

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 OCTOBER 2008  
 OVERALL RESULTS

QUESTION 1. HOW LIKELY ARE YOU TO VOTE IN THE NOVEMBER ELECTION FOR PRESIDENT AND OTHER STATE OFFICES:

	#	%	
0. ALREADY VOTED	26	4	
1. DEFINITELY VOTING	474	79	
2. VERY LIKELY	90	15	
3. SOMEWHAT LIKELY	9	2	
TOTAL	600		

QUESTION 2. WHAT SPECIFIC ISSUE IN NORTH CAROLINA NEEDS THE MOST ATTENTION FROM STATE GOVERNMENT?

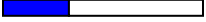


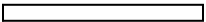
	#	%	
1. LOWER HEALTH CARE COSTS	97	16	
2. IMPROVE PUBLIC EDUCATION	97	16	
3. CREATE JOBS/IMPROVE ECON	247	41	
4. HOLD DOWN TAXES	58	10	
5. IMPROVE ROADS/HIGHWAYS	23	4	
6. ILLEGAL IMMIGRATION	49	8	
98. NOT SURE	26	4	
99. REFUSED	3		
TOTAL	600		

QUESTION 3. IF THE ELECTION FOR STATE LEGISLATURE WERE HELD TODAY, WOULD YOU BE VOTING:


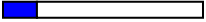


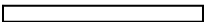
	#	%	
1. DEMOCRATIC	272	46	
2. REPUBLICAN	218	37	
3. NEITHER	26	4	
98. NOT SURE	73	12	
99. REFUSED	10		
TOTAL	600		

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QUESTION 4. DO YOU THINK THINGS IN NORTH CAROLINA ARE GENERALLY HEADED  
 IN THE RIGHT DIRECTION OR ARE THEY OFF ON THE WRONG TRACK?

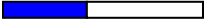


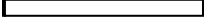
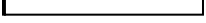

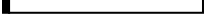


	#	%	
1. RIGHT DIRECTION	199	33	
2. WRONG TRACK	313	52	
98. NOT SURE	87	14	
99. REFUSED	1		
TOTAL	600		
NET RIGHT DIRECTION	-114	-19%	
RIGHT : WRONG		1:1.6	

QUESTION 5. WHEN YOU THINK ABOUT VOTING IN THIS YEAR'S ELECTION, WOULD  
 YOU SAY YOU ARE MORE ENTHUSIASTIC, LESS ENTHUSIASTIC OR  
 HAVE THE SAME LEVEL OF ENTHUSIASM ABOUT VOTING AS YOU HAVE  
 IN THE PAST?


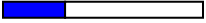
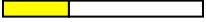
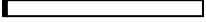
	#	%	
1. MORE ENTHUSIASTIC	309	52	
2. LESS ENTHUSIASTIC	103	17	
3. SAME LEVEL ENTHUSIASM	181	30	
98. NOT SURE	6	1	
99. REFUSED	1		
TOTAL	600		

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QUESTION 6. 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?

	#	%	
1. MCCAIN	243	42	
2. LEAN MCCAIN	16	3	
3. OBAMA	273	47	
4. LEAN OBAMA	8	1	
5. BARR	6	1	
98. NOT SURE	38	7	
99. REFUSED	16		
TOTAL		600	
OBAMA	281	48%	
MCCAIN	259	45%	
NET OBAMA	21	3%	
OBAMA : MCCAIN	1.1:1		

QUESTION 7. THINKING ABOUT YOUR NEIGHBORS AND FRIENDS, HOW DO YOU THINK THEY'LL BE VOTING FOR PRESIDENT:

	#	%	
1. REPUBLICAN JOHN MCCAIN	214	36	
2. DEMOCRAT BARACK OBAMA	181	31	
98. NOT SURE	195	33	
99. REFUSED	10		
TOTAL		600	
NET MCCAIN	34	6%	
MCCAIN : OBAMA	1.2:1		

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QUESTION 8. IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, WOULD YOU BE VOTING FOR: DEMOCRAT KAY HAGAN, REPUBLICAN ELIZABETH DOLE OR LIBERTARIAN CHRIS COLE? IF NOT SURE/REFUSED, ARE YOU LEANING TOWARD: DEMOCRAT KAY HAGAN, REPUBLICAN ELIZABETH DOLE OR LIBERTARIAN CHRIS COLE?

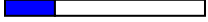
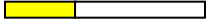

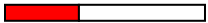
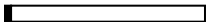
	#	%	
1. DOLE	226	38	
2. LEAN DOLE	15	3	
3. HAGAN	244	41	
4. LEAN HAGAN	15	2	
5. COLE	15	3	
6. LEAN COLE	4	1	
98. NOT SURE	72	12	
99. REFUSED	10		
<b>TOTAL</b>	<b>600</b>		
<b>HAGAN</b>	<b>259</b>	<b>44%</b>	
<b>DOLE</b>	<b>241</b>	<b>41%</b>	
<b>NET HAGAN</b>	<b>18</b>	<b>3%</b>	
<b>HAGAN : DOLE</b>		<b>1.1:1</b>	

QUESTION 9. IF THE ELECTION FOR GOVERNOR WERE HELD TODAY, WOULD YOU BE VOTING FOR: DEMOCRAT BEV PERDUE, REPUBLICAN PAT MCCRORY OR LIBERTARIAN MICHAEL MUNGER? IF NOT SURE/REFUSED, ARE YOU LEANING TOWARD: DEMOCRAT BEV PERDUE, REPUBLICAN PAT MCCRORY OR LIBERTARIAN MICHAEL MUNGER?



