

North Carolina Now: A Poll of North Carolinians' Perceptions and Opinions

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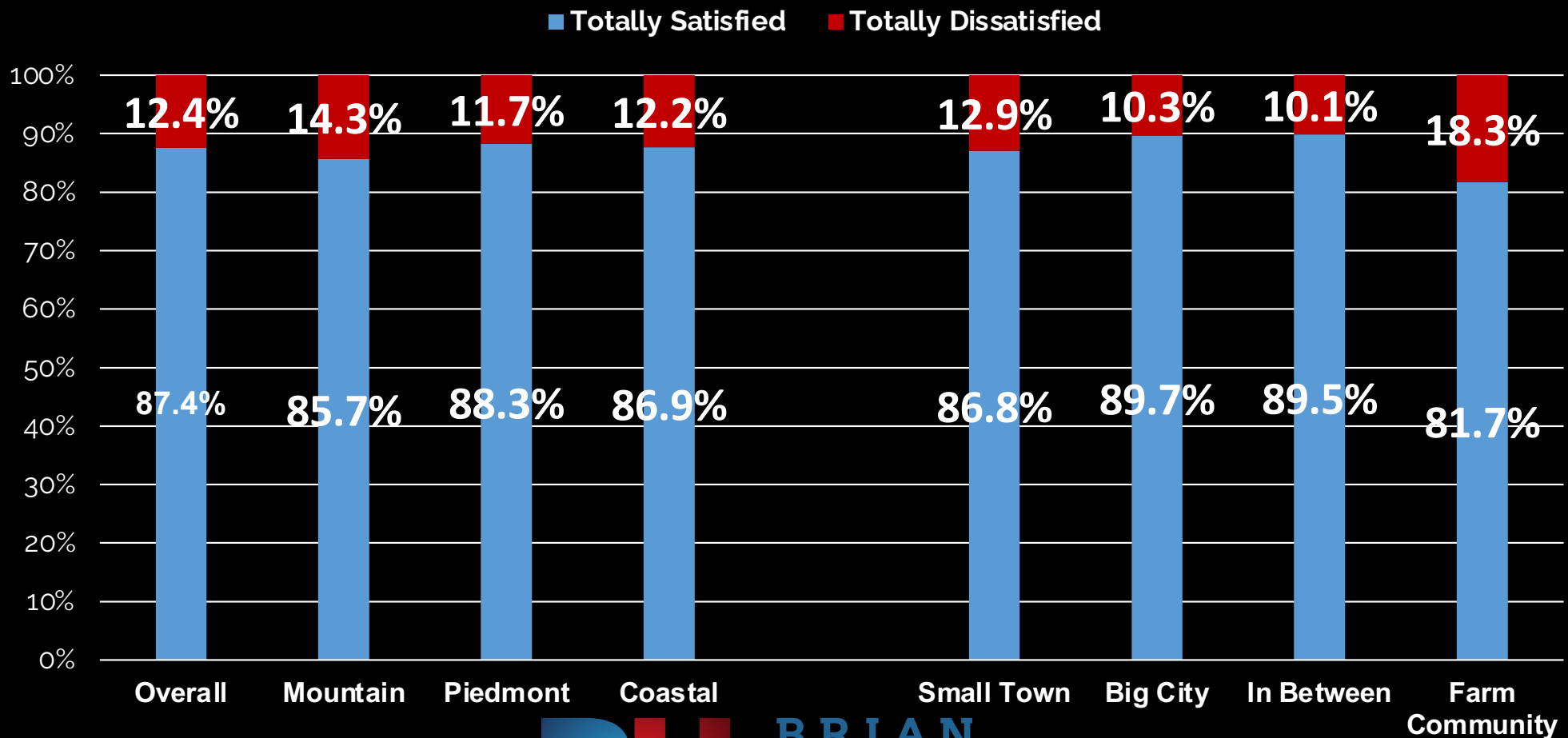


Survey Purpose and Methodology

- Brian Hamilton Foundation commissioned Great Blue Research to administer and analyze a poll of North Carolinians' opinions and perceptions in various areas of NC life.
- 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
- Analysis Method: Descriptive analysis, Cross tab frequencies with significance testing

