



**FOR IMMEDIATE RELEASE**  
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## **Tar Heel voters support business incentives and a smoking ban**

**Raleigh, N.C.** – A Public Policy Polling (PPP) survey released today finds that North Carolina voters support state and local government providing financial incentives to businesses looking to create jobs in the state. Fifty-eight percent of respondents support business incentives, while only 30% oppose them.

However, North Carolinians are less favorable towards the incentive package given this year to the internet company Google. Only 36% support offering Google about \$260 million to locate a data center in Caldwell County, while 46% oppose the deal.

A large majority of North Carolinians support a ban on smoking in restaurants and public places with few exemptions. Sixty-seven percent of those surveyed support the smoking ban, and 30% oppose it.

The survey also found that 65% of voters support giving tax breaks for fuel efficiency.

A plurality of voters favors two measures to help decrease the number of North Carolinians without health insurance. Forty-one percent support a plan similar to the one proposed by California Governor Arnold Schwarzenegger that would require everyone to buy health insurance, and 35% oppose such a plan. Forty-one percent of voters support the creation of a statewide high-risk health insurance pool, while 36% oppose it.

PPP surveyed 461 North Carolina voters on March 28. The survey has a margin of error of  $\pm 4.5\%$ . Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

Complete results are attached and can be found at [www.publicpolicypolling.com](http://www.publicpolicypolling.com). These include exact question wording and crosstabs broken down by gender, party affiliation, race, and age.

If you have questions about this release or would like an interview regarding this release, please contact Justin Guillory at (888) 621-6988 or 919-744-6312.

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## NC Survey Results

- Q1** In January the internet company, Google, announced plans to build a data center in Caldwell County. Google will invest nearly 600 million dollars in the facility and it will create more than 200 jobs. Google decided to build in North Carolina after state and local governments offered an estimated 260 million dollars in tax breaks and financial incentives. Do you favor or oppose state and local governments offering 260 million dollars for Google to build in North Carolina? If you favor state and local governments providing these incentives to Google, press 1. If you oppose, press 2. If you don't know, press 3.
- Support* .....36% *Don't know* .....19%
- Oppose* .....46%
- Q2** In addition to Google, North Carolina governments have offered incentives to many other businesses looking to relocate here. In general, do you support or oppose the state offering tax breaks and financial incentives to companies which are looking to create jobs here in the state? If you support business incentives, press 1. If you oppose, press 2. If you don't know, press 3.
- Support* .....58% *Don't know* .....13%
- Oppose* .....30%
- Q3** In California, Governor Arnold Schwarzenegger has proposed a health care plan that would require every individual to buy health insurance. Individuals without health insurance would be required to buy a plan, and at the same time businesses and hospitals would pay fees that would lower the costs for the uninsured. Would you support such a health care plan for North Carolina? If you support a similar health care plan, press 1. If you oppose, press 2. If you don't know, press 3.
- Support* .....41% *Don't know* .....24%
- Oppose* .....35%
- Q4** Do you support the state government giving tax breaks for fuel efficiency? For example, using ethanol fuel. If you support tax breaks for fuel efficiency, press 1. If you oppose, press 2. If you don't know, press 3.
- Support* .....65% *Don't know* .....15%
- Oppose* .....20%
- Q5** Currently being considered in the legislature is a bill that would ban smoking in restaurants and public places, with very few exemptions. Do you support a ban on smoking in public places? If yes, press 1. If no, press 2. If you don't know, press 3.
- Support* .....67% *Don't know* ..... 3%
- Oppose* .....30%
- Q6** The state legislature is also considering a bill to create a statewide high-risk health insurance pool. The insurance pool would sell affordable insurance to people who don't have health insurance or whose premiums are extremely high because of chronic medical conditions. Money for the insurance pool would come through higher than normal premiums and through a fee charged to health insurance companies in North Carolina. Would you support such a high-risk insurance pool for North Carolina? If yes, press 1. If no, press 2. If you don't know, press 3.
- Support* .....41% *Don't know* .....23%
- Oppose* .....36%
- Q7** If you are a woman, press 1, if a man, press 2.
- Women* .....53% *Men* .....47%
- Q8** If you are a Democrat, press 1. If Republican, press 2. If other, press 3.
- Democrat* .....42% *Other* .....20%
- Republican* .....38%



**Q9** If you are white, press 1. If African-American, press 2. If Hispanic, press 3. If other, press  
*White* .....77% *Other*..... 6%  
*Black*.....17%

**Q10** If you are 18 to 29 years old, press 1. If you are 30 to 45, press 2. If 46 to 60, press 3. If older than 60, press 4.  
*18-29*..... 5% *46-60*.....35%  
*30-45*.....23% *Older than 60*.....37%





**Crosstabs**

	Base	Gender	
		Women	Men
<b>Google incentives</b>			
Support	36%	38%	33%
Oppose	46%	43%	49%
Don't know	19%	20%	18%

	Base	Gender	
		Women	Men
<b>Business incentives</b>			
Support	58%	59%	57%
Oppose	30%	28%	31%
Don't know	13%	13%	12%

