

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 SEPTEMBER 2008

IF THE ELECTION FOR PRESIDENT WERE HELD TODAY, WOULD YOU BE
 VOTING FOR: DEMOCRAT BARACK OBAMA, REPUBLICAN JOHN MCCAIN
 OR LIBERTARIAN BOB BARR? IF NOT SURE/REFUSED, ARE YOU LEANING
 TOWARD: DEMOCRAT BARACK OBAMA, REPUBLICAN JOHN MCCAIN OR
 LIBERTARIAN BOB BARR?

			VOTING		VOTING DAY			ISSUE				
	N	%	DEFINITE	VERY	ELECTION	EARLY	NOT SURE	HEALTH CARE	PUBLIC EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGRAT.
			85%	13%	60%	30%	9%	16%	21%	30%	15%	12%
MCCAIN	267	45	45%	52%	48%	44%	33% *	29% *	37%	41%	69% *	63% *
OBAMA	265	45	46%	38%	41%	50%	56% *	65% *	51%	50%	17% *	33% *
LEAN BARR	9	1	2%	2%	1%	2%	2%	0%	2%	1%	5%	2%
NOT SURE	48	8	8%	8%	10%	4%	8%	6%	11%	8%	10%	3%
MCCAIN	267	45	45%	52%	48%	44%	33% *	29% *	37%	41%	69% *	63% *
OBAMA	265	45	46%	38%	41%	50%	56% *	65% *	51%	50%	17% *	33% *
NET MCCAIN	2	0	-1%	14% *	7%	-6%	-23% *	-35% *	-14% *	-10% *	52% *	30% *
MCCAIN : OBAMA	1.0:1		1:1.0	1.4:1 *	1.2:1 *	1:1.1 *	1:1.7 *	1:2.2 *	1:1.4 *	1:1.2 *	4.2:1 *	1.9:1 *
			AGE GROUP			PHILOSOPHY						
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
			5%	23%	31%	18%	21%	7%	13%	18%	23%	35%
MCCAIN	267	45	50%	46%	47%	45%	41%	11% *	21% *	62% *	81% *	32% *
OBAMA	265	45	36% *	42%	44%	49%	49%	82% *	70% *	28% *	16% *	54% *
LEAN BARR	9	1	7%	1%	2%	0%	1%	0%	3%	3%	2%	1%
NOT SURE	48	8	6%	11%	7%	6%	10%	7%	6%	7%	1%	13%
MCCAIN	267	45	50%	46%	47%	45%	41%	11% *	21% *	62% *	81% *	32% *
OBAMA	265	45	36% *	42%	44%	49%	49%	82% *	70% *	28% *	16% *	54% *
NET MCCAIN	2	0	14% *	4%	3%	-4%	-8%	-71% *	-50% *	34% *	65% *	-22% *
MCCAIN : OBAMA	1.0:1		1.4:1 *	1.1:1	1.1:1	1:1.1	1:1.2 *	1:7.3 *	1:3.4 *	2.2:1 *	5.1:1 *	1:1.7 *

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BEH VOTING

EDUCATION

	N	%	BEH VOTING					EDUCATION			
			ALWAYS DEMOCRAT	DEM MORE THAN REP	REP MORE THAN DEM	ALWAYS REP	BOTH =	HS GRAD	2YR COLL TECHNICAL	4YR COLL GRADUATE	POST GRAD
			18%	19%	24%	9%	27%	23%	23%	33%	15%
MCCAIN	267	45	0% *	6% *	88% *	93% *	51%	45%	48%	52%	36% *
OBAMA	265	45	99% *	84% *	4% *	4% *	30% *	46%	44%	39%	52%
LEAN BARR	9	1	0%	1%	2%	0%	3%	3%	1%	2%	1%
NOT SURE	48	8	1%	10%	5%	2%	16%	6%	7%	8%	11%
MCCAIN	267	45	0% *	6% *	88% *	93% *	51%	45%	48%	52%	36% *
OBAMA	265	45	99% *	84% *	4% *	4% *	30% *	46%	44%	39%	52%
NET MCCAIN	2	0	-99% *	-78% *	84% *	89% *	21% *	-1%	3%	13% *	-16% *
MCCAIN : OBAMA	1.0:1			1:14.3 *	20.4:1 *	21.9:1 *	1.7:1 *	1:1.0	1.1:1	1.3:1 *	1:1.5 *

EMPLOYMENT

HERITAGE

AFFIL.

GENDER

	N	%	EMPLOYMENT					HERITAGE		AFFIL.			GENDER		
			SELF EMPLOYED	PRIVATE CO	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOYE D	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE	FEMALE
			13%	31%	10%	11%	26%	6%	70%	21%	46%	35%	19%	48%	52%
MCCAIN	267	45	44%	43%	36% *	62% *	46%	37%	59% *	0% *	22% *	79% *	40%	46%	45%
OBAMA	265	45	48%	46%	54% *	27% *	46%	56% *	30% *	95% *	71% *	12% *	45%	43%	46%
LEAN BARR	9	1	3%	2%	2%	2%	0%	4%	2%	2%	0%	2%	3%	2%	1%
NOT SURE	48	8	6%	9%	8%	9%	9%	4%	10%	4%	8%	7%	11%	8%	8%
MCCAIN	267	45	44%	43%	36% *	62% *	46%	37%	59% *	0% *	22% *	79% *	40%	46%	45%
OBAMA	265	45	48%	46%	54% *	27% *	46%	56% *	30% *	95% *	71% *	12% *	45%	43%	46%
NET MCCAIN	2	0	-4%	-3%	-18% *	35% *	0%	-19% *	29% *	-95% *	-49% *	68% *	-4%	3%	-2%
MCCAIN : OBAMA	1.0:1		1:1.1	1:1.1	1:1.5 *	2.3:1 *	1:1.0	1:1.5 *	1.9:1 *		1:3.3 *	6.8:1 *	1:1.1 *	1.1:1	1:1.0

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GEOGRAPHIC

			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
			21%	14%	19%	20%	13%	13%
MCCAIN	267	45	46%	49%	55% *	42%	38%	39%
OBAMA	265	45	41%	41%	36%	50%	56% *	51%
LEAN BARR	9	1	4%	2%	2%	0%	1%	0%
NOT SURE	48	8	10%	9%	7%	8%	4%	10%
MCCAIN	267	45	46%	49%	55% *	42%	38%	39%
OBAMA	265	45	41%	41%	36%	50%	56% *	51%
NET MCCAIN	2	0	5%	8%	19% *	-7%	-18% *	-13% *
MCCAIN : OBAMA	1.0:1		1.1:1 *	1.2:1 *	1.5:1 *	1:1.2 *	1:1.5 *	1:1.3 *