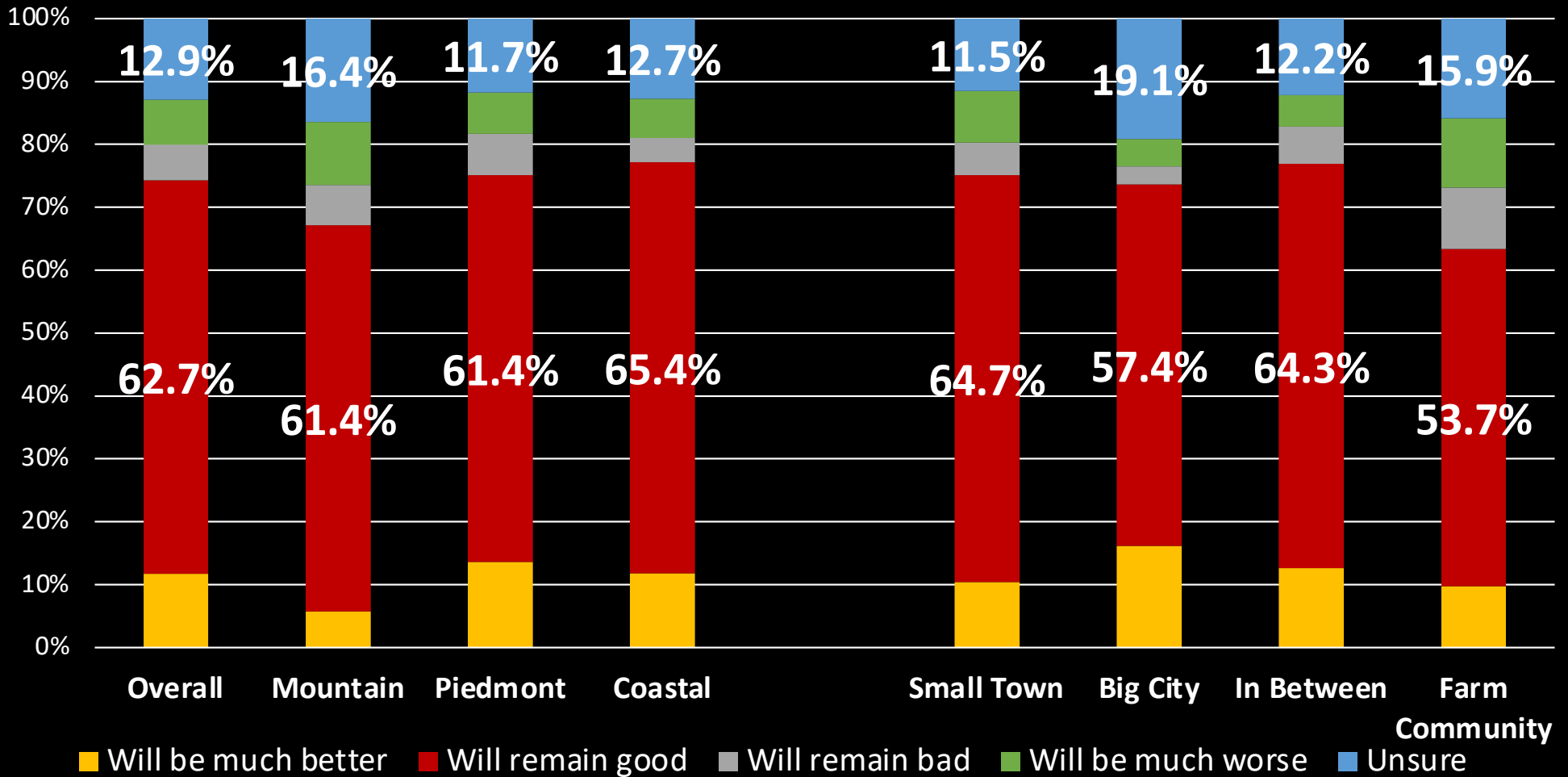
Overall Satisfaction

Most North Carolinians are very satisfied with NC as a place to live, with farm communities reporting the lowest satisfaction.



Future Optimism

Majority of North Carolinians 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 or Leaving NC

These are remarkably consistent across North Carolinians in this order.

Staying	Leaving
1. Family/friends in area	1. Political environment
2. Climate/weather	2. Nothing will make me leave
3. Born here	3. High cost of living
4. Job is based here	4. Job opportunities
5. Love neighborhood	5. Tax increases
6. More affordable than other states	6. Unsafe

Important Issues

When asked to rate the importance of various issues, North Carolinians rated these as most important:

- Personal safety
- A local economy that provides for myself/family
- Elected leaders getting things done, regardless of party affiliation

- Growth that doesn't negatively impact quality of life
- Public/political conversations not controlled by extremists
- Public school education that prepares for adulthood
- Covid no longer impact daily life

Most Passionate Issue

Farm communities and mountain region named personal faith as their most passionate issue, but otherwise this ranking is mostly consistent across North Carolinians.

1. A local economy that provides for myself/family
2. Personal safety
3. Personal faith/religious beliefs
4. Elected leaders getting things done, regardless of party
5. Growth
6. Public education that prepares for adulthood
7. Public/political conversations not controlled by extremists
8. Covid no longer impact daily life

Most Needed Now from NC Leaders

Overall, North Carolinians want more innovative solutions from our leaders. This was even more true for people in the Piedmont area and big cities.

