

Results of SurveyUSA Election Poll #14205



Sponsor:

WTVD-TV (Raleigh)

Geography: North Carolina

Data Collected: 08/09/2008 - 08/11/2008

Release Date: 08/12/2008

12 Weeks Out, McCain 4 Points Atop Obama in NC: In an election for President of the United States in North Carolina today, 08/12/08, Republican John McCain defeats Democrat Barack Obama 49% to 45%, according to this latest exclusive WTVD-TV poll conducted by SurveyUSA. Compared to an identical SurveyUSA tracking poll released 12 weeks ago, McCain is down 2, Obama is up 2. McCain had led by 8, now 4. In Raleigh, there is slight movement to Obama. In Southern and Coastal NC, there is slight, offsetting movement to McCain. Among the better educated, there is movement to Obama. Among the less-educated, there is erosion in Obama's support. Blacks continue to vote 10:1 Obama. Whites continue to vote 2:1 McCain. Obama continues to lead 5:4 among the less affluent. McCain continues to lead 5:4 among the more affluent. Among men, McCain led by 20 points four weeks ago, leads by 9 today. Among women, Obama led by 7 points four weeks ago, leads by 2 today. A then-27-point Gender Gap is now 11 points. McCain holds 86% of the GOP base. Obama holds 71% of the Democrat base. Independents can't make up their minds.

Filtering: SurveyUSA interviewed 950 North Carolina adults 08/09/08 - 08/11/08. All interviews were completed after former North Carolina Senator John Edwards, a Democratic candidate for President in 2008, announced that he had been unfaithful to his cancer stricken wife. Of the 950 adults, 823 were registered to vote; of them, 655 were determined by SurveyUSA to be likely to vote in the 11/04/08 general election. North Carolina has 15 Electoral College votes. Incumbent Republican President George W. Bush carried the state by 12 points in 2004 and by 13 points in 2000.

1 If the election for President were today, would you vote for ... (choices rotated) Republican John McCain? Or, Democrat Barack Obama?

655 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race				
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obama	> McCain	> In Bet	White	Black	Hispani	Other	
Margin of Sampling Error: +/-3.9%																	
McCain (R)	49%	52%	46%	42%	51%	51%	52%	47%	52%	46%	54%	52%	60%	9%	**	**	
Obama (D)	45%	43%	48%	53%	45%	43%	39%	48%	42%	49%	34%	43%	33%	91%	**	**	
Other	3%	4%	2%	4%	2%	2%	2%	3%	2%	3%	2%	2%	4%	0%	**	**	
Undecided	3%	1%	5%	1%	2%	3%	6%	2%	4%	2%	10%	3%	4%	0%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	23%	31%	27%	18%	55%	45%	49%	9%	42%	75%	19%	3%	3%	

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655 Likely Voters	All	Party Affiliation			Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.9%																
McCain (R)	49%	86%	25%	45%	82%	42%	8%	48%	50%	52%	46%	41%	61%	38%	47%	50%
Obama (D)	45%	11%	71%	42%	13%	52%	89%	48%	42%	42%	48%	54%	34%	56%	40%	47%
Other	3%	1%	2%	7%	3%	2%	4%	1%	5%	3%	2%	3%	3%	2%	5%	2%
Undecided	3%	2%	2%	5%	2%	3%	0%	2%	3%	3%	3%	3%	2%	3%	8%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	33%	46%	18%	32%	37%	11%	52%	48%	62%	23%	15%	47%	49%	20%	78%

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655 Likely Voters	All	Top Issue For Next President								Income		Region		
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Charlott	Raleigh	South &
Margin of Sampling Error: +/-3.9%														
McCain (R)	49%	48%	**	30%	27%	89%	**	**	88%	42%	52%	53%	44%	57%
Obama (D)	45%	46%	**	61%	66%	11%	**	**	10%	51%	43%	40%	51%	38%
Other	3%	3%	**	6%	2%	0%	**	**	2%	5%	2%	3%	3%	1%
Undecided	3%	3%	**	3%	4%	0%	**	**	0%	3%	2%	4%	2%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	50%	4%	10%	8%	7%	4%	5%	8%	36%	64%	33%	50%	17%

** Too few respondents of this type were interviewed for this data to be meaningful.

Statement of Methodology: The following statement conforms to the principles of disclosure of the National Council on Public Polls: How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S. Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Verona, NJ.