%	7%	8%	6%	12%	4%	11%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

7 Is the Wilmington City Council responsible? Or irresponsible? When determining how to use taxpayer dollars?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Responsible	35%	33%	36%	16%	44%	38%	33%	35%	35%	34%	32%	21%	46%	40%
Irresponsible	48%	53%	43%	50%	48%	42%	51%	49%	47%	50%	42%	66%	39%	46%
Not Sure	17%	13%	20%	34%	7%	20%	16%	16%	18%	16%	27%	14%	15%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

8 Which of the following is the highest priority for the city of Wilmington to use taxpayer dollars on?
Public safety? Roads? Theaters and Stadiums? Wave Transit? Or something else?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Public Safety	45%	39%	48%	48%	52%	46%	35%	51%	40%	43%	48%	62%	36%	44%
Roads	25%	31%	21%	9%	26%	22%	34%	21%	28%	30%	13%	23%	23%	33%
Theaters And Stadiums	4%	7%	3%	3%	7%	4%	3%	5%	4%	4%	6%	4%	7%	1%
Wave Transit	6%	5%	7%	11%	5%	6%	7%	7%	6%	7%	5%	1%	12%	4%
Something Else	18%	16%	19%	29%	8%	21%	19%	15%	20%	13%	28%	8%	20%	15%
Not Sure	2%	1%	2%	0%	2%	2%	3%	2%	2%	3%	0%	2%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

9 Should building a baseball stadium in Wilmington be ...a high priority? A medium priority? A low priority? Or not a priority?

300 Registered Voters Margin of Sampling Error: ± 5.8%	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
High	10%	12%	8%	5%	13%	11%	8%	11%	9%	8%	14%	7%	12%	7%
Medium	22%	21%	22%	10%	30%	26%	15%	23%	21%	24%	14%	15%	27%	24%
Low	23%	27%	20%	14%	26%	18%	30%	22%	24%	24%	24%	20%	30%	19%
Not a Priority	44%	40%	47%	72%	31%	41%	45%	45%	43%	43%	47%	57%	31%	45%
Not Sure	2%	1%	3%	0%	0%	4%	2%	0%	3%	1%	2%	1%	0%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

10 There is a proposal to build a \$40 million, 6,500 seat baseball stadium in Wilmington. Would you support? Or would you oppose? Building this stadium if it were financed by the city of Wilmington?

300 Registered Voters Margin of Sampling Error: ± 5.3%	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Support	20%	21%	20%	9%	24%	24%	19%	19%	22%	22%	17%	16%	24%	19%
Oppose	70%	73%	69%	67%	70%	68%	75%	69%	71%	72%	67%	83%	69%	71%
Not Sure	9%	6%	11%	24%	6%	8%	6%	12%	7%	7%	16%	1%	7%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

11 Would you support? Or would you oppose? Building this stadium if it were financed by private developers?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 4.6%														
Support	81%	82%	80%	64%	91%	86%	74%	82%	80%	85%	67%	87%	81%	84%
Oppose	10%	13%	8%	12%	7%	7%	15%	9%	11%	9%	15%	8%	13%	9%
Not Sure	9%	5%	12%	24%	2%	7%	11%	9%	9%	6%	18%	5%	5%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

12 Would you support? Or would you oppose? Building this stadium if your taxes had to be increased in order to pay for it?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 4%														
Support	9%	10%	9%	6%	8%	15%	6%	7%	11%	10%	4%	6%	13%	9%
Oppose	86%	86%	86%	94%	88%	79%	87%	90%	83%	85%	89%	90%	83%	84%
Not Sure	5%	5%	5%	0%	4%	6%	7%	3%	6%	5%	7%	4%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

13 Should the city of Wilmington pursue building a taxpayer-funded stadium that would be operated by a company based outside of North Carolina?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 5.2%														
Yes	14%	18%	11%	9%	16%	16%	13%	14%	14%	13%	18%	6%	22%	11%
No	71%	70%	72%	64%	73%	68%	75%	70%	72%	76%	61%	82%	66%	77%
Not Sure	15%	12%	17%	27%	11%	16%	12%	16%	14%	11%	21%	12%	12%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

14 How satisfied are you with the services you receive from the Cape Fear Public Utility Authority? Very satisfied? Somewhat satisfied? Not very satisfied? Or not at all satisfied?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Margin of Sampling Error: ± 5.8%														
Very	17%	13%	20%	33%	22%	12%	12%	26%	12%	15%	23%	9%	17%	18%
Somewhat	37%	40%	35%	19%	30%	43%	46%	26%	44%	43%	20%	39%	35%	40%
Not Very	25%	21%	27%	4%	32%	28%	24%	23%	26%	25%	22%	21%	29%	27%
Not At All	20%	25%	17%	45%	15%	17%	18%	25%	17%	16%	36%	30%	20%	15%
Not Sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

15 If the election for North Carolina State Senate were today, and the only names on the ballot were Republican Thom Goolsby and Democrat Deborah Butler, who would you vote for?

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Goolsby (R)	40%	43%	38%	45%	45%	31%	44%	45%	37%	45%	28%	88%	9%	45%
Butler (D)	48%	52%	46%	24%	55%	61%	41%	45%	51%	48%	48%	8%	80%	47%
Undecided	11%	5%	16%	31%	0%	8%	16%	10%	12%	7%	24%	5%	11%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

16 If you are a Man, press 1. A Woman, 2.

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.7%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
Man	42%	100%	0%	45%	42%	45%	39%	43%	42%	44%	39%	41%	43%	50%
Woman	58%	0%	100%	55%	58%	55%	61%	57%	58%	56%	61%	59%	57%	50%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

17 Please enter your age ...

300 Registered Voters	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
Margin of Sampling Error: ± 5.8%		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
18-34	13%	14%	12%	100%	0%	0%	0%	34%	0%	7%	34%	19%	6%	9%
35-49	26%	26%	26%	0%	100%	0%	0%	66%	0%	28%	23%	20%	25%	40%
50-64	30%	32%	29%	0%	0%	100%	0%	0%	49%	32%	19%	25%	36%	28%
65+	31%	29%	33%	0%	0%	0%	100%	0%	51%	34%	24%	37%	32%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

18 If you are... Hispanic, press 1. African American, 2. White, 3. Asian, or of another origin, 4.

300 Registered Voters Margin of Sampling Error: ± 5.2%	All	<u>Gender</u>		<u>Age</u>				<u><50 / 50+</u>		<u>Race</u>		<u>Party Affiliation</u>		
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65+</u>	<u>18-49</u>	<u>50+</u>	<u>White</u>	<u>Black</u>	<u>Republic</u>	<u>Democrat</u>	<u>UNA</u>
White	72%	75%	70%	36%	77%	76%	80%	63%	78%	100%	0%	81%	66%	87%
Black	23%	21%	24%	59%	20%	14%	18%	33%	16%	0%	100%	17%	28%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	42%	58%	13%	26%	30%	31%	39%	61%	72%	23%	28%	43%	25%

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