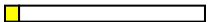

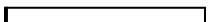
	#	%	
1. MCCRORY	235	40	
2. LEAN MCCRORY	18	3	
3. PERDUE	244	41	
4. LEAN PERDUE	9	2	
5. MUNGER	12	2	
6. LEAN MUNGER	2	0	
98. NOT SURE	69	12	
99. REFUSED	10		
<b>TOTAL</b>	<b>600</b>		
<b>MCCRORY</b>	<b>254</b>	<b>43%</b>	
<b>PERDUE</b>	<b>253</b>	<b>43%</b>	
<b>NET MCCRORY</b>	<b>1</b>	<b>0%</b>	
<b>MCCRORY : PERDUE</b>		<b>1.0:1</b>	

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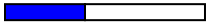
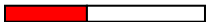
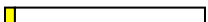
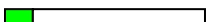
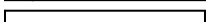
QUESTION 10. IF THE ELECTION FOR STATE INSURANCE COMMISSIONER WERE HELD TODAY, WOULD YOU BE VOTING FOR:

	#	%	
1. REPUBLICAN JOHN ODOM	149	25	
2. DEMOCRAT WAYNE GOODWIN	203	35	
3. LIBERTARIAN MARK MCMAINS	19	3	
98. NOT SURE	214	37	
99. REFUSED	15		
TOTAL	600		

QUESTION 11. WHEN YOU THINK ABOUT THE FOLLOWING CANDIDATES, WHICH REPRESENTS THE CHANGE YOU WANT TO SEE: JOHN MCCAIN OR BARACK OBAMA?

	#	%	
1. MCCAIN	222	37	
2. OBAMA	298	50	
3. NEITHER	40	7	
98. NOT SURE	33	6	
99. REFUSED	6		
TOTAL	600		
NET OBAMA	76	13%	
OBAMA : MCCAIN	1.3:1		

QUESTION 12. ELIZABETH DOLE OR KAY HAGAN?

	#	%	
1. DOLE	241	40	
2. HAGAN	247	41	
3. NEITHER	27	5	
98. NOT SURE	83	14	
99. REFUSED	2		
TOTAL	600		
NET HAGAN	7	1%	
HAGAN : DOLE	1.0:1		

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QUESTION 13. PAT MCCRORY OR BEV PERDUE?

	#	%	
1. MCCRORY	243	41	
2. PERDUE	254	43	
3. NEITHER	19	3	
98. NOT SURE	78	13	
99. REFUSED	7		
TOTAL		600	
NET PERDUE		11	2%
PERDUE : MCCRORY		1.0:1	

QUESTION 14. REPUBLICANS OR DEMOCRATS IN THE STATE LEGISLATURE?


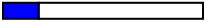
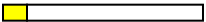

	#	%	
1. REPUBLICANS	202	34	
2. DEMOCRATS	264	44	
3. NEITHER	31	5	
98. NOT SURE	98	16	
99. REFUSED	5		
TOTAL		600	
NET DEMOCRATS		62	10%
DEM : REP		1.3:1	

QUESTION 15. WHO IS MOST RESPONSIBLE FOR THE FINANCIAL CRISIS THAT OUR NATION IS SUFFERING?



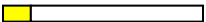
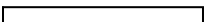
	#	%	
1. GOVERNMENT	317	54	
2. BUSINESS	160	27	
98. NOT SURE	114	19	
99. REFUSED	8		
TOTAL		600	
NET GOVERNMENT		157	27%
GOVERNMENT : BUSINESS		2.0:1	

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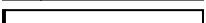
QUESTION 16. DO YOU AGREE OR DISAGREE WITH EACH OF THE FOLLOWING STATEMENTS: THE ONLY WAY TO CHANGE THE CULTURE OF CORRUPTION AND MISMANAGEMENT IN RALEIGH IS TO CHANGE LEADERSHIP IN STATE GOVERNMENT?

	#	%	
1. AGREE	419	70	
2. DISAGREE	105	18	
98. NOT SURE	72	12	
99. REFUSED	4		
TOTAL		600	
NET AGREE	314	53%	
AGREE : DISAGREE	4.0:1		

QUESTION 17. I HAVE CONFIDENCE IN OUR STATE GOVERNMENT TO SOLVE PROBLEMS EFFECTIVELY.




