

**New Report**  
**Total Adults**

**Margin of error: 4.5%**

**Sample size: 500 North Carolina likely voters**

**Research in the field Monday-Tuesday, 10/6-10/7** *Note: we were out of the field before the debate started last night*

**MOST IMPORTANT ISSUE**

*Generally speaking, what is the most important issue impacting your vote this year?*

	Total Adults	Among likely FEMALE voters	Among likely MALE voters
<b>Economy</b>	<b>44.4%</b>	<b>45.8%</b>	<b>41.7%</b>
The war in Iraq/National Security	21.8%	20.3%	24.6%
Gas prices & availability of gas	6.4%	5.2%	8.6%
Health care	6.0%	5.2%	7.4%
Something else	21.4%	23.4%	17.7%

**ECONOMY**

*Generally speaking, how would you rate the overall state of the economy?*

	Total Adults	Among likely FEMALE voters	Among likely MALE voters
Excellent	2.6%	2.5%	2.9%
Good	5.8%	3.7%	9.7%
Fair	23.6%	22.8%	25.1%
<b>Poor</b>	<b>68.0%</b>	<b>71.1%</b>	<b>62.3%</b>

## SENATE RACE

Who do you plan to vote for in the North Carolina Senate Race?

	Total Adults	Among likely voters who say the economy is the most important issue	Among people who said something OTHER than the economy was the most important issue to them	Among voters who say the state of the economy is "Poor"	Among likely FEMALE voters	Among likely MALE voters
Kay Hagan	<b>43.6%</b>	<b>56.3%</b>	33.5%	<b>52.9%</b>	<b>47.7%</b>	36.0%
Elizabeth Dole	43.0%	28.8%	<b>54.3%</b>	32.9%	39.7%	<b>49.1%</b>
Someone Else	4.2%	5.0%	3.6%	4.4%	5.2%	2.3%
Undecided	9.2%	9.9%	8.6%	9.7%	7.4%	12.6%

## GUBERNATORIAL RACE

Who do you plan to vote for in the North Carolina Gubernatorial Race?

	Total Adults	Among likely voters who say the economy is the most important issue	Among people who said something OTHER than the economy was the most important issue to them	Among voters who say the state of the economy is "Poor"	Among likely FEMALE voters	Among likely MALE voters
Bev Perdue	46.4%	<b>55.9%</b>	38.8%	<b>52.4%</b>	<b>51.1%</b>	37.7%
Pat McCrory	43.0%	32.0%	<b>51.8%</b>	34.7%	38.5%	<b>51.4%</b>
Someone Else	3.4%	3.6%	3.2%	4.1%	4.3%	1.7%
Undecided	7.2%	8.6%	6.1%	8.8%	6.2%	9.1%

## PRESIDENTIAL RACE

Who do you plan to vote for in the Presidential Race?

	Total Adults	Among likely voters who say the economy is the most important issue	Among people who said something OTHER than the economy was the most important issue to them	Among voters who say the state of the economy is "Poor"	Among likely FEMALE voters	Among likely MALE voters
John McCain	47.8%	31.5%	<b>60.8%</b>	37.4%	47.1%	49.1%
Barack Obama	46.0%	<b>59.5%</b>	35.3%	<b>55.6%</b>	46.5%	45.1%
Undecided	6.2%	9.0%	4.0%	7.1%	6.5%	5.7%