

Results of SurveyUSA Election Poll #14505



Sponsor:

WTVD-TV (Raleigh)

Geography: North Carolina

Data Collected: 10/05/2008 - 10/06/2008

Release Date: 10/07/2008

Obama Puts McCain on Defensive in North Carolina: In an election for President of the United States in North Carolina today, 10/07/08, four weeks till votes are counted, Republican John McCain edges Democrat Barack Obama, or possibly does not, according to a SurveyUSA poll conducted for WTVD-TV Raleigh. The contest today stands at McCain 49%, Obama 46%, if black turnout is 20% on Election Day, as SurveyUSA expects and as SurveyUSA herein reports. However, if black turnout increases by 10%, to 22% of the electorate, the world looks different. The contest in North Carolina has tightened since a SurveyUSA poll conducted immediately after the Republican Convention. Today: McCain leads among men, among voters age 50+, among voters who attend religious services regularly, among pro-life voters and in Greater Charlotte. The contest is effectively even among women, voters under 50, in Greater Greensboro and in Southern and Coastal NC. Obama leads among the youngest voters, among lower-income voters, among Independents, among Moderates, and in greater Raleigh. McCain holds 87% of his GOP base. But Obama holds just 75% of Democrats. **100K NC Blacks May Determine the Next President, the Governor of NC, and whether Democrats Have a Filibuster-Proof Senate:** Black turnout is key to forecasting not just who gets North Carolina's 15 electoral votes, but also whether the state elects a Democratic Governor and whether the state contributes a critical take-away to the Democratic effort to get to 60 Senators in Washington DC. McCain today leads 2:1 among whites. Obama leads 17:1 among blacks. In SurveyUSA's model, blacks are 20% of the North Carolina electorate. However: If black turnout increases, with Barack Obama at the top of the ticket, from approximately 750,000 NC black voters to 850,000 NC black voters, it is possible that Obama wins North Carolina's 15 electoral votes, that Kay Hagan defeats Elizabeth Dole in the US Senate contest, and that Beverly Perdue defeats Pat McCrory in the North Carolina Governor's race. See the SurveyDNA™ brand [hypothetical data set](#) that gives you an exclusive window into how things change with slightly larger black turnout.

Filtering: SurveyUSA interviewed 900 North Carolina adults 10/05/08 and 10/06/08. Of the adults, 789 were registered to vote. Of the registered voters, 617 were determined by SurveyUSA to have already voted, or to be likely to vote on or before election day. Absentee voting began September 15. Obama has a slight advantage among those who tell SurveyUSA they have already voted. 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? Democrat Barack Obama? Or one of the other candidates?

617 Likely & Actual 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: +/-4%																	
McCain (R)	49%	51%	46%	38%	52%	54%	49%	46%	52%	45%	44%	54%	61%	7%	**	**	
Obama (D)	46%	44%	48%	54%	45%	42%	44%	49%	43%	49%	50%	41%	33%	92%	**	**	
Other	3%	2%	3%	4%	1%	3%	5%	2%	4%	2%	4%	4%	3%	1%	**	**	
Undecided	2%	3%	2%	4%	2%	1%	2%	3%	1%	3%	1%	2%	3%	1%	**	**	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely & Actual Voter	100%	46%	54%	24%	33%	25%	18%	58%	42%	52%	9%	38%	76%	20%	2%	2%	

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617 Likely & Actual Voters	All	Party Affiliation			Ideology			Already Voted?		College Grad		Attend Religious Services			Abortion	
		Republi	Democr	Indepen	Conser	Modera	Liberal	Actual	Likely V	Yes	No	Regular	Occasio	Almost	Pro-life	Pro-cho
Margin of Sampling Error: +/-4%																
McCain (R)	49%	87%	20%	39%	81%	36%	18%	31%	50%	46%	51%	53%	38%	45%	69%	29%
Obama (D)	46%	11%	75%	51%	16%	58%	79%	65%	45%	49%	45%	42%	56%	52%	28%	66%
Other	3%	2%	3%	5%	2%	4%	3%	2%	3%	2%	3%	3%	3%	2%	2%	3%
Undecided	2%	0%	2%	5%	1%	2%	0%	2%	2%	2%	2%	2%	2%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	37%	42%	18%	35%	35%	11%	5%	95%	49%	51%	58%	25%	17%	49%	48%

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

617 Likely & Actual Voters	All	Top Issue For Next President								Income		Region			
		Econo	Environ	Health	Iraq	Terroris	Social	Educati	Immigra	< \$50K	> \$50K	Charlott	Greens	Raleigh	Souther
Margin of Sampling Error: +/-4%															
McCain (R)	49%	46%	**	33%	**	86%	**	**	**	41%	52%	52%	51%	43%	48%
Obama (D)	46%	50%	**	63%	**	9%	**	**	**	53%	44%	41%	46%	53%	46%
Other	3%	3%	**	3%	**	0%	**	**	**	4%	2%	4%	2%	3%	2%
Undecided	2%	1%	**	0%	**	4%	**	**	**	2%	2%	3%	2%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely & Actual Voter	100%	63%	3%	9%	4%	8%	3%	3%	5%	40%	60%	35%	20%	29%	15%

** 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 Clifton, NJ.