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GOP challenger leads N.C. House majority leader; District survey shows Holliman trails by six points

*Survey in House District 81 (Davidson County)
Shows challenger enjoying advantage among registered voters*

RALEIGH -- The most recent Carolina Opinion Survey shows that voters in N.C. House District 81 (Davidson County) prefer Republican challenger Rayne Brown to N.C. House Majority Leader Hugh Holliman.

When registered voters were asked which candidate they would vote for if the election were held today, 45 percent said they would vote for Rayne Brown compared to 39 percent for Hugh Holliman.

These favorable results for Brown reflect a reversal in voting trends from the election two years ago. In 2008, Brown lost in a race against Holliman by a six-percentage-point margin – 53 percent to 47 percent. During the 2008 race, Brown spent \$14,000; Holliman's campaign spent \$250,000.

Unaffiliated voters may play a particularly significant role in District 81. The Carolina Opinion Survey shows that Unaffiliated voters say they prefer Brown by a margin of 44 percent to 24 percent.

Approaching the mid-term elections, most indicators point to a significant shift in political preference. When voters are asked which political party is better able to manage the state budget problems, voters in House District 81 chose Republicans over Democrats by a significant margin – 44 to 32 percent.

When asked whether voters prefer cutting state services to expanding the state sales tax to manage budget challenges, district voters overall were split: 33 percent said they preferred cutting services while 34 percent chose expanding the sales tax.

Again, one of the most significant voting trends proved to be Unaffiliated voter preferences. By a 15 percent margin – 46 to 31 percent – Unaffiliated voters supported cutting services.

This district, home to a visible House leader, could be a bellwether for the 2010 races with implications for the future leadership in the N.C. General Assembly.

The poll is the sixth in a series of 2010 Carolina Opinion Survey polls that seek insight into voter opinions affecting North Carolina political issues. Complete supporting documentation is available at www.carolinastrategygroup.com. Carolina Strategy Group is a three-year-old research-based public affairs firm with clients across the Southeastern United States.

About the Carolina Opinion Survey

The Carolina Opinion Survey of voters in N.C. House District 18 is a survey of 300 North Carolina voters living in district. The poll has a margin of error of +/- 5.00 percent. The survey was conducted May 6-10, 2010 through an automated phone system. Phone surveys are a snapshot of voters' opinions and are subject to other factors that may influence the margin of error not present in personal interviews surveys. However, they are an effective measure of public opinion and provide valuable insight into the opinions of all voters.

The Carolina Opinion Survey is designed to provide insight into the opinions of voters on federal, state and local issues facing North Carolina. The surveys are conducted by an automated phone system using a random sample generated by a file of North Carolina voters. The survey is a snapshot of voters' opinion on the key issues of the day.

It is important to remember that public opinion is fluid and is subject to change over time. Polls are not predictors of the future. They are a reflection of opinion based upon the current set of information available in the public arena at a given point in time.

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North Carolina House District 81 Survey of Likely General Election Voters

May 6-10, 2010 • n=300 • Margin of Error +/- 5.77%

In the upcoming November elections, would you say you are very likely to vote, somewhat likely to vote or not likely to vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	264	87.9	87.9	87.9
	Somewhat Likely	36	12.1	12.1	100.0
	Total	300	100.0	100.0	

Name ID: Hugh Holliman

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	82	27.4	27.4	27.4
	Unfavorable	96	32.1	32.1	59.5
	Don't Know	122	40.5	40.5	100.0
	Total	300	100.0	100.0	

Name ID: Rayne Brown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Favorable	92	30.7	30.7	30.7
	Unfavorable	46	15.4	15.4	46.1
	Don't Know	162	53.9	53.9	100.0
	Total	300	100.0	100.0	

Much has been written in the media about declining tax revenue and budget shortfalls for both state and local government. Would prefer to see non-critical needs such as libraries and state parks closed or would you favor lawmakers looking for new revenues sources such as expanding the sales tax to help state and local government fill their budget shortfall?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cut Services	99	33.1	33.1	33.1
	New Sales Tax	103	34.2	34.2	67.3
	Don't Know	98	32.7	32.7	100.0
	Total	300	100.0	100.0	

North Carolina House District 81 Survey of Likely General Election Voters

May 6-10, 2010 • n=300 • Margin of Error +/- 5.77%

If the election for state house was held today and the candidates were Hugh Holliman the Democrat and Rayne Brown the Republican, for whom would you vote?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hugh Holliman	116	38.6	38.6	38.6
	Rayne Brown	135	45.0	45.0	83.6
	Undecided	49	16.4	16.4	100.0
	Total	300	100.0	100.0	

