

North Carolina 11th



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October 8-10, 2006		Likely Voters	Certain Voters	Party Identification			Geography			Hierarchical Vote					Bush Job Approval	
1,000 Target Respondents				Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
Weighted Interviews	979	742	381	401	197	293	260	426	376	51	48	89	415	420	463	
Weighted Proportion	100%	76%	39%	41%	20%	30%	27%	44%	38%	5%	5%	9%	42%	43%	47%	
1. Voter Motivation Index																
Mean	7.57	9.00	7.44	7.55	7.86	7.49	7.55	7.63	7.76	5.39	7.59	6.84	7.81	7.58	7.67	
2. Preference																
Republican Taylor	41%	41%	72%	13%	39%	42%	39%	43%	100%	57%	0%	0%	0%	79%	6%	
Other-Consider Taylor	0%	0%	0%	0%	1%	0%	1%	0%	0%	3%	0%	0%	0%	0%	0%	
Undecided-Lean Taylor	2%	1%	2%	2%	2%	2%	3%	2%	0%	40%	0%	0%	0%	2%	2%	
Democrat Shuler	48%	50%	18%	76%	47%	49%	50%	46%	0%	0%	0%	60%	100%	10%	87%	
Other-Consider Shuler	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	
Undecided-Lean Shuler	3%	3%	1%	4%	6%	2%	6%	3%	0%	0%	0%	37%	0%	3%	3%	
Other	1%	2%	2%	0%	2%	1%	0%	2%	0%	0%	25%	0%	0%	2%	0%	
Undecided	4%	3%	5%	3%	3%	5%	2%	4%	0%	0%	75%	0%	0%	4%	2%	
Total Taylor	44%	43%	74%	16%	42%	43%	42%	45%	100%	100%	0%	0%	0%	81%	8%	
Total Shuler	52%	53%	20%	81%	53%	51%	56%	49%	0%	0%	0%	100%	100%	13%	90%	
3. Certainty																
Certain	86%	90%	88%	85%	83%	86%	84%	86%	100%	0%	100%	0%	100%	88%	86%	
May Vote for Opponent	14%	10%	12%	15%	17%	14%	16%	14%	0%	100%	0%	100%	0%	12%	14%	
Hierarchical Vote																
Strong Taylor	38%	40%	69%	11%	36%	38%	36%	40%	100%	0%	0%	0%	0%	76%	5%	
Weak/Lean Taylor	5%	3%	5%	4%	6%	5%	6%	5%	0%	100%	0%	0%	0%	6%	3%	
Undecided/Other	5%	5%	6%	3%	5%	6%	2%	6%	0%	0%	100%	0%	0%	6%	2%	
Weak/Lean Shuler	9%	7%	7%	10%	11%	9%	10%	9%	0%	0%	0%	100%	0%	6%	11%	
Strong Shuler	42%	46%	13%	71%	42%	42%	46%	40%	0%	0%	0%	0%	100%	7%	79%	

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October 8-10, 2006
1,000 Target Respondents

Likely Voters
Weighted Interviews 979
Weighted Proportion 100%

Certain Voters
742
76%

Party Identification

Republican 381 39%
Democrat 401 41%
Independent 197 20%

Geography

Buncombe Co. 293 30%
North 260 27%
South 426 44%

Hierarchical Vote

Strong Taylor 376 38%
Weak/Lean Taylor 51 5%
Undecided/Other 48 5%
Weak/Lean Shuler 89 9%
Strong Shuler 415 42%

Bush Job Approval

Approve 420 43%
Disapprove 463 47%

4. Bush Job Approval

	Likely Voters	Certain Voters	Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
Approve	43%	43%	72%	18%	38%	43%	39%	45%	84%	48%	51%	28%	7%	100%	0%
Disapprove	47%	49%	18%	74%	50%	49%	51%	44%	7%	24%	19%	57%	88%	0%	100%
Not Sure	10%	8%	10%	8%	12%	8%	10%	11%	9%	29%	29%	15%	5%	0%	0%

5. Gender

	Likely Voters	Certain Voters	Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
Female	53%	59%	52%	53%	55%	51%	57%	52%	59%	29%	45%	41%	54%	52%	55%
Male	47%	41%	48%	47%	45%	49%	43%	48%	41%	71%	55%	59%	46%	48%	45%

6. Age (from voter file match)

Age Group	Likely Voters	Certain Voters	Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
18-44	26%	27%	33%	22%	20%	23%	27%	27%	28%	11%	42%	28%	23%	31%	20%
45-64	36%	36%	33%	37%	41%	39%	37%	34%	35%	41%	33%	31%	39%	34%	39%
65-74	21%	22%	18%	21%	26%	20%	20%	22%	20%	20%	14%	22%	22%	21%	23%
75+	17%	15%	16%	20%	13%	18%	15%	18%	17%	29%	11%	19%	16%	14%	18%

7/8a. Race

Race	Likely Voters	Certain Voters	Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
Hispanic/Latino	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
White	95%	97%	99%	94%	91%	95%	97%	95%	95%	94%	92%	92%	97%	95%	96%
Black	4%	3%	1%	6%	5%	5%	2%	4%	4%	4%	6%	7%	3%	4%	3%
Asian/Other	1%	1%	0%	0%	4%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%

