

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 OCTOBER 2008

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?

		VOTING				ISSUES						
N	%	ALREADY	DEFINITE	VERY	HEALTH CARE	EDUCATION	JOBS/ECON	TAXES	ROADS	ILLEGAL IMMIGRAT.	NOT SURE	
		4%	80%	15%	16%	16%	41%	10%	4%	8%	4%	
MCCRORY	235	40	26% *	40%	45%	24% *	23% *	35%	74% *	68% *	68% *	54% *
LEAN MCCRORY	18	3	0%	3%	4%	1%	2%	4%	2%	0%	8%	4%
PERDUE	244	41	66% *	41%	36%	58% *	57% *	42%	15% *	27% *	17% *	29% *
LEAN PERDUE	9	2	0%	1%	2%	1%	1%	3%	0%	0%	0%	0%
MUNGER	12	2	5%	2%	2%	1%	3%	3%	0%	0%	2%	0%
LEAN MUNGER	2	0	0%	0%	0%	1%	0%	0%	2%	0%	0%	0%
NOT SURE	69	12	4%	12%	11%	14%	13%	14%	8%	5%	4%	13%
MCCRORY	254	43	26% *	43%	48%	25% *	25% *	39%	76% *	68% *	76% *	58% *
PERDUE	253	43	66% *	43%	38%	59% *	58% *	45%	15% *	27% *	17% *	29% *
NET MCCRORY	1	0	-40% *	0%	10% *	-34% *	-33% *	-7%	61% *	41% *	59% *	29% *
MCCRORY :PERDUE	1.0:1		1:2.6 *	1.0:1	1.3:1 *	1:2.3 *	1:2.3 *	1:1.2 *	5.2:1 *	2.5:1 *	4.4:1 *	2.0:1 *
		LEG VOTING				DIRECTION			ENTHUSIASM			
N	%	DEM	REP	NEITHER	NOT SURE	RIGHT	WRONG	NOT SURE	MORE	LESS	SAME	
		46%	37%	4%	12%	33%	52%	15%	51%	17%	30%	
MCCRORY	235	40	10% *	80% *	46%	27% *	35%	45%	34%	27% *	53% *	54% *
LEAN MCCRORY	18	3	1%	4%	0%	8%	1%	3%	8%	2%	7%	2%
PERDUE	244	41	76% *	5% *	16% *	31% *	48%	39%	34%	59% *	20% *	24% *
LEAN PERDUE	9	2	2%	0%	0%	4%	3%	1%	1%	2%	0%	2%
MUNGER	12	2	1%	3%	4%	3%	2%	3%	0%	1%	4%	3%
LEAN MUNGER	2	0	0%	1%	0%	0%	1%	0%	1%	0%	1%	1%
NOT SURE	69	12	10%	7%	34% *	26% *	11%	9%	21% *	9%	15%	15%
MCCRORY	254	43	11% *	84% *	46%	36%	36%	48%	43%	29% *	60% *	57% *

PERDUE	253	43	78% *	5% *	16% *	35%	51%	40%	35%	61% *	20% *	25% *
NET MCCRORY	1	0	-67% *	79% *	30% *	1%	-15% *	7%	8%	-32% *	40% *	31% *
MCCRORY :PERDUE	1.0:1		1:7.0 *	16.9:1 *	2.9:1 *	1.0:1	1:1.4 *	1.2:1 *	1.2:1 *	1:2.1 *	3.0:1 *	2.2:1 *

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?