Do you consider yourself to be a liberal, moderate or conservative in your political beliefs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal	42	14.1	14.1	14.1
	Moderate	108	36.1	36.1	50.2
	Conservative	123	41.0	41.0	91.2
	Unsure	26	8.8	8.8	100.0
	Total	300	100.0	100.0	

Here in North Carolina, which political party do you believe would better at managing the state budget problem?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	97	32.4	32.4	32.4
	Republican	132	43.9	43.9	76.3
	Not Sure	71	23.7	23.7	100.0
	Total	300	100.0	100.0	

Which of the following would you say frustrates you most about North Carolina State government?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High Taxes	48	16.0	16.0	16.0
	Government Spending	77	25.7	25.7	41.8
	Political Corruption	135	45.1	45.1	86.9
	Something Other	24	7.9	7.9	94.8
	Unsure	16	5.2	5.2	100.0
	Total	300	100.0	100.0	

North Carolina House District 81 Survey of Likely General Election Voters

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All things being equal, are you likely to vote for a Democratic candidate or republican candidate for state legislature this election year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	119	39.7	39.7	39.7
	Republican	132	44.2	44.2	83.9
	Undecided	48	16.1	16.1	100.0
	Total	300	100.0	100.0	

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Woman	156	51.9	51.9	51.9
	Man	144	48.1	48.1	100.0
	Total	300	100.0	100.0	

Have you or a member of your immediate family been unemployed in the last six months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	134	44.6	44.6	44.6
	No	148	49.2	49.2	93.8
	Don't Know	19	6.2	6.2	100.0
	Total	300	100.0	100.0	

Party Registration

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	139	46.2	46.2	46.2
	Republican	113	37.8	37.8	83.9
	Unaffiliated	42	14.0	14.0	97.9
	Unsure	6	2.1	2.1	100.0
	Total	300	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	236	78.8	78.8	78.8
	African-American	57	19.0	19.0	97.8
	Hispanic	1	.4	.4	98.2
	Asian	1	.4	.4	98.6
	Other	4	1.4	1.4	100.0
	Total	300	100.0	100.0	

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Age Category

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25	18	6.1	6.1	6.1
	26 to 40	61	20.2	20.2	26.4
	41 to 55	87	29.1	29.1	55.5
	56 to 65	60	20.0	20.0	75.5
	Over 65	73	24.5	24.5	100.0
	Total	300	100.0	100.0	

North Carolina House District 81

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		Do you consider yourself to be a liberal, moderate or conservative in your political beliefs?					All things being equal, are you likely to vote for a Democratic candidate or republican candidate for state legislature this election year?			Sex	
		Total	Liberal	Moderate	Conservative	Unsure	Democratic	Republican	Undecided	Woman	Man
In the upcoming November elections, would you say you are very likely to vote, somewhat likely to vote or not likely to vote?	Very Likely	264	35	97	111	19	98	126	40	131	132
		87.9%	83.6%	89.8%	90.7%	73.6%	82.4%	94.9%	82.2%	84.4%	91.6%
	Somewhat Likely	36	7	11	11	7	21	7	9	24	12
Name ID: Hugh Holliman		12.1%	16.4%	10.2%	9.3%	26.4%	17.6%	5.1%	17.8%	15.6%	8.4%
	Favorable	82	19	46	11	7	47	24	11	41	41
		27.4%	44.3%	42.0%	9.1%	25.1%	39.6%	18.0%	23.1%	26.4%	28.4%
	Unfavorable	96	4	29	59	4	19	62	15	42	55
Name ID: Rayne Brown		32.1%	10.1%	26.4%	48.0%	16.2%	16.0%	46.7%	31.7%	26.8%	37.8%
	Don't Know	122	19	34	53	16	53	47	22	73	49
		40.5%	45.5%	31.6%	42.9%	58.7%	44.4%	35.4%	45.2%	46.7%	33.9%
	Favorable	92	9	32	49	2	15	65	13	39	53
		30.7%	21.0%	29.7%	39.6%	8.5%	12.3%	48.7%	26.4%	25.2%	36.5%
	Unfavorable	46	8	25	11	2	37	6	3	21	25
		15.4%	18.3%	23.2%	9.0%	8.7%	30.9%	4.6%	7.0%	13.7%	17.2%
	Don't Know	162	26	51	63	22	68	62	32	95	67
		53.9%	60.7%	47.1%	51.4%	82.8%	56.8%	46.7%	66.6%	61.1%	46.2%
	Cut Services	99	13	26	56	5	27	61	11	42	57
Much has been written in the media about declining tax revenue and budget shortfalls for both state and local government. Would you prefer to see non-critical needs such as libraries and state parks closed or would you favor lawmakers looking for new revenues sources such as expanding the sales tax to help state and local government fill their budget shortfall?		33.1%	30.7%	24.2%	45.3%	17.0%	22.6%	46.2%	23.1%	26.9%	39.8%
	New Sales Tax	103	22	51	22	8	60	25	18	62	40
		34.2%	51.7%	47.0%	18.1%	28.6%	50.5%	18.8%	36.4%	40.0%	27.9%
	Don't Know	98	7	31	45	14	32	46	20	51	47
	32.7%	17.5%	28.9%	36.5%	54.4%	26.9%	35.0%	40.5%	33.0%	32.3%	

