

InsiderAdvantage/Majority Opinion Research

North Carolina Presidential Election Poll – 08.19.08

1. When it comes to national politics with which party do you most identify yourself?

		Party				Race				Gender		Age			
	Total	Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Republican	40.1	100.0	.0	.0	.0	48.4	15.7	19.4	22.7	41.0	39.2	24.8	47.3	37.3	43.1
Democrat	40.1	.0	100.0	.0	.0	28.9	75.2	62.4	36.8	37.4	42.5	47.0	34.7	44.5	37.4
Independent	16.9	.0	.0	100.0	.0	19.9	6.1	18.2	18.9	18.8	15.3	23.9	15.3	15.0	17.3
Libertarian	2.0	.0	.0	.0	100.0	1.7	3.0	.0	5.9	1.7	2.2	3.3	2.7	1.3	.8
No opinion	1.0	.0	.0	.0	.0	1.1	.0	.0	15.7	1.1	.8	1.0	.0	1.8	1.4

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2. If the election were held today would you vote for...

	Party					Race				Gender		Age			
	Total	Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
McCain	44.5	90.3	6.8	28.2	27.6	54.3	17.0	13.6	24.9	44.6	44.5	27.2	53.2	36.5	54.3
Obama	42.8	2.1	86.5	40.5	10.2	32.5	74.6	65.3	45.8	42.0	43.6	57.2	36.5	51.5	30.4
Barr	5.2	4.1	1.5	8.8	59.3	5.2	5.0	.0	9.9	5.5	4.6	10.6	5.2	3.0	3.4
Nader	.9	.0	1.4	2.0	.0	1.2	.0	.8	.0	.9	.4	.8	.5	.5	.7
Other	1.2	.0	.5	5.6	.0	.6	.0	17.4	.0	1.9	1.0	4.2	.3	.8	2.4
Undecided	5.4	3.4	3.3	14.9	2.9	6.2	3.4	2.9	19.4	5.2	6.0	.0	4.3	7.7	8.8

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3. Senate race

	Total	Party				Race				Gender		Age			
		Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Dole	39.9	79.6	4.7	27.3	54.5	46.3	23.9	9.4	27.3	39.3	40.4	23.7	45.2	35.8	48.5
Hagan	39.8	6.8	75.2	38.0	13.4	33.9	60.6	38.0	40.9	38.6	40.9	40.2	33.7	46.2	40.2
Other	6.7	6.6	6.1	8.7	2.9	6.3	3.2	31.4	5.9	9.1	4.5	6.2	9.6	5.4	4.1
Undecided	13.7	6.9	13.9	25.9	29.2	13.5	12.4	21.1	25.8	13.1	14.3	29.9	11.5	12.6	7.2

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4. Race

	Total	Party				Race				Gender		Age			
		Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
White	73.9	89.3	53.3	86.9	64.9	100.0	.0	.0	.0	76.6	71.6	69.3	75.4	71.1	79.0
Black	21.0	8.2	39.4	7.6	32.2	.0	100.0	.0	.0	15.9	25.6	14.5	20.3	25.4	20.5
Hispanic	4.1	2.0	6.3	4.4	.0	.0	.0	100.0	.0	5.9	2.4	14.9	3.0	2.7	.0
Other	1.0	.6	.9	1.1	2.9	.0	.0	.0	100.0	1.6	.4	1.3	1.2	.8	.5

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5. Gender

	Total	Party				Race				Gender		Age			
		Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Male	47.1	48.2	43.9	52.3	40.1	48.8	35.6	68.8	76.2	100.0	.0	57.1	46.9	43.7	44.9
Female	52.9	51.8	56.1	47.7	59.9	51.2	64.4	31.2	23.8	.0	100.0	42.9	53.1	56.3	55.1

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6. Age

	Party				Race				Gender		Age				
	Total	Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
18-29	15.0	9.3	17.6	21.1	25.1	14.0	10.3	54.8	20.4	18.2	12.2	100.0	.0	.0	.0
30-44	34.0	40.2	29.5	30.8	46.4	34.7	33.0	25.3	42.7	33.9	34.1	.0	100.0	.0	.0
45-64	30.0	27.9	33.3	26.6	20.0	28.8	36.2	19.9	25.8	27.9	31.8	.0	.0	100.0	.0
65+	21.0	22.6	19.6	21.4	8.6	22.4	20.5	.0	11.1	20.1	21.9	.0	.0	.0	100.0

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7. Now, if you are over 40 do you have any sons or daughters whose ages are in the age group of 18 to 29 and are registered to vote? If your answer is yes, how likely do you believe that any sons or daughters you have will actually vote in November?

	Party					Race				Gender		Age			
	Total	Repub- lican	Demo- crat	Indep- endent	Liber- tarian	White	Black	Hisp- anic	Other	Male	Female	18-29	30-44	45-64	65+
(Base)	(614)	(246)	(246)	(104)	(12)	(454)	(129)	(25)	(6)	(289)	(325)	(92)	(209)	(184)	(129)
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
Under 40	32.4	36.3	28.6	32.3	39.3	32.3	28.6	51.5	44.0	35.1	30.0	83.3	56.7	1.0	1.5
More likely than the past	23.8	23.3	26.8	15.8	49.9	21.4	30.8	34.3	9.1	23.5	24.1	9.4	15.6	34.4	32.2
Say they are likely but aren't really	1.8	2.0	.9	3.0	.0	2.3	.0	2.9	2.1	1.6	2.1	.0	1.1	2.4	3.4
Is very likely	24.6	23.7	24.1	27.9	10.9	26.0	23.1	7.1	28.4	19.5	29.1	4.8	8.9	43.1	37.9
Unlikely to vote	2.4	2.7	2.0	2.8	.0	2.1	2.4	4.2	10.8	1.7	3.0	.0	2.1	1.7	5.4
No opinion	15.0	12.0	17.6	18.1	.0	15.9	15.1	.0	5.5	18.7	11.7	2.4	15.7	17.4	19.5