

SELECTION GRID: ALONG THE LINES OF YOUNGEST MALE REGISTERED TO VOTE – IF NOT AVAILABLE: YOUNGEST FEMALE OR OLDEST MALE.

	DEM	REP	UNAFIL/ IND	NOT REG
1. Are you currently registered to vote in North Carolina as a Democrat, Republican, Unaffiliated, or are you <u>not</u> currently registered to vote in North Carolina? (IF NOT REGISTERED, DON'T KNOW OR REFUSAL – COUNT AND TERMINATE)	1	2	3	4

ASK DEMOCRATS:	WILL VOTE	NOT VOTE	NOT SURE
2a. Will you vote in the North Carolina Democratic primary in May, not vote, or are you not sure? (IF NOT VOTE/NOT SURE/DK – TEMINATE)	1	2	3

ASK REPUBLICANS:	WILL VOTE	NOT VOTE	NOT SURE
2b. Will you vote in the North Carolina Republican primary in May, not vote, or are you not sure? (IF NOT VOTE/NOT SURE/DK – TEMINATE)	1	2	3

ASK UNAFFILIATED/INDENPENTS:	DEM	REP	NOT VOTE	NOT SURE
2c. Will you vote in the North Carolina Democratic primary in May, the Republican primary, not vote, or are you not sure? (IF NOT VOTE/NOT SURE/DK – TEMINATE)	1	2	3	4

ASK EVERYONE:	DEM	REP	VOTE	SURE
3. How would you rate the overall job President Bush is doing: Excellent, good, only fair, or poor? [ALLOW DK IF VOLUNTEERED]				

4a. Which of the following issues do you think is the most important issue facing the nation today?  
[READ LIST-ROTATE ITEMS]

- The economy
- Homeland security
- The war in Iraq
- Health coverage for all Americans
- Illegal immigration
- Education

4b. And which of the following issues do you think is the most important issue facing the state of North Carolina today? [READ LIST-ROTATE ITEMS]

- The state's economy
- Education
- Crime
- Illegal immigration into North Carolina
- The North Carolina environment
- Growth and transportation

5. There are a number of factors that may be important when you decide who to vote for for President. I'm going to read a list. Please tell me how important each factor is to you, using a scale of 1 to 10, where 1 is not at all important and 10 is extremely important. How about . . . ?

(READ LIST – ROTATE ALL ITEMS)

- a) Experience in public office ..... 1 2 3 4 5 6 7 8 9 10 DK
- b) Homeland security experience ..... 1 2 3 4 5 6 7 8 9 10 DK
- c) Willingness to take a stand on difficult issues ..... 1 2 3 4 5 6 7 8 9 10 DK
- d) Foreign policy experience ..... 1 2 3 4 5 6 7 8 9 10 DK
- e) The candidate's charisma or likeability ..... 1 2 3 4 5 6 7 8 9 10 DK
- f) Trustworthiness ..... 1 2 3 4 5 6 7 8 9 10 DK
- g) Ability to unite the country ..... 1 2 3 4 5 6 7 8 9 10 DK
- h) Ability to create change ..... 1 2 3 4 5 6 7 8 9 10 DK

I'd like you to think about voters in general. Among voters in general . . . (ROTATE QUESTIONS 6a – 6d)

- |   | WILL HELP | WILL HURT | NO DIFF | DK |
|---|-----------|-----------|---------|----|
| 6a. will John McCain's age help him win votes, hurt him, or not make much of a difference                       | 1         | 2         | 3       | 4  |
| 6b. will Barack Obama's race help him win votes, hurt him, or not make much of a difference                     | 1         | 2         | 3       | 4  |
| 6c. will Hillary Clinton's gender help her win votes, hurt her, or not make much of a difference                | 1         | 2         | 3       | 4  |
| 6d. will Bill Clinton's campaigning for his wife help her win votes, hurt her, or not make much of a difference | 1         | 2         | 3       | 4  |

7a On a scale of 1 to 10, with 1 being not at all impressed and 10 being extremely impressed, how impressed are you with [ROTATE JOHN MCCAIN, BARACK OBAMA, HILLARY CLINTON] on the following traits:

- a) Experience..... 1 2 3 4 5 6 7 8 9 10 DK
- b) Ability to connect with voters ..... 1 2 3 4 5 6 7 8 9 10 DK
- c) Trustworthiness ..... 1 2 3 4 5 6 7 8 9 10 DK
- d) Readiness to act on day one, if elected ..... 1 2 3 4 5 6 7 8 9 10 DK
- e) National security credentials ..... 1 2 3 4 5 6 7 8 9 10 DK
- f) Intelligence ..... 1 2 3 4 5 6 7 8 9 10 DK

7b On the same 1-to-10 scale please rate [NEXT CANDIDATE] on . . . [READ LIST IN THE SAME ORDER]