North Carolina House District 81

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Have you or a member of your
immediate family been
unemployed in the last six
months?

Party Registration

		Total	Yes	No	Don't Know	Democrat	Republican	Unaffiliated	Unsure
In the upcoming November elections, would you say you are very likely to vote, somewhat likely to vote or not likely to vote?	Very Likely	264	114	132	18	119	107	34	4
		87.9%	85.1%	89.6%	94.2%	86.0%	94.6%	80.4%	57.7%
	Somewhat Likely	36	20	15	1	19	6	8	3
Name ID: Hugh Holliman		12.1%	14.9%	10.4%	5.8%	14.0%	5.4%	19.6%	42.3%
	Favorable	82	37	41	4	50	26	5	1
		27.4%	27.9%	27.5%	22.2%	36.1%	23.4%	12.1%	9.3%
	Unfavorable	96	34	57	5	28	51	16	1
Name ID: Rayne Brown		32.1%	25.5%	38.7%	27.2%	20.1%	45.2%	38.2%	18.3%
	Don't Know	122	62	50	9	61	36	21	4
		40.5%	46.6%	33.8%	50.6%	43.8%	31.4%	49.6%	72.4%
	Favorable	92	41	47	4	26	52	13	1
Much has been written in the media about declining tax revenue and budget shortfalls for both state and local government. Would you prefer to see non-critical needs such as libraries and state parks closed or would you favor lawmakers looking for new revenue sources such as expanding the sales tax to help state and local government fill their budget shortfall?		30.7%	30.9%	31.9%	19.3%	18.8%	45.8%	30.5%	20.3%
	Unfavorable	46	15	27	4	32	7	6	1
		15.4%	11.5%	18.2%	21.6%	23.1%	6.0%	15.0%	19.4%
	Don't Know	162	77	74	11	80	55	23	4
Cut Services		53.9%	57.7%	49.9%	59.1%	58.1%	48.2%	54.6%	60.4%
		99	39	55	5	38	42	20	0
		33.1%	29.2%	37.3%	28.3%	27.4%	36.9%	46.6%	0.0%
	New Sales Tax	103	51	49	2	56	32	13	2
Don't Know		34.2%	38.5%	33.0%	13.0%	40.1%	28.6%	31.3%	24.4%
		98	43	44	11	45	39	9	5
		32.7%	32.4%	29.7%	58.7%	32.5%	34.5%	22.1%	75.6%

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		Race						Age Category				
		Total	White	African- American	Hispanic	Asian	Other	18 to 25	26 to 40	41 to 55	56 to 65	Over 65
In the upcoming November elections, would you say you are very likely to vote, somewhat likely to vote or not likely to vote?	Very Likely	264	207	51	1	1	3	14	51	74	54	71
		87.9%	87.7%	89.7%	100.0%	69.2%	73.7%	74.2%	83.8%	84.9%	90.5%	96.1%
	Somewhat Likely	36	29	6	0	0	1	5	10	13	6	3
		12.1%	12.3%	10.3%	0.0%	30.8%	26.3%	25.8%	16.2%	15.1%	9.5%	3.9%
Name ID: Hugh Holliman	Favorable	82	62	20	0	0	0	5	11	25	14	27
		27.4%	26.1%	35.3%	0.0%	0.0%	5.0%	27.4%	17.4%	28.7%	23.9%	36.9%
	Unfavorable	96	79	16	0	0	2	5	19	28	26	18
		32.1%	33.2%	27.2%	29.9%	0.0%	44.3%	28.4%	30.9%	32.3%	43.1%	24.7%
	Don't Know	122	96	21	1	1	2	8	31	34	20	28
		40.5%	40.7%	37.4%	70.1%	100.0%	50.7%	44.2%	51.7%	39.0%	32.9%	38.4%
Name ID: Rayne Brown	Favorable	92	78	12	0	0	1	6	21	22	23	19
		30.7%	33.0%	21.9%	29.9%	0.0%	25.2%	34.6%	34.9%	25.5%	38.6%	25.8%
	Unfavorable	46	37	9	0	0	0	0	4	15	8	18
		15.4%	15.6%	16.0%	0.0%	0.0%	5.7%	0.0%	6.8%	17.7%	13.8%	25.0%
	Don't Know	162	121	35	1	1	3	12	35	50	29	36
		53.9%	51.4%	62.2%	70.1%	100.0%	69.2%	65.4%	58.3%	56.8%	47.6%	49.2%
Much has been written in the media about declining tax revenue and budget shortfalls for both state and local government. Would you prefer to see non-critical needs such as libraries and state parks closed or would you favor lawmakers looking for new revenues sources such as expanding the sales tax to help state and local government fill their budget shortfall?	Cut Services	99	83	15	1	0	1	7	24	22	21	25
		33.1%	34.9%	26.4%	100.0%	0.0%	14.7%	36.3%	39.9%	25.6%	34.8%	34.3%
	New Sales Tax	103	78	23	0	0	1	7	23	36	19	19
		34.2%	33.0%	40.9%	0.0%	0.0%	30.6%	35.3%	37.1%	41.0%	31.1%	25.9%
	Don't Know	98	76	19	0	1	2	5	14	29	20	29
		32.7%	32.1%	32.8%	0.0%	100.0%	54.7%	28.4%	23.0%	33.4%	34.1%	39.8%

