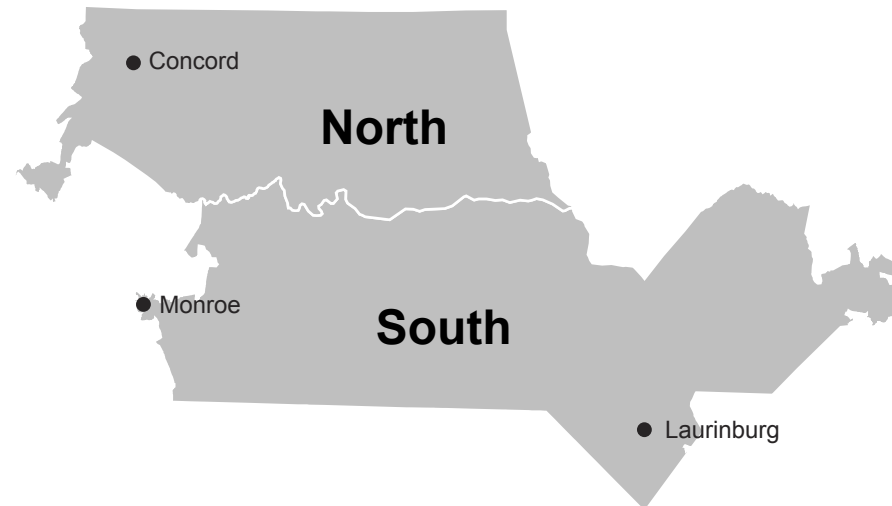


North Carolina 8th



MAJORITY WATCH: A project of RT Strategies and Constituent Dynamics

North Carolina 8th

October 24-26, 2006
999 Validated Interviews

		Certain Voters	Party Identification			Geography		Hierarchical Vote					Bush Job Approval		
	Likely Voters		Republican	Democrat	Independent	South	North	Strong Hayes	Weak/Lean Hayes	Undecided/Other	Weak/Lean Kissell	Strong Kissell	Approve	Disapprove	
Weighted Proportion		100%	69%	38%	46%	16%	43%	57%	35%	9%	8%	10%	38%	37%	53%
1. Voter Motivation Index															
Mean	7.36	9.00	6.88	7.57	7.85	7.38	7.33	7.27	7.16	7.23	7.17	7.55	7.17	7.47	
2. Preference															
Republican Hayes	42%	42%	77%	16%	40%	38%	46%	100%	85%	0%	0%	0%	92%	9%	
Other-Consider Hayes	0%	0%	1%	0%	1%	0%	1%	0%	5%	0%	0%	0%	0%	0%	
Undecided-Lean Hayes	1%	1%	1%	1%	3%	0%	1%	0%	10%	0%	0%	0%	0%	1%	
Democrat Kissell	45%	47%	16%	69%	40%	49%	41%	0%	0%	0%	65%	100%	4%	78%	
Other-Consider Kissell	1%	1%	0%	0%	3%	0%	1%	0%	0%	0%	6%	0%	0%	1%	
Undecided-Lean Kissell	3%	2%	1%	5%	3%	2%	4%	0%	0%	0%	29%	0%	0%	5%	
Other	2%	1%	3%	0%	3%	2%	2%	0%	0%	21%	0%	0%	0%	1%	
Undecided	7%	6%	2%	9%	8%	9%	5%	0%	0%	79%	0%	0%	3%	6%	
Total Hayes	44%	43%	78%	16%	43%	39%	48%	100%	100%	0%	0%	0%	92%	10%	
Total Kissell	48%	50%	17%	74%	45%	51%	46%	0%	0%	0%	100%	100%	5%	84%	
3. Certainty															
Certain	81%	83%	88%	79%	70%	82%	80%	100%	0%	100%	0%	100%	87%	78%	
May Vote for Opponent	19%	17%	12%	21%	30%	18%	20%	0%	100%	0%	100%	0%	13%	23%	
Hierarchical Vote															
Strong Hayes	35%	35%	71%	8%	27%	29%	39%	100%	0%	0%	0%	0%	81%	4%	
Weak/Lean Hayes	9%	8%	7%	8%	16%	10%	8%	0%	100%	0%	0%	0%	11%	6%	
Undecided/Other	8%	7%	5%	10%	11%	10%	7%	0%	0%	100%	0%	0%	3%	6%	
Weak/Lean Kissell	10%	9%	5%	13%	14%	8%	12%	0%	0%	0%	100%	0%	2%	17%	
Strong Kissell	38%	41%	13%	61%	31%	43%	34%	0%	0%	0%	0%	100%	3%	67%	

