

North Carolina Now

Executive Summary

Purpose:

Brian Hamilton Foundation, an operating foundation with national reach but strong North Carolina roots, commissioned Great Blue Research to administer and analyze a poll of North Carolinians' opinions and perceptions in various areas of NC life.

Methodology:

- Sample: 753 (convenience sample with call list)
- Method: Online Survey and supplemental call bank outreach
- Number of Questions: 37
- Confidence Level: 95%, Margin of Error: 3.5%
- Collection Dates: February 15th-March 21st, 2022

Topline Findings:

- Most North Carolinians are very satisfied with NC as a place to live (87.4% overall), with farm communities reporting the lowest satisfaction.
- Majority of North Carolinians (62.7% overall) believe things will remain good in NC. But uncertainty comes as the second most frequent response. Farm communities are least optimistic.
- Top reasons for staying in NC: (1) family/friends here, (2) climate, (3) born here, (4) job is here, (5) love neighborhood
- Top reasons for leaving NC: (1) political environment, (2) “nothing would make me leave”, (3) cost of living, (4) job opportunities, (5) tax increases
- Top important issues: (1) personal safety, (2) local economy that provides for myself/family, (3) elected leaders getting things done regardless of party
- Most passionate issues: (1) local economy that provide, (2) personal safety, (3) personal faith, (4) elected leaders getting things done, (5) growth, (6) public education, (7) politics not controlled by extremists
- Most needed now from NC leadership: (1) innovative ideas, (2) more fire in the belly, (3) unaffiliated candidate, (4) question own party
- In general, farm communities and mountain communities were more likely to be less satisfied, less optimistic, and more likely to name personal faith as their most passionate issue.