

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 OCTOBER 2008

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?

	VOTING			DIRECTION				ISSUES							
	N	%	ALREADY	DEFINITE	VERY	RIGHT	WRONG	NOT SURE	HEALTH CARE	EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGR.	GOVT. CORRUPT.	
	598	100	231 39%	339 57%	23 4%	180 30%	347 58%	71 12%	91 15%	91 15%	219 37%	61 10%	54 9%	58 10%	
MCCAIN	255	43	38%	47%	36%	39%	46%	33% *	31% *	31% *	34% *	69% *	75% *	57% *	
LEAN MCCAIN	20	3	1%	5%	0%	2%	3%	8%	5%	1%	2%	7%	5%	4%	
OBAMA	268	45	58% *	37%	38%	52%	40%	48%	48%	61% *	58% *	13% *	16% *	24% *	
LEAN OBAMA	10	2	1%	1%	4%	1%	2%	0%	4%	1%	1%	0%	0%	3%	
BARR	9	2	1%	2%	5%	2%	1%	1%	0%	1%	1%	2%	4%	0%	
LEAN BARR	4	1	0%	1%	4%	1%	0%	1%	0%	0%	1%	4%	0%	0%	
NOT SURE	32	5	1%	8%	12%	3%	6%	9%	12%	4%	3%	5%	0%	12%	
OBAMA	278	46	58% *	38%	42%	53%	43%	48%	52%	63% *	59% *	13% *	16% *	27% *	
MCCAIN	275	46	39%	52%	36% *	41%	50%	41%	36% *	32% *	35% *	77% *	80% *	61% *	
NET OBAMA	3	0	19% *	-13% *	7%	12% *	-7%	7%	17% *	31% *	24% *	-63% *	-64% *	-34% *	
OBAMA : MCCAIN	1.0:1		1.5:1 *	1:1.4 *	1.2:1 *	1.3:1 *	1:1.2 *	1.2:1 *	1.5:1 *	2.0:1 *	1.7:1 *	1:5.7 *	1:4.9 *	1:2.2 *	
			AGE GROUP					PHILOSOPHY					LIVE IN		
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE	URBAN	SUBURBAN	RURAL
	598	100	38 6%	113 19%	188 31%	117 20%	142 24%	47 8%	61 10%	135 23%	127 21%	211 35%	105 18%	239 40%	249 42%
MCCAIN	255	43	50%	46%	36%	42%	47%	7% *	13% *	62% *	79% *	27% *	34%	39%	51%
LEAN MCCAIN	20	3	3%	3%	3%	3%	4%	0%	0%	7%	1%	4%	2%	3%	4%
OBAMA	268	45	39%	39%	52%	46%	40%	89% *	76% *	19% *	14% *	59% *	57% *	50%	34% *
LEAN OBAMA	10	2	0%	1%	2%	3%	1%	2%	3%	1%	1%	1%	0%	1%	3%
BARR	9	2	5%	3%	1%	1%	1%	0%	2%	2%	2%	1%	3%	1%	2%
LEAN BARR	4	1	0%	2%	0%	2%	0%	0%	0%	2%	1%	0%	1%	1%	0%
NOT SURE	32	5	2%	6%	6%	3%	7%	2%	6%	7%	3%	6%	4%	5%	6%
OBAMA	278	46	39%	40%	53%	50%	41%	91% *	79% *	20% *	15% *	61% *	57% *	51%	37% *
MCCAIN	275	46	53%	49%	40%	45%	51%	7% *	13% *	69% *	80% *	31% *	36% *	42%	55% *
NET OBAMA	3	0	-14% *	-9% *	13% *	5%	-10% *	85% *	65% *	-49% *	-65% *	30% *	21% *	9%	-18% *
OBAMA : MCCAIN	1.0:1		1:1.4 *	1:1.2 *	1.3:1 *	1.1:1 *	1:1.2 *	13.6:1 *	5.8:1 *	1:3.4 *	1:5.5 *	2.0:1 *	1.6:1 *	1.2:1 *	1:1.5 *

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QUESTION 8. 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?

			HER		AFFIL			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL	MALE	FEMALE	CHARLOTTE WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
	598	100	445 74%	120 20%	286 48%	210 35%	102 17%	288 48%	310 52%	120 20%	86 14%	110 18%	123 21%	78 13%	80 13%
MCCAIN	255	43	53% *	6% *	21% *	73% *	41%	44%	42%	41%	44%	47%	34%	46%	50%
LEAN MCCAIN	20	3	4%	0%	1%	6%	6%	3%	3%	3%	3%	6%	2%	1%	5%
OBAMA	268	45	33% *	90% *	69% *	11% *	47%	44%	46%	48%	37%	39%	58% *	43%	39%
LEAN OBAMA	10	2	2%	0%	2%	1%	1%	1%	2%	0%	6%	3%	1%	1%	0%
BARR	9	2	2%	0%	1%	3%	1%	2%	1%	2%	3%	2%	0%	2%	0%
LEAN BARR	4	1	0%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%
NOT SURE	32	5	5%	4%	7%	5%	2%	5%	6%	6%	7%	4%	4%	6%	6%
OBAMA	278	46	35% *	90% *	71% *	12% *	48%	45%	48%	48%	42%	42%	59% *	44%	39%
MCCAIN	275	46	58% *	6% *	21% *	79% *	47%	47%	45%	43%	46%	52%	36% *	47%	55% *
NET OBAMA	3	0	-23% *	84% *	50% *	-67% *	1%	-2%	3%	5%	-4%	-11% *	22% *	-3%	-16% *
OBAMA : MCCAIN	1.0:1		1:1.7 *	15.3:1 *	3.3:1 *	1:6.5 *	1.0:1	1:1.0	1.1:1	1.1:1	1:1.1	1:1.3 *	1.6:1 *	1:1.1	1:1.4 *