NORTH CAROLINA STATEWIDE
SURVEY RESEARCH REPORT
SEPTEMBER 2008

IF THE ELECTION FOR STATE INSURANCE COMMISSIONER WERE HELD TODAY, WOULD YOU BE VOTING FOR:

			VOTING		VOTING DAY			ISSUE				
	N	%	DEFINITE	VERY	ELECTION	EARLY	NOT SURE	HEALTH CARE	PUBLIC EDUCATION	JOBS/ECON	TAXES	ILLEGAL IMMIGRAT.
			86%	13%	60%	31%	9%	16%	21%	29%	15%	12%
REP JOHN ODOM	159	27	27%	23%	28%	26%	18%	15% *	22%	23%	42% *	36% *
DEMOCRAT WAYNE GOODWIN	220	37	38%	28% *	34%	43%	38%	46%	41%	46% *	18% *	25% *
LIBERTARIAN MARK MCMAIN	19	3	4%	0%	4%	2%	0%	3%	1%	1%	9%	6%
NOT SURE	200	33	31%	50% *	34%	29%	44% *	36%	36%	29%	31%	33%
NET GOODWIN	61	10	11%	5%	6%	17%	20% *	30% *	19%	23% *	-24% *	-11% *
GOODWIN : ODOM	1.4:1		1.4:1	1.2:1 *	1.2:1 *	1.7:1 *	2.1:1 *	3.0:1 *	1.8:1 *	2.0:1 *	1:2.4 *	1:1.4

			AGE GROUP					PHILOSOPHY				
	N	%	18-25	26-40	41-55	56-65	66+	VERY LIBERAL	SOMEWHAT LIBERAL	SOMEWHAT CONS	VERY CONS	MODERATE
			5%	23%	31%	18%	21%	7%	12%	18%	23%	35%
REP JOHN ODOM	159	27	33%	29%	25%	27%	26%	7% *	11% *	31%	50% *	19%
DEMOCRAT WAYNE GOODWIN	220	37	34%	36%	34%	37%	42%	79% *	54% *	28%	14% *	41%
LIBERTARIAN MARK MCMAIN	19	3	3%	2%	5%	4%	1%	0%	1%	3%	4%	4%
NOT SURE	200	33	30%	33%	36%	32%	31%	14% *	34%	37%	32%	36%
NET GOODWIN	61	10	2%	7%	10%	10%	16%	72% *	42% *	-3% *	-36% *	21% *
GOODWIN : ODOM	1.4:1		1.0:1 *	1.2:1 *	1.4:1	1.4:1	1.6:1 *	11.3:1 *	4.7:1 *	1:1.1 *	1:3.5 *	2.1:1 *

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			(33.) BEH VOTING					(34.) EDUCATION				
	N	%	ALWAYS DEMOCRAT	DEM MORE THAN REP	REP MORE THAN DEM	ALWAYS REP	BOTH =	HS GRAD	2YR COLL TECHNICAL	4YR COLL GRADUATE	POST GRAD	
			18%	19%	24%	9%	27%	23%	23%	33%	16%	
REP JOHN ODOM	159	27	2% *	7% *	49% *	83% *	19%	27%	31%	25%	23%	
DEMOCRAT WAYNE GOODWIN	220	37	91% *	59% *	8% *	0% *	25% *	43%	35%	30%	41%	
LIBERTARIAN MARK MCMAIN	19	3	1%	0%	4%	0%	7%	2%	4%	4%	5%	
NOT SURE	200	33	6% *	34%	38%	17% *	49% *	29%	30%	41%	31%	
NET GOODWIN	61	10	90% *	53% *	-42% *	-83% *	6%	16%	5%	5%	19%	
GOODWIN : ODOM	1.4:1		54.0:1 *	8.6:1 *	1:6.4 *		1.3:1	1.6:1 *	1.2:1 *	1.2:1 *	1.8:1 *	

			EMPLOYMENT						HERITAGE		AFFIL.			GENDER
	N	%	SELF EMPLOYED	PRIVATE CO	GOVERN.	SPOUSE HOUSEWIFE	RETIRED	UNEMPLOYED	CAUCASIAN	AFRICAN AMERICAN	DEM	REP	UNAFFIL.	MALE
FEMALE														
-			13%	31%	11%	12%	26%	6%	69%	21%	46%	35%	19%	48%
52%														
REP JOHN ODOM	159	27	27%	24%	20%	32%	29%	23%	34%	4% *	11% *	52% *	18%	25%
28%														
DEMOCRAT WAYNE GOODWIN	220	37	39%	36%	41%	26% *	38%	56% *	26% *	76% *	64% *	10% *	21% *	40%
34%														
LIBERTARIAN MARK MCMAIN	19	3	5%	2%	3%	3%	4%	0%	3%	0%	1%	5%	5%	5%
2%														
NOT SURE	200	33	28%	37%	37%	39%	30%	22% *	37%	21% *	24% *	33%	55% *	30%
37%														
NET GOODWIN	61	10	12%	12%	21% *	-6% *	8%	33% *	-8% *	72% *	53% *	-42% *	2%	15%
6%														
GOODWIN : ODOM	1.4:1		1.4:1	1.5:1	2.1:1 *	1:1.2 *	1.3:1	2.4:1 *	1:1.3	20.9:1 *	6.0:1 *	1:5.4 *	1.1:1 *	1.6:1
* 1.2:1 *														

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			GEOGRAPHIC					
	N	%	CHARLOTTE	WESTERN	PIEDMONT TRIAD	TRIANGLE	NORTHEAST	SOUTHEAST
			21%	13%	19%	20%	13%	14%
REP JOHN ODOM	159	27	24%	34%	37% *	25%	22%	16% *
DEMOCRAT WAYNE GOODWIN	220	37	28%	28%	34%	39%	50% *	48% *
LIBERTARIAN MARK MCMAIN	19	3	7%	4%	0%	2%	0%	6%
NOT SURE	200	33	41%	33%	29%	34%	28%	30%
NET GOODWIN	61	10	4%	-6% *	-3% *	14%	28% *	32% *
GOODWIN : ODOM	1.4:1		1.2:1 *	1:1.2 *	1:1.1 *	1.6:1 *	2.2:1 *	3.0:1 *