		AGE					PHILOSOPHY					
N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	NOT SURE
		8%	20%	31%	19%	22%	8%	11%	21%	20%	37%	4%
MCCRORY	235 40	40%	45%	33%	44%	42%	9% *	13% *	54% *	72% *	33%	9% *
LEAN MCCRORY	18 3	4%	3%	3%	2%	5%	2%	3%	4%	5%	1%	9%
PERDUE	244 41	37%	33%	48%	37%	44%	71% *	63% *	27% *	14% *	50% *	53% *
LEAN PERDUE	9 2	2%	2%	1%	3%	1%	2%	3%	2%	1%	1%	0%
MUNGER	12 2	2%	3%	2%	2%	2%	2%	3%	3%	0%	3%	0%
LEAN MUNGER	2 0	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%
NOT SURE	69 12	14%	14%	13%	12%	7%	13%	16%	10%	9%	11%	29% *
MCCRORY	254 43	44%	48%	35%	45%	47%	11% *	16% *	58% *	76% *	34%	18% *
PERDUE	253 43	39%	35%	49%	40%	45%	73% *	66% *	28% *	15% *	52%	53% *
NET MCCRORY	1 0	5%	13% *	-14% *	6%	2%	-62% *	-50% *	29% *	61% *	-18% *	-35% *
MCCRORY :PERDUE	1.0:1	1.1:1 *	1.4:1 *	1:1.4 *	1.1:1 *	1.0:1	1:6.6 *	1:4.1 *	2.0:1 *	5.1:1 *	1:1.5 *	1:2.9 *
		BEH VOTING					AREA					
N	%	ALWAYS DEMOCRAT	DEM MORE THAN REP	REP MORE THAN DEM	ALWAYS REP	BOTH =	URBAN	SUBURBAN	RURAL			
		16%	29%	29%	6%	17%	19%	40%	38%			
MCCRORY	235 40	5% *	10% *	77% *	86% *	45%	33%	38%	45%			
LEAN MCCRORY	18 3	0%	3%	4%	6%	4%	3%	2%	3%			
PERDUE	244 41	88% *	70% *	6% *	3% *	29% *	49%	42%	37%			
LEAN PERDUE	9 2	1%	2%	1%	0%	2%	2%	1%	2%			
MUNGER	12 2	0%	2%	3%	0%	0%	3%	3%	0%			
LEAN MUNGER	2 0	0%	1%	1%	0%	0%	0%	0%	1%			
NOT SURE	69 12	6%	12%	9%	6%	21% *	10%	14%	11%			
MCCRORY	254 43	5% *	13% *	80% *	91% *	49%	37%	40%	49%			
PERDUE	253 43	89% *	72% *	8% *	3% *	31% *	51%	43%	39%			
NET MCCRORY	1 0	-84% *	-59% *	73% *	89% *	18% *	-14% *	-3%	10% *			
MCCRORY :PERDUE	1.0:1	1:18.0 *	1:5.5 *	10.5:1 *	36.4:1 *	1.6:1 *	1:1.4 *	1:1.1	1.3:1 *			

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GENDER	EMPLOYMENT								HERITAGE		AFFIL.			
	N	%	SELF EMPLOYED	PRIVATE	GOVERNMENT	SPOUSE	RETIRED	UNEMPLOY.	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE
FEMALE														
52%			15%	32%	9%	11%	28%	3%	77%	19%	47%	34%	19%	48%
MCCRORY 32%	235	40	46%	39%	32%	42%	43%	15% *	47%	6% *	19% *	71% *	36%	49%
LEAN MCCRORY 4%	18	3	0%	3%	2%	4%	5%	5%	4%	0%	3%	4%	2%	2%
PERDUE 47%	244	41	37%	42%	46%	37%	40%	65% *	33%	78% *	67% *	9% *	36%	35%
LEAN PERDUE 2%	9	2	2%	1%	0%	4%	1%	5%	1%	3%	2%	1%	2%	1%
MUNGER 1%	12	2	5%	2%	0%	3%	2%	0%	2%	0%	1%	3%	4%	3%
LEAN MUNGER 0%	2	0	0%	0%	2%	0%	1%	0%	0%	0%	0%	1%	0%	1%
NOT SURE 13%	69	12	10%	14%	18%	9%	9%	10%	12%	13%	8%	11%	21% *	10%
MCCRORY 36%	254	43	46%	42%	34%	46%	47%	20% *	51%	6% *	22% *	75% *	38%	50%
PERDUE 49%	253	43	39%	43%	46%	42%	41%	70% *	34%	81% *	69% *	10% *	38%	36%
NET MCCRORY -13% *	1	0	7%	-2%	-12% *	5%	7%	-49% *	17% *	-75% *	-47% *	65% *	0%	15% *
MCCRORY :PERDUE * 1:1.4 *	1.0:1		1.2:1 *	1:1.0	1:1.4 *	1.1:1 *	1.2:1 *	1:3.4 *	1.5:1 *	1:13.5 *	1:3.2 *	7.3:1 *	1:1.0	1.4:1

GEOGRAPHIC

	N	%	CHARLOTTE	WESTERN	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
			23%	15%	18%	20%	12%	12%
MCCRORY	235	40	46%	51% *	47%	29% *	28% *	34%
LEAN MCCRORY	18	3	6%	1%	5%	3%	0%	1%
PERDUE	244	41	33%	34%	37%	45%	59% *	48%
LEAN PERDUE	9	2	1%	1%	1%	3%	1%	1%
MUNGER	12	2	3%	2%	1%	2%	3%	2%
LEAN MUNGER	2	0	0%	0%	1%	0%	0%	2%
NOT SURE	69	12	12%	10%	8%	18%	9%	12%
MCCRORY	254	43	52%	52% *	52% *	32% *	28% *	35%
PERDUE	253	43	33% *	35%	38%	49%	60% *	49%
NET MCCRORY	1	0	18% *	17% *	14% *	-17% *	-33% *	-14% *
MCCRORY :PERDUE	1.0:1		1.5:1 *	1.5:1 *	1.4:1 *	1:1.5 *	1:2.2 *	1:1.4 *