North Carolina House District 81

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		Do you consider yourself to be a liberal, moderate or conservative in your political beliefs?					All things being equal, are you likely to vote for a Democratic candidate or republican candidate for state legislature this election year?			Sex	
		Total	Liberal	Moderate	Conservative	Unsure	Democratic	Republican	Undecided	Woman	Man
If the election for state house was held today and the candidates were Hugh Holliman the Democrat and Rayne Brown the Republican, for whom would you vote?	Hugh Holliman	116	33	51	21	11	99	5	12	62	54
		38.6%	78.9%	46.9%	17.1%	39.7%	82.9%	3.6%	25.0%	39.8%	37.2%
	Rayne Brown	135	6	36	85	8	6	114	15	58	77
		45.0%	14.4%	33.6%	69.0%	29.5%	5.0%	86.4%	30.5%	37.4%	53.3%
	Undecided	49	3	21	17	8	14	13	22	36	14
		16.4%	6.7%	19.5%	13.9%	30.8%	12.1%	10.1%	44.5%	22.9%	9.5%
Here in North Carolina, which political party do you believe would better at managing the state budget problem?	Democrat	97	26	44	17	10	89	1	8	58	39
		32.4%	62.1%	40.8%	13.9%	36.0%	74.3%	0.4%	16.7%	37.6%	26.7%
	Republican	132	9	36	79	8	6	117	9	56	76
		43.9%	21.3%	33.1%	64.5%	28.7%	4.6%	88.2%	19.4%	35.9%	52.5%
	Not Sure	71	7	28	27	9	25	15	31	41	30
		23.7%	16.6%	26.0%	21.6%	35.3%	21.1%	11.5%	63.9%	26.5%	20.7%
Which of the following would you say frustrates you most about North Carolina State government?	High Taxes	48	8	15	22	4	26	15	8	28	20
		16.0%	19.1%	13.8%	17.5%	13.4%	21.5%	11.0%	16.4%	18.1%	13.9%
	Government Spending	77	10	29	33	5	27	41	9	45	32
		25.7%	23.9%	26.3%	27.0%	20.5%	22.3%	31.2%	19.3%	28.8%	22.4%
	Political Corruption	135	16	50	58	11	43	68	25	62	73
		45.1%	37.2%	46.6%	47.4%	41.1%	35.9%	51.1%	51.2%	40.0%	50.6%
	Something Other	24	6	9	7	2	14	5	5	8	15
		7.9%	15.2%	7.9%	5.7%	6.4%	11.4%	4.0%	9.8%	5.3%	10.7%
	Unsure	16	2	6	3	5	11	4	2	12	4
		5.2%	4.6%	5.5%	2.4%	18.6%	8.9%	2.7%	3.3%	7.8%	2.5%

North Carolina House District 81
Survey of Likely General Election Voters
 May 6-10, 2010 • n=300 • Margin of Error +/- 5.77%

Have you or a member of your
 immediate family been
 unemployed in the last six
 months?

