


Late Breaking Trends - NC Senate Partisan Political Advantage in 2010 General Election Races

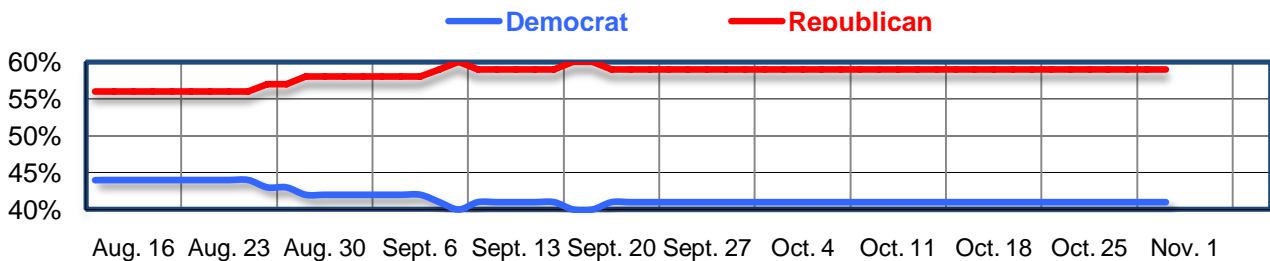
✓ Advantage Democrats ✓ Advantage Republicans

Democrat Tally	938	Democratic %	41%	Updated 11/2/2010	
Republican Tally	1362	Republican %	59%		

		D	R			D	R			D	R
Econ Conditions - US ✓		35	65	Direction of USA ✓		33	67	Direction of N Carolina ✓		34	66
Excellent/Good	13%			Right Direction	31%			Right Direction	25%		
Poor	42%			Wrong Track	64%			Wrong Track	57%		
Gallup	2-Nov			Real Clear Politics	2-Nov			Civitas NC Poll	28-Oct		
Obama Approval US ✓		46	54	Cong Job Approval - US ✓		23	77	Generic Vote - US Cong ✓		45	55
Approve	46%			Approve	20%			Vote for Democrat	41%		
Disapprove	49%			Disapprove	74%			Vote for Republican	51%		
Real Clear Politics	2-Nov			Real Clear Politics	2-Nov			Real Clear Politics	2-Nov		
Obama Approval NC ✓		41	59	Indep Voters - NC ✓		35	65	Voter Enthusiasm - US ✓		40	60
Approve	41%			Vote for Democrat	20%			Democrats	28%		
Disapprove	56%			Vote for Republican	51%			Republicans	47%		
Pollster.com	2-Nov			Public Policy Polling	2-Sep			Gallup	22-Sep		
NC Sen Cash + Party \$ ✓		51	49	Generic Vote - NC Legis ✓		46	54	US Workforce ✓		43	57
Democrats	\$2.5			Democratic	42%			Underemployed	18.0%		
Republicans	\$2.4			Republican	50%			Employed	82.0%		
NCFEF	12-Aug			Public Policy Polling	1-Oct			Gallup	2-Nov		

Late Breaking Trends is a selection of 12 key predictors of partisan political advantage updated daily by John Davis Political Report. In the algorithm, the value of "NC Sen Cash = Party \$" is quadrupled. "Economic Conditions," "Obama Approval NC," and "US Workforce" are trippled; "Indep voters -US" and "Voter Enthusiasm - US" are doubled. Predictors are converted to 100-point scale.

Late Breaking Trends - NC Senate Partisan Political Advantage



Aug. 16 Aug. 23 Aug. 30 Sept. 6 Sept. 13 Sept. 20 Sept. 27 Oct. 4 Oct. 11 Oct. 18 Oct. 25 Nov. 1