9. Party Identification

Party	Likely Voters	Certain Voters	Republican	Democrat	Independent	Buncombe Co.	North	South	Strong Taylor	Weak/Lean Taylor	Undecided/Other	Weak/Lean Shuler	Strong Shuler	Approve	Disapprove
Republican	39%	37%	100%	0%	0%	39%	32%	43%	70%	41%	50%	29%	12%	65%	15%
Democrat	41%	41%	0%	100%	0%	44%	47%	35%	12%	35%	29%	47%	68%	17%	64%
Independent/Other	20%	21%	0%	0%	100%	17%	21%	22%	19%	24%	21%	24%	20%	18%	21%

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		Gender		Age						Gender/Age			
October 8-10, 2006	Likely Voters	Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
1,000 Target Respondents													
Weighted Interviews	979	521	458	253	354	204	169	933	46	263	258	262	196
Weighted Proportion	100%	53%	47%	26%	36%	21%	17%	95%	5%	27%	26%	27%	20%
1. Voter Motivation Index													
Mean	7.57	8.06	7.00	7.90	7.67	7.45	7.00	7.62	6.39	8.23	7.89	7.22	6.71
2. Preference													
Republican Taylor	41%	45%	38%	42%	40%	39%	45%	41%	44%	46%	43%	38%	38%
Other-Consider Taylor	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Undecided-Lean Taylor	2%	1%	4%	2%	2%	2%	2%	2%	3%	1%	1%	3%	4%
Democrat Shuler	48%	48%	47%	44%	51%	49%	46%	48%	41%	49%	48%	46%	50%
Other-Consider Shuler	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%
Undecided-Lean Shuler	3%	2%	5%	4%	1%	6%	4%	3%	4%	0%	5%	5%	4%
Other	1%	1%	1%	1%	1%	1%	0%	1%	0%	1%	1%	2%	0%
Undecided	4%	3%	5%	7%	3%	2%	3%	3%	9%	4%	2%	5%	3%
Total Taylor	44%	45%	42%	44%	42%	41%	47%	43%	46%	47%	44%	41%	42%
Total Shuler	52%	50%	53%	48%	53%	55%	50%	52%	45%	49%	52%	52%	54%
3. Certainty													
Certain	86%	90%	81%	88%	86%	86%	81%	86%	78%	91%	89%	82%	78%
May Vote for Opponent	14%	10%	19%	12%	14%	14%	19%	14%	22%	9%	11%	18%	22%
Hierarchical Vote													
Strong Taylor	38%	43%	34%	42%	37%	37%	39%	38%	40%	44%	41%	35%	31%
Weak/Lean Taylor	5%	3%	8%	2%	6%	5%	9%	5%	6%	2%	3%	6%	11%
Undecided/Other	5%	4%	6%	8%	4%	3%	3%	5%	9%	5%	3%	7%	4%
Weak/Lean Shuler	9%	7%	11%	10%	8%	10%	10%	9%	16%	6%	8%	12%	11%
Strong Shuler	42%	43%	41%	38%	45%	46%	40%	43%	29%	42%	45%	40%	43%

North Carolina 11th

October 8-10, 2006
1,000 Target Respondents

Likely Voters

Weighted Interviews 979
Weighted Proportion 100%

4. Bush Job Approval

Approve 43%
Disapprove 47%
Not Sure 10%

5. Gender

Female 53%
Male 47%

6. Age (from voter file match)

18-44 26%
45-64 36%
65-74 21%
75+ 17%

7/8a. Race

Hispanic/Latino 0%
White 95%
Black 4%
Asian/Other 1%

9. Party Identification

Republican 39%
Democrat 41%
Independent/Other 20%

		Gender		Age				Race		Gender/Age			
		Female	Male	18-44	45-64	65-74	75+	White	Non-White	Female < 60	Female 60+	Male < 60	Male 60+
		521	458	253	354	204	169	933	46	263	258	262	196
		53%	47%	26%	36%	21%	17%	95%	5%	27%	26%	27%	20%
		42%	44%	51%	41%	43%	36%	43%	43%	45%	39%	47%	39%
		49%	46%	36%	51%	53%	50%	48%	38%	44%	54%	42%	51%
		9%	10%	13%	9%	4%	14%	9%	19%	11%	7%	11%	10%
		100%	0%	47%	53%	60%	56%	55%	23%	100%	100%	0%	0%
		0%	100%	53%	47%	40%	44%	45%	77%	0%	0%	100%	100%
		23%	30%	100%	0%	0%	0%	26%	17%	45%	0%	52%	0%
		36%	36%	0%	100%	0%	0%	35%	50%	55%	16%	48%	20%
		23%	18%	0%	0%	100%	0%	21%	14%	0%	47%	0%	42%
		18%	16%	0%	0%	0%	100%	17%	19%	0%	36%	0%	38%
		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
		98%	92%	97%	93%	97%	95%	100%	0%	98%	98%	93%	92%
		2%	6%	2%	6%	2%	4%	0%	79%	2%	1%	6%	7%
		0%	2%	1%	1%	1%	1%	0%	21%	0%	1%	2%	2%
		38%	40%	49%	36%	34%	37%	40%	9%	41%	36%	45%	32%
		41%	41%	35%	41%	41%	49%	40%	54%	38%	44%	40%	43%
		21%	19%	16%	23%	25%	15%	19%	37%	21%	21%	15%	25%