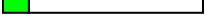
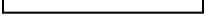
	#	%	
1. AGREE	237	40	
2. DISAGREE	279	47	
98. NOT SURE	83	14	
99. REFUSED	2		
TOTAL		600	
NET AGREE	-42	-7%	
AGREE : DISAGREE	1:1.2		

QUESTION 18. DO YOU SUPPORT OR OPPOSE THE \$700 BILLION FINANCIAL RESCUE PACKAGE PASSED BY CONGRESS?



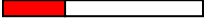
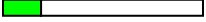
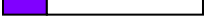

	#	%	
1. SUPPORT	210	35	
2. OPPOSE	273	46	
98. NOT SURE	111	19	
99. REFUSED	6		
TOTAL		600	
NET SUPPORT	-63	-11%	
SUPPORT : OPPOSE	1:1.3		

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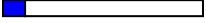



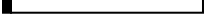

QUESTION 19. DO YOU THINK TAXES IN NORTH CAROLINA ARE HIGHER OR LOWER THAN IN OTHER STATES?

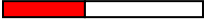
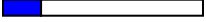
	#	%	
1. HIGHER	393	66	
2. LOWER	75	13	
3. SAME	51	9	
98. NOT SURE	78	13	
99. REFUSED	3		
TOTAL	600		

QUESTION 20. AGE GROUP

	#	%	
1. 18-25	46	8	
2. 26-40	118	20	
3. 41-55	187	31	
4. 56-65	116	19	
5. 66+	133	22	
98. NOT SURE	1	0	
TOTAL	600		

QUESTION 21. POLITICAL PHILOSOPHY

	#	%	
1. VERY LIBERAL	46	8	
2. SOMEWHAT LIBERAL	66	11	
3. SOMEWHAT CONSERVATIVE	125	21	
4. VERY CONSERVATIVE	119	20	
5. MODERATE	222	37	
98. NOT SURE	22	4	
99. REFUSED	1		
TOTAL	600		

CONSERVATIVE	243	41%	
LIBERAL	112	19%	
NET CONSERVATIVE	131	22%	
CONS : LIB	2.2:1		



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QUESTION 22. REGARDLESS OF YOUR PARTY REGISTRATION, DO YOU:

	#	%	
1. ALWAYS VOTE DEMOCRAT	93	16	
2. VOTE DEM MORE THAN REP	171	29	
3. VOTE REP MORE THAN DEM	175	29	
4. ALWAYS VOTE REPUBLICAN	37	6	
5. BOTH EQUALLY/SPLIT TICKET	106	18	
98. NOT SURE	13	2	
99. REFUSED	4		
TOTAL		600	
BEH DEM	265	44%	
BEH REP	212	36%	
NET BEH DEM	53	9%	
DEM : REP	1.3:1		

QUESTION 23. DO YOU LIVE IN A URBAN, SUBURBAN OR RURAL AREA?

	#	%	
1. URBAN	114	19	
2. SUBURBAN	240	40	
3. RURAL	228	38	
98. NOT SURE	16	3	
99. REFUSED	1		
TOTAL		600	

QUESTION 24. IN YOUR CURRENT EMPLOYMENT STATUS, ARE YOU:

	#	%	
1. SELF-EMPLOYED	87	15	
2. WORKING FOR A PRIVATE CO	194	33	
3. WORK FOR GOVERNMENT	53	9	
4. SPOUSE [HOUSEWIFE]	67	11	
5. RETIRED	172	29	
6. UNEMPLOYED	22	4	
98. NOT SURE	2	0	
99. REFUSED	2		
TOTAL		600	

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QUESTION 25. NATIONAL HERITAGE

	#	%	
1. CAUCASIAN	457	76	
2. AFRICAN-AMERICAN	118	20	
3. HISPANIC	2	0	
4. NATIVE AMERICAN	7	1	
6. OTHER	14	2	
99. REFUSED	2		
TOTAL	600		

QUESTION 26. AFFILIATION

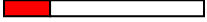



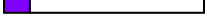

	#	%	
1. DEMOCRAT	282	47	
2. REPUBLICAN	204	34	
3. UNAFFILIATED	114	19	
TOTAL	600		

QUESTION 27. GENDER


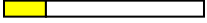


	#	%	
1. MALE	287	48	
2. FEMALE	313	52	
TOTAL	600		

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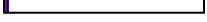


QUESTION 28. GEOGRAPHIC AREA

	#	%	
1. CHARLOTTE	137	23	
2. WESTERN	86	14	
3. PIEDMONT TRIAD	110	18	
4. TRIANGLE	116	19	
5. NORTHEAST	76	13	
6. SOUTHEAST	75	12	
TOTAL	600		

QUESTION 29. VOTING HISTORY

	#	%	
0. NEW	110	18	
1. ONE OF THREE	123	21	
2. TWO OF THREE	125	21	
3. THREE OF THREE	242	40	
TOTAL	600		

QUESTION 30. DMA

	#	%	
1. CHARLOTTE	173	29	
2. GREENSBORO	113	19	
3. GREENVILLE/NEW BERN	56	9	
4. GREENVILLE/SPARTANBURG	53	9	
5. NORFOLK	11	2	
6. RALEIGH	167	28	
7. WILMINGTON	27	4	
TOTAL	600		