

NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
OCTOBER 2008

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?

	VOTING		DIRECTION					ISSUES					STATE LEG.		
	=====		=====					=====					=====		
	N	%	DEFINITE	SOMEWHAT	RIGHT	WRONG	NOT SURE	HEALTH CARE	EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGR.	DEM	REP	NOT SURE
	599	100	497 83%	90 15%	163 27%	346 58%	89 15%	81 13%	91 15%	263 44%	71 12%	65 11%	284 47%	228 38%	72 12%
DOLE	250	42	42%	39%	39%	43%	40%	26% *	28% *	39%	70% *	61% *	10% *	84% *	36%
HAGAN	271	45	45%	48%	52%	44%	40%	58% *	59% *	47%	20% *	28% *	80% *	7% *	32% *
COLE	14	2	2%	4%	0%	4%	0%	2%	3%	2%	0%	3%	2%	2%	3%
LEAN COLE	6	1	1%	2%	1%	1%	0%	0%	1%	1%	3%	0%	0%	1%	4%
NOT SURE	58	10	10%	7%	8%	8%	20% *	14%	9%	11%	7%	8%	8%	6%	25% *
HAGAN	271	45	45%	48%	52%	44%	40%	58% *	59% *	47%	20% *	28% *	80% *	7% *	32% *
DOLE	250	42	42%	39%	39%	43%	40%	26% *	28% *	39%	70% *	61% *	10% *	84% *	36%
NET HAGAN	21	3	2%	9%	13% *	0%	0%	32% *	30% *	8%	-50% *	-33% *	70% *	-77% *	-4%
HAGAN : DOLE	1.1:1		1.1:1	1.2:1 *	1.3:1 *	1.0:1	1.0:1	2.2:1 *	2.1:1 *	1.2:1 *	1:3.5 *	1:2.2 *	8.2:1 *	1:12.0 *	1:1.1
	AGE GROUP						PHILOSOPHY					HERITAGE			
	=====						=====					=====			
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	CAUCASIAN	AFRICAN AMERICAN	
	599	100	45 7%	112 19%	186 31%	111 19%	144 24%	54 9%	58 10%	120 20%	122 20%	217 36%	443 74%	125 21%	
DOLE	250	42	45%	45%	41%	37%	43%	0% *	14% *	56% *	79% *	33% *	53% *	5% *	
HAGAN	271	45	42%	44%	47%	47%	43%	91% *	73% *	31% *	18% *	50%	35% *	79% *	
COLE	14	2	4%	3%	3%	4%	0%	2%	5%	1%	1%	3%	2%	2%	
LEAN COLE	6	1	0%	1%	1%	2%	1%	0%	2%	1%	1%	1%	1%	0%	
NOT SURE	58	10	9%	7%	9%	10%	13%	7%	7%	12%	2%	13%	9%	14%	
HAGAN	271	45	42%	44%	47%	47%	43%	91% *	73% *	31% *	18% *	50%	35% *	79% *	
DOLE	250	42	45%	45%	41%	37%	43%	0% *	14% *	56% *	79% *	33% *	53% *	5% *	
NET HAGAN	21	3	-3%	-1%	6%	10%	-1%	91% *	59% *	-25% *	-61% *	17% *	-17% *	74% *	
HAGAN : DOLE	1.1:1		1:1.1	1:1.0	1.2:1	1.3:1 *	1:1.0		5.3:1 *	1:1.8 *	1:4.4 *	1.5:1 *	1:1.5 *	16.4:1 *	

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QUESTION 6. IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, WOULD
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	=====		AFFIL			GENDER		GEOGRAPHIC					
	N	%	DEM	REP	UNAFFIL	MALE	FEMALE	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	599	100	281 47%	204 34%	114 19%	283 47%	316 53%	127 21%	84 14%	110 18%	116 19%	76 13%	87 15%
DOLE	250	42	17% *	77% *	41%	43%	41%	42%	41%	48%	40%	44%	35%
HAGAN	271	45	68% *	15% *	44%	44%	46%	45%	46%	44%	46%	39%	49%
COLE	14	2	3%	1%	4%	3%	2%	1%	2%	1%	5%	1%	2%
LEAN COLE	6	1	0%	2%	2%	1%	1%	2%	0%	1%	0%	1%	1%
NOT SURE	58	10	13%	6%	9%	9%	10%	9%	11%	5%	9%	15%	13%
HAGAN	271	45	68% *	15% *	44%	44%	46%	45%	46%	44%	46%	39%	49%
DOLE	250	42	17% *	77% *	41%	43%	41%	42%	41%	48%	40%	44%	35%
NET HAGAN	21	3	51% *	-62% *	3%	2%	5%	3%	5%	-4%	7%	-5%	14% *
HAGAN : DOLE	1.1:1		4.0:1 *	1:5.2 *	1.1:1	1.0:1	1.1:1	1.1:1	1.1:1	1:1.1	1.2:1	1:1.1	1.4:1 *