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Weighted Proportion 100%

4. Bush Job Approval

Approve 37%
Disapprove 53%
Not Sure 10%

5. Gender

Female 54%
Male 46%

6. Age (from voter file match)

18-44 45%
45-64 36%
65-74 10%
75+ 8%

7/8a. Race

Hispanic/Latino 1%
White 72%
Black 25%
Asian/Other 2%

9. Party Identification

Republican 38%
Democrat 46%
Independent/Other 16%

	Likely Voters	Certain Voters	Party Identification			Geography		Hierarchical Vote					Bush Job Approval	
			Republican	Democrat	Independent	South	North	Strong Hayes	Weak/Lean Hayes	Undecided/Other	Weak/Lean Kissell	Strong Kissell	Approve	Disapprove
	100%	69%	38%	46%	16%	43%	57%	35%	9%	8%	10%	38%	37%	53%
Approve	37%	38%	70%	13%	31%	33%	41%	87%	46%	13%	7%	3%	100%	0%
Disapprove	53%	53%	19%	81%	52%	56%	51%	7%	33%	42%	88%	94%	0%	100%
Not Sure	10%	9%	11%	7%	17%	11%	9%	7%	20%	45%	6%	3%	0%	0%
Female	54%	56%	49%	61%	44%	52%	55%	53%	50%	40%	57%	57%	55%	55%
Male	46%	44%	51%	40%	56%	48%	45%	47%	50%	60%	43%	43%	45%	45%
18-44	45%	44%	51%	38%	54%	46%	45%	46%	49%	75%	45%	37%	48%	41%
45-64	36%	38%	31%	42%	32%	35%	38%	33%	29%	17%	30%	47%	34%	41%
65-74	10%	11%	8%	11%	13%	12%	9%	11%	12%	6%	9%	11%	10%	11%
75+	8%	7%	10%	9%	2%	8%	9%	10%	11%	2%	17%	6%	9%	8%
Hispanic/Latino	1%	1%	1%	0%	3%	1%	2%	2%	2%	2%	1%	1%	2%	0%
White	72%	73%	90%	52%	89%	64%	79%	89%	79%	52%	78%	58%	87%	62%
Black	25%	25%	7%	46%	4%	33%	18%	8%	15%	42%	19%	40%	9%	36%
Asian/Other	2%	2%	1%	2%	4%	3%	1%	1%	4%	3%	2%	2%	2%	1%
Republican	38%	35%	100%	0%	0%	30%	43%	76%	29%	24%	17%	12%	71%	14%
Democrat	46%	48%	0%	100%	0%	53%	41%	11%	42%	54%	60%	74%	16%	71%
Independent/Other	16%	18%	0%	0%	100%	17%	16%	13%	29%	22%	23%	13%	14%	16%

