

Results of SurveyUSA Election Poll #13668



Sponsor:

WTVD-TV (Raleigh)

Geography: North Carolina

Data Collected: 04/05/2008 - 04/07/2008

Release Date: 04/08/2008

Steady As Steady Could Be in North Carolina Democratic Primary: In a Democratic Primary in North Carolina today, 04/08/08, four weeks to the 05/06/08 Primary, Barack Obama is 10 points atop Hillary Clinton, exactly where Obama was two months ago, according to a SurveyUSA tracking poll conducted exclusively for WTVD-TV, the ABC-owned TV station in Raleigh. SurveyUSA's interactive tracking graphs show remarkable stability within the sub-populations. Among men, over the past 2 months, Obama led by 18, by 13, and today by 15 points. Among women, Obama led by 2, by 3, and today by 6 points. Among whites, Clinton led by 19, by 17, and today by 22 points. Among blacks, Obama led by 65, by 61, and today by 75 points. Obama has gained ground in Raleigh, where he led by 8 points last month and by 18 points today. The contest remains effectively tied in Charlotte, with Clinton now sea-sawing past Obama, but still within sampling error. And Obama retains the slightest lead in Southern and Coastal Carolina, where Obama led by 4 in February, by 8 in March, and by 11 today. Among voters under age 50, Obama's lead has increased from 19 points last month to 29 points today. Among voters age 50+, Clinton advances slightly, from a 4-point lead last month to an 11-point lead today.

Filtering: 2,100 state of NC adults were interviewed 04/05/08 through 04/07/08. Of them, 1,824 were registered to vote. Of them, 725 were determined by SurveyUSA to be likely to vote. Unaffiliated voters are allowed to vote in the NC Democratic Primary. SurveyUSA estimates that approximately 93% of primary voters will be registered Democrats and 7% will be unaffiliated. One-stop early voting begins on April 17. 115 delegates will be awarded, proportionately, to the Democratic National Convention.

1 If the Democratic Primary for President of the United States were today, would you vote for...(names rotated) Hillary Clinton? Barack Obama? Or some other Democrat?

725 Likely Voters	All	Gender		Age				<50 / 50+		Age			Race			
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	< Obam	> McCa	> In Bet	White	Black	Hispani	Other
Margin of Sampling Error: +/-3.7%																
Clinton	39%	37%	41%	31%	29%	40%	60%	30%	49%	30%	65%	41%	53%	10%	59%	41%
Obama	49%	52%	47%	61%	58%	49%	24%	59%	38%	60%	19%	46%	31%	85%	38%	49%
Other	7%	8%	5%	6%	6%	7%	7%	6%	7%	6%	10%	7%	10%	1%	0%	8%
Undecided	5%	3%	7%	2%	7%	4%	8%	5%	6%	4%	7%	6%	7%	4%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	45%	55%	24%	28%	27%	21%	52%	48%	44%	12%	44%	62%	32%	3%	4%

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725 Likely Voters	All	Party Affiliation			Ideology			Region		
		Republi	Democr	Unaffilia	Conser	Modera	Liberal	Charlott	Raleigh	South &
Margin of Sampling Error: +/-3.7%										
Clinton	39%	0%	39%	37%	41%	43%	35%	48%	35%	36%
Obama	49%	0%	49%	48%	34%	47%	59%	44%	53%	47%
Other	7%	0%	7%	7%	15%	5%	3%	7%	6%	7%
Undecided	5%	0%	5%	8%	10%	4%	3%	2%	6%	10%
Total	100%	0%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	0%	93%	7%	19%	39%	19%	31%	52%	16%

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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.