

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						
	N	%	ALREADY	DEFINITE	VERY	RIGHT	WRONG	NOT SURE	HEALTH CARE	EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGR.	GOVT. CORRUPT.	
	598	100	230 38%	340 57%	23 4%	180 30%	347 58%	71 12%	90 15%	91 15%	219 37%	61 10%	54 9%	58 10%	
DOLE	246	41	36%	45%	34%	40%	42%	39%	29% *	29% *	30% *	71% *	69% *	64% *	
LEAN DOLE	12	2	1%	2%	4%	1%	3%	1%	1%	0%	3%	3%	2%	0%	
HAGAN	261	44	57% *	36%	37%	48%	41%	46%	55% *	60% *	55% *	9% *	15% *	22% *	
LEAN HAGAN	8	1	0%	2%	4%	1%	1%	4%	2%	1%	1%	0%	4%	0%	
COLE	20	3	1%	4%	11%	3%	3%	3%	2%	3%	4%	3%	5%	2%	
LEAN COLE	7	1	1%	1%	4%	1%	1%	1%	1%	0%	1%	5%	0%	0%	
NOT SURE	44	7	3%	10%	5%	7%	8%	5%	10%	7%	5%	8%	5%	12%	
HAGAN	269	45	57% *	38%	41%	49%	42%	50%	57% *	61% *	56% *	9% *	18% *	22% *	
DOLE	258	43	38%	48%	39%	41%	45%	40%	30% *	29% *	34% *	74% *	71% *	64% *	
NET HAGAN	11	2	19% *	-10% *	3%	8%	-3%	10%	27% *	33% *	22% *	-65% *	-53% *	-42% *	
HAGAN : DOLE	1.0:1		1.5:1 *	1:1.3 *	1.1:1	1.2:1 *	1:1.1	1.3:1 *	1.9:1 *	2.2:1 *	1.7:1 *	1:8.1 *	1:3.9 *	1:3.0 *	
			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%	186 31%	118 20%	142 24%	46 8%	61 10%	135 23%	127 21%	211 35%	105 18%	240 40%	247 41%
DOLE	246	41	53% *	39%	33%	41%	50%	8% *	10% *	63% *	75% *	25% *	29% *	39%	49%
LEAN DOLE	12	2	0%	5%	1%	2%	2%	3%	0%	3%	2%	2%	2%	2%	2%
HAGAN	261	44	28% *	37%	52%	48%	38%	78% *	77% *	17% *	15% *	59% *	57% *	45%	36%
LEAN HAGAN	8	1	2%	3%	1%	1%	1%	2%	0%	2%	1%	1%	1%	1%	1%
COLE	20	3	3%	5%	4%	2%	2%	2%	2%	4%	1%	5%	4%	2%	4%
LEAN COLE	7	1	0%	3%	1%	0%	1%	0%	0%	3%	1%	1%	1%	2%	0%
NOT SURE	44	7	13%	7%	7%	6%	8%	7%	11%	8%	6%	7%	7%	9%	6%
HAGAN	269	45	31% *	40%	53%	49%	38%	80% *	77% *	20% *	16% *	61% *	58% *	46%	38%
DOLE	258	43	53% *	45%	35%	43%	51%	11% *	10% *	65% *	77% *	27% *	31% *	41%	52%
NET HAGAN	11	2	-23% *	-5%	19% *	6%	-13% *	69% *	67% *	-46% *	-61% *	34% *	27% *	5%	-14% *
HAGAN : DOLE	1.0:1		1:1.7 *	1:1.1	1.5:1 *	1.1:1	1:1.3 *	7.3:1 *	7.4:1 *	1:3.3 *	1:4.9 *	2.3:1 *	1.9:1 *	1.1:1	1:1.4 *

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			HER		AFFIL			GENDER		GEOGRAPHIC					
	N	%	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL	MALE	FEMALE	CHARLOTTE WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST	
	598	100	444 74%	121 20%	287 48%	210 35%	101 17%	288 48%	310 52%	119 20%	86 14%	110 18%	123 21%	79 13%	80 13%
DOLE	246	41	52% *	4% *	18% *	76% *	34%	41%	41%	40%	45%	43%	32%	45%	45%
LEAN DOLE	12	2	2%	0%	1%	1%	7%	2%	2%	2%	1%	4%	1%	2%	3%
HAGAN	261	44	34% *	83% *	67% *	12% *	44%	43%	44%	46%	38%	36%	59% *	40%	38%
LEAN HAGAN	8	1	1%	1%	2%	0%	0%	2%	1%	2%	2%	2%	2%	0%	0%
COLE	20	3	4%	1%	2%	4%	6%	4%	3%	5%	6%	4%	1%	1%	2%
LEAN COLE	7	1	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	0%	2%
NOT SURE	44	7	5%	10%	9%	6%	6%	7%	8%	4%	6%	9%	5%	12%	10%
HAGAN	269	45	35% *	84% *	69% *	12% *	44%	45%	45%	47%	41%	38%	60% *	40%	38%
DOLE	258	43	55% *	4% *	19% *	78% *	41%	43%	43%	42%	46%	47%	33% *	47%	48%
NET HAGAN	11	2	-19% *	80% *	51% *	-66% *	2%	2%	2%	5%	-6%	-9% *	27% *	-7%	-10% *
HAGAN : DOLE	1.0:1		1:1.6 *	20.9:1 *	3.7:1 *	1:6.4 *	1.1:1	1.0:1	1.0:1	1.1:1	1:1.1	1:1.2 *	1.8:1 *	1:1.2 *	1:1.3 *