Party Registration

		Total	Yes	No	Don't Know	Democrat	Republican	Unaffiliated	Unsure
If the election for state house was held today and the candidates were Hugh Holliman the Democrat and Rayne Brown the Republican, for whom would you vote?	Hugh Holliman	116	55	56	5	90	13	10	2
		38.6%	41.2%	37.7%	26.0%	65.2%	11.6%	24.0%	34.5%
	Rayne Brown	135	53	75	7	25	89	19	2
		45.0%	39.7%	51.0%	36.5%	18.2%	78.7%	44.6%	32.3%
	Undecided	49	26	17	7	23	11	13	2
		16.4%	19.1%	11.3%	37.5%	16.6%	9.7%	31.5%	33.2%
Here in North Carolina, which political party do you believe would better at managing the state budget problem?	Democrat	97	47	45	5	81	5	10	1
		32.4%	35.3%	30.5%	26.4%	58.3%	4.1%	24.7%	20.1%
	Republican	132	52	73	7	24	92	15	1
		43.9%	39.0%	49.2%	37.1%	17.5%	81.0%	35.2%	16.0%
	Not Sure	71	34	30	7	34	17	17	4
		23.7%	25.8%	20.3%	36.5%	24.2%	14.9%	40.1%	64.0%
Which of the following would you say frustrates you most about North Carolina State government?	High Taxes	48	19	29	0	29	15	4	0
		16.0%	14.3%	19.6%	0.0%	21.0%	13.1%	8.9%	7.1%
	Government Spending	77	35	39	4	32	28	14	3
		25.7%	26.2%	26.1%	19.8%	23.4%	24.7%	33.0%	47.8%
	Political Corruption	135	64	59	12	53	58	22	2
		45.1%	47.9%	40.0%	65.3%	38.4%	51.6%	51.9%	29.6%
	Something Other	24	9	14	1	13	8	3	0
	7.9%	6.7%	9.5%	3.9%	9.1%	7.5%	6.2%	0.0%	
	Unsure	16	7	7	2	11	4	0	1
		5.2%	5.0%	4.8%	10.9%	8.1%	3.1%	0.0%	15.5%

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		Race						Age Category				
		Total	White	African-American	Hispanic	Asian	Other	18 to 25	26 to 40	41 to 55	56 to 65	Over 65
If the election for state house was held today and the candidates were Hugh Holliman the Democrat and Rayne Brown the Republican, for whom would you vote?	Hugh Holliman	116	77	38	0	0	1	5	20	38	18	35
		38.6%	32.5%	66.8%	0.0%	0.0%	15.4%	24.8%	32.4%	43.9%	30.5%	47.3%
	Rayne Brown	135	122	10	1	0	2	10	27	35	34	29
		45.0%	51.4%	17.3%	100.0%	29.4%	50.2%	53.7%	44.3%	40.6%	56.1%	39.8%
	Undecided	49	38	9	0	1	1	4	14	14	8	9
		16.4%	16.1%	15.9%	0.0%	70.6%	34.3%	21.5%	23.3%	15.6%	13.5%	12.9%
Here in North Carolina, which political party do you believe would better at managing the state budget problem?	Democrat	97	63	33	0	0	1	3	15	34	18	27
		32.4%	26.7%	58.0%	0.0%	0.0%	23.8%	16.9%	24.5%	39.1%	29.5%	37.1%
	Republican	132	117	13	1	0	1	10	30	38	30	24
		43.9%	49.3%	22.3%	100.0%	0.0%	29.1%	53.7%	49.0%	43.9%	49.3%	32.8%
	Not Sure	71	57	11	0	1	2	5	16	15	13	22
		23.7%	24.0%	19.7%	0.0%	100.0%	47.1%	29.4%	26.4%	17.0%	21.2%	30.1%
Which of the following would you say frustrates you most about North Carolina State government?	High Taxes	48	32	16	0	0	0	3	6	12	10	17
		16.0%	13.5%	27.6%	0.0%	39.8%	0.0%	16.9%	10.6%	13.2%	17.4%	22.6%
	Government Spending	77	58	15	1	0	3	5	17	25	11	19
		25.7%	24.7%	25.9%	70.1%	29.4%	69.5%	27.1%	27.3%	29.2%	18.3%	26.1%
	Political Corruption	135	117	17	0	0	1	10	32	36	30	27
		45.1%	49.4%	30.1%	29.9%	0.0%	22.6%	56.0%	53.1%	41.6%	49.7%	36.2%
	Something Other	24	21	3	0	0	0	0	3	10	5	5
		7.9%	8.7%	4.7%	0.0%	0.0%	7.9%	0.0%	5.6%	12.0%	8.5%	6.3%
	Unsure	16	9	7	0	0	0	0	2	4	4	7
		5.2%	3.7%	11.7%	0.0%	30.8%	0.0%	0.0%	3.4%	4.1%	6.0%	8.9%