

Results of SurveyUSA Election Poll #14324



Sponsor:

WTVD-TV (Raleigh)

Geography: North Carolina

Data Collected: 09/06/2008 - 09/08/2008

Release Date: 09/09/2008

Teeter-Totter in NC Governor Race Tips Republican: In an election for North Carolina Governor today, 09/09/08, 8 weeks to the vote, Republican Mayor of Charlotte Pat McCrory seesaws into the lead over Democratic Lieutenant Governor Beverly Perdue 49% to 41%, according to this latest SurveyUSA election tracking poll conducted exclusively for WTVD-TV in Raleigh. Compared to an identical SurveyUSA poll released four weeks ago, McCrory is up 5 points and is in the lead for the first time; Perdue is down 6 points and trails for the first time. Libertarian Mike Munger, a professor at Duke University, takes 5% of the vote today, unchanged from one month ago. McCrory has gained ground in many key demographics: men, women, young, old, less affluent, more affluent, less educated, more educated. In Charlotte, his home town, McCrory's once 10-point lead is now 27 points. In Raleigh, Perdue's once 18-point lead has evaporated. Only in Southern and Coastal NC has Perdue gained ground month-on-month.

Filtering: SurveyUSA interviewed 900 North Carolina adults 09/06/08 through 09/08/08. Of them, 783 were registered to vote; of them, 671 were determined by SurveyUSA to be likely to vote in the 11/04/08 general election. Incumbent governor Mike Easley, first elected in 2000, is term limited.

1 North Carolina voters will also elect a Governor. If the election for Governor were today, would you vote for (choices rotated) Republican Pat McCrory? Democrat Beverly Perdue? Or Libertarian Mike Munger?

671 Likely Voters	All	Gender		Age				<50 / 50+		Race				Party Affiliation		
		Male	Female	18-34	35-49	50-64	65+	18-49	50+	White	Black	Hispani	Other	Republi	Democr	Indepen
Margin of Sampling Error: +/-3.9%																
Pat McCrory (R)	49%	53%	46%	46%	45%	52%	57%	45%	54%	60%	11%	**	**	78%	18%	53%
Beverly Perdue (D)	41%	38%	45%	40%	45%	41%	38%	43%	40%	32%	77%	**	**	16%	73%	32%
Mike Munger (L)	5%	5%	5%	9%	5%	2%	2%	7%	2%	4%	5%	**	**	3%	3%	10%
Undecided	5%	4%	5%	5%	5%	4%	3%	5%	4%	4%	7%	**	**	3%	5%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	48%	52%	22%	32%	28%	18%	54%	46%	76%	20%	1%	3%	41%	40%	16%

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671 Likely Voters	All	Ideology			College Grad		Attend Religious Services			Abortion		Change Your Mi	
		Conser	Modera	Liberal	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho	Could C	Mind M
Margin of Sampling Error: +/-3.9%													
Pat McCrory (R)	49%	72%	42%	22%	50%	49%	50%	53%	44%	64%	35%	44%	51%
Beverly Perdue (D)	41%	21%	50%	64%	42%	42%	42%	39%	45%	27%	57%	44%	41%
Mike Munger (L)	5%	4%	5%	9%	4%	5%	4%	5%	8%	5%	5%	4%	5%
Undecided	5%	4%	3%	4%	4%	4%	5%	3%	4%	4%	4%	7%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	38%	35%	11%	48%	52%	60%	24%	16%	51%	46%	17%	81%

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671 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%														
Pat McCrory (R)	49%	45%	**	38%	49%	76%	**	**	70%	42%	54%	59%	45%	42%
Beverly Perdue (D)	41%	47%	**	56%	50%	14%	**	**	17%	49%	38%	32%	46%	48%
Mike Munger (L)	5%	4%	**	1%	0%	7%	**	**	11%	6%	4%	4%	4%	9%
Undecided	5%	4%	**	5%	2%	3%	**	**	2%	3%	4%	5%	5%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	49%	3%	9%	6%	11%	5%	5%	8%	36%	64%	34%	50%	16%

** 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.