

NORTH CAROLINA STATEWIDE
 SURVEY RESEARCH REPORT
 SEPTEMBER 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 MICHAEL MUNGER?

	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%	17%	21%	29%	14%	12%
MCCRORY	255	43	43%	43%	44%	43%	31% *	28% *	38%	40%	63% *	52% *
PERDUE	243	41	42%	36%	38%	45%	49%	53% *	48%	47%	16% *	31% *
MUNGER	20	3	4%	1%	3%	4%	2%	1%	2%	2%	9%	6%
NOT SURE	78	13	12%	19%	15%	9%	17%	18%	12%	11%	12%	11%
MCCRORY	255	43	43%	43%	44%	43%	31% *	28% *	38%	40%	63% *	52% *
PERDUE	243	41	42%	36%	38%	45%	49%	53% *	48%	47%	16% *	31% *
NET MCCRORY	12	2	1%	8%	7%	-2%	-18% *	-25% *	-9% *	-7% *	47% *	21% *
MCCRORY : PERDUE	1.1:1		1.0:1	1.2:1 *	1.2:1 *	1:1.0	1:1.6 *	1:1.9 *	1:1.2 *	1:1.2 *	3.9:1 *	1.7:1 *
		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%
MCCRORY	255	43	42%	39%	48%	40%	41%	10% *	20% *	62% *	69% *	33% *
PERDUE	243	41	31% *	42%	34%	47%	46%	83% *	61% *	20% *	21% *	47%
MUNGER	20	3	6%	4%	2%	6%	2%	5%	1%	6%	2%	4%
NOT SURE	78	13	21%	15%	15%	7%	11%	2% *	18%	12%	9%	16%
MCCRORY	255	43	42%	39%	48%	40%	41%	10% *	20% *	62% *	69% *	33% *
PERDUE	243	41	31% *	42%	34%	47%	46%	83% *	61% *	20% *	21% *	47%
NET MCCRORY	12	2	11% *	-3%	14% *	-7%	-5%	-73% *	-42% *	42% *	49% *	-14% *
MCCRORY : PERDUE	1.1:1		1.4:1 *	1:1.1	1.4:1 *	1:1.2 *	1:1.1	1:8.1 *	1:3.1 *	3.1:1 *	3.4:1 *	1:1.4 *

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 MCCRORY OR MICHAEL MUNGER?

BEH VOTING

EDUCATION

	N	%	BEH VOTING					EDUCATION			
			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%	16%
MCCRORY	255	43	6% *	12% *	75% *	92% *	46%	40%	42%	49%	40%
PERDUE	243	41	84% *	71% *	10% *	4% *	28% *	43%	38%	36%	50% *
MUNGER	20	3	2%	3%	4%	0%	5%	3%	5%	4%	1%
NOT SURE	78	13	8%	13%	11%	4%	20%	14%	15%	11%	9%
MCCRORY	255	43	6% *	12% *	75% *	92% *	46%	40%	42%	49%	40%
PERDUE	243	41	84% *	71% *	10% *	4% *	28% *	43%	38%	36%	50% *
NET MCCRORY	12	2	-78% *	-60% *	65% *	88% *	18% *	-3%	4%	12% *	-10% *
MCCRORY : PERDUE	1.1:1		1:14.3 *	1:6.1 *	7.7:1 *	23.0:1 *	1.6:1 *	1:1.1	1.1:1	1.3:1 *	1:1.2 *

EMPLOYMENT

HERITAGE

AFFIL.

GENDER

	N	%	EMPLOYMENT					HERITAGE		AFFIL.			MALE	
			SELF EMPLOYED	PRIVATE CO	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOYE D	CAUCASIAN	AFRICAN AMERICAN	DEM	REP		UNAFFIL.
FEMALE														
			13%	31%	10%	12%	26%	6%	69%	21%	46%	35%	19%	48%
MCCRORY 44%	255	43	41%	43%	34%	58% *	43%	35%	54% *	9% *	21% *	72% *	43%	42%
PERDUE 40%	243	41	39%	39%	51% *	28% *	45%	45%	30% *	77% *	65% *	13% *	33%	41%
MUNGER 2%	20	3	7%	2%	3%	4%	3%	5%	4%	1%	2%	5%	5%	5%
NOT SURE 15%	78	13	13%	16%	11%	10%	10%	15%	12%	13%	12%	11%	18%	11%

MCCRORY 44%	255	43	41%	43%	34%	58% *	43%	35%	54% *	9% *	21% *	72% *	43%	42%
PERDUE 40%	243	41	39%	39%	51% *	28% *	45%	45%	30% *	77% *	65% *	13% *	33%	41%
NET MCCRORY 4%	12	2	1%	4%	-17% *	30% *	-3%	-10% *	24% *	-69% *	-45% *	59% *	11%	0%
MCCRORY : PERDUE 1.1:1	1.1:1		1.0:1	1.1:1	1:1.5 *	2.1:1 *	1:1.1	1:1.3 *	1.8:1 *	1:8.7 *	1:3.2 *	5.7:1 *	1.3:1 *	1.0:1

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GEOGRAPHIC								
	N	%	PIEDMONT					
			CHARLOTTE	WESTERN	TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
			21%	14%	19%	20%	13%	14%
MCCRORY	255	43	52% *	41%	53% *	38%	37%	28% *
PERDUE	243	41	31% *	39%	35%	46%	49%	51% *
MUNGER	20	3	5%	2%	1%	6%	1%	4%
NOT SURE	78	13	12%	19%	11%	10%	12%	18%
MCCRORY	255	43	52% *	41%	53% *	38%	37%	28% *
PERDUE	243	41	31% *	39%	35%	46%	49%	51% *
NET MCCRORY	12	2	22% *	2%	18% *	-8% *	-12% *	-23% *
MCCRORY : PERDUE	1.1:1		1.7:1 *	1.1:1	1.5:1 *	1:1.2 *	1:1.3 *	1:1.8 *