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Weighted Proportion 100%

1. Voter Motivation Index

Mean 7.36

2. Preference

	Likely Voters	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+
Republican Hayes	42%	41%	44%	45%	37%	46%	49%	51%	20%	39%	46%	44%	43%
Other-Consider Hayes	0%	0%	0%	0%	0%	0%	3%	1%	0%	1%	0%	0%	2%
Undecided-Lean Hayes	1%	1%	0%	1%	2%	1%	1%	1%	0%	1%	2%	0%	2%
Democrat Kissell	45%	47%	41%	37%	55%	45%	37%	37%	65%	48%	46%	39%	47%
Other-Consider Kissell	1%	1%	0%	1%	0%	0%	3%	1%	0%	1%	0%	0%	2%
Undecided-Lean Kissell	3%	3%	3%	4%	1%	4%	6%	4%	1%	2%	4%	4%	2%
Other	2%	0%	4%	3%	1%	1%	1%	2%	1%	0%	1%	4%	1%
Undecided	7%	6%	7%	11%	3%	4%	1%	4%	14%	8%	2%	9%	1%
Total Hayes	44%	43%	45%	45%	39%	47%	52%	53%	20%	41%	47%	44%	47%
Total Kissell	48%	51%	45%	41%	57%	49%	46%	41%	66%	51%	50%	43%	51%

3. Certainty

Certain	81%	81%	81%	80%	85%	81%	68%	79%	85%	82%	78%	81%	80%
May Vote for Opponent	19%	19%	19%	20%	15%	19%	32%	21%	15%	18%	22%	19%	20%

Hierarchical Vote

Strong Hayes	35%	35%	35%	36%	32%	36%	41%	43%	14%	34%	36%	35%	37%
Weak/Lean Hayes	9%	8%	10%	10%	7%	11%	11%	10%	7%	7%	11%	9%	10%
Undecided/Other	8%	6%	11%	14%	4%	5%	2%	6%	14%	8%	3%	13%	2%
Weak/Lean Kissell	10%	11%	10%	10%	8%	9%	21%	11%	8%	11%	11%	9%	10%
Strong Kissell	38%	40%	35%	31%	49%	40%	25%	30%	58%	41%	39%	34%	41%

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Weighted Proportion 100%

Gender

Female Male

Age

18-44 45-64 65-74 75+

Gender/Age

White Non-White Female Female Male Male
< 60 60+ < 60 60+

4. Bush Job Approval

Approve	37%	38%	36%	39%	35%	37%	38%	45%	18%	37%	41%	37%	36%
Disapprove	53%	55%	51%	48%	59%	56%	51%	46%	73%	57%	50%	49%	59%
Not Sure	10%	7%	13%	13%	6%	8%	11%	10%	9%	7%	9%	15%	5%

5. Gender

Female	54%	100%	0%	48%	57%	61%	61%	50%	63%	100%	100%	0%	0%
Male	46%	0%	100%	52%	44%	39%	39%	50%	37%	0%	0%	100%	100%

6. Age (from voter file match)

18-44	45%	41%	50%	100%	0%	0%	0%	44%	49%	60%	0%	65%	0%
45-64	36%	38%	34%	0%	100%	0%	0%	35%	39%	41%	33%	35%	31%
65-74	10%	12%	9%	0%	0%	100%	0%	11%	8%	0%	37%	0%	38%
75+	8%	9%	7%	0%	0%	0%	100%	10%	4%	0%	30%	0%	31%

7/8a. Race

Hispanic/Latino	1%	1%	1%	1%	1%	1%	2%	0%	4%	1%	1%	1%	1%
White	72%	67%	78%	70%	70%	79%	87%	100%	0%	63%	78%	77%	84%
Black	25%	29%	19%	28%	26%	19%	9%	0%	89%	34%	19%	20%	15%
Asian/Other	2%	2%	2%	1%	3%	2%	2%	0%	7%	2%	2%	2%	0%

9. Party Identification

Republican	38%	35%	41%	42%	32%	30%	45%	47%	14%	34%	35%	43%	34%
Democrat	46%	52%	39%	39%	54%	50%	51%	33%	80%	52%	54%	36%	52%
Independent/Other	16%	13%	20%	19%	14%	20%	4%	20%	6%	14%	12%	21%	13%