

CIVITAS INSTITUTE STATEWIDE STUDY / OCTOBER 17-18, 2011

If the election for President of the United States were being held today and you had to make a choice, for whom would you vote if the candidates were: Herman Cain, the Republican, and Barack Obama, the Democrat?

| | MEDIA MARKET | | | | | | | KEY REGIONS | | | | | | | GENDER | | AGE | | | | | PARTY REG | | |
|----------------------|--------------|---------------------|-----------------------|------------------------|--------------------------------|--------------------------------|------------------------|----------------------|----------------------|-----------------------|-----------------------------|-------------------------------|-----------------------|---------------------------|------------------|------------------|------------------|-----------------|-------------------|------------------|-----------------|------------------|--------------------|----------------|
| | TOTAL (A) | RAL- EIGH (B) | CHAR- LOTTE (C) | GREENS -BORO (D) | GREEN- VILLE (SC) (E) | GREEN- VILLE (NC) (F) | WILM- INGTON (G) | ALL OTHERS (H) | TRI- ANGLE (I) | SOUTH -EAST (J) | NORTH -EAST NC (K) | PIED- MONT TRIAD (L) | CHAR- LOTTE (M) | WEST- ERN NC (N) | MEN (O) | WOMEN (P) | 18-25 (Q) | 26-40 (R) | 41-55 (S) | 56-65 (T) | 66+ (U) | GOP (V) | DEM (W) | IND (X) |
| BASE=TOTAL SAMPLE | 600 100% | 178 30% | 167 28% | 109 18% | 46 8% | 45 7% | 30 5% | 25 4% | 122 20% | 85 14% | 68 11% | 110 18% | 130 22% | 81 13% | 288 48% | 312 52% | 17 3% | 77 13% | 188 31% | 133 22% | 134 22% | 198 33% | 270 45% | 132 22% |
| **D/S (CAIN - OBAMA) | 30 5% | -34 -19% | 26 16% BE | 26 24% BEG | -2 -5% B | 7 16% BE | 3 9% BE | 5 19% BE | -30 -24% IK | 6 7% IK | -1 -2% I | 28 25% IJKmN | 20 16% IJK | 8 10% IK | 49 17% P | -19 -6% P | -2 -10% qT | 2 3% qT | 36 19% QRTU | -15 -11% T | 3 2% T | 145 73% WX | -134 -49% WX | 18 14% W |
| TOTAL CAIN ----- | 277 46% | 63 36% | 87 52% B | 59 54% Be | 18 39% B | 25 56% B | 13 44% | 12 47% | 42 34% i | 39 46% i | 29 42% i | 61 55% Ik | 68 53% I | 38 47% i | 150 52% P | 127 41% P | 7 42% | 34 44% Tu | 104 55% Tu | 52 39% Tu | 60 45% Tu | 161 81% WX | 51 19% WX | 65 50% W |
| TOTAL OBAMA ----- | 247 41% | 97 54% CDfgh | 61 36% | 33 31% | 21 45% | 18 40% | 11 36% | 7 28% | 71 58% JKLMN | 33 39% | 30 44% l | 33 30% l | 48 37% l | 29 36% l | 101 35% O | 146 47% O | 9 52% O | 32 41% O | 68 36% O | 66 50% S | 57 42% S | 15 8% S | 185 68% VX | 47 36% V |
| DEFINITELY CAIN | 209 35% | 46 26% | 62 37% B | 43 40% B | 17 37% B | 21 46% B | 11 37% | 9 35% | 31 26% i | 30 36% i | 22 32% i | 45 41% I | 47 36% I | 33 41% I | 118 41% P | 90 29% P | 6 36% P | 26 34% P | 73 38% P | 43 32% P | 45 33% P | 128 65% WX | 37 14% WX | 43 33% W |
