

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 SEPTEMBER 2008

IF THE ELECTION FOR STATE TREASURER WERE HELD TODAY, WOULD
 YOU BE VOTING FOR:

	VOTING		VOTING DAY					ISSUE				
	N	%	DEFINITE	VERY	ELECTION	EARLY	NOT SURE	HEALTH CARE	PUBLIC EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGRAT.
			86%	13%	61%	30%	9%	17%	21%	29%	15%	12%
REP BILL DAUGHTRIDGE	183	31	32%	21% *	30%	34%	26%	13% *	24%	33%	51% *	40% *
DEMOCRAT JANET COWELL	234	39	41%	27% *	39%	40%	37%	51% *	44%	45%	16% *	30% *
NOT SURE	181	30	27%	51% *	31%	26%	38%	36%	32%	22%	33%	31%
NET COWELL	50	8	9%	6%	10%	6%	11%	38% *	20% *	13%	-35% *	-10% *
COWELL : DUAGHTRIDGE	1.3:1		1.3:1	1.3:1	1.3:1	1.2:1	1.4:1 *	3.8:1 *	1.9:1 *	1.4:1	1:3.2 *	1:1.3
			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%
REP BILL DAUGHTRIDGE	183	31	43% *	33%	26%	29%	31%	5% *	15% *	40% *	59% *	20% *
DEMOCRAT JANET COWELL	234	39	34%	33%	39%	46%	41%	79% *	57% *	25% *	15% *	47%
NOT SURE	181	30	23%	34%	35%	24%	28%	16% *	28%	35%	26%	33%
NET COWELL	50	8	-9% *	0%	13%	17%	9%	74% *	42% *	-15% *	-45% *	26% *
COWELL : DUAGHTRIDGE	1.3:1		1:1.3	1.0:1 *	1.5:1 *	1.6:1 *	1.3:1	16.2:1 *	3.8:1 *	1:1.6 *	1:4.0 *	2.3:1 *
			BEH VOTING					EDUCATION				
	N	%	ALWAYS DEMOCRAT	DEM MORE THAN REP	REP MORE THAN DEM	ALWAYS REP	BOTH =	HS GRAD	2YR COLL TECHNICAL	4YR COLL GRADUATE	POST GRAD	
	597	100	105	114	144	54	162	138	136	198	92	
			18%	19%	24%	9%	27%	23%	23%	33%	15%	
REP BILL DAUGHTRIDGE	183	31	3% *	8% *	55% *	91% *	25%	33%	34%	32%	22%	
DEMOCRAT JANET COWELL	234	39	91% *	67% *	6% *	0% *	27% *	42%	39%	30%	48% *	
NOT SURE	181	30	6% *	24%	38%	9% *	48% *	25%	27%	38%	30%	
NET COWELL	50	8	89% *	59% *	-49% *	-91% *	2%	9%	5%	-1% *	26% *	
COWELL : DUAGHTRIDGE	1.3:1		35.7:1 *	8.1:1 *	1:8.5 *		1.1:1 *	1.3:1	1.2:1 *	1:1.0 *	2.2:1 *	

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IF THE ELECTION FOR STATE TREASURER WERE HELD TODAY, WOULD
 YOU BE VOTING FOR:

GENDER	EMPLOYMENT							HERITAGE		AFFIL.			MALE	
	N	%	SELF EMPLOYED	PRIVATE CO	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOYE D	CAUCASIAN	AFRICAN AMERICAN	DEM	REP		UNAFFIL.
FEMALE														
52%			13%	31%	11%	12%	26%	6%	69%	21%	46%	35%	19%	48%
REP BILL DAUGHTRIDGE 31%	183	31	32%	28%	25%	39%	32%	26%	38%	5% *	13% *	57% *	25%	30%
DEMOCRAT JANET COWELL 38%	234	39	44%	36%	44%	29% *	40%	59% *	27% *	81% *	66% *	9% *	29% *	41%
NOT SURE 31%	181	30	24%	36%	31%	32%	28%	15% *	35%	14% *	21%	33%	46% *	30%
NET COWELL 6%	50	8	13%	8%	19% *	-11% *	8%	32% *	-11% *	76% *	53% *	-48% *	4%	11%
COWELL : DUAGHTRIDGE 1.2:1	1.3:1		1.4:1	1.3:1	1.8:1 *	1:1.4	1.2:1	2.2:1 *	1:1.4 *	17.1:1 *	5.2:1 *	1:6.0 *	1.2:1	1.4:1
	GEOGRAPHIC													
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST						
			21%	13%	19%	20%	13%	14%						
REP BILL DAUGHTRIDGE	183	31	30%	34%	43% *	21% *	31%	26%						
DEMOCRAT JANET COWELL	234	39	34%	33%	31%	48%	46%	45%						
NOT SURE	181	30	36%	33%	27%	31%	23%	30%						
NET COWELL	50	8	4%	-1% *	-12% *	26% *	16%	19% *						
COWELL : DUAGHTRIDGE	1.3:1		1.1:1 *	1:1.0 *	1:1.4	2.2:1 *	1.5:1 *	1.7:1 *						