7c Finally, please rate [LAST CANDIDATE] on . . . [READ LIST IN THE SAME ORDER]

8. Again, using a 1 to 10 scale, how concerned are you about the following economic issues, where 1 is not at all concerned and 10 is extremely concerned? (READ LIST – ROTATE ALL ITEMS)

- a) The cost of health insurance ..... 1 2 3 4 5 6 7 8 9 10 DK
- b) The amount of taxes you pay ..... 1 2 3 4 5 6 7 8 9 10 DK
- c) Your ability to afford big-ticket items, like a car or vacation ..... 1 2 3 4 5 6 7 8 9 10 DK
- d) Your ability to find or keep a good job ..... 1 2 3 4 5 6 7 8 9 10 DK
- e) The housing slowdown ..... 1 2 3 4 5 6 7 8 9 10 DK
- f) The rising cost of gas and food ..... 1 2 3 4 5 6 7 8 9 10 DK

ASK DEMOCRATIC AND UNAFFILIATED VOTING IN DEMOCRATIC PRIMARY Q9 – Q11

9. In the upcoming Democratic primary, please tell me which of these candidates you will vote for, or if you are undecided.
- a) For President (ROTATE NAMES): Barack Obama or Hillary Clinton?
  - b) For Governor (ROTATE NAMES): Richard Moore, Dennis Nielsen, Beverly Perdue?
  - a) For Senate (ROTATE NAMES): Kay Hagan, Duskin Lassiter, Jim Neal, Howard Staley, Marcus Williams?
10. If John Edwards had not dropped out of the race, would you have voted for John Edwards for President in the primary? YES NO DK

IF VOTING FOR OBAMA OR CLINTON IN Q9a - ASK

11. If [NAME OF PREFERRED CANDIDATE] is not the Presidential nominee, will you vote for [NAME OF OTHER DEMOCRATIC CANDIDATE], John McCain, someone else, not vote, or are you not sure?

ASK REPUBLICAN AND UNAFFILIATED VOTING IN REPUBLICAN PRIMARY Q12 – Q13b

12. In the upcoming Republican primary, please tell me which of these candidates you will vote for, or if you are undecided.
- b) For Governor (ROTATE NAMES): Bill Graham, Pat McCrory, Bob Orr, Elbie Powers, Fred Smith?
  - a) For Senate [ROTATE NAMES]: Pete DiLauro or Elizabeth Dole?

[ROTATE Q13a & Q13b]

- 13a. If John McCain runs against Hillary Clinton in November will you:

Vote for McCain enthusiastically  
Vote for him reluctantly  
Vote for Clinton  
Vote for someone else  
Not vote  
or are you Not Sure?

- 13b. If John McCain runs against Barack Obama in November will you:

Vote for McCain enthusiastically  
Vote for him reluctantly  
Vote for Obama  
Vote for someone else  
Not vote  
or are you Not Sure?

The following questions help us to group our questionnaires.

A. How many years have you lived in North Carolina: \_\_\_\_\_ YEARS [0=less than 1; 99=DK/REF]

B. What is your age?  
(IF REFUSED)

Will you tell me which of these age groups you are in: 18 to 34; 35 to 44; 45 to 54; 55 to 64; or older?

C. What is your race?

- WHITE .....1
- BLACK/AFRICAN AMERICAN .....2
- OTHER .....3
- DK/REFUSED .....4

D. What was the last grade of school you completed?  
CATEGORIES: LESS THAN HIGH SCHOOL GRADUATE  
HIGH SCHOOL GRADUATE  
SOME COLLEGE/TECH/2-YR DEGREE  
COLLEGE GRADUATE OR BEYOND

E. Finally, which of the following categories best describes your total household income last year from all sources before taxes?

- 1 .....Less than \$25,000
- 2 .....\$25,000 to \$50,000
- 3 .....\$50,000 to \$75,000
- 4 .....\$75,000 to \$100,000
- 5 .....or more than \$100,000

**PANEL QUESTION**

This survey is being conducted for several newspapers and TV stations in the state.  
Sometimes a reporter likes to talk to people we interview to get more information.  
Would it be okay to give your name and telephone number to a reporter?

- YES.....1
- NO.....2

**IF AGREE: (GET FIRST AND LAST NAME)**

What is your name? **First** \_\_\_\_\_ **Last** \_\_\_\_\_

At what phone number can you be reached during the day? \_\_\_\_\_

How about during the evening? \_\_\_\_\_

**Those are all of my questions. Thank you for your help with our survey.**

**INTERVIEWER: IN YOUR OPINION, HOW EXPRESSIVE IS THIS RESPONDENT?**

- NOT AT ALL.....1
- SLIGHTLY .....2
- SOMEWHAT.....3
- VERY .....4

**IF DISAGREE: Those are all of my questions. Thank you for your help with our survey.**