| PROBABLY CAIN | 45 7% | 13 7% e | 12 7% e | 13 12% Eg | 1 2% Eg | 2 5% Eg | 1 4% | 2 9% | 7 6% e | 4 5% e | 6 9% e | 13 12% jn | 10 8% jn | 4 5% jn | 22 8% jn | 23 7% jn | - -% jn | 6 8% Q | 20 11% Qt | 7 5% Q | 8 6% Q | 26 13% W | 7 3% W | 12 9% W |
| LEAN CAIN | 24 4% | 4 2% E | 13 8% BdE | 3 3% e | - -% e | 2 5% e | 1 3% | 1 3% | 3 2% E | 5 5% E | 1 1% E | 3 3% IKLN | 11 8% IKLN | 1 1% IKLN | 10 4% IKLN | 14 4% IKLN | 1 6% IKLN | 2 3% IKLN | 12 6% T | 1 1% T | 6 5% T | 7 4% T | 7 3% T | 10 8% W |
| LEAN OBAMA | 6 1% | 1 -% E | 2 1% E | 3 3% efgh | - -% efgh | - -% efgh | - -% efgh | - -% efgh | 1 1% E | - -% E | - -% E | 2 2% IKLN | 3 2% IKLN | - -% IKLN | 2 1% IKLN | 4 1% IKLN | - -% IKLN | - -% IKLN | - -% IKLN | 4 3% QRS | 2 2% QRS | - -% QRS | 5 2% V | 1 1% V |
| PROBABLY OBAMA | 22 4% | 9 5% H | 3 2% h | 3 3% h | 2 5% h | 4 9% h | 1 3% | - -% mN | 9 7% mN | 2 3% mN | 3 4% mN | 4 4% mN | 3 2% mN | 1 2% mN | 13 5% O | 9 3% O | 1 6% O | 4 5% O | 11 6% U | 3 2% U | 2 2% U | 1 -% U | 11 4% V | 10 8% V |
| DEFINITELY OBAMA | 219 37% | 87 49% CDFgH | 55 33% | 27 25% | 18 40% d | 14 31% d | 10 33% d | 7 28% d | 62 50% JLMN | 31 36% d | 27 40% L | 28 25% L | 42 32% L | 28 35% L | 86 30% O | 133 43% O | 8 46% O | 28 36% O | 58 31% S | 60 45% S | 53 39% S | 14 7% S | 169 63% VX | 36 27% V |
| UNDECIDED | 58 10% | 13 7% f | 14 8% f | 13 12% f | 7 16% f | 2 4% f | 3 10% f | 6 22% bf | 5 4% bf | 8 10% bf | 10 14% i | 13 12% I | 9 7% I | 13 16% Im | 26 9% Im | 32 10% Im | 1 6% Im | 11 15% s | 13 7% s | 11 8% s | 12 9% s | 19 9% s | 25 9% s | 15 11% s |
| REFUSED | 17 3% | 5 3% EF | 6 3% EF | 3 3% ef | - -% ef | - -% ef | 3 10% ef | 1 3% ef | 4 3% k | 5 6% Kn | - -% Kn | 3 3% k | 5 4% K | 1 1% K | 11 4% K | 6 2% K | - -% K | - -% K | 3 1% QR | 5 4% QR | 6 4% QR | 3 2% QR | 9 3% QR | 5 4% QR |

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| | GENDER/AGE | | | | | | PARTY REG/GENDER | | | | | | IDEOLOGY | | | RACE | | | | |
|----------------------|--------------|---------------------|---------------------|-------------------|-----------------------|-----------------------|---------------------|-------------------|---------------------|--------------------|---------------------|-------------------|---------------------|-----------------|------------------|------------------|------------------|-------------------|----------------------|-----------------|