	Base	Gender	
		Women	Men
<b>California health care plan</b>			
Support	41%	43%	38%
Oppose	35%	28%	42%
Don't know	24%	29%	20%

	Base	Gender	
		Women	Men
<b>Tax breaks for fuel efficiency</b>			
Support	65%	66%	63%
Oppose	20%	15%	26%
Don't know	15%	18%	11%

	Base	Gender	
		Women	Men
<b>Smoking ban</b>			
Support	67%	71%	62%
Oppose	30%	26%	36%
Don't know	3%	3%	2%

	Base	Gender	
		Women	Men
<b>High risk health insurance pool</b>			
Support	41%	40%	42%
Oppose	36%	33%	40%
Don't know	23%	27%	19%

	Base	Party affiliation		
		Democrat	Republican	Other
<b>Google incentives</b>				
Support	36%	40%	33%	32%
Oppose	46%	40%	52%	44%
Don't know	19%	19%	15%	24%

	Base	Party affiliation		
		Democrat	Republican	Other
<b>Business incentives</b>				
Support	58%	60%	59%	51%
Oppose	30%	28%	35%	24%
Don't know	13%	12%	6%	26%





**Crosstabs**

	Base	Party affiliation		
		Democrat	Republican	Other
<b>California health care plan</b>				
<b>Support</b>	41%	46%	38%	37%
<b>Oppose</b>	35%	29%	38%	40%
<b>Don't know</b>	24%	25%	25%	22%

	Base	Party affiliation		
		Democrat	Republican	Other
<b>Tax breaks for fuel efficiency</b>				
<b>Support</b>	65%	70%	59%	65%
<b>Oppose</b>	20%	15%	28%	16%
<b>Don't know</b>	15%	15%	13%	19%

	Base	Party affiliation		
		Democrat	Republican	Other
<b>Smoking ban</b>				
<b>Support</b>	67%	68%	63%	72%
<b>Oppose</b>	30%	27%	36%	28%
<b>Don't know</b>	3%	5%	1%	-

	Base	Party affiliation		
		Democrat	Republican	Other
<b>High risk health insurance pool</b>				
<b>Support</b>	41%	43%	42%	32%
<b>Oppose</b>	36%	33%	39%	37%
<b>Don't know</b>	23%	23%	19%	31%

	Base	Race		
		White	Black	Other
<b>Google incentives</b>				
<b>Support</b>	36%	35%	41%	31%
<b>Oppose</b>	46%	52%	22%	38%
<b>Don't know</b>	19%	14%	38%	31%

	Base	Race		
		White	Black	Other
<b>Business incentives</b>				
<b>Support</b>	58%	58%	63%	46%
<b>Oppose</b>	30%	33%	16%	23%
<b>Don't know</b>	13%	9%	22%	31%

	Base	Race		
		White	Black	Other
<b>California health care plan</b>				
<b>Support</b>	41%	36%	59%	46%
<b>Oppose</b>	35%	39%	16%	31%
<b>Don't know</b>	24%	24%	25%	23%

	Base	Race		
		White	Black	Other
<b>Tax breaks for fuel efficiency</b>				
<b>Support</b>	65%	62%	78%	62%
<b>Oppose</b>	20%	24%	3%	19%
<b>Don't know</b>	15%	14%	19%	19%





**Crosstabs**

	Base	Race		
		White	Black	Other
<b>Smoking ban</b>				
<b>Support</b>	67%	62%	84%	77%
<b>Oppose</b>	30%	36%	9%	23%
<b>Don't know</b>	3%	2%	6%	-

	Base	Race		
		White	Black	Other
<b>High risk health insurance pool</b>				
<b>Support</b>	41%	39%	50%	31%
<b>Oppose</b>	36%	39%	22%	35%
<b>Don't know</b>	23%	21%	28%	35%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Google incentives</b>					
<b>Support</b>	35%	67%	43%	35%	26%
<b>Oppose</b>	46%	19%	48%	48%	46%
<b>Don't know</b>	19%	14%	9%	17%	28%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Business incentives</b>					
<b>Support</b>	58%	73%	59%	59%	56%
<b>Oppose</b>	29%	15%	30%	28%	31%
<b>Don't know</b>	13%	13%	11%	13%	13%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>California health care plan</b>					
<b>Support</b>	40%	35%	38%	43%	40%
<b>Oppose</b>	35%	33%	43%	35%	31%
<b>Don't know</b>	24%	31%	19%	22%	29%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Tax breaks for fuel efficiency</b>					
<b>Support</b>	65%	70%	71%	72%	54%
<b>Oppose</b>	20%	7%	16%	19%	27%
<b>Don't know</b>	14%	23%	13%	9%	19%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>Smoking ban</b>					
<b>Support</b>	67%	43%	65%	66%	73%
<b>Oppose</b>	30%	57%	35%	29%	25%
<b>Don't know</b>	3%	-	-	5%	3%

	Base	Age			
		18-29	30-45	46-60	Older than 60
<b>High risk health insurance pool</b>					
<b>Support</b>	40%	57%	36%	43%	38%
<b>Oppose</b>	36%	26%	43%	35%	35%
<b>Don't know</b>	24%	18%	21%	22%	27%

