

NORTH CAROLINA STATEWIDE  
 SURVEY RESEARCH REPORT  
 SEPTEMBER 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		VOTING DAY			ISSUE				
	N	%	DEFINITE	VERY	ELECTION	EARLY	NOT SURE	HEALTH CARE	PUBLIC EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGRAT.
			86%	13%	60%	30%	9%	16%	21%	29%	15%	12%
DOLE	255	43	42%	47%	44%	42%	31% *	31% *	39%	39%	56% *	52% *
HAGAN	248	41	42%	35%	37%	48%	47%	57% *	45%	47%	20% *	33%
COLE	32	5	5%	5%	6%	5%	4%	0%	2%	6%	10%	11%
NOT SURE	63	10	10%	13%	12%	5%	17%	12%	13%	8%	15%	4%
DOLE	255	43	42%	47%	44%	42%	31% *	31% *	39%	39%	56% *	52% *
HAGAN	248	41	42%	35%	37%	48%	47%	57% *	45%	47%	20% *	33%
NET DOLE	7	1	0%	13% *	7%	-6%	-16% *	-26% *	-6%	-8% *	36% *	20% *
DOLE : HAGAN	1.0:1		1.0:1	1.4:1 *	1.2:1 *	1:1.1 *	1:1.5 *	1:1.9 *	1:1.1 *	1:1.2 *	2.9:1 *	1.6:1 *
			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%
DOLE	255	43	56% *	41%	45%	44%	38%	5% *	23% *	59% *	74% *	32% *
HAGAN	248	41	29% *	41%	37%	45%	48%	82% *	57% *	24% *	15% *	51% *
COLE	32	5	6%	8%	7%	6%	1%	5%	1%	7%	3%	8%
NOT SURE	63	10	9%	10%	12%	5%	13%	9%	19%	10%	8%	9%
DOLE	255	43	56% *	41%	45%	44%	38%	5% *	23% *	59% *	74% *	32% *
HAGAN	248	41	29% *	41%	37%	45%	48%	82% *	57% *	24% *	15% *	51% *
NET DOLE	7	1	27% *	0%	8%	0%	-10% *	-78% *	-34% *	34% *	58% *	-20% *
DOLE : HAGAN	1.0:1		1.9:1 *	1:1.0	1.2:1 *	1:1.0	1:1.3 *	1:18.1 *	1:2.5 *	2.4:1 *	4.8:1 *	1:1.6 *

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BEH VOTING

EDUCATION

	N		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
			18%	19%	24%	9%	27%	23%	23%	33%	15%
DOLE	255	43	4% *	11% *	80% *	84% *	45%	42%	44%	45%	39%
HAGAN	248	41	84% *	75% *	9% *	4% *	30% *	40%	36%	42%	47%
COLE	32	5	2%	5%	5%	2%	10%	6%	8%	4%	4%
NOT SURE	63	10	9%	9%	6%	10%	16%	11%	11%	9%	10%
DOLE	255	43	4% *	11% *	80% *	84% *	45%	42%	44%	45%	39%
HAGAN	248	41	84% *	75% *	9% *	4% *	30% *	40%	36%	42%	47%
NET DOLE	7	1	-80% *	-63% *	71% *	79% *	15% *	2%	8%	4%	-9% *
DOLE : HAGAN	1.0:1		1:19.8 *	1:6.5 *	8.9:1 *	19.6:1 *	1.5:1 *	1.0:1	1.2:1 *	1.1:1	1:1.2 *

EMPLOYMENT

HERITAGE

AFFIL.

GENDER

	N		EMPLOYMENT					HERITAGE		AFFIL.				
	N	%	SELF EMPLOYED	PRIVATE CO	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOYE D	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE
FEMALE														
			13%	31%	11%	12%	26%	6%	70%	21%	46%	35%	19%	48%
DOLE	255	43	43%	41%	40%	54% *	42%	36%	53% *	11% *	22% *	74% *	36%	43%
HAGAN	248	41	39%	44%	51% *	29% *	42%	47%	31% *	77% *	65% *	12% *	38%	42%
COLE	32	5	11%	4%	2%	8%	3%	9%	6%	2%	3%	6%	10%	6%
NOT SURE	63	10	6%	11%	7%	9%	13%	8%	10%	9%	11%	7%	15%	9%

DOLE 43%	255	43	43%	41%	40%	54% *	42%	36%	53% *	11% *	22% *	74% *	36%	43%
HAGAN 41%	248	41	39%	44%	51% *	29% *	42%	47%	31% *	77% *	65% *	12% *	38%	42%
NET DOLE 2%	7	1	4%	-3%	-10% *	25% *	1%	-11% *	22% *	-66% *	-43% *	61% *	-2%	1%
DOLE : HAGAN 1.0:1	1.0:1		1.1:1	1:1.1	1:1.3 *	1.9:1 *	1.0:1	1:1.3 *	1.7:1 *	1:6.9 *	1:3.0 *	5.9:1 *	1:1.1	1.0:1

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QUESTION 14. IF THE ELECTION FOR U.S. SENATE WERE HELD TODAY, WOULD YOU  
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GEOGRAPHIC

	=====		=====					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
	-----	-----	-----	-----	-----	-----	-----	-----
			21%	13%	19%	20%	13%	14%
DOLE	255	43	45%	45%	49%	40%	43%	33% *
HAGAN	248	41	35%	37%	42%	44%	43%	50%
COLE	32	5	8%	5%	2%	5%	5%	6%
NOT SURE	63	10	13%	13%	7%	11%	9%	11%
DOLE	255	43	45%	45%	49%	40%	43%	33% *
HAGAN	248	41	35%	37%	42%	44%	43%	50%
NET DOLE	7	1	10%	7%	7%	-3%	0%	-17% *
DOLE : HAGAN	1.0:1		1.3:1 *	1.2:1 *	1.2:1 *	1:1.1	1:1.0	1:1.5 *