| | TOTAL (A) | MEN 18-44 (B) | MEN 45-64 (C) | MEN 65+ (D) | WOMEN 18-44 (E) | WOMEN 45-64 (F) | WOMEN 65+ (G) | GOP MEN (H) | GOP WOMEN (I) | DEM MEN (J) | DEM WOMEN (K) | IND MEN (L) | IND WOMEN (M) | LIB (N) | MOD (O) | CONS (P) | BLACK (Q) | WHITE (R) | HISP- ANIC (S) | OTHER (T) |
| BASE=TOTAL SAMPLE | 600 100% | 73 12% | 127 21% | 65 11% | 71 12% | 133 22% | 80 13% | 108 18% | 90 15% | 105 18% | 165 27% | 75 13% | 57 9% | 103 17% | 206 34% | 260 43% | 126 21% | 444 74% | 5 1% | 16 3% |
| **D/S (CAIN - OBAMA) | 30 5% | 15 21% EFG | 19 15% EFG | 8 12% EFG | -4 -6% | -7 -5% | -6 -8% | 77 71% JKLM | 69 76% JKLM | -46 -44% | -88 -53% | 19 25% JKM | - - | -63 -61% | -37 -18% N | 138 53% NO | -101 -80% | 131 30% QST | -2 -38% | -2 -13% Q |
| TOTAL CAIN ----- | 277 46% | 41 56% efg | 66 52% g | 32 49% | 29 40% | 58 43% | 32 40% | 84 78% JKLM | 76 85% JKLM | 24 23% | 27 17% | 42 56% JK | 24 41% JK | 16 16% | 69 33% N | 185 71% NO | 8 6% | 258 58% QS | 1 21% | 7 41% Q |
| TOTAL OBAMA ----- | 247 41% | 25 35% | 47 37% | 24 37% | 33 46% | 65 49% bc | 38 48% | 8 7% | 8 9% | 70 66% HIILM | 115 70% HIILM | 23 31% HI | 24 42% HI | 79 77% OP | 106 51% P | 47 18% | 109 86% RT | 127 29% | 3 59% | 9 54% R |
| DEFINITELY CAIN | 209 35% | 31 43% fg | 53 42% efg | 25 39% | 21 30% | 40 30% | 22 27% | 68 63% JKLM | 60 67% JKLM | 19 19% k | 18 11% | 31 41% JKM | 13 22% k | 8 8% | 48 23% N | 149 57% NO | 4 3% s | 198 45% QS | - - | 5 29% QS |
| PROBABLY CAIN | 45 7% | 5 7% | 10 8% | 5 7% | 6 9% | 10 7% | 6 7% | 12 11% JK | 13 15% JK | 4 3% | 4 2% | 6 8% k | 6 11% k | 7 7% | 12 6% | 23 9% | 2 2% | 41 9% QT | 1 21% | - - |
| LEAN CAIN | 24 4% | 4 6% | 3 2% | 2 3% | 1 1% | 7 6% e | 5 6% | 4 4% | 3 3% | 1 1% | 6 4% J | 5 7% J | 5 9% J | 1 1% | 9 4% n | 14 5% N | 1 1% | 19 4% QS | - - | 2 12% |
| LEAN OBAMA | 6 1% | - - | 2 1% | - - | - - | 2 1% 1% | 2 3% | - - | - - | 2 2% | 3 2% hil | - - | 1 2% | 2 2% | 1 - | 3 1% | 2 2% | 4 1% st | - - | - - |
| PROBABLY OBAMA | 22 4% | 7 9% DFg | 5 4% | 1 1% | 4 5% | 2 2% | 2 3% | 1 1% hI | - - | 5 5% hI | 6 3% I | 7 9% HI | 3 6% i | 7 7% P | 12 6% P | 3 1% | 14 11% RST | 9 2% ST | - - | - - |
| DEFINITELY OBAMA | 219 37% | 18 25% | 39 31% | 23 36% | 29 41% b | 61 46% BC | 34 43% Bc | 7 6% | 8 9% | 63 60% HIILM | 106 64% HIILM | 16 22% HI | 19 34% HI | 71 69% OP | 93 45% P | 40 15% | 93 74% R | 115 26% | 3 59% | 9 54% R |
| UNDECIDED | 58 10% | 7 9% | 12 9% | 4 6% | 9 13% | 8 6% | 8 10% | 12 12% | 6 7% | 7 6% | 18 11% | 7 9% | 8 14% | 5 5% | 27 13% Np | 20 8% | 7 6% T | 46 10% T | 1 20% | - - |
| REFUSED | 17 3% | - - | 3 2% b | 5 8% Be | 1 1% | 3 2% | 2 2% | 3 3% i | - - | 5 5% I | 4 3% I | 3 4% i | 2 3% | 2 2% | 4 2% | 8 3% | 2 2% | 13 3